

\$12 BILLION OF INSIDE MARKETING SECRETS

**DISCOVERED THROUGH DIRECT
RESPONSE TELEVISION SALES**

And how you can profitably apply them to your business.

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By Steven Dworman

Publisher of the Infomercial Marketing Report

Usd12 Billion Of Inside Marketing Secrets Discovered Through Direct Response Television Sales

Frank Cannella



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\$12 Billion of Inside Marketing Secrets Steven Dworman, 2004 20th Anniversary of Infomercials Marked By Tell All Book of Industry Secrets Whether you love them or hate them they've become an integral part of our television experience They've told us everything we ever wanted to know about slicing dicing slimming and toning From BluBlocker sunglasses to the Psychic Friends Network they've managed to capture our interest and our dollars for the last twenty years while introducing us to innovative products and some entertaining personalities But wait there's more In Steven Dworman's new book 12 Billion of Inside Marketing Secrets Discovered Through Direct Response Television Sales the entrepreneurs behind this truly American phenomenon reveal the successes and failures that made direct response television what it is today Written in an interview format the book presents the personal experiences of twenty three of the industry's leaders in their own words This invaluable information has never been publicly shared before states author Steven Dworman But what is truly extraordinary is the entrepreneurs personal story of starting with nothing and building 100 million dollar and up businesses The passion of each of these individuals comes through clearly in the interviews whether it's for the product the marketing process or for free enterprise generally The story of Jay Kordich whose Juiceman infomercial was the culmination of a very personal 40 year mission to promote the value of juicing is truly inspiring Readers looking for technical information will not be disappointed Candid conversations reveal each insider's personal successes and failures while passing along tips and tricks of the trade In a particularly interesting section of his interview Tony Robbins shares his experience with a specific focus group and breaks down the lessons learned Although the book primarily focuses on network and cable TV infomercials Marjorie Poore's interview outlines the more subtle methods used by public broadcasting for product tie ins The book concludes with an interview with Bill Guthy and Greg Renker of industry heavy hitter Guthy Renker Currently marketing the Proactiv skin care line Principal Secret Personal Power and Windsor Pilates made their garage business into a 1 billion per year concern solely through direct response marketing The interview includes their strategy for success and offers their view of the future of direct response television Author biography In the burgeoning field of infomercials Steve Dworman has emerged as the industry expert In 1991 he began publishing The Infomercial Marketing Report a monthly subscription newsletter read in over 20 countries worldwide He also published with Adweek Magazines Adweek's Direct Response Television Sourcebook Having produced and run his own direct response television campaigns Dworman learned all aspects of the industry He has consulted with Fortune 500 companies such as Procter Gamble Estee Lauder Mattel Avon Apple Computer Microsoft and many others He's been quoted by over 3 000 news sources including Wall Street Journal Los Angeles Times The Economist The New York Times CNN The Washington Post The Chicago Tribune to name just a few He has a key eye for picking products and was responsible for many huge successes in the industry such as Total Gym which grossed close to 1 billion in sales Dworman served served as President and Founder of DMMO the Digital Media Marketing Organization with members

such as Eastman Kodak Technicolor Warner Home Media Sony Digital and JVC amongst many other leading companies In 2001 he wrote directed a feature film entitled Divorce the Musical The film was featured on CNN and in a front page story in The Los Angeles Times He created a series of Health Book infomercials with Hugh Downs that grossed over 300 million utilizing the info contained within this book *Billion Dollar Marketing Secrets* Ted Nicholas,2008-01-01 *The Secrets of Successful Direct Response Marketing* Frank Jefkins,1988 **Infomercial Insights** Frank Cannella,1995 *The 7 Laws of Direct Marketing* Till Boadella,2015-07-09 If you ve ever wanted to skip the thick dry college textbooks of business school and jump straight into real business strategies and tactics that allow you to rise above your competition and dominate your marketplace Till Boadella has the answer for you From being stuck in a squalid Swiss apartment thousands of dollars in debt to becoming an influential authority in the direct marketing industry this book is about giving you strategies you can use right now to flood your business with more leads more customers and of course more sales You ll discover The little known niche of direct response advertising that Till used to go from 2 000 in debt to 5 000 a month autopilot and eventually sell his first business to his biggest competitor The 2 main emotions that drive any sale and how to use them to supercharge your business with new leads and sales for more cash in your pocket The 5 classic marketing mistakes that flush your sales down the toilet The Cookie Box Effect that lets you double even triple your average sale It leverages the psychological makeup of buying and created 17 436 of sales overnight Till Boadella is your 21st century Rags to riches story From being unemployed and in debt in his early 20s he turned to the Internet and discovered through hard hustle the principles of marketing that have allowed him to turn an ordinary online business into an extraordinary online business In *The 7 Laws of Direct Marketing* he reveals everything he s learnt and the shortcuts for any aspiring entrepreneur to use to create a successful business He currently lives worldwide traveling from country to country while teaching students worldwide on his business techniques and strategies **The Secrets of Successful Direct Response Marketing** Frank Jefkins,1990-01-01 **Overdeliver** Brian Kurtz,2019-04-09 Brian Kurtz is the bridge connecting the bedrock fundamentals of direct response marketing to the state of the art strategies tactics and channels of today *Overdeliver* distills his expertise from working in the trenches over almost four decades to help readers build a business that maximizes both revenue and relationships Marketing isn t everything according to Brian Kurtz It s the only thing If you have a vision or a mission in life why not share it with millions instead of dozens And while you are sharing it with as many people as possible and creating maximum impact why not measure everything and make all of your marketing accountable That s what this book is all about In the world of direct marketing Brian Kurtz has seen it all and done it all over almost four decades And he lives by the philosophy Those who did it have a responsibility to teach it Here s a small sample of what you ll learn The 4 Pillars of Being Extraordinary The 5 Principles of why Original Source matters The 7 Characteristics that are present in every world class copywriter Multiple ways to track the metrics that matter in every campaign and every medium online and offline Why customer service and

