

Secrets of a “Kitchen Table” Entrepreneur

**How to “retire”
early with your own
low cost part time
“lifestyle” business!**

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How to “retire”
early with your own
low cost part time
“lifestyle” business!

Hello!

Welcome to my free report.

Over the next few minutes I'm going to show you how to make a LOT of money with your own low cost, part time "lifestyle" business... even if you have ZERO business or marketing experience.

I know... because I've done it.

Time and time again.

And I'm going to show you EXACTLY how to do it.

Who am I and why should you listen to me?

Before we get into all the exciting details, I should probably introduce myself and explain why I'm uniquely qualified to show you how to make a lot of fungolas in your own kitchen table business.

I'm known as "Doberman Dan" from www.DobermanDan.com... but my real name is Dan Gallapoo.

It's kinda hard to describe to the average person what it is I do for a living. I usually just tell Joe Q. Public I'm a writer... because if I tell them what I REALLY do, most people look at me with a blank stare.

Actually, I'm a copywriter and direct response entrepreneur. Or as I like to say... a "kitchen table entrepreneur."

A-list copywriter extraordinaire, John Carlton, has also tagged me as the "Reluctant Part-Time Guru."

I guess that's true, too... although I am NOT the typical Internet Marketing guru who sells hyped up over-priced how-to-get-rich-online products.

Even though I *could* make a lot of money as a "marketing guru", I make very little money teaching what I do.

I prefer to make my living actually DOING what I teach.

*"I prefer to
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The teaching thing was something I was kinda *pushed* into doing. Even though it occupies a fair amount of my precious time... it doesn't pay the bills.

I own REAL businesses in REAL markets (NOT biz op or "make money on the Internet") ...selling REAL products to REAL people.

I've worked in a bunch of different niches but my specialty has been the health market and what I affectionately call the "muscle-head" market – bodybuilders.

I've written hundreds of successful magazine ads, newspaper ads, sales letters, direct mail packages, websites, e-mail marketing campaigns, national feature articles, press releases and newsletters.

My work has appeared in *MuscleMag International*, *Flex*, *Muscle & Fitness*, *Penthouse*, *Men's Edge*, *IronMan*, *Muscular Development*, *Reps!*, *Exercise For Men Only*, *Natural Bodybuilding & Fitness*, *The National Enquirer*, *Weekly World News* and dozens of mainstream newspapers and magazines.

Yadda, yadda yadda...

To be really transparent with you...

I'm *still* not comfortable tooting my own horn!

And unlike so many of my freelance copywriting contemporaries, I'm smart enough to not let my own publicity go to my head.

I'm completely aware that all the accolades I've received from mentors, clients and marketers... plus \$1.50... will buy me a cup of coffee.

But... in order to get you to listen to me... and more importantly, take ACTION on what I'm about to share with you... I have to show you I've been around the block a few times and have experienced my fair share of success.

In spite of all this self-aggrandizing, it's likely you've never heard of me. I've kept a pretty low profile over the past 15 years or so. (Hence the "reluctant part-time guru" thing John Carlton coined.)

With the exception of being a featured speaker at a couple of the famous Gary Halbert's seminars (more about that in a sec), I've never tried to get on the speaking circuit to promote myself.

That's just not my thing.

I've been too busy perfecting my direct marketing skills, making money and enjoying my laidback lifestyle to throw my hat into the overcrowded marketing guru and "hired gun copywriter" markets.

In fact, for the first eight years of my copywriting career, almost all of the copy I wrote was strictly for my own "kitchen table" entrepreneurial projects. I didn't do the freelance thing.

It was a great learning experience.

I've had a lot of "base hits", a few "home runs"... and a whole slew of "strike outs." (I learned my most valuable lessons from the strikeouts.)

I was doing pretty well on my own... learning direct response marketing and copywriting from the school of hard knocks.

But a big turning point for me came when I had the good fortune of mentoring and working side by side with...

The great direct response copywriting legend... Gary Halbert!

A lot of people seem fascinated with the year and a half I spent mentoring with Halbert... so I'd like to share how that all came about.

When I got my start back in the early 90's, all the best marketers and entrepreneurs agreed *The Gary Halbert Letter* was required reading for any mail order/direct response marketer.

So I hunted this Halbert guy down and subscribed to his newsletter. (Back then it was only available in hard copy by subscription for \$195/year.)

Halbert really "clicked" with me. We had a LOT in common.

And we were both born and raised in Barberton, Ohio.

Small world, huh?

I figured if another disadvantaged guy from Barberton could make a success of his life... so could I.

I decided to do whatever it took to get Halbert's attention and become his protégé.

(How I initially got his attention is a great marketing lesson in itself... but for another time.)

To make a long story short, I wound up working side by side with Gary for about a year and a half.

"I decided to do whatever it took to get Halbert's attention and become his protégé."

Heck, he was even my roommate for three months when I lived in Costa Rica.

And after that, he talked me into moving to Miami and living in the same apartment building with him while we worked on projects together.

It wasn't easy working with Halbert... but it sure did pay off.

I learned advanced hard-core marketing strategies you can only discover by working side by side with a legend like Halbert.

See, I was willing to do whatever it took... and pay any price... to mentor under Gary... because I knew if I learned just a *fraction* of what he knew... I would be wildly successful and have a lifestyle most people only DREAM about.

And THAT is what I'm here to share with you today...

How To Develop An Income And Lifestyle Most "Normal Folk" Can Only DREAM About!

I'm going to show you how *I* did it.

This may not be the right way for you... and this isn't the way some others have done it... but I think you're going to get pretty excited about it.

First, I want to clear something up.

Contrary to popular belief, you do NOT have to be a really good copywriter to make a six-figure income as a kitchen table entrepreneur.

I am proof of that. And I know a lot of people who would consider themselves "hack" copywriters but are still making a very good income.

See, I think a lot of us in the direct response/Internet marketing business get a little confused.

We read about the really big, major league player copywriters... Clayton Makepeace, Gary Bencivenga, Gary Halbert, John Carlton... and we think we have to be an absolute top gun like them to make big bucks.

You don't.

I also think it's a little confusing when you see so many rookie copywriters hanging their shingles out on the Internet, proclaiming to be...

“Contrary to popular belief, you do NOT have to be a really good copywriter to make a six-figure income as a kitchen table entrepreneur.”

“The Best Copywriter In The World!”

Well, I’m here to assure you... you do NOT have to be the “best copywriter in the world” to make big bucks.

“Let me shatter another myth that holds many people back from making a big income with a direct response/Internet business...”

As a little side note....

All the guys claiming to be one of the best copywriters in the world... are NOT.

In fact, just *claiming* that is pretty much an automatic indicator they’re really not that good.

The guys who truly ARE the greatest copywriters in the world don’t go around shooting their mouths off about it. They don’t need to.

So don’t get confused. You really don’t have to be the best copywriter in the world to make a really big income.

Let me shatter another myth that holds many people back from making a big income with a direct response/Internet business...

You do NOT have to pay your dues for years and years as a “shameless whore” copy cub... accepting all the crap jobs that pay a mere pittance so you can become a good copywriter.

I’m going to show you how to avoid all that pain and agony using what is called...

The Leapfrog Method!

In other words, you don’t have to go through the typical marketing/copywriting learning curve... waiting years and years until you get good enough to make the big bucks.

Nope.

I’m here to tell you there’s an easier way.

So how are you going to make big money and have a laid-back lifestyle without any marketing and/or copywriting experience?

That’s easy.

I’m going to show you how to become a successful...

“Kitchen Table Entrepreneur!”

To truly be in control of your income, YOU have to be in control. And the best way to do that is to OWN your own business.

I like the term “kitchen table entrepreneur” because you can start these kind of businesses on your kitchen table... with nothing but a pad of paper, pen and the gray matter between your ears.

But make no mistake about it... a kitchen table business is nothing to look down your nose at. It can turn into a cash cow... in some cases generating MILLIONS!

In fact, earlier this year I received an offer to buy one of my kitchen table businesses for a cool million fungolas.

And this was a business I *literally* started on my kitchen table (the ONLY furniture I had at the time besides an inflatable mattress) with nothing but a yellow pad and pen.

I was so broke at the time I thought I was going to have to... (*gasp!*)... go out and get a... a... (the word is so painful to me, it hurts just to say it)...

