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Experience

The
PHENOMENON™

Achieve **More** In The **Next 12 Months** Than The **Previous 12 Years**

with

Bill Glazer

Practitioner of the Phenomenon™



**How ANY Independent
Retailer Can Discover The
HIDDEN WEALTH In Their
Retail Business**

**And Can See Increased Sales of 20%...
50%...Even 100% Within 12 Months or Less**

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How to Get \$100,000...\$300,000...even \$500,000 (or more) Worth of FREE Publicity. Discover how any entrepreneur or business owner can boost sales by getting publicity in newspapers, magazines and on radio/TV shows - without spending a nickel on advertising with Bill & Steve Harrison

Attention Dentists, Professionals and Entrepreneurs....Breathe New Life into Your Practice and Business. Discover How You Too Can Learn My Proven Secrets to Building A Wildly Successful Practice or Business, START Seeing A 30%, 50%, even 65% Increase in Production ALL in 12 Months or Less with Dr. Charles Martin

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Make Your First Real Estate Deal in 21 Days or Less GUARANTEED! Just think...No Sitting in Classrooms, No Empty Promises...ONLY a Proven System that is sure to have you making more in 12 months or less with Sherman Ragland

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Name: Bill Glazer

Family: Married 30 years and has 2 children

Lives: Baltimore, Maryland

Businesses: Glazer-Kennedy Insider's Circle™, BGS Marketing

Major Accomplishments:

- Bill Glazer is the #1 most celebrated marketing advisor specializing in the retail industry. He is best known for his OUTRAGEOUSLY EFFECTIVE direct-response advertising and direct mail, lab tested with his own two exceptionally successful Baltimore stores.
- He won the prestigious RAC Award at the 2002 Retail Advertising Conference. This honor is equivalent in advertising as the Oscars are to the movies and the Emmys to television.
- In 2002 The Small Business Administration honored Bill as one of the top two business people of the year for The State of Maryland.
- Due to the needs of Independent Retailers he worked with Restaurant Marketing Guru, Rory Fatt and created Royalty Rewards – a loyalty program that puts all of their marketing, including new guest acquisition, on autopilot.
- Perhaps the shining jewel of his accomplishments was when Dan Kennedy, the #1 most recognized Marketing "Guru" in the world, asked Bill to join him and deliver the latest marketing advice to their thousands of clients worldwide. When asked why he chose Bill he replied, "Bill is as astute and able marketer as I am, and frankly a more organized businessperson than I am!!"

Personal Interests: Cycling, Tennis, Reading, Travel, Supporting Important Charities

Phenomenon™ Experiences: In 1995 Bill traveled from Baltimore to Philadelphia to attend an all day Success Seminar featuring top speakers such as Zig Ziglar, Tom Hopkins, Former U.S. President Ronald Reagan, Jim McCann and legendary Marketing Guru, Dan Kennedy.

When Bill heard Dan speak about ways to cut out all of the fat and waste in marketing dollars and apply measurable direct response techniques he immediately applied it to his own two already successful retail stores with outstanding success. Then in 1997 Bill had a very fortuitous lunch personally with Dan that launched him into a 2nd career as an Advisor, Consultant, and Coach to the retail industry.

In 2004 Dan asked Bill to join forces with him to create Glazer-Kennedy Insider's Circle™ which now provides marketing and money-making advice and tools to well over 100,000 entrepreneurs in every category of business throughout the globe.



PHENOMENON™ STATISTICS

- 1995- Operated two menswear stores in Baltimore, Maryland, heard Dan Kennedy speak, applied his direct response strategies and achieved a 31% increase in business within the next 12-months.
- 1998- Launched BGS Marketing, providing Marketing Systems to all categories of retail businesses. Over 500 Retailers invested within the first 12-months, generating over 1-million dollars in sales.
- 2004- Joined forces with Dan Kennedy to create Glazer-Kennedy Insider's Circle™. Experienced over a 500% increase in membership and sales within the first 12-months.
- 2007- Provides marketing advice to over 3,700 retailers and well over 100,000 entrepreneurs. Publishes 4-monthly newsletters, speaks on average of 18-times a year, conducts 4 SOLD OUT Events, facilitates four different levels of Coaching Groups, and consults with a handful of 'elite' private clients.

An In-Depth Interview With Bill Glazer About How ANY Independent Retailer Can Discover The HIDDEN WEALTH In Their Retail Business

Q1: Let's start with a brief description of the opportunities you introduce people to and the education and support you provide....

Glazer: I provide information to entrepreneurs, especially Independent Retail store owners helping them make the mental shift from being the operators of their businesses to becoming marketers of their businesses. Most independent retail store owners market by copying the marketing and advertising of other retailers that are within their same category of business. This is what Dan Kennedy has termed 'Marketing Incest' because it works like real incest where people are just copying from others what's not working and they achieve the same poor results.

What I teach people to do is what I call "S & D" Marketing. This is the kind of marketing that gave my own retail businesses the big leap in results. S & D stands for "steal" & "distribute" which is ethical theft that is taking from outside of your industry what's working and applying it to your own industry.

For example, in 1999 I observed that within the Mortgage Industry they were using a technology called Voice Broadcasting. This is when you automatically leave messages

on people's home answering machines about special opportunities. Although the rules have changed as to how you can legally use this technology today, back then when I applied it to my own retail business, I achieved a whopping 92% increase in sales during the same period the prior year.

Today, I offer my new and updated BGS Marketing System to retailers who are in search of the exact tools and strategies they can "S & D" for their own businesses. Plus, in order to keep our Members current, we also provide a monthly newsletter and CD interview series that constantly exposes our Members to the most up to-date discoveries and reinforces important money-making principals.

