

FOUNDER'S  
**Mastermind**  
An Experience of Michael Rozbruch's Tax & Business Solutions Academy®

**The 8 Rules for**  
**Direct Response**  
**Marketing**

Dan Kennedy says *“Simply put, Direct Response Marketing is designed to provoke an IMMEDIATE response from the customer, through clear CTAs (calls to action), in order to generate reactions and feedback while encouraging decision-making”*.

Generating a direct response from taxpayers isn't as easy as it sounds. Sure, lots of people are taken in by mediocre advertising, but if you REALLY want to make the big bucks then you need to master the following 8 rules:

1. **There will ALWAYS be an OFFER** – what really generates a response is telling the taxpayer how your service can enhance their life, solve their problems, and make their day better, etc., and the steps they need to take in order to reap the benefits

**2. There will be a REASON to RESPOND right NOW-** John Carlton, a direct response copywriter and friend of Dan's advises: *“Your offer should generate a direct response. That’s the whole point. If you are providing value to your prospect you can truly convince them that investing in your service will answer their prayers and satisfy their current desires. If you do this you are on to a “winner”.*

**3. Clear Instructions (CTA)** – confused customers do nothing and most people can follow instructions. Anything you put together in your next strategy, whether it's a flier, an advertisement, a radio ad, a sales letter, etc., make sure the pathway to taking action is clear for the consumer.

**4. There will be tracking and measurement** – Dan says, “*you need real, hard facts and data to make good intelligent marketing decisions*”. Tracking means accurately collecting all the information you need to determine what advertising is working and what isn't, which offer is pulling and which isn't, what marketing has traction and what doesn't”.

Ultimately, you'll be able to know what your ROI is for each dollar. As long as you get systems in place to capture all the data you need, and make the time to get a thorough analysis underway, then what seems confusing and as a waste of time will start to become profitable and easier the more you do it...especially if your team members have a tendency to become lazy with or confused by the whole concept.

From now on, you shall spend no dollar without tracking ROI!

**5. There will be follow-up** – There are FORTUNES in the follow-up. Most practitioners make the mistake of only following up with a lead on ONE occasion. But to be a smart firm owner, you need to build out a way to continue this follow-up with your prospects. It takes 5-8 “touches” before most people “buy”.

**6. There will be strong Copy; Big bold Headline or Promise** – I love this quote for Dan: *“You can’t send a shy, timid Casper Milktoast guy out into the street to knock on a door of a home or walk into a business and beg in nearly a whisper for a few minutes of the prospect’s time. So you can’t do that with your advertising or marketing either. Send Arnold Schwarzenegger instead”*.

In a nutshell, your copy must be compelling enough to get your prospects to take immediate action. Your vocabulary choices should aggravate your prospects’ problems so much so that they can feel the **pain**, and then soothe them immediately with whatever it is you’re offering, and how it can solve their issue. Think about your audience. Speak to them like their human beings (which they are...) in a conversational tone that hooks them in with power words, packs a punch and sticks in their mind.

**7. Results rule. Period.** – From this moment on, you are (if not already) completely, wholly, ultimately results-driven. Nobody **EXCEPT** your clients is going to put money into your business and personal bank account. **NOBODY ELSE.** All that matters is what your clients think. If you make sales, then your strategy has worked. If it doesn't make sales, scrap it.

**8. You will be a tough-minded disciplinarian and keep your business on a strict DIRECT marketing diet for at least six months.** Last but not least... Think of this as a regular diet. Cut the crap. Purge the junk. Stick to a new regime guaranteed to get results. If your new business diet consists of nothing but the previous 7 rules, I promise you that your direct response marketing efforts will pay off.