A J-O-B!

Ugh! Just *thinking* about it makes me nauseous.

But that little kitchen table business (let’s abbreviate that as “KTB” so I don’t have to keep typing it, OK?) started making money FAST and saved me from having to get a j-o-b. (That stands for “journey of the broke”, by the way.)

Anyhoo... my point is... yes, these KTBs can be started and built on a shoestring budget... but don’t under-estimate their potential. I’ve made a good side income doing this part-time since 1995... and a very comfortable full-time living from projects like this since 1997.

See, I wasn’t exactly born with a silver spoon in my mouth. I grew up in what would be called a lower middle class family. I didn’t know it at the time... but we were so broke we qualified for food stamps. (My mother REFUSED any kind of handout, God bless her... choosing to work herself half to death instead.)

I didn’t know anything about success principles or entrepreneurship. I just figured you had to go to college and become a doctor or lawyer to get rich. And my family was too broke to send me to college.

Just a few days after high school graduation I was booted out of the house

and told, "Good luck. Keep in touch!"

*"I wanted to
make a LOT
more money
and be
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I stumbled around through various jobs until I finally ended up in my first REAL job... a police officer for the city of Dayton, Ohio.

Even though I wanted MUCH more out of life, I stayed in that job for almost 12 long years. I was told my civil service job was the best I could ever do since I hadn't gone to college.

But I just couldn't accept that. I wanted to make a LOT more money and be financially free and in control of my life.

I figured since I didn't get that college sheepskin that ALLEGEDLY was the ticket to big bucks... I would start a business. And that's *exactly* what I set about doing, with no knowledge whatsoever of how to start or run a business.

Guess what happened...

I Failed!

Time after time... after time.

Rather than seek out the knowledge I needed or seek out someone with experience who could help me, I just kept banging my head against the wall... losing more and more money and trying business after business.

I tried several different vending businesses, Amway (twice) and a couple other MLM deals, sold long distance phone service door to door, started a home improvement business with one of my neighbors... and others I'd rather forget.

I won't bore you with all the details, but it continued to get worse and worse... and got me deeper and deeper in debt.

Finally, after one of my more spectacular failures (which was more financially painful than the others) I somehow stumbled upon Dan Kennedy. I don't remember the details but I think I saw an ad in either *Success Magazine* or *Entrepreneur*.

It must have been a lead generation ad because I sent for a free report, which was a sales letter for a product called the *Magnetic Marketing System*.

I bought it for \$397, which was a small fortune for me at the time. It was six cassettes and a couple hundred Xeroxed pages in a three ring binder.

Back then, spending \$400 on a book was just unheard of. I was afraid to tell any of my family or friends, because they would have thought I was absolutely nuts.

But Kennedy's sales letter was soooo compelling... I believed it was the answer and the secret to me having a successful business. For the first time ever, I had hope it would save my business, which was failing miserably at that time.

What happened instead was I observed the process Dan Kennedy was using to sell me high priced paper and ink, cassettes, videos, seminars and other information products. That really intrigued me.

The business I wanted to help with Dan Kennedy's info pretty much crashed and burned. And I didn't really care... because after seeing what Dan was doing, I wasn't interested in saving that business any more.

I wanted to do what Dan was doing...

Sending sales letters that sold paper and ink for \$400!

So after all these various business failures, I decided to start a mail order business.

I selected a niche that had been a hobby of mine for years... bodybuilding.

I wrote a little self-published bodybuilding manual for beginner "hard gainer" bodybuilders (a subset of that niche) and ran a classified ad in one of the muscle magazines.

My classified ad was horrible. It said something like – "How A Genetically Average Bodybuilder Can Gain 20 Pounds of Muscle in Eight Weeks! Send \$7 to P.O. Box whatever."

There was a two-month lead-time to get that ad in the magazine. When it finally hit newsstands, I sat and waited for the orders to flood in.

And waited.

And waited some more.

But those orders never came.

Well, I did get *one* order.

It was from a correctional facility for the mentally unstable. Only one guy was crazy enough to buy my book!

That's when I started to realize I needed to study this mail order business stuff a little more.

"That's when I started to realize I needed to study this mail order business stuff a little more."

It didn't take long to figure out trying to make a sale from a classified ad was a big "whoopsy daisy."

Instead, I needed to do some lead generation advertising... usually a smaller fractional page ad designed to identify potential prospects and get them to call for more information.

So I tried some two-step display ads in the muscle magazines. The ads were mixed in with the editorial content and prompted the prospect to call a toll-free number to request a free report.

The free report was a sales letter. The first one I ever wrote.

I'll never forget calling my voice mail for the first time to see if I had gotten any calls. (This was back in the 90s, before they had all the cool automated voice mail and transcription services.)

I'll never forget how excited I was when I heard...

"You have 49 new messages!"

I wasn't so excited 3½ hours later, after having to transcribe all those messages by hand.

I sent those leads my sales letter... and wonder of wonders, miracle of miracles... 10% of those leads bought my course.

After experiencing a little success, I upgraded the product and bulked up the package by adding some audios, extra bonus reports and eventually a video.

Bulking up the course added very little to my hard costs but allowed me to bump up the price so I could earn more profit. That was definitely a step in the right direction.

Later, I realized since I was selling 10% with the first sales letter, I should send a second sales letter to the leads that didn't buy... like I saw Dan Kennedy espouse in his *Magnetic Marketing* course.

That worked so well I decided to send a third "Final Notice" letter to the leads that didn't buy from the first two.

I wound up picking up an additional 8-10% in sales from the "Second Notice" and "FINAL Notice" letters.

There I was... after nine long years of continuous failure, *finally* in a business that was working and generating a nice, tidy little profit.

It didn't take me long to discover the most important secret to BIG profits and long-term income. A secret most business owners and even many large corporations don't seem to get...

**Once a customer buys from you,
they're much more amenable to buying
something else... at a higher price!**

(You might want to re-read that last sentence. It's REALLY important.)

Anyhoo... that little info product business I started on my kitchen table spawned a supplement business that grew and grew. After about a year, I was making enough money to free myself from my wage-slave job to run my mail order business full time.

That little KTB supported me very comfortably for eight years.

It still continues today but I no longer own it. A friend of mine bought it. He tells me there are still some of those original customers that bought my little self-published book 15 years ago.

Are you beginning to see the long-term potential of these KTBs?

Now just in case you think you might like to get into the business of writing copy for clients... let me tell you... it ain't all it's cracked up to be.

You see, in the process of developing my first KTB, I didn't even know what a freelance copywriter was. Even if I did, I didn't have the money to hire one. I had to learn to do it myself. I didn't have any of the information you have available to you today... like this free report.

The only information I had was what I saw Dan Kennedy doing and I used that as a model for my own info product business. Back then, there weren't any copywriting courses and all the stuff you have available to you today.

All these courses are a good thing... but a lot of young guys and gals think the way to make money in this business is to take a course and hang out your shingle as a freelance copywriter.

That's one way of doing it, but you're not going to have any real world experience or success to show your potential clients. And that's going to make it pretty hard to get hired... and darn near impossible to get the good gigs.

If they're willing, your clients will have to take a big chance on you... and you're going to have to work for peanuts for several years in that "shameless whore" phase, accepting whatever job you can get. You're stuck with the

leftovers and scraps you find on the floor after all the big dog copywriters have had their fill.

Talk to anybody who has been through it and they'll tell you the same thing...

The shameless whore phase **SUCKS!**

I don't think that's the best way to do it.

Another mistake with this approach is you're positioning yourself as just a copywriter. And most business owners just don't understand the value of copy.

You'll be viewed as a commodity... and paid accordingly.

So you better get used to hearing, *"Well, I can get a copywriter on Elance to write this for \$90."*

Then there's the way I did it... honing my copywriting chops with my own KTB projects... and earning good money the entire time I was learning my craft.

Not only was I making good money, I also had the freedom to work when I wanted... with no clients breathing down my neck with rushed deadlines.

Isn't it better to make 100% rather than a promise of a measly 5% royalty that will probably never actually be paid to you?

Ask any freelance copywriter about getting royalties. In most cases they'll tell you clients will probably NEVER pay the royalties they promise... for a variety of stupid reasons.