One of the shining jewels of our program is a state-of-the art loyalty program called Royalty Rewards that puts all of the strategies I teach on autopilot for our Members. This program does all of the marketing from acquiring new customers, getting existing customers to return on average twice as often and even getting what we call 'Lost Customers' to return to the store. This program is so powerful that we provide retailers an unprecedented 90-days to test drive the entire program in order to begin

experiencing The Phenomenon™ in their own business.

Q2: What is it like for a person getting started in your field? How difficult? How costly? And, in the spirit of The Phenomenon™, how quickly can they experience success? What can happen in just 12 months?

Glazer: Opening a retail business is very labor and capital intensive and demands a lot of time, energy and resources. It's complicated – there's securing and building out a location, purchasing inventory, hiring personnel, developing an accounting system, and getting your message out to the public.

To open a retail business, it can cost upwards of several million dollars, and often business owners need to raise the money with lending institutions or put their own assets at risk. Often retailers experience what I call "pseudo-success" as soon as they open and that's a problem because they don't realize until 6 months down the road that they don't have a system to get their customers to come back again and again. Owners can be working 100 hour weeks and taking very little money home for their efforts. It's exhausting to say the least. Many people suffer burnout,

divorce; it's all very common...and very sad. After the novelty of being the new retailer in town has worn off, and everyone in the community has shopped at the "new place" most retailers don't have any marketing systems to attract new customers and keep current ones coming back – and then sales and profits begin to slide.

One of my father's favorite sayings was that people love weddings and funerals. When you open up a new retail business you experience a wedding where everyone can't wait to see what this is all about. Unfortunately after the wedding and honeymoon period, many retail businesses eventually experience their funeral and close their doors leaving the owner severely in debt.

The days of selling the best products and delivering an exceptional level of customer service and having the world beat a path to your door are over. You still have to do both of those things, but in the end, it's the best marketer who wins.

Once people begin with my strategies – I've seen people experience double digit increases in profits and sales within the 1st quarter of business. Best of all, with the correct System in place, within 12 months they can be working less, spending more time with their family, and taking vacations they haven't had in years.

Q3: *Let's go back to how you got started.....*

Glazer: I graduated from The University of Maryland with a Bachelor of Science Degree in Psychology in 1974. People find that funny

today, since I teach people about marketing. In hindsight, I'm glad I never took a marketing course in my life. The kind of marketing I teach is 'street smart' marketing, not the kind of nonsense that they teach you in college.

I immediately joined the family business which was a true family business. When I first began there were a total of nine employees consisting of my father, mother, two uncles, an aunt, three others and myself.

There were fourteen other menswear stores as well as four department stores in downtown Baltimore competing with us. Throughout the 70's and 80's I noticed that these stores were slowly closing up one at a time and I knew something was wrong. I began looking for answers within my industry and found out that menswear retailers were dropping like flies everywhere. The people who were conducting seminars at the industry trade shows were clueless and I later called these speakers who were presenting "Pretend Experts" because they taught principals that were in their dreams, but they never actually did any of it themselves.

I actually did manage to survive and make a modest profit, not because I was smarter than my competitors, not because I had a better location (We had a C- location), not because I had better products (Everyone basically had the same products), not because we delivered a better shopping experience, but because I worked like a maniac for nearly twenty years. Often putting in 14-hour days, six to seven days a week.

Then in 1995, I received an invitation from a fellow menswear retailer and good friend of mine who lives in Philadelphia to join him and attend a 1-day Success Seminar featuring many of the top speakers in the country. That's when I heard Dan Kennedy speak for the first time and that's when I realized that finally someone was handing me the combination to the lock that opened up the secrets to running a profitable business.

I immediately applied several of Dan's strategies to my business which produced sales and profits that skyrocketed off of our charts. As you can imagine, I was hooked and immediately bought all the Dan Kennedy resources I could get my hands on, subscribed to his No BS Marketing Newsletter, joined his Membership Program, and studied all of the other great direct response marketing gurus.

My business continued to flourish and soon other retailers began hearing about me and asking me about my secrets. In 1998, at Dan Kennedy's urging I assembled my BGS Marketing System. Originally I only offered it to menswear retailers, but the word continued to spread and I updated it to work for retailers in all categories of business.

After a 33-year career as a successful retailer, I created my own financial freedom and I eventually sold my business, focusing my full time attention to helping other retailers and other entrepreneurs grow their businesses.

Q4: *Fast forward and describe your business and your life as it is*

today...

Glazer: At BGS Marketing I have 3,737 Members all over the world including US, Canada, Spain, Ireland, Israel, United Kingdom, and Australia. I consult with people over the phone and at live events throughout the year. I worked with Rory Fatt who is the Marketing Guru to the Restaurant Industry and created Royalty Rewards which is the #1 Loyalty Program in the world that puts retail businesses, restaurants, as well as service businesses new customer acquisition and retention on autopilot.

I am able to spend a lot of time with my family, donate time and resources to charities that are important to me, take vacations all over the world, work when I want, and I love helping retailers and other small business owners make more money and create a business that supports the lifestyle they desire.

Q5: What are the five or six most significant turning points, discoveries or breakthroughs that occurred for you along the way?

- Realizing I was in the marketing of my business vs. the seller of the products and services that my business provided.
- Realizing that the most productive time I spent was the time that I worked 'on' my business vs. the time I spent working 'in' my business.
- That the value that I deliver is far more important than any qualifications I have.
- Surrounding myself with people that had expertise and abilities that I did not have.

