



MARKETING: SHORT TERM VS LONG TERM

Are you marketing for short term or long term success?

Rushing in to marketing with a desperate need or desire to create sales can be dangerous for your business. Yes, you may need to make money now and you may want to see that your business plan is viable. However, bending to the pressure of doing whatever it takes to make a buck now will likely cost you a lot in the long run.

Don't be fooled by the idea that you don't need to be around in the long run or you will have so much money it doesn't matter what happens. Just ask Bernie Madoff.

You should absolutely make smart marketing moves that

will bring in revenues quickly and grow your business but not at the expense of the future of your venture, or your own future for that matter. Inspire prospects to take action now but not just for the sake of shipping something. Take your business somewhere as you increase the success or improve the lives of your customers.

No matter what industry you are in or what your initial product or service idea is there are endless opportunities to grow into long lines of larger products as you help people over the course of their personal and or business lifetimes.

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The Renegade Millionaire Way

by Dan S. Kennedy



The Untold Stories

Behind every great entrepreneurial success story that everybody knows, there is an untold story – and it's usually more interesting and a lot more instructive. They all tend to have a few common elements, though. One of which is ugly grunt work.

Years back, I spent some time with Bob Stupak, a true Renegade marketer. He took a one floor, slots only dump at the downtown end of the Strip and built it into the big, tall, flashy Vegas World Hotel & Casino, now The Stratosphere – without taking on debt, building it one floor at a time as he had the cash to do it; generating the cash by mail-order selling of pre-paid \$399 vacation packages. His full-page ads for his Vegas World package featuring 2 nights' lodging, meals, drinks, shows and \$1,000 of 'house money' to gamble with for \$399 were seen everywhere: Parade Magazine in Sunday newspapers, Playboy, TV Guide. People on certain lists received elaborate direct-mail pieces selling the package, and over several years, millions of those sales letters were sent. His was and remains the only Las Vegas Strip hotel literally built by direct-response advertising. Now, the untold story: where Bob got the two most valuable prospect lists he mailed most aggressively to...

Every guest got a fancy welcome package, which included four full-color postcards with a photo of Vegas World and a display of One

Million Dollars In Cash on one side. They were wrapped with a note telling guests to address them with notes to friends back home and drop them in the specially marked mail slot in the lobby, and Bob'd buy the stamps. He did not mention he would copy down the names and addresses before mailing out the postcards. He did not mention that he would soon afterward mail a letter telling these folks that they were invited to get the same great vacation their friends had recently enjoyed for just \$399, plus get a free spin of the Million Dollar Slot Machine and be guaranteed to at least win a diamond-like ring or a little color TV or some other nifty prize. He mailed these prospects repetitively and persistently, and told me that he converted upwards from 20%. So, if 300 guests turned in 4 postcards, that's 1,200 fresh prospects every couple of days, about 15,000 fresh prospects a month for which no cost was incurred in acquiring them but a postcard and a stamp, and how could you get better prospects? His other method of list-building was nearly as ingenious, and just as troublesome. Its details don't matter, to make the point: Renegade Millionaires *go to trouble* to accomplish their goals that most people won't. That's the untold story of extraordinary achievement. Nothing elegant, nothing efficient about Bob's system. Just effective.

I am 56 years old and I imagine my perception is skewed by age, but I still don't think I've ever seen as many people in search of the mythical Easy Button at any other time of my life. The explosive proliferation of accessible technology has acted as gasoline on this fire. But it doesn't change the fact of society's money pyramid: 1% rich at the top, 4% doing well, 15% doing okay, 80% doing poorly – principally because the 1% are willing to do a lot more, and a lot more troublesome stuff than the 80% are. While the 80% are hunting for Easy Buttons, the 1% are *working*.