Numero uno being their own incompetence. Second, not mailing the copy... and third, not taking action on your advice because... well, see numero uno above.

So while most poor schmucks suffered through the shameless whore phase for years...

I was paid \$6,500 for my very FIRST solo freelance copywriting gig!

That may not sound like a lot of money NOW...but it's equivalent to about \$12,000 in today's dollars.

How would you like to get paid \$12,000 for your very first freelance gig?

"How would you like to get paid \$12,000 for your very first freelance gig?"

Not bad, huh?

Back then I thought, "Hey, this isn't a bad deal! I'm going to talk to some other copywriters and see how they're doing."

All the other copywriters told me they were scrambling, fighting and begging for \$1,000 jobs!

The difference was, while they had hung out their shingle as a copywriter and went out begging for work, hat in hand... I was perceived as much more than just a copywriter.

I was a copywriter AND marketing expert with direct marketing experience who could get direct mail going, choose the best mailing lists, make space ads and PPC (pay per click) work like crazy, track response and ROI, implement follow-up, increase backend sales... and improve ALL aspects of the client's sales and marketing.

Why? Because I had done it successfully for my own businesses! That raised my value SUBSTANTIALLY in the eyes of potential clients. I was a LOT more valuable than just a guy who can write copy.

**When you can do *that*,
you'll be head and shoulders
above EVERYBODY else!**

You'll have proven value in the marketplace... and while all the other poor schmucks are out there begging for copywriting gigs that pay a mere pittance... you'll ATTRACT the very best clients and best paying gigs.

Word travels fast in this little direct response niche. You won't have to go looking for work. It will find *you*.

And even more important... when you have those kinds of results backing you up, you're going to show big confidence. It will be evident in your eyes... and clients can pick up on that.

You'll RADIATE confidence because you believe in your skills enough to put your own money on the line and start your own projects... and THAT is what will attract the best clients and get you the big bucks work.

You might even get to the point, like me, where you think, "*Hmm...it doesn't make sense for me to take a client. Yes, I can make \$15,000+ right now, but if I invest the same amount of time and effort doing this for myself, I can make 10 to 100 times as much... or more.*"

I think anybody who wants to be a copywriter (ESPECIALLY rookies) needs to start their own KTB entrepreneurial project.

Now listen up because this is important...

If you *can't* do this...

- Select a market...
- Develop a product...
- Write the copy...
- Put it online, test it in direct mail or a space ad...
- And get some sales coming in...

Then how in the world can you accept a client's money with a clear conscience?

I'm as serious as a heart attack.

If you can't make it happen in your own KTB, yet you're representing yourself as a successful copywriter... you're deceiving and *cheating* your clients.

Doberman Dan is getting a little tough on you, huh?

Hey... *somebody* needs to tell it like it is.

Since it's so easy to "hang out your shingle" on the Internet and make unsubstantiated claims, there has been a proliferation of hacks and phonies, more than glad to waste a client's money on untested and unproven copywriting skills. (I know several of these guys personally.)

They've got nothing to lose. They take the money and move on to the next mark... uh... I mean client.

I simply could NOT do that.

I REFUSED to accept any clients until I had invested eight long years refining and testing my copywriting chops and marketing techniques for my own KTBs... with my own hard-earned money. Only until I was 100% confident I could write order-pulling copy did I even *consider* writing for clients.

There are very few copywriters who can claim *that*.

Look... if you have even the tiniest bit of ambition and/or entrepreneurship running through your veins, you're probably getting excited about the potential of starting your own KTB.

Well, before you start counting up the millions of fungolas you think you're going to earn, let me help you set some realistic expectations.

I've followed this model numerous times. Like I said, I started in the bodybuilding niche, and I've repeated the same process in various other niches.

Have they all made millions?

Nope. Some of them have been downright flops.

Some have been what I call "base hits". They may not be making millions, but they're bringing in a few thousand a month. (I don't know anyone who would turn down an extra couple thousand a month for a very limited part-time commitment, do you?)

And a couple of my KTBs have turned into "home runs".

So here's your reality check:

Not everything's going to be a grand slam home run... but would you sneeze at an extra grand or two a month for work you only did once?

I didn't think so.

"OK, DD... You've given me the WHY... but exactly HOW do I do this?"

The WHY is really important (actually MORE important than the HOW)... but I'm not going to tease you for 14 pages and then not tell you how to do it.

Nope. That would just be mean... and I'm NOT a "meanie" (like we used to say as kids.)

*"So let's
get into
the meat
and taters
of this
puppy."*

My goal in this report is to first of all make you THINK (amazing how few people ever do that)... secondly, show you a realistic plan that can DRAMATICALLY increase your income... and finally, save you from the years of heartache, wasted effort and lost money I had to go through.

(Plus, if you like what you read, I'm hoping you'll subscribe to my blog at DobermanDan.com.)

So let's get into the meat and taters of this puppy.

I'd like to show you the steps I go through when starting a KTB project. The first and most important is...

Selecting A Market...

I do this before even considering what kind of products I want to sell... because if you do your research correctly, the market will tell you EXACTLY what you should sell.

Coming up with a product first is “bass-ackwards”, in my most humble (but accurate) opinion.

In evaluating markets and niches, I’ve always looked first at my hobbies and interests. For example, I started my first KTB in one of my favorite hobbies back then... bodybuilding.

Maybe your hobby doesn’t have tens of thousands or hundreds of thousands of people involved in it. You may *think* you should look for a bigger niche... but you might be mistaken.

I can tell you from experience that these smaller niches can be rather profitable.

The bodybuilding market is a “subculture”, as I call it, and it’s not a big niche... but it has supported me very well for decades.

There’s a LOT of money in these small niches!

They may not have the big numbers like the weight loss or biz-op markets... but the few people they DO have are extremely rabid and loyal. You can make a lot of money with a small, rabid and loyal customer list.

You might want to look at some of the bigger niches as well. Weight loss and health are huge. The bigger markets are usually more expensive to reach and can have a higher cost per customer acquisition... but the potential can be awesome.

So your first step is to start narrowing down what market or niche you want to work in.

There are lots of niches and opportunities... and during your research you might feel a little overwhelmed. That’s OK... it’s normal.

Unfortunately, it’s at this point that many people let overwhelm overtake them... and NEVER get past this first step.

Don’t YOU do that, OK?

Do your research and select a niche. If you later decide it wasn't the right choice, it's not like it's written in blood. You can change your mind at any time.

Or here's an idea...

Maybe you hone your chops in the first niche you select, make a few bucks... and then start the whole process over again in another niche you think you'd like better.

You don't have to spend your entire life in any one niche. Just because it's the first one you choose doesn't mean it's a lifelong decision.

So most importantly...

Don't get stuck in the paralysis of analysis!

Do your research and pick a niche... ANY niche.

I've discovered a few good tools I'd like to share with you that help me make decisions about what markets I want to go after.

The first one we'll talk about is the Google AdWords keywords tool. When you open a Google Adwords account (which is free, by the way) you'll get access to this tool.

It's kinda cool. You can do stuff like punch in the keywords "mini donkeys" and see how many people are searching for information about mini donkeys.

As a brief little side note... I have a gut feeling mini donkeys might be a really responsive little niche.

A few years ago I rented a house on a farm, and the woman who owned the farm had these mini donkeys running all over the place. (Donner, my Doberman HATED those donkeys.)

This lady was completely NUTS about these mini donkeys and would talk about them for hours. Even back then, I thought, *"Hmm, she's pretty passionate about mini donkeys. I bet there are a few hundred other crazy mini donkey people out there I could sell something to."*

So there ya go...

I may have just given you a "base hit"... or even possibly a "home run" idea.

When you're making the big bucks with your mini donkey products, feel

free to send your pal, Doberman Dan, a generous royalty check. (I won't hold my breath.)

But I digest...

So you can use the Google AdWords keyword tool to see how many people are searching for your keywords every month. That's kinda helpful, I guess.

I consider the Google AdWords keyword tool "rookie" stuff...

Not BAD, necessarily... but there are MUCH better and more powerful research tools and techniques for predicting the profit potential of a niche.

Here's one I use...

As soon as I get a niche idea, the first thing I do is go to the bookstore. If there's a magazine dedicated to that niche, it's a really good indicator there's enough of a market and enough interest to make some really good money.