- Realizing that the definition of management was getting things done through others vs. me having to do things myself.
- Realizing that you "can't give away good." Every time I give some of my knowledge and experience away to others, the success they achieve gives me more satisfaction back than I could ever give away.
- That I could accomplish more than I ever dreamed of and that money is actually easy to make once I decided to take action on my ideas. I could actually get and accomplish more in 12 months than I had in the previous 12 years.

Q6: Is it reasonable to say that it is easier for someone beginning in your business today to achieve significant success than it was for you, when you started out? I'm going to assume you'll say 'yes', so - why?

Bill: Yes – because when I started out there wasn't anyone like me who went outside of my industry, saw what was working, lab tested it in their own stores, and assembled it all together as a kit with actual tools and resources that could be plugged into any retail business.

Q7: What are the biggest benefits of your type of business?

Bill: As a retailer you can:

- Control your own hours
- Set it up to support the lifestyle you desire
- Be a celebrity in your own community
- You get to be around good products, and good people
- There's a great social aspect to it.

- If you plan wisely, you can establish wealth and secure you and your families future

Q8: How much money are people making with your strategies?

Bill: I've had members go from \$200,000 to over 2 million in sales. Others have gone from one location to five locations within a few years. Most commonly, retailers are experiencing double digit growth in their businesses within the 1st quarter of implementing my strategies. I can't emphasize enough that my System works for all categories of retailers.

Here's just a sampling of the different categories of retailers using my System:

- Menswear
- Ladieswear
- Furniture
- Sporting Goods
- Vacuum Cleaner
- Piano Stores
- Jewelers
- Scrapbook Stores
- Pharmacies
- Mattress Stores
- Bicycle Shops
- Gift Shops
- Craft Stores
- Yarn Shops
- Golf Shops
- Pet Stores
- Home & Garden
- Appliance Stores
- Camera Photography
- Restaurants
- Tanning Salons
- Flower Shops
- Beauty Supply
- Nutrition Centers
- Lingerie
- Auto Racing

- Clock Stores
- Glassware
- Swimming Pools
- Baby Furniture
- Car Dealerships
- Skin Care
- Children's
- Hardware Stores
- Home Theater
- Toy Stores
- Quilt Shops
- Shoes
- Cosmetics
- Party Goods
- Stone Monument
- Computer Stores
- Bookstores
- Department
- Dry Cleaners
- Fitness
- Floor Covering
- Spas
- Greeting Cards

*Please note that individual results do vary but the key word here is results. If you plug in the System you will get results...how much?...now that's up to you but take a look at the Success Stories Page. Those results don't lie!

Q9: *We both know - people are skeptical. They're going to doubt that the real picture is as rosy as you make it out to be. They're going to suspect there's a part of the story you're not telling. Or they're going to accept your accomplishments as fact, but still doubt that they can experience the same kind of success. What do you have to say to people with these kinds of doubts?*

Glazer: All people start out skeptical, that's why I GUARANTEE my Marketing System and even provide a free 31- Day trial period to

test drive everything.

Remember, I was a retailer myself for over 33-years and I was as skeptical as the next guy. I was even an Advertising Victim myself way too many times for me to remember before I met Dan Kennedy and figured out the pieces of the puzzle.

Now I don't tell you this to brag, but I wouldn't have 3,737 Independent Retailers as Members and rabid fans and they wouldn't refer me to their retail friends— if they weren't having success with the methods that I teach them. My system works, period.

Q10: *All right, let's get into some detail. Let's go through the nitty-gritty of exactly how a person makes money in their business with your strategies and methods. Give us a glimpse of some of what you provide:*

Bill: Let me rattle off just a few of the "highlights" of my System. See what you think about these:

1. How to implement "auto pilot marketing" – you can create certain repeatable "Systems" that are used over and over again, and reliably bring in business without re-inventing the wheel month after month.
2. STOP wasting money on ads that don't work or can't be held accountable. STOP being the "prey" of advertising reps and agencies. Follow proven, powerful advertising models.
3. Use direct mail effectively. I promise to show you exact examples and procedures to use direct

mail more successfully than you now believe possible, regardless of your past experiences.

4. "Lock In" your customers so that they are "immunized" against other stores' advertising, and would never even dream of buying anywhere else.
5. Get up to 25% of all your new business FREE, from referrals! (You CAN manage and stimulate referrals.)
6. Increase your sales per customer. By putting each customer in an "iron cage" impervious to competition, capturing all their business, getting them into the store more often, and meeting their needs more precisely, you WILL multiply the value of each customer.
7. Get better customers seeking you out.
8. How to remove yourself from the daily grind of working "in" your business instead of "on" your business - and start being more productive by growing your business and your profits!
9. Discover my most "unusual" advertising strategies, like "Advertorials" and "Adimonials" (a form of newspaper advertising that I invented)...and even how to get truly FREE advertising.
10. How to use postcards as a "DIRT CHEAP" way to keep your clients coming back again and again.
11. How to uncover "hidden profits" in your current customers. (There is gold just waiting to be

mined in your file drawers.)

12. How to get your vendors to pay a substantial portion of your advertising costs - WITHOUT going through the stupid hassles of co-op rules, regulations, and 10-page forms.

13. How to make “in store promotions” work MUCH better - right down to the nitty-gritty of signage tips.

14. How to take on “big advertisers” and win.

15. How to make your salespeople at least 100% more productive, with their eager cooperation. (Stop trying to push a bean uphill with your nose! Get your salespeople really in sync with your goals, and turn them into customer-getters and sales-promoters, not just order-takers.)