fulfillment are marketing functions That the most important capital you own has nothing to do with money And much more Whether you re new to marketing or a seasoned pro this book gives you a crystal clear road map to grow your business make more money maximize your impact in your market and love what you re doing while you re doing it Kurtz takes you inside the craft to help you use all the tools at your disposal from the intricate relationship between lists offers and copy to continuity and creating lifetime value to the critical importance of multichannel marketing and more so you can succeed wildly exceed all your expectations and overdeliver every time

The Infomercial and DRTV Handbook Drew Cummings,2010-09-22 A new version of the 1995 Best Selling book on Infomercials and DRTV This handbook will answer your questions about planning pricing production marketing telemarketing and fulfillment of direct response products and services It is also a step by step guide to the exciting and lucrative world of direct response television Written by one of the pioneers of direct response television who produced and created the first electronic retail television series with Dayton Hudson Target Stores produced many successful short and long form direct response infomercials and spots and was the former head of 20th Century Fox Direct Response This book will give readers insight into the production marketing psychology telemarketing and fulfillment of offering products and services using direct response marketing techniques The products and players may change over the years but the basics and economics of direct response television have remained the same for over 40 years This is a must read for anyone interested in direct response television marketing Plus this new edition also includes a section on identifying scams in the direct response television industry and how to avoid becoming a victim

Direct Response Television Frank R. Brady,John Angel Vasquez,1995 Selling by direct response television is different different from traditional direct marketing and different from traditional TV advertising And the price for not knowing the differences can be very high Direct Reponse Television The Authoritative Guide shows you how to capitalize on the potential and avoid the pitfalls of the hottest selling medium around today In 300 easy to read pages you ll find all the practical guidance you ll need for creating direct response commercials that will keep your cash register ringing and your costs under control

Building Brand with Direct Response Television Doug Garnett,2011-09-01 If you think carnival barkers are synonymous with direct response television think again In the early 1990s Doug Garnett and a small set of advertising pioneers recognized that DRTV could do much more than sell gimmicks on TV that it could be powerful advertising for brands Valuable lessons from nearly two decades creating many of the most successful brand and Fortune 500 DRTV campaigns have led to this unique book Building Brand with DRTV examines the critical strategic and tactical issues for this underutilized advertising medium and delivers powerful information from cover to cover Inside you ll learn The key strategic role DRTV can play in a marketer s advertising mix How DRTV turns brand television into a measurable medium How to identify products on the shelf that can turn into retail superheroes with DRTV Tips and Tricks for succeeding with DRTV leveraging research choosing an agency and guiding creative development And at the core you ll find Doug Garnett s secret weapon the Six Degrees of Brand DRTV

that leverages the total power of DRTV In this age of new media ad agencies often promise big results then under deliver But Building Brand with DRTV puts you in control of your brand s future with the advertising business s proven game changer

Business to Business Direct Marketing Robert W. Bly,1998 Veteran business marketer Bob Bly unlocks the secrets behind the seven key strategies and tactics of business to business direct marketing He takes the reader step by step through the different types of communications and media at the marketer s disposal **Million Pound Direct-Response Marketing**

Secrets Edmund Baker,2018-01-12 This course is the final authority on direct marketing success and contains a massive amount of direct marketing advice on a variety of subjects Designed for people who are already in the direct response business and keen to discover advanced secrets that can send their profits through the roof but equally suitable for the keen to learn beginner Make Millions Selling on QVC Nick Romer,2008-02-13 Make Millions Selling on QVC is more than just a

guide to getting you and your products in front of millions of potential customers it s an inside look at how the largest television retailer in the world operates The information and advice found throughout these pages will give you a distinct edge in this competitive business and allow you to exceed your professional expectations and enjoy the success you deserve

Television Secrets for Marketing Success Joseph Sugarman,1998 Includes capsules of experiences marketing products in addition to writing the script producing directing editing buying media testing back end sales dealing with knockoffs and many other techniques used in the production of half hour infomercials Jacket *Maxwell Sackheim's Billion Dollar*

Marketing Concepts and Applications Maxwell Sackheim,Jerry Major Buchanan,David A. Reecher,1995 *The Billion Dollar Box* Charlie Fusco,Denise Magasich,2006-03-13 Serious about making money Read the book and then give them a call It s really that simple John Livingston Young Again Nutrients The principles of the Billion Dollar Box are excellent and well founded The Billion Dollar Box provides a wealth of information for the novice or the experienced direct marketer these ladies deliver a real dollar for dollar advantages for any DR client Nick Cirimo President 440 Group LLC

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