Now let's say you drop by the bookstore and find four or five different magazines in that niche. Well, that means this is a GREAT market to be in... and you could probably get pretty wealthy if you do it right.

That's a MUCH better research technique than the Google Adwords keyword tool. But hang onto your hat because now I'm going to reveal...

The crème de la crème market research tool!

Gary Halbert taught me how to use this "secret weapon" and it has never failed me.

Once you realize its power, the world is your oyster. You will NEVER lack for opportunities.

Don't get me wrong... the Google AdWords keyword tool is a good start. You're going to find that 10,000 people searched for mini donkeys on Google last month. That shows there's at least an interest.

And researching a bookstore like I described earlier is even better. You're going to find that there are magazines that support that niche, along with companies that advertise to that niche every month.

But we're STILL not where we need to be.

"Once you realize its power, the world is your oyster. You will NEVER lack for opportunities."

Neither of those tools and techniques is going to tell you the most important metric you absolutely **MUST** know...

How many **BUYERS** are there?

The **CRITICAL** information you need to know without a doubt is... how many people in that market have bellied up to the bar, whipped it out (I'm talking about their credit card, silly!) and actually **BOUGHT** something.

Just because they searched for mini donkeys on Google doesn't necessarily mean you have a hot group of buyers. It just means they were **SEARCHING** for something. For all you know, they were just searching for free info. And in many cases, freebie seekers are **NOT** buyers.

So my most jealously guarded, most effective market research secret... the one I use to practically mint money at will is...

The Standard Rate and Data Service!

Also known as "SRDS." You can find it online at www.SRDS.com.

The SRDS is a directory service that lists all the commercially available direct mail lists for rent.

The SRDS has **NEVER** failed me. When I've gone into markets based on a good "gut feeling"... in spite of the SRDS confirming it was **NOT** a good choice... my projects have **ALWAYS** bombed... and I've lost money and time... **NEITHER** of which I like to lose.

With the SRDS you can search for lists of people who've bought a product about... say, for example... raising mini donkeys. It will tell you the price of the product they purchased. It will tell you how many buyers were male or female. It will tell you how many hotline names there are – that's how many new buyers are coming onto the list every 30 days.... it will tell you a **LOT** of valuable information.

All this information is pure gold when you're researching a new market.

All the shyster gurus with their "lesser mortal" market research tools can stuff it. SRDS is where it's at when you *really* want to research the potential profitability of a market.

I don't care that 10,000 people searched Google for mini donkeys last month... but it **DOES** interest me to know that 1,000 people a month are buying a manual via direct mail for \$69 about raising mini donkeys.

And THAT is the kind of insider info you'll find with the SRDS.

So, in this example, I not only found a great market, I also found a predictable and reliable way of reaching an extremely hot market... because I can rent that list.

And based on the info in SRDS...

I can reach those buyers at the EXACT moment they are most "in heat" about the topic!

So the SRDS is the very BEST market research tool in my most humble (but accurate) opinion.

But there *is* a small downside...

The SRDS online membership is a little pricey at \$700+ per year. That's a pretty good chunk of change to come up with if you're broke and just starting out.

I'd rather see you use the \$700 to test some pay-per-click advertising or direct mail instead of blowing it all in one fell swoop on a yearly SRDS membership.

So I'm gonna help you out (again!) and save you \$700 bucks.

Most large metropolitan libraries have an online SRDS membership you can use... or they may even have the actual big thick phonebook-size SRDS directories you can look through.

I prefer the online tool because you can do keyword searches... but I started out with the big books before the online version was available and that works fine, too.

Getting your butt off the couch and into the library could do you a world of good. But if you're even too damn lazy to do *that*, I'm going to share a FREE resource with you that is the 2nd best choice after SRDS.

It's here:

<http://www.nextmark.com>

Nextmark is a list broker that allows you to use an online list search tool for free. SRDS is still better because it shows ALL the lists available for rent... but the Nextmark tool is an OK substitute.

Geez, I'm really taking away all your excuses for starting a successful KTB, giving you all these secrets and free resources, aren't I?

Oh, by the way... I can't really recommend Nextmark as a list broker because I've never used them. Give them a try if you want... but at your own risk. There is a plethora of shysters in the list business for some reason. Caveat emptor.

Another important part of your market research is...

Check out competitors!

Check out who's advertising in the different magazines and online, too. Keep an eye on their marketing. Order their product and learn about it. Find out what back-end offers they send you. Watch how they mail or market to you.

And here is how that information can be VERY profitable for you...

Take their existing product and improve it. Find out where the holes are in their marketing and their products and "knock it off." (That basically means you're going to copy it.)

But you're not just going to blatantly copy it... you're going to make it BETTER.

I did an entire blog post about this at DobermanDan.com entitled, [Here's Your New Multi-Million Dollar Business.](#)

You should check it out because it's a video presentation about how to "follow the leader" and get a good product going ASAP in a hot market.

I literally GIVE you a hot market and a proven, highly successful product that has been sold in all the guitar magazines for 30 years. I describe, step by step, all the holes in the marketing and all the holes in the product, and give you a completely proven project.... ready to go.

Amazingly, nobody has made this project happen yet. YOU could be the first.

This is a very valid method of entering responsive markets and developing hot products.

Pioneers come home with arrows in their back... but once you let the pioneers do their thing and they have something successful up and running... you can follow in their footsteps, find ways to improve it... then be a better marketer and dominate that niche.

So, to recap... find the market FIRST.

"And here is how that information can be VERY profitable for you..."

Next, it's time for you to figure out...

How to develop a hot-selling product!

The last 15 years or so, I've sold a lot of different products via direct response marketing... but as soon as I realized where the biggest profits and best markups are, I've specialized in two types of products.

The first one is info products.

I love info products because they're quick and easy to create... and **HIGHLY** profitable.

How quick and easy are they to create?

Well, if you and I jumped on the phone together today for about 30 to 45 minutes and recorded our conversation... you could have an info product completed and ready to sell.

Pretty cool, huh?

In addition to being quick and easy to create, info products also have a high-perceived value. In other words, your actual product costs may only be a dollar or two... but your customer will see them as being valued 20, 30 50... or maybe 100 times more than that.

Another good thing about info products is...

You'll NEVER really have an inventory problem!

If it's paper and ink, CD or DVD... getting more copies made is cheap, quick and easy.

If you're selling downloadable MP3 files or ebooks, you have **ZERO** product costs... and zero inventory problems. You're just selling electrons. You'll **NEVER** run out of product!

Even if you're selling info products in hard copy, you'll never have to deal with inventory issues and long lead times. You can just run to Staples and get a few more copies made.

There are a lot of reasons to love info products.

I'm going to encourage you to look at doing info products, even if it's just initially an e-book. But for customer satisfaction, high perceived value and

maximum "sticking" (not refunding), I think selling your info products in hard copy is best.

Because of their ease and speed of creation and low cost of development, I encourage you to seriously consider info products for your newly discovered hot market.

Let's talk about another very in-demand hot seller I have a lot of experience with...

Nutritional Supplements!

Health is a GIGANTIC market. And within that niche are various sub-niches that can be extremely profitable.

I like nutritional supplements because you can have really big markups if you're hooked up with a good lab, know how to buy them and don't get ripped off on pricing... which can easily happen with some of the shady private label labs.

One other thing I like about supplements is... even if you only begin with one, you'll automatically have a back end product to sell.

See, even if you just have one product (which is what I recommend if you're just starting), if it's good (and it BETTER be good), it will be reordered.

There's your back end.

And if you're smart (which I assume you are, since you're reading this report) you'll put your customers on a monthly auto ship.

In other words, when someone buys your product, you offer them the opportunity to be on a monthly continuity program. Perhaps you give them a small discount and free shipping as incentives to get on your continuity program.

Or maybe you gift them a bunch of free reports when they get on the auto-ship.

You get the idea... give them a LOT of incentive to get on your auto-ship because as a general rule, most will stay on it for months. Some will even stay on for YEARS.

This one idea transformed one of my little KTB's from making just an OK income... to...

A ridiculously profitable million-dollar business... in only a few short months!

So even just starting with one supplement product, you'll have a built-in back end and a potentially profitable long-term business.