16. How to use the latest technology to put your marketing on autopilot. My current members are realizing an average of a 30% increase in their promotions by using this “new form” of marketing as an addition to their old forms of advertising like radio, TV, newspaper, and direct mail. When you see this, you’ll wonder, “Where has this been during all my retail life?”

17. And the “icing on the cake” - how to dramatically increase the value of your entire business.

And that’s only a tiny part of my System. Yet using even just a few parts alone could skyrocket YOUR income and profits.

By the way, it doesn’t matter

whether you have a formidable opponent right across the street or a big bucks advertiser in your town. Or, if all around you, your “friendly competitors” are piling debt up to their eyeballs just to keep going – or dropping like flies. None of that matters.

My System will reveal “hidden gold mines” right there in your city or town, even in your own business. My System will show you how to revitalize profits and attract really great new customers. It will help you reduce stress and increase profits IMMEDIATELY, and it will save you a mountain of time in creating, planning, scheduling, and executing ad campaigns that pay.

Q11: Next, I want to talk about *The Phenomenon™* and your experiences with it - but first, let’s tell people how they can take the next step and learn more about everything you offer to help people in your field.

Bill: Well, I really wanted to do something special for those who have invested in The Phenomenon™. They have already taken that first step by getting The Phenomenon™ DVD so now I’m going to help you get closer to experiencing the Phenomenon™ for yourself by giving you a very eye-opening FREE report entitled: “How to Simply & Easily Discover the Hidden Wealth Buried in your Retail Business!”

Plus....You’ll ALSO receive two priceless BONUSSES:

PRICLESS BONUS #1: When you request your FREE report online, you’ll also be invited to join me

and listen in on my next FREE Tele-Seminar entitled: “How The Most Successful Independent Retailers Actually Use Specific Killer Marketing Tactics”

PRICLESS BONUS #2: A FREE article entitled: “How Outrageous Advertising Turns Ordinary Retail Stores into Super-Profitable Marketing Businesses”

Look, I know how hard it is in the retail business. Sometimes you just need a little help, or maybe a lot, either way I’m making it incredibly easy to get some very valuable information that could help turn your business around. Check out page 19 for details.

Q12: Okay, let’s talk about *The Phenomenon™*. Give us some insight into your understanding of it and how you’ve applied it in your life.

Glazer: As I mentioned before, my Phenomenon™ experience began when I first heard Dan Kennedy speak at a huge Success Seminar in Philadelphia. He talked about a different type of marketing that I was not used to in retail. I immediately bought his manuals and devoured them on the way home on the train ride back to Baltimore. And I instantly began changing the way we advertised and marketed my stores.

In just 12-months, we experienced a huge 31% increase in our retail business – when we would normally had been happy with a 2% to 7% yearly increase.

In 1997, I saw Dan was coming to speak at another big event in Baltimore. I invited him to lunch,

and showed him the unusual advertising I was doing. He urged me to publish and sell my advertising and marketing to other retail store owners – and as a spare time side business with one employee it continues to produce over a million dollars a year.

That led me to really dig into what we call the Information Marketing Business – which encompasses publishing, consulting, coaching, and seminars. Today, as President of Glazer-Kennedy Insider's Circle™ as well as my original company, BGS Marketing, I oversee publishing four newsletters, a catalogue, a web store with over 33 different “how-to” products, over 130,000 customers, seminars, and a nationwide organization of consultants with 94 local Chapters where like minded business owners meet, to study this kind of measurable and cost effective advertising.

In the last 12-months, by the way, we've doubled this business and expect to double again in the next 12-months. I've now experienced The Phenomenon™ three times:

1. In the transformation of my Retail Business
2. In the creation of my first Information Business
3. In the huge, fast growth of the Glazer-Kennedy Insider's Circle™ Business

I've also coached and helped hundreds of business owners experience The Phenomenon™ and here's what I can tell you about it: you need a powerful advertising and marketing system that defies industry norms, allows you to sell successfully at premium prices, and

brings you more high-value customers than you can handle, day in and day out. It is possible to have such a marketing system for any business. Most business owners or people starting a new business think success is most closely linked to the best products or services or unique products or quality service or – worst of all- hard work.

They do not understand that the critical element is truly understanding direct marketing and being able to assemble a true marketing system. The importance of understanding Direct Marketing, rather than traditional marketing, cannot be over-stated...whether you're in a business or planning to start one.

My KEY PRINCIPALS that allowed me to ‘Trigger’ The Phenomenon™ three times so far for me personally are:

- A business owner remains limited by his own narrow definitions and only tries to grow his income – an entrepreneur expands his income by connecting many opportunities.

- Most businesspeople incorrectly think success is most closely linked to having the best products or services or unique products or quality of service or – worst of all – hard work. They do not understand that the critical element is truly understanding direct marketing.

- You trigger The Phenomenon™ with a marketing SYSTEM.

Q13: *The theme of The Phenomenon™ DVD that you were a part of is – in the next 12 months... getting more accomplished in the*

next 12 months than in the previous 12 years. You have lived it, and seen it, but for many people, this is going to be a difficult concept, possibility and goal to wrap their head's around. Using your strategies, capitalizing on the opportunities we've been talking about here, what could a person do in just the next 12 months?

Glazer: The challenge most retailers face is that they get too caught up in the details of operating their business. They allow their employees, vendors, and even their customers to consume all of their time instead of spending time working “on” their business.