DAN S. KENNEDY is a serial, multi-millionaire entrepreneur; highly paid and sought after marketing and business strategist; advisor to countless first-generation, from-scratch multi-millionaire and 7-figure income entrepreneurs and professionals; and, in his personal practice, one of the very highest paid direct-response copywriters in America. As a speaker, he has delivered over 2,000 compensated presentations, appearing repeatedly on programs with the likes of Donald Trump, Gene Simmons (KISS), Debbi Fields (Mrs. Fields Cookies), and many other celebrity-entrepreneurs, for former U.S. Presidents and other world leaders, and other leading business speakers like Zig Ziglar, Brian Tracy and Tom Hopkins, often addressing audiences of 1,000 to 10,000 and up. His popular books have been favorably recognized by Forbes, Business Week, Inc. and Entrepreneur Magazine. His NO B.S. MARKETING LETTER, one of the business newsletters published for Members of Glazer-Kennedy Insider's Circle, is the largest paid subscription newsletter in its genre in the world. Go to <http://www.jumbo-results.com> for a special gift just for you from Dan Kennedy.

THE LEMONADE STAND IS DEAD: TEACHING YOUR KIDS ENTREPRENEURSHIP



Apparently the good old lemonade stand has been made illegal! In fact worse than just getting shut down kids and their families are actually receiving fines if they are caught. Just when you thought there couldn't possibly be any more silly regulations to be enforced right? So how do you teach your kids about entrepreneurship if they can't put up a lemonade stand?

It is clear that with the way the economy is going and the changes we are seeing in the business world that the only way for you to truly equip your children to provide for themselves in the future and have the chance to live a really full life is to teach them entrepreneurship.

School obviously ill equips students to leave and open their own businesses, let alone even manage their own money. Unfortunately as we can see their isn't going to be much of a future, at least not a reliable one for those who simply graduate and plan on working for someone else until retirement. So a good start is to begin by teaching them about how to manage their money, how to save and how different types of investments work. You can start out simply by playing games like Monopoly and move up to using stock picking tools and simulators online. Give them a virtual account or an allowance and guide them on how to get the most out of it.

However, this all still just scratches the surface. There are many young entrepreneurs from 12 to teens who have capitalized on the Internet and even outsourcing to build incredible businesses and even make a ton of money. Why not teach them how to put up a WordPress blog or use basic website builders to create their own websites? It is really so simple these days that even a 5 year old can do it.

Encourage them to follow their passions and do something they are excited about. Perhaps they can share video game tips, sell used toys, raise funds for different causes or even something much more revolutionary. Encourage them to begin building their networks now. Just imagine if you still had connections with anyone you had ever met and had them as social media followers and blog subscribers. How much bigger would your list be now? Perhaps you may even find that they can give you ideas or even help out with building your own business. Not every child may appreciate it now but you can be confident that they will later in life and perhaps find the gift of entrepreneurship the most powerful and important thing you could ever do for them.



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FROM THE DESK OF CHUCK BOYCE

This is my most favorite time of year. I'll admit it, I was one of those kids that looked forward to getting back to school. I always enjoyed school. The challenge of learning new things and tackling tough problems still appeals to me, and I invest a lot of time and resources into getting as much schooling as I can fit into my schedule. It has always paid me back in multiples.

Last month, found me in Washington, D.C., being featured on an upcoming episode of *The New American Dream*, which will air late this fall. It was a great experience and I really enjoyed talking with the other featured business owners and entrepreneurs that have decided to not let the uncertainty in Washington, distract them from pursuing their version of the New American Dream.

I'm very excited that the Delaware State Chamber of Commerce is honoring the Brandywine Executive Center as an Award of Excellence winner on November 9th. It was a great validation of all of the hard work done by Jamie, Patrick and Amanda for our members. Consider joining us at the Hotel du Pont as all of the winners are recognized.

Finally, I'd like to do something different to thank **you** for choosing the Brandywine Executive Center. In the past, I've hosted an Open House lunch on the first Thursday in December to say Thanks! and set the holiday mood. This year, I'd like to do something different and would value your input.



Drop me an email chuck@bwecenter.com and let me know what you'd like this year.



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