There are a lot of laboratories that can make products for you. First you select a formula, have a label designed and put your own private label with your company name and product name on the bottle.

Sounds simple, right?

It IS simple... but be very, very careful.

There are a lot of unscrupulous labs out there just waiting to take advantage of an inexperienced rookie.

How do I know? Because I was an inexperienced rookie once... and I had to go through a LOT of private label labs to FINALLY find an honest one.

If you're hooked up with a good lab that understands what we're trying to do with our KTB's, you can usually start with really small quantities... in some cases as few as 24 to 48 bottles. In most cases the initial quantity required may be 144 bottles.

I've had people consult with me (unfortunately for them, AFTER the fact) who tried to get into the supplement business and were forced to place an initial order of 3,000 bottles.

So these poor people, with a completely untested product and untested sales letter... in an untested market... had to drop \$12,000 - \$15,000 on inventory.

I think a few of those guys STILL have that inventory stacked up gathering dust in their garages.

So be careful whom you deal with.

Another reason I like supplements is you can "knock off" the really successful ones... just like we talked about with info products.

By always keeping your antennae up and staying aware of the supplement ads on TV, talk radio and the magazines... you can see what's really hot right now.

If you're working with a good private label lab, you can contact them and say, "Hey, Product X is all over the place. There are TV and radio commercials for it all over the place. It's in all the magazines, too. I want a product like that."

*"Sounds
simple, right?
It IS simple...
but be very,
very careful."*

A good private label lab will be able to duplicate and even *improve* the formula.

So again, you don't have to be the pioneer with the arrows in your back. You can take advantage of the millions of dollars of product and market research done by the big boys and follow in their footsteps.

Here's another million-dollar tip...

Do you have any idea where you should advertise your new & improved knock off?

Every single place the big boys are advertising!

See, they've invested millions testing different media and are probably only advertising in media that pays off. So you can take advantage of their millions in research.

Just be sure you have a better ad and better marketing & follow-up systems.

Pretty brilliant, huh?

Speaking of writing an ad, I'd like to dispel a myth that holds a lot of people back from starting a KTB.

Like I said earlier, you do NOT have to be a great copywriter.

In fact, even a mediocre copywriter can make millions.

I was definitely not a good copywriter when I started my first KTB. And there weren't very many resources to learn it back then. Unlike today... you have a ton of courses, books and videos from successful copywriters. I basically had to learn on my own by observing what Gary Halbert and Dan Kennedy were doing.

But if you think you have to spend months or years getting good at copywriting before you can get your KTB going, you're mistaken.

The best way to learn is by DOING!

So you're going to learn while you go through the process of getting your KTB going.

Not a bad deal, either... getting paid from your own business while you learn how to write good direct response copy.

Now that you've selected a market and product, we need an ad to run up the flagpole to see how many people salute it with their credit cards. And I'm going to give you a really quick method of creating your ad... even if you have absolutely ZERO copywriting experience.

In fact, if you want to, you could create your ad the very minute you finish this report. And you can do that with...

The “Miami Vice” Copywriting Technique!

I'm not talking about the movie *Miami Vice* that came out a few years ago. I'm talking about the classic *Miami Vice* TV series from the 80s.

In case you were born too late and deprived of the great experience that was the 80's, let me fill you in.

The two main *Miami Vice* characters, Crockett and Tubbs, always had a snitch (informant) working for them. They used to send him in with a “wire” (listening device) so they could listen in on the bad guys.

We're going to do the exact same thing to create your ad copy.

Get a digital recorder or even an old cassette tape recorder, sit down with someone and explain your product to them after hitting the record button.

If you're nervous about giving a sales pitch to a real live human being, just *imagine* you're sitting down with someone and explain your product to him or her while recording it.

(It helps to imagine your prospect as being a VERY receptive “hyper” buyer.)

Now go through this process several times until you feel really good about your presentation, humming along “at concert pitch” as Gary Halbert used to say.

Here's what you're going to do next:

Send the recording to a transcriptionist... and now you've got the raw material for your copy.

All you have to do is to clean up the “ums” and “ahs” and format it a little bit... maybe change a few sentences here and there... but you'll have most of your copy already done.

Is it going to be “world-class” copy?

Probably not. But you don't NEED world-class copy right now. You just need to get things going.

But don't worry...

You can make a LOT of money with half-assed copy!

Oops! I meant "mediocre" copy. (I forgot I'm not supposed to be my usual crude self.)

*"But you
don't NEED
world-class
copy right
now. You just
need to get
things going."*

Once you've got your copy out there, you're going to start getting sales... and that means you need to start thinking about the best way to fulfill your orders and ship your products.

If you're selling digital products you don't have to worry about this... but if you're selling hard products you could potentially have some major headaches if you don't deal with some issues before the orders *really* start flooding in.

You're going to need customer service and fulfillment set up and working like a well-oiled machine long before you start to handle a big volume of sales.

Here's the most important advice I can give you about order fulfillment:

In the beginning, I think you should experience what it's like to do your own product fulfillment. But only long enough to realize you shouldn't be doing it... for reasons I'll explain in just a sec.

When I started my little business, I did all the order entry into my database, packed stuff into boxes, prepared it for shipping... and made my daily trek to the U.S. Postal Service.

In the beginning it was exciting... and I really enjoyed the process of personally preparing each customer's order.

The only thing I didn't do in the beginning was answer the incoming customer phone calls. I still had a job and couldn't be waiting by the phone all hours of the day and night to take orders. So I hired a service that took the calls for me for about a buck a call.

Here's why I think you should do your own product fulfillment only long enough to realize you need somebody else to do it for you.

First of all, you're going to get really tired of it... really quickly. I've never been too big for my britches to do ANY kind of work... but I didn't start my own business to become a shipping clerk.

One thing you need to do if you want to be a successful business owner is know how to best invest your limited time. You should only invest your precious time in activities that only YOU can do... and will have the biggest return on investment. Anything else should be delegated to somebody else.

And product fulfillment is "grunt work." Or as Gary Halbert used to call it...

"LMS!"

That stands for "Lesser Mortal Stuff." (I cleaned it up a little bit. Halbert used a different word for the "S" part.)

It's not a big ROI activity for a successful marketer. You can farm that work out to somebody for \$10 an hour... maybe less. And somebody will be thrilled you're providing gainful employment to help them pay their bills.

You've given somebody a job and are helping them put a roof over their head and feed their family... and you can now focus on the big pay-off activities.

You BOTH win!

See, when you're doing LMS, you're not marketing or writing copy... and you're going to get a much bigger bang for your buck when you invest your time in *that*... and researching markets and developing new products.

So your big lesson of this section is... as soon as you can...

Farm out all the LMS!

There are plenty of good vendors who will do all your LMS for you.

There are also plenty of bad ones that will make a royal mess of it... and piss off all your customers, too.

I know because I've been through the wringer with all these different vendors over the past 15+ years. All kinds of labs, direct mail houses, letter shops, fulfillment centers, business services, etc... and it took me a long time to separate the wheat from the chaff.

The good ones can make your life a breeze.

The bad ones can make life pretty miserable.

And I really don't want you to be miserable.

Hey, this report has run a LOT longer than I anticipated... and I'm a little concerned your attention span might be running a little short, too.

I've really enjoyed sharing all this stuff with you today. We've covered a lot of ground together, haven't we?

What you've discovered so far is really just an overview. But I think you can see how this all works.

With my KTB techniques, you're going to be honing your copywriting and marketing chops... AND making money at the same time.

You won't spend years slaving away in the shameless whore phase, working for peanuts with pain in the ass clients.

Instead, you'll be building a valuable portfolio of tested successful promotions and learning extremely valuable skills... so if DO want client work, you'll attract the very best ones and the highest paying gigs.

"Absolutely crucial stuff that can make or break your success as a Kitchen Table Entrepreneur."

Pretty exciting, right?

It is exciting... but a brief word of warning:

Yes, we've covered a lot of important things today... but there's a LOT more we haven't covered.

Absolutely crucial stuff that can make or break your success as a Kitchen Table Entrepreneur.

I'm a little afraid if you go charging forward with your KTB idea at this point, without all the other important things I didn't have time to share, you're going to wash out really quickly... or lose lots of time and money learning this stuff the hard way like I did.