When you work “on” your business instead of ONLY “in” your business, you'll find that time will be the most profitable time of your entire day, week, or month. What I teach my Members is to set aside at least 2 hours every week to ONLY work ON your business withOUT any distractions from anyone else.

This is the time to work ON your merchandising, ON you customer experience, and most importantly ON your marketing.

Q14: *I'm sure you have some final 'words of wisdom'.....*

Glazer: Two things. One, If I can borrow from a Jim Rohn quote: “Poor People have BIG TVs and Rich People have big libraries.” Obviously, Jim's message here is you need to invest in yourself. You took the first step by investing in The Phenomenon™ DVD, but now you need to take the next step and continue to invest in your education. I try to make that risk free for

you with my special trial offer. All you have to do is go to www.bgsnoriskoffer.com , claim your FREE report entitled: “How to Simply & Easily Discover the Hidden Wealth Buried in your Retail Business!”

Plus....You'll ALSO receive two priceless BONUSSES:

PRICLESS BONUS #1: When you request your FREE report online, you'll also be invited to join me and listen in on my next FREE Tele-Seminar entitled: “How The Most Successful Independent Re-

tailers Actually Use Specific Killer Marketing Tactics”

PRICLESS BONUS #2: A FREE article entitled: “How Outrageous Advertising Turns Ordinary Retail Stores into Super-Profitable Marketing Businesses,” or if you want give us a call at 1-800-545-0414 and leave us a message. Someone from my office will get back to you within 48-hours.

I'm going to use one of my own favorite quotes to illustrate the last word of wisdom I have for you. When I deliver one of my seminars, I always have a banner that

reads “The difference between an ordinary income and an extraordinary income is IMPLEMENTATION.” That's it!!!! All you have to do is take the proven and successful ideas that I hand you in my System and put them to work for you. Believe me, it will be the most rewarding thing you ever do and here's the best part....the marketing of your business is the most fun part.

Top '10' Key Marketing Concepts of Bill Glazer's Retail Business Building Marketing System

STEP 1: Understanding how important Marketing is to your business

When you look at any business, you need to look at it as a three-legged stool and just like any three-legged stool if anyone of the legs were to fall off; the stool would fall over and not be of any value to you. The three legs are merchandising, the customer experience, and marketing. Unfortunately, most business owners spend most of their time on merchandising and the customer experience and a small amount of time on the marketing of their business. Working on merchandising and the customer experience are activities that require you to work 'in' your business. Marketing is the activity that allows you to work 'on' your business. Working 'on' your business allows you to leverage your time and it also becomes the most profitable use of your time (not to mention the most fun part of your day).

Here's the BIG Lesson:

“STOP SEEING YOURSELF AS A RETAILER OF YOUR PARTICULAR CATEGORY OF MERCHANDISE, BUT AS A MARKETER OF A RETAIL BUSINESS THAT SELLS YOUR CATEGORY OF MERCHANDISE”

STEP 2: You can ONLY afford to spend money on Direct Response Marketing

Unfortunately I find that most retailers when I meet them fall into the category of being an “Advertising Victim.” This is when some media sales rep. (newspaper, radio, TV, Yellow Pages, Billboards, etc, etc.) knocks on their door and tells them they need to advertise with them in order to get their name out to their customers. What's even worse, some advertising agency tells them that they know how to advertise their business and they should give them a big pile of money each month to spend it for them.

You have to STOP being an Advertising Victim or you will eventually go broke. The only kind of advertising that you want to do is what I call Direct Response advertising where you can diligently and accurately track the results of your hard earned money. Don't let anyone talk you into advertising that's called Brand Building where they tell you that you have to get your name out to the public so that when someone is ready to buy they will think of you. You will never have enough resources to make this kind of advertising work for your business. Instead, you want your name to get out to the public as a by-product of your Direct Response advertising. This is the ONLY kind of advertising I will ever teach to Independent Retailers. So from now on, when one of these media sales reps or advertising agencies come walking through your doors tell them you're only interested in paying for advertising that gets you GUARANTEED RESULTS and see how fast they leave or try to talk you out of it.

STEP 3: Understand that the REAL BIG MONEY is in knowing who

What do I mean when I say the real big money is in knowing who? What I mean is that the best way to grow your business is to know who your best customers are in order to invite them to visit your store more often and also use their characteristics to invite other people just like them to your business.

Let's start off with an important understanding that it is 10 times easier to get an existing customer to return than it is to get a new customer in your store. Why? Because they already know and trust you. In fact, a returning customer will spend 'on average' twice as much as a first time customer.

In order to get to know who your customers are, you need to develop a System to collect Client Data which should include:

- Name
- Address
- Phone number (home, business, cell)
- Email address
- Purchase history: amount – frequency (date) – brand – what they respond to (sale, new season, etc.)

The good news today is that there are many very cost efficient Retail Software Systems that you can obtain that do a great job of tracking customer data and allows you to make very smart decisions as to who you should invite back to your store and when.

Here's the really good news!!! Once you determine who your best customers are, you can go out and get a list of other prospects that have the same characteristics of your best customers and invite them into your store. After all the old saying is true...Birds of a feather do flock together.

STEP 4: The 3-Step Business Building System

Knowing the 3-Step Business Building System is critical for every retailer because there are ONLY three ways to grow your business and if you are going to achieve the success you desire you need to concentrate on all three of them. The 3-Steps to grow your business are:

- Step #1: Get more NEW clients to visit your business
- Step #2: Get the clients you have to come back more often
- Step #3: Get the clients you have to spend more each and every visit (Increasing Transaction Size)

I go into all three of these steps in great detail in my Business Building Marketing System, but let me take a moment and explain one very important concept to you about the 3-Step System. Here it is....

