

AFFILIATE MARKETING DUDE

My Magic Ad Story

Back in 1999, when I first started my business, I used to be a magician. I found out that being a magician was kind of tough. It was hard to get bookings. I was trying to get shows, I was trying to make more money, and I was trying to figure out how to get more people interested.

So, I came across an ad in a magic magazine.

(Yes, that's right! We magicians have our own magazines. Crazy, right?)

I found this ad, and it said:

“Do you want to get more bookings to your magic shows?
Write me and I'll send you some letters about how to do this.”

It was a full-page ad.

So, I called the guy on the phone, and I told him,

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“Hey man, I want to get more magic show bookings. I want more people to join my magic shows. I want people to book m so I can make more money.”

And at the time, my advertisement said,

“Magic, balloons, comedy, and fun. Call Marcus.”

And then it had my phone number.

I ran that ad in a magazine. It cost me about \$170 in the local parenting magazine. And off of that ad, I was able to make anywhere from \$5 to \$600 a month in bookings, which meant I put around \$430 in my pocket at the end of the month.

Once I called that guy and asked him what to do, he said,

“Marcus what you need to do is you need to change your ads. So here’s what I’m going to do. I’m going to teach you how to write an ad. Okay? And I want you to write this ad.

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And when you change your ad and you get a lot of bookings, then I want you to call me and I want you to get one of my courses.”

I said, “Fair enough, man. If this stuff works, then obviously, you got yourself a customer for life.”

And it did.

Then he went on to work for Dan Kennedy as his ad guy. (I learned a lot from Dan Kennedy, as well.)

He told me to change my ad from this:

“Magic, Balloons, Comedy, and Fun!”

To this:

“Make Your Child’s Party Unforgettable!”

So I changed the wording of my ad. The ad cost the same amount to run. It was in the same magazine at the same time.

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And all of a sudden, the little ad that was getting me five to six shows a month now was getting me 20 to 30 shows a month.

It was the same ad! The only change was words on paper.

You might be asking yourself, “Words on paper can be the difference between a little money and a lot of money?” The answer is yes. Absolutely.

This is one of the skills that you need to learn if you want to be a marketer. If you want to learn how to make money with affiliate marketing, with internet marketing, with anything, the key is words on paper.

The words that we say make a difference.
The words that we say make an impact.

To learn more, go to www.AffiliateMarketingDude.com.

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