But there's no reason for you to endure all the pain, stress, and agony of losing tens of thousands of dollars and years of your life like I did.

You see...

I've provided a shortcut for you!

Yes, I've revealed a LOT in this free report... but space and time restrictions have prevented me from revealing ALL my successful KTB secrets.

But don't worry... you *can* get your greedy little hands on them, if you choose.

See, earlier this year I did my first-ever (and probably LAST) coaching program, revealing my successful techniques for starting a part-time six-figure "kitchen table" business.

I revealed step-by-step the EXACT process I've used to start numerous successful businesses... the kind that allow you to enjoy a generous income and a lifestyle most people can only dream about.

The 11 folks lucky enough to participate got eight weeks of me personally instructing and interacting with them, revealing many of my best "school of hard knocks" business and marketing lessons.

It was a once in a lifetime experience... and the folks who missed it REALLY missed out on something that would have paid off BIG time for them.

But don't feel bad... because even though I didn't know you at the time, I was already thinking about you.

I recorded all the webinars from my eight-week coaching program just for you.

I knew somehow... some way... at some point in the future, an ambitious person with big dreams, but lacking the knowledge and skills to achieve them, would find me.

And I want to be the mentor to show you the path to your dreams.

See, you've been lied to and put down your entire life... told you couldn't rise above the status you were born into. Told to stop being such a dreamer and just accept the hand you've been dealt and make the best of it.

Well, I'm here to tell you...

That's just pure B.S.!

If "they" haven't beaten your dreams, hopes and ambitions out of you yet... they will.

Unless I can get to you before they do.

Even though you may not realize it right now, many different forces are against you to "keep you in your place"... and keep you from achieving the things you desire.

I'm not getting all "woo woo" new-agey and spiritual on you. I'm just stating the facts.

I mean, think about it...

Did you grow up with your parents, teachers and superiors constantly supporting you with positive statements and loving supportive attitudes?

Did they always tell you that you were a unique and awesome individual who could achieve anything you wanted if you were willing to work at it consistently and persistently?

Did they always encourage you to try new things and undertake challenging pursuits... and were always there with an encouraging word when you stumbled and fell?

I highly doubt it.

And frankly...

That REALLY pisses me off!

How many sharp, special, independent-thinking and truly spectacular people are stuck in life-sucking, brain-dead jobs and lives simply because they honestly don't know any better?

Nobody has ever shown them they really *can* break free from all that crap and live a life they used to dream about as a kid... before it was beaten out of them.

My mentor Gary Halbert used to say he taught copywriting because he was literally saving lives. He believed a life lived on the hamster wheel amongst all the other sheeple will kill you.

Sure, probably not *literally*... but it's much worse than death, actually.

When you *literally* die, at least your suffering ends.

But when you follow the "approved" system, you "die" very young. Unfortunately, your body lives on another 40, 50... or in some very rare cases, 60+ years.

You literally sleep walk through your entire life... settling for the meager scraps tossed off the table of life...

While a small group of enlightened people are *gorging* on an absolute frickin' FEAST!

I may be the only one who has ever told you this... but you really can break free from all that crap and join us at the feast.

All the things you *think* are keeping you from it are merely elaborate illusions, designed to keep you from even *trying*.

And unfortunately, these illusions work like crazy... because there are hundreds of millions of walking dead who have never even *tried* to better their lives.

Look... if you've never met a person willing to tell you the REAL truth about how life really works, I realize this all may seem a little shocking to you.

And if I hadn't provided you with a logical, practical and PROVEN blueprint for achieving the kind of income and lifestyle I'm talking about... I wouldn't blame you for writing me off as a nut job spouting airy-fairy theories.

“But I HAVE revealed exactly how to make as much money as you want.”

But I HAVE revealed exactly how to make as much money as you want.

I didn't have time to reveal ALL the nitty-gritty details... but if you REALLY want to, I've given you enough ammunition to make it happen.

Starting TODAY.

Whew! I went off on a little tangent there. But *somebody* needed to shake you and wake you from your slumber... and I'm glad you gave me the opportunity to do that.

You can probably tell I'm pretty passionate about rescuing people from sleep walking through life.

Gary Halbert carried that torch for decades... but when he passed away a few years ago I didn't see anybody picking it up.

Oh sure, there are plenty of scam artists selling pie in the sky “get rich quick on the Internet” scams... but I didn't see any *real* leaders picking up Gary's torch and running with it.

So I waited.

And waited.

And it appeared the great Sir Gary of Halbert's torch started to dim little by little.

So even though I just wanted to keep doing my thing under the radar... enjoying my laid back lifestyle and gorging at the feast of life...

I simply REFUSED to allow Gary Halbert's torch to burn out!

I picked it up a couple years ago and haven't looked back since.

Look, I'm a realist.

I know I can't save everybody from sleep walking through life. In fact, I know beyond a shadow of a doubt I can only reach about .0000000001%.

A person with the drive and ambition to make their dreams come true is a very rare person indeed.

But for reasons I'll disclose to you when we meet in person some day...

I'm betting you're one of the precious .0000000001%!

And if I'm right, what I'm about to share with you is going to get you very excited.

Like I was saying before I got side tracked by my little rant, earlier this year I revealed my KTB secrets in an eight-week coaching program.

I recorded all the video webinars, saved all the audio as MP3 files and compiled all the documents and resources into PDF's.

After the eight weeks, I burned everything to disks and gave copies to all the coaching program members. But ever since then, this highly valuable resource has just sat on my shelf gathering dust.

See, unlike other "goo-roos", I actually DO what I teach... and I've been pretty occupied working on a whole slew of new projects.

So, unfortunately, the *Doberman Dan Kitchen Table Business Coaching* product had to be placed on the back burner.

On top of that, I didn't really want to start "casting my pearls before swine" and revealing my very best moneymaking secrets to every Tom, Dick & Harry who wouldn't understand or appreciate them.

Nope.

"And if I'm right, what I'm about to share with you is going to get you very excited."

I only wanted to make it available to the cream of the crop... the .0000000001%.

And folks like that are pretty hard to find.

But YOU, my friend, have jumped through a few hoops to get to this point... AND you're still reading this report in spite of several subtle little things I deliberately put in your way to weed out the sleep-walking 99.99999999%... and even intentionally (*gasp!*) offend them.

This entire process was meticulously engineered from the very beginning to...

Attract the WINNERS!

And *that* is why I'm betting you're the right person to reveal my best fungola-generating secrets.

So my secret is now out:

I'm looking for a few good protégés.

And I'd like to add YOU to that very short list.

Now I can't mentor more than a handful of people one-on-one... and I'm sorry to be the bearer of bad news... but that roster is full.

But I *can* mentor you through other means thanks to the miracle of all the high tech tools now available to us.

I'm going to mentor you through a program I'm calling...

“How To Start A Part-Time 'Kitchen Table' Business... That Can Quickly Generate Six-Figures A Year In Extra Income!”

Since what I'm about to reveal can change your life in ways you never even DREAMED possible, I put that headline in a big 24-point green font to make *sure* I have your undivided attention.

Before I fill you in on everything, I have a confession to make...

I never really saw myself as a mentor type of guy.

When I started DobermanDan.com a few years ago, I simply wanted to pass along what I'd learned about direct response and online marketing. And since I was still doing a little freelance work, I hoped I would pick up a few copywriting clients.

I never wanted to enter the guru market. I don't want to even be *remotely* associated with those guys. Most of 'em are so full of crap their eyes are brown. (Mine are BLUE, by the way.)

I just wanted to provide extremely valuable content and pass along some of the direct marketing lessons I learned while mentoring with Gary Halbert... and from many years in the direct marketing "school of hard knocks."

I wanted to stay under the radar and post an occasional article. No guru stuff... no seminars... no teleseminars... and DEFINITELY no mentoring, coaching or one-on-one training.

But like I said earlier, all that changed when Gary Halbert passed away.

And something else happened earlier this year that REALLY kicked things into overdrive.

I had a little scare (well, actually a BIG scare) that made me totally re-evaluate my life.

I got to thinking about what I've done for others... and what people would say about me after I kicked the bucket.

Wanna know what people would have said about me if I had died after my little scare?

Nothing!

And that sucks... out loud.

So I immediately went about changing that.