...Not all of the steps are created equal. That's right, Step #1: Getting more NEW clients to visit your business cost a lot more than Step #2: Getting clients you have to come back more often, and Step # 3: Getting the clients you have to spend more each and every visit is a lot more profitable than the other two steps.

Unfortunately, most retailers spend most of their advertising and marketing resources on Step #1 and not nearly enough on the other two steps.

STEP 5: The WORST Number in Marketing is #1

One of the key marketing concepts that Dan Kennedy taught me was the idea of "Diversity Leads To Stability." This means that you want to acquire as many different ways and forms of media you can employ in your business to deliver to you the 3-Step Business Building System I described above.

The business owner who only has or relies on one way to grow their business is very vulnerable and will eventually suffer a set back. You need to understand how to properly and cost effectively use as many different media as possible. Here's an abbreviated list of some of the media that I used in my own retail stores:

- Direct mail
- Websites
- Email
- Business Signage
- Voice Broadcast
- Newspaper
- Radio
- TV
- Billboards

STEP 6: Frequency of Client Contact

How often do you think your customers like to hear from you? Direct Magazine ran a very interesting study in 1999 when they asked thousands of consumers how often they like to hear from companies that they have dealt with in the past.

Survey says... You'll probably be surprised to hear that consumers like to hear from companies they've dealt with in the past EVERY 20-DAYS.

Worse yet, for every month that you do not have contact with your customers, you lose any relationship or influence that you have with 10% of them. So, if you were to wait 10-months before contacting any of them, you have zero relationship remaining.

Of course, with technology today, it's easier than ever to fix frequency of contact with very low cost/no cost media such as email marketing. In fact, when I operated my own menswear stores, I sent out a Dress For Success email to my customers every week (52-times a year). I used this to provide them some good information while reminding our customers that we were in business and ready to serve them. Of course, I also used other media to keep in touch with our customers such as direct mail, Voice Broadcasts, and outbound telemarketing.

*When I refer to companies that consumers have dealt with, I'm referring to ones that keep had a good shopping experience with. Obviously, if they've had a bad shopping experience, this is something that needs to be fixed and being in front of disgruntled customers at least gives you the opportunity to address it.

STEP 7: Lost Customer

Every business has them, but few understand how valuable they are. These are customers who have shopped with you in the past, but for whatever reason, they forgot to come back and shop with you regardless of how often you sent them your marketing messages. I called this group of people Lost Customers and there's a HUGE sum of money to be made with them.

In my Marketing System as well as Royalty Rewards, I have created multi-step campaigns using direct mail and Voice Broadcast to let the customer know that they have been missed and invite them back into the store. It's amazing when you treat these past customers differently than active customers how many of them will respond to your offer.

This is without a doubt one of my favorite strategies and every retail business should be using it.

STEP 8: Stimulating Referrals

One of the easiest and most cost effective ways to literally double your business is to get every one of your customers to refer you one of their friends, family members or co-workers to shop at your store.

The reason why so many businesses never get a lot

of referrals is because they hope their customers will refer to them, but they do not have a System in place to encourage them to do so.

That's the reason why I made this my very first strategy in my Business Building Marketing System where I literally hand you a 'ready-to-use' technique that you can use for your business.

Still not convinced to simulate referrals for your business? Consider this....

Referrals cost much less to acquire than advertising for new customers. They are the 2nd easiest customer to get (next to existing customers). They are much less price resistant than first time customers. Because they originated as a referral, they are much more likely to refer someone themselves. And...because they were referred from someone else, they are much less likely to complain themselves.

STEP 9: FREE Publicity

One of the things that I deliver with my Marketing System is not only cost efficient marketing strategies, but also NO COST marketing strategies. FREE Publicity is one of the best no cost marketing strategy there is. When I talk about FREE Publicity I'm always amazed at three things:

First of all, I'm amazed at how powerful FREE Publicity is. Because the media talks about you, it is much more believable than anything you can say about yourself.

Secondly, I'm amazed that despite how many people think it's hard to get FREE Publicity, unless they hire a high priced PR Agency, it couldn't be any further from the truth. In fact, the media loves to write and broadcast stories about local businesses and about local business owners. All you have to do is follow the simple formula and templates I hand you in my Business Building Marketing System.

And Finally, I'm amazed at how many of my Members have achieved so much FREE Publicity for their own businesses. In fact, many of them are getting as many as eighteen different 'hits' of FREE Publicity

every year. Do you know what that's worth in advertising dollars? Depending on the market you're in... it could be worth tens of thousands of dollars and like I said before, it's much more believable than anything you could possibly say about yourself.

STEP 10: You are NOT your Customer

I'm not certain why I made this Key Marketing Concept #10, perhaps I should have made it #1. Whenever I speak around the world someone always walks up to me and tells me that although they believe what I teach works, that it won't work for them because their business is different.

Let's get this straight right now... **YOU'RE BUSINESS IS NOT DIFFERENT** and the sooner you accept that, the sooner you'll be on your way to success. All too often, I have a Member who won't buy into my marketing strategies because they think their business is 'too sophisticated' for my kind of marketing and their customers won't respond to it. That's until I get them to try it and they finally become believers.

For example, when I ran my own menswear stores, the #1 most successful direct mail offer I ever sent my customers was a 5-page sales letter, handwritten on Yellow Legal Pad paper. In fact, it was so successful that this was the mailing that won me the prestigious RAC Award in 2002.