You see, based on where I came from, I used to think I'd done pretty well...

... I've been recognized and endorsed by some of the top direct marketers in the country...

... I've written copy for some of the biggest direct mailers in the United States...

... I've done consulting and/or copywriting for some of the most successful entrepreneurs in North America...

... I've started a bunch of successful "kitchen table" direct response businesses that have done pretty well. Some have experienced quantum leap growth... 1,300% increases in sales in less than 5 months...

... I've enjoyed personal and financial freedom I never could have imagined back when I was a wage slave. Some days I only work 30 minutes to an hour at most. Some days I don't do anything that even *resembles* work. (I once took an entire two YEARS off and my income actually *grew!*)

Geez... enough already! This is starting to sound obnoxiously self-aggrandizing.

Anyhoo... my point is, I used to think all that was pretty good for a lower middle class kid from Barberton, Ohio.

But it's not good enough anymore... because...

I Want YOU To Enjoy That Kind Of Success!

The things I know can RADICALLY transform your life... in practically no time at all.

But I've never really taken the time to pass along my most successful secrets... until now.

I'm FINALLY Revealing My Entrepreneurial Success Secrets To A Small Group Of Open Minded Protégés...

Even though I've told you a little about my background earlier... I should probably tell you a little more about who I am and why I think I'm the best person to show you how you can have a business that provides the income and freedom to really enjoy life.

Let's start at the very beginning...

Like I mentioned earlier, I was born and raised in the working class town of Barberton, Ohio, the "Magic City."

(The only "magic" I ever witnessed there was me and my friends making the contents of numerous bottles of beer disappear. But I digress.)

In Barberton, I was surrounded by, raised by and taught by people with a poverty/scarcity mindset.

Good people... just cursed with a flawed way of thinking.

You see, being broke is a temporary situation you can change. (I know. I've been there MANY times.)

But being poor is usually permanent. It's the result of a poverty mindset most people are never able to overcome.

Having been raised in an environment like that, naturally I did what I was taught. I got a low paying, dead end civil service job. I was told by friends and family it was the best I could ever do.

But I was different.

I had a dream that REFUSED to die...

... I wanted to be wealthy and successful...

... I wanted to excel in something...

... I wanted a "rock star" lifestyle...

... I wanted to be free to do whatever I wanted, whenever I wanted... and not have to work all the time just to pay the bills...

And no matter how much the world tried to beat it out of me, I just could NOT let go of that dream.

Have you ever felt you were destined for greatness?

Or more importantly...

Have you ever had a dream that simply REFUSED to die?

Even though everybody and everything was against me, I could not let go of my dream of financial freedom.

I didn't have any money to go to college and get the sheepskin that would help me get a high paying job... so the only other way I knew to achieve my dream was to start a successful business.

Armed with practically nothing but determination, I went about doing just that... and failed miserably time after time after time.

“That’s why I’ve decided to accept a very limited number of protégés.”

I won’t repeat the sad story again about my nine long years of consecutive business failures.

Instead I’ll fast forward to the part about me mentoring under Gary Halbert.

The reason I took some pretty extreme measures to get Halbert’s attention was because I understood that mentoring under a master marketer of his caliber was a shortcut to achieving the income and lifestyle of my dreams.

And now I have the chance to do for YOU exactly what Gary Halbert did for me.

That’s why I’ve decided to accept a very limited number of protégés.

Like I said, being a coach or mentor is completely outside my comfort zone... but I sincerely want you to have the same kind of success and freedom I’ve enjoyed... and mentoring is the fastest way for you to achieve it.

A good mentor can help you experience quantum leap growth so...

You Can Accomplish In MONTHS What Would Normally Take DECADES!

My experience with Gary Halbert proves it.

Enough back-story.

Here’s what this is all about...

I’ve just released all the videos, audio and supporting material (and a couple other nice little surprises) from the 8-week “Doberman Dan Kitchen Table Business Secrets” coaching program I held earlier this year.

I’m going to take you by the hand and show you step-by-step how to start a successful direct response/Internet business even if you have...

- No products or product ideas...
- **No market or niche...**
- No website...
- No business infrastructure...
- **No direct marketing experience...**

- Have never written a sales letter in your life...
- **And even have no business experience whatsoever.**

It doesn't matter if you're a complete wet-behind-the-ears newbie. I'm going to show you EVERYTHING you need to get your business up and running fast... so you can start enjoying the success you've always dreamed about.

Here's What You Get...

With your investment in *How To Start A Low Cost Part Time Six-Figure 'Kitchen Table' Business...* you get a DVD and two CDs crammed full of the following components and bonuses:

- **Eight Training And Q&A Sessions** – These are the videos of the eight weekly webinars. It's almost like being on the webinar LIVE... but even better because you can review the videos as many times as you want at your leisure. (\$8,000.00 value.)
- **MP3 audios of the webinars** – You can listen to the audio portion of all the webinars on your iPod, computer or in your car. (As long as your car stereo can play MP3 CDs.)
- **Two 15-Minute Phone Consultations** – We can cover quite a lot of ground with our two 15-minute calls. Just make sure you've organized your questions and have e-mailed me any documents I need to review before the call. (\$500.00 value.)
- **Website or Sales Letter Critique** – Copy is the lifeblood of your business. It's so critical to your success that I'll personally review and critique your letter and send you my recommendations. I want your copy humming along at "concert pitch"... and bringing in as many sales as possible. (\$2000.00 value.)
- **The Kitchen Table Entrepreneur's Resource Guide** – You'll get all the contacts, providers and suppliers I personally use in my own kitchen table empires.

It's taken me 15+ years to sort through all the chiselers, phonies and losers to find the people and suppliers I trust. With this resource in hand, you won't have to go through all the lost time and heartache I did to find good honest vendors. (\$500.00 value.)

- **All webinar outlines and accompanying documents** – You'll get PDF copies of the outlines I used for the webinars and all the documents I refer to and teach from during the webinars.
- **The Kitchen Table Business Copywriting Mini-Swipe File** – You'll get two enormously successful Gary Halbert ads and a sales letter written by yours truly. You can use these as templates and models for your own sales letters.

You'll also get an extremely rare report by Thomas Hall entitled, *Mail Order Millionaire's Sales Letter Writing Formulas*.

Thomas Hall was Gary Halbert's first mentor... and the *Thomas Hall Guides* were the inspiration for Gary getting into the mail order business. (You'll recognize several things in this report that Halbert blatantly swiped.)

- **Lifetime Updates** – I don't just talk the talk... I walk the walk. I'm still actively in the trenches, constantly starting new projects and improving existing ones. I'm always testing and learning new and better ways to do all this online marketing stuff. And I want to keep you updated on any new tricks and techniques I discover.

So you won't miss out on these new discoveries, you'll get lifetime updates to my *How To Start A Low Cost Part Time Six-Figure 'Kitchen Table' Business* program.

As I come across new information I think can help you, I'll schedule an update teleseminar or webinar.

By the way, these lifetime updates are for the duration of MY lifetime. If I die before you, don't count on me coming back to do a teleseminar! (\$4,000+ value.)

In case you haven't added it all up...

That's a total value of \$15,000!

But don't freak out... you're not going to invest anywhere NEAR that.

By the way... have you ever seen those Internet Marketing guru B.S. artists who assign an extremely high (and arbitrary) value to their products to trick you into thinking they're worth more than they really are?

"I refuse to play the head games promoted by the Internet Marketing 'good ole boys' club."

Well let me clear something up...

My consulting fee is currently \$1,000.00 an hour. The values listed for each component of the coaching program are based on that hourly fee.

For example: The value of the eight training sessions is \$8,000 because each session lasts at least one hour. 8 hours x \$1,000.00/hour = \$8,000.00.

Understand?

I refuse to play the head games promoted by the Internet Marketing "good ole boys club." I'm just not like that... and you're too smart to be fooled by that kind of chicanery anyway.

The values listed are the fees you would pay to hire me for that amount of consulting time.

Onward.

In addition to the \$15,000.00 worth of my time you'll get with your investment in *How To Start A Low Cost Part Time Six-Figure 'Kitchen Table' Business...*

You'll Also Get These Four Bonuses... A \$410.00 Value... Absolutely FREE!