What's more important to note is that in spite of the fact that you would never expect an upscale clientele to respond to a 5-page handwritten sales letter written on a Yellow Legal pad, here is a partial list of some of the professions of our customers who responded:

- Judges
- Bank Presidents
- Presidents of Fortune 1,000 Companies
- Accountants
- Lawyers

Hopefully, you get the picture. You canNOT make the mistake and think that you are your customer and your customers won't respond to my kind of direct response marketing. The opposite is the truth. In fact, people are so bored by traditional marketing, that they welcome 'Outside-The-Box' marketing that cuts through the clutter.

BONUS KEY CONCEPT:

Take time away from your business to revitalize yourself. Make sure you spend quality uninterrupted, time with your family. No retailer at the end of their life has ever wished they had spent more time at their store.

Tigers Starve Last in the Jungle

By Bill Glazer

We are hearing a lot – too much – about a “slowing” or “soft” economy, and everybody’s standing around with his or her thumb in his or her back pocket waiting to hear what our politicians are going to do about it. I’m starting to hear it as an excuse from some of the Members of my Marketing System too.

How To Prosper In a Slowing Economy

In tough times, exactly the same marketing methods apply – just more so. Incredibly, when the economy slows, the first place a lot of naive business owners cut costs is in advertising and marketing. That’s naive for several reasons. First of all, it’s the only expenditure that directly produces profit (and if you’re spending money on marketing that’s not profitable, it should have been cut long before now.) Second, it’s what your competitors do, so for that reason alone, it’s wrong. Third, because your competitors do it, it leaves them especially vulnerable to an aggressive marketer. Instead, the correct response to a slow-down in the economy is to become even more aggressive and innovative. Here are three things to do:

1. Increase the frequency and quality of communication with customers to reward their loyalty, and incentive their patronage. During tough times, your competitors quickly resort to price-cutting, so your customers will have cheaper prices shoved in their faces even more than usual. If you aren’t countering this with “quality relationships”, you’ll lose.
2. Make appropriate adjustments in products, services, payment options, etc. to be attractive to your customers. It may mean arranging better or more financing options, to make paying easier. It may mean adding a wider price range of merchandise.

3. Crank up your marketing aimed at new customers, to take full advantage of your competitors’ fears and timidity. Their negative “over-response” to the changing economic conditions means more opportunity for you.

An analogy – overall last year, most major users of direct mail saw increases in response. Why? Because many companies cut back on direct mail in favor of e-mail, others cut back because of the postal increase, so there was less competition, less clutter in the mailbox. So the “tigers” ate even better than usual! The exact same thing occurs in a soft economy: the heard thins, but the tigers eat even better.

HOW ANY RETAILER CAN BOOST THEIR ADVERTISING’S PULLING POWER

You can boost the response of any Ad whether it is for newspaper, direct mail, TV, radio, billboards, or whatever, by creating a strong headline. The sole purpose of the headline is to catch and hold the reader’s attention and demand that they read or listen to the rest of the ad. Your headline must have an immediate impression on the reader about what your offer is going to do for them. When I write an ad, I usually write several headlines. I then select the one that is great. The most powerful headline you can write contains your biggest reader benefit. One of the best ways to write a benefit oriented headline is to ask: What is the biggest benefit of responding to this offer? In the answer lies the headline for your Ad.

When writing a headline consider the following:

1. Promise a benefit or provoke curiosity.
2. Put the name of the promotion, offer, or product in the headline if possible.

3. Long headlines pull as well (and often better) than short headlines.
4. Don't be cute. Try not to fool the reader.
5. Don't confuse the reader with multiple ideas. Keep it simple.
6. "Flag" your targeted prospect.
7. Add a deadline to get the reader to respond NOW!

For example, let's say you are a Big & Tall store that is conducting a half price sale, you might write in your headline "FINALLY... BIG & TALL MEN CAN DISCOVER THE SECRET OF SLASHING THEIR WARDROBE COSTS IN HALF... But only until May 27th".

Or, if you need another example of a great headline, just look at the one at the top of this article. It got you to read it, didn't it? In fact, there are over 350 of the most successful headlines in my Business Building Marketing System.

Bill Glazer is the #1 most celebrated marketing advisor specializing in the retail industry. To claim a copy of his FREE report entitled: "How to Simply & Easily Discover the Hidden Wealth Buried in my Retail Business!" Plus....You'll ALSO receive two priceless BONUSSES simply go to www.bgsnoriskoffer.com.

Success Stories



“I have learned more from the BGS Marketing System than I ever expected. So many times I listened to the CDs or re-read the manuals and thought wow!! Thank you for helping me build my business more each month.”

Susan Johnson
Bella Ladieswear / Winter Park, FL



“Your Marketing System is great! Everything is so well prepared. The information is broken down for the busy retailer and easy to understand. Great information from all facets of marketing is funneled down that enables me to take a new approach to my business. Thanks for all you do. **(Any retailer not using your Marketing System doesn't know what they are missing.)**”

Dick Lerner
Bel Air Fashion / Omaha, NE



“After spending many years interacting and working with the top copywriters and marketers in my business, **your abilities are far superior to all the rest.** Most so-called experts create information with no experience in the real world. Your strategies go to the next level. You live and breathe every aspect of your business, and you have an amazing ability to translate your depth of knowledge into creating great events and promotions that garner high response rates from your customers.”

Sam and Leslie Fishbein
Kacey Fine Furniture / Denver, CO



“You are not the first marketing teacher I have had, but you are definitely the most helpful and personally involved. I don't think you are in this so much for the money as much as the pure love for marketing and seeing your members do well.”

Bob Hess
House of Gold / Green Bay, WI



“*The promotion (taken right from the BGS Course) was a resounding, truly unbelievable success. It brought a **65% increase in sales against the same 17 days in March last year.** Its momentum and residual value resulted in a 54% overall increase for the entire month of March. Actual suit sales increased 166% for the entire month. I give full credit for the overwhelming success of this promotion to the creativity of the promotion itself...*”

Larry Rubin
Specialty Clothing Company / Pittsburgh, PA



“*Your strategy on Milestone Anniversaries worked like a charm. We used your vendor co-op letter to raise over \$60,000.00 to fund our celebration. **Your sequential mailing strategy kept our customers coming in for weeks!***”

Mark Rosenfeld
Torre Big & Tall / Philadelphia, PA



“*I have used the 2-Step Thank You Program for three months now and am **getting wonderful response.** Best of all, **my customers love it and it keeps them coming back again and again.** Plus it builds lots of goodwill.*”

Allyson Walter
Olive's Fashions on Main / Ames, IA



“Hungarian stationery shop more than doubles daily sales within 3 days of buying the BGS Marketing System.” I'm happy to report some amazing results. An idea caught my eye in the Using Signs Manual. I called my brother immediately who runs a small stationery shop in a small town (population 30k). Result: over 109% increase in sales last Thursday and Friday, a bit below 100% on Saturday (he's closed on Sunday.) We're still shocked.”

Gabor and Daniel Wolf
www.marketingcommando.hu /
Budapest, Hungary



“We started using Bill’s System about 4 years ago. **There are so many great ideas that can be adapted to whatever type of business you have.** His ideas can be changed to fit the marketing plan of both a very promotional or traditional non-promotional store. By using Bill’s System, we shifted nonproductive advertising dollars from newspaper to targeted direct mail and 60 second radio spots that we write and deliver ourselves. We wouldn’t have done anything like this before we joined BGS Marketing. We know we have become smarter at marketing since joining and have earned back our investment many times over.”

John Stern
Straus Company / Fargo, ND

create a promotion. I also like the list of other resources you provide.”

Mildred Mallard
ABC Boutique / Battle Creek, MI



“Although I have **employed many of your strategies**, I found your manual on the Secrets of Telemarketing to be too powerful for words. My salespeople used to hate to pick up the phone to call their customers. Now, they follow your step-by-step formula and actually set up appointments!”

Alvin Atlas
Lawrence Reed LTD. / Temple Hills, MD



“The BGS Marketing System has really worked for me. It has given me a guide to run my business. It’s made me think “marketing” rather than shirts, ties, suits, etc. I have been in the Menswear business for over 45 years and it has taught me some new ways to run my business pro-actively. Plus, it has revived some of the old and good ways to retail that I somehow forgot to use. Most of all, it has made me plan ahead on events and promotions. I am better organized to go into battle with my competition. **Probably the best thing it’s done for me is to teach me the benefits of tracking results.** One regret on the BGS Marketing System - I wish I had met Bill Glazer 25 years earlier. What he could have done for my business!”

Bill Newman
Bill Newman’s “World Class” Menswear / Hamilton, Ontario, Canada



“I have been independently studying marketing for years, and I discovered and bought the BGS Marketing System. I quickly realized what a Gold Mine I had unearthed. But, unlike a real gold mine, where one has to sift through a lot of rock, pebbles, and “fluff” just to find real gold, the BGS Marketing System is All Gold – no academic text, no theory, no sounds-nice-but-it doesn’t-really-work stuff. **It contains practical, no nonsense tools that one can begin using at once.** I highly recommend that any serious business owner buy this kit without delay. You can’t lose.”

Stephen McLean
Owner of 3 UPS Stores / Columbia, MD



“ We adapted one of your sales letters to sell Ford Explorers. Sent out 900 letters. Total cost \$547.32. **Resulted in \$203,413.00 in sales.** Obviously, we were delighted.”

Bruce Schindler
Bob Davidson Ford / Baltimore, MD



“I don’t have to tell you how many details are involved in running a retail operation. Your concept places marketing at the front and center. **We believe ourselves to be competent buyers and operators overall, but are not proficient marketers.** The arrival of your material was very timely. This was a reorientation of my mindset. I was brought up in the old school, that if you bought well and you had good staff on the floor, business was going to increase. Unfortunately, we have seen the difficulties in getting additional growth in the last couple of years. **The first promotion we ran was so successful that my initial investment was paid for the first day.** I compliment the great effort you have made in putting all of this together.”

Randy Diamond
Diamonds / Cleveland, OH



“I like the BGS Marketing System because it keeps me on a high, always seeking or reaching for a new level of success. Your examples and exact samples make it easy to write an ad or

Are You Ready To Learn The Retail Business Building Marketing Secrets That Will Have You Making More In The Next 12 Months Than You Have In The Last 12 Years?

Get Your **“FREE Special Report”**

“How to Simply & *Easily* Discover the Hidden Wealth Buried in your Retail Business!”

Plus....You'll ALSO receive two priceless BONUSES:

PRICLESS BONUS #1: When you request your FREE report online, you'll also be invited to join me and listen in on my next FREE Tele-Seminar entitled: *“How The Most Successful Independent Retailers Actually Use Specific Killer Marketing Tactics”*

PRICLESS BONUS #2: A FREE article entitled: *“How Outrageous Advertising Turns Ordinary Retail Stores into Super-Profitable Marketing Businesses.”*

Simply go to www.bgsnoriskoffer.com or call 1-800-545-0414 and leave a message and someone will call you back within 48-hours.