FREE Bonus #1

"Gary Halbert Secrets From Beyond The Grave"

Some pretty famous people have been bugging me to do this for years. I'm revealing some of the behind the scenes stuff I witnessed while mentoring under the late, great Gary Halbert.

In this nearly two-hour MP3 interview, I share some of the funniest, most shocking and profitable lessons I ever learned from the "Prince of Print."

These are the timeless persuasion and marketing lessons you can only get from a true marketing master.

By the way, there are two different versions of this recording... an R-rated one... and a PG-rated one for the faint of heart. (A \$49.00 value.)

FREE Bonus #2

“Doberman Dan’s Master Success Formula Revealed”

This is the video component of product I sell on my website for \$97.00. It shows you step-by-step EXACTLY what I did to ignite a quantum leap 1,300% increase in sales in one of my side projects... in only 5 months!

Here are just a few of the secrets I reveal in the Master Success Formula:

- If you have an existing customer list, do *this* every month and watch your profits soar.
- **How to segment your customer list for BIG back end profits. (If you DON’T do this, you’re throwing at least 60% of your money down the toilet every month.)**
- How to “corral your herd.” A simple technique for keeping your customers loyal and getting the maximum profit from each and every one.
- **The secret of using direct mail for customer acquisition. (Almost NOBODY gets this right.)**
- The very first (and most profitable) lesson Gary Halbert taught me about online marketing. (Hint: If it’s working online, do *this* and watch your sales go up 500% to 1,000%.)
- **How LOSING money with your advertising can make you an absolute fortune! (I’ll show you what 90% of business owners don’t know.)**
- A quick and easy way to get a 20% bump in sales... and a 30% increase to your bottom line. (It only takes 30 seconds... but amazingly, most business owners never do this.)

FREE Bonus #3

“How To Build A Hyper Responsive List... Practically FREE!”

This is truly one of the most innovative list building secrets I’ve ever seen.
And I’ve seen them all.

The most exciting part is... it costs practically nothing.

Well, not exactly nothing. You'll need to invest a few hours of your time and approximately \$6 to \$10... but the potential payoff is HUGE.

You can generate a high quality, responsive list of subscribers and prospects literally OVERNIGHT!

There are a ton of list building products out there, but this one is totally unique. The best I've ever seen. (A \$97.00 value.)

FREE Bonus #4

"The Secrets Of Attracting Hot Prospects With Social Media"

After I implemented the techniques I discovered in this interview, I started getting new subscribers and followers within MINUTES... literally.

If you've been ignoring social media, it's CRUCIAL you get this interview.

Here's an unexpected bonus you'll discover during this interview:

You'll also find out how to get a software program that creates squeeze pages Google ADORES... absolutely FREE!

This info is so hot, I've never actually released it for sale. I've only shared it with my coaching members and a handful of customers.

If it were for sale, it would be at *least* \$67.00... but you get it FREE.

FREE Bonus #5

An Extremely Rare Gary Halbert Swipe File Letter

I'm going to give you a never before seen Halbert piece for your swipe file.

I'm the only person on the planet who has this sales letter, written out by HAND by the great Gary Halbert... and you're going to get a color copy of it.

Here's the story...

When I was working with Gary back in 2003, I was digging through a file cabinet in his Miami apartment looking for "Halbert gold."

I found this hand written letter for a nutritional supplement.

Gary told me he wrote it for a family member who needed money. This family member didn't understand the value of a Halbert sales letter... so he never did anything with it. (That's typical of friends and family.)

Gary thought this letter would be very successful and could be rolled out to hundreds of thousands of names.

Other than Gary and me, nobody in the direct response world has ever seen this long lost Halbert sales letter... until now.

I could easily sell this all day long to the legion of Halbert fans for at least \$100 bucks ... but you're going to get a copy of this extremely rare letter absolutely FREE.

**You'll Get All 5 Bonuses...
A \$410.00 Value...
Absolutely FREE!**

I'm cramming 16+ years of direct response entrepreneurial experience into this course... and providing at least 1,000 times more value than what you're going to invest.

But know this...

This isn't for everybody.

Like I told you earlier... I've taken several steps to repel the kind of people I don't want to deal with... so the fact that you're still with me at this point is a pretty good indication you're the right person for my *How To Start A Part-Time "Kitchen Table" Business*.

But just in case my little screening process has allowed a few undesirables to slip through the cracks... let me tell you who does NOT qualify.

If you're the type of person who has to think about it for a month and talk it over with your wife, mama, shrink or astrologer... this isn't for you. You can stop reading right now.

Also, I have very little patience for whiners, crybabies, thumb suckers and "negative Nellies." If that's you, I prefer you pass on this opportunity and go back to spending your time in front of the boob tube.

So who DOES qualify?

If you're generally a nice person...

...You sincerely want to discover the skills to develop a "lifestyle business" that can generate considerable income with only a part-time commitment...

...You're open-minded and anxious to learn... and...

...You're a big boy or girl who understands anything worthwhile takes some work...

...Then you're in!

Let's Recap...

When you invest in *How To Start A Low Cost Part Time Six-Figure 'Kitchen Table' Business* you get...

...\$15,000.00 worth of consulting time with me revealing my best money-making techniques and secrets... and...

...\$410.00 in FREE bonuses...

...For the ridiculously low investment of only \$497.

If you prefer, you can split that up into three monthly installments of only \$166.

Or if you pay in full today, I'll knock off 100 bucks... **so your investment is only \$397.**

That works out to only \$6.61 a day when spread out over 60 days, like the original "live" coaching program was presented.

Heck, you'll spend more than that on your Starbucks breaks and eating fast food every day.

Doesn't it make *more* sense to invest that in yourself and the skills that will pay you quite handsomely for the rest of your life?

I want you to feel completely confident about your investment in *How To Start A Low Cost Part Time Six-Figure 'Kitchen Table' Business*... so you're completely covered by my...

100% Risk Free Gentleman's Handshake Guarantee

Back in the day, a good businessman didn't need lawyers, contracts and all that legal mumbo jumbo. A man's word was his bond and a handshake agreement was better than any legal-ese contract a lawyer could write.

Call me old-fashioned but I still believe in that.

So here's my handshake agreement with you:

If you're not happy with *How To Start A Low Cost Part Time Six-Figure "Kitchen Table" Business* for any reason whatsoever... just return it within the first 30 days and...

I'll Refund Every Penny You Invested!

No conditions, no weasel clauses, no hassles... and no hard feelings.

And you can keep all the bonuses as my gift for giving the program a try.

You get to discover all my best moneymaking secrets and put them into action risk free for 30 days... and you can get all your money back if you're not satisfied... AND keep all the bonuses.

I think that's *more* than fair, don't you?

See, I've been ripped off by a few of the gurus with their false promises... and it doesn't feel good.

In fact, it made me feel like a sucker... just another sap in their revolving door of nameless, faceless, inconsequential "marks" to be taken advantage of and swindled.

Frankly, I felt embarrassed and stupid.

I don't ever in a million years want YOU to feel that kind of humiliation.

I want you to be overwhelmingly THRILLED with your investment in *How To Start A Low Cost Part Time Six-Figure "Kitchen Table" Business*. And I'll bend over backwards to make absolutely SURE you're happy.

You have my word on that.

Click below now to reserve your copy of *How To Start A Low Cost Part Time Six-Figure 'Kitchen Table' Business*:

[Click here](#) for the 1-pay option - Only \$397
(You save \$100.00!)

Or... **[click here](#) for the 3-pay option...**
(Only \$166 today and two additional
monthly payments of \$166)

We've covered a LOT of ground today...

I've shown you how to hone your copywriting skills while earning money and completely leap-frogging over the "be abused by crappy clients and work for peanuts" shameless whore phase...

...I've walked you step-by-step through the process of starting your own profitable KTB...

...You've discovered my secret to finding starving markets with money burning a hole in their pockets, chomping at the bit to buy your products...

...I've shown you how to source and develop hot products with BIG margins, GUARANTEED to sell like crazy...

...I've revealed a proven method for achieving an income and lifestyle most people can only DREAM about...

...If you think you want to write copy for clients, I've shown you how to position yourself head and shoulders above all the other freelance copywriters... and how to attract the very best clients and highest paying gigs...

...And finally, if you're the person I *think* you are... you've been presented the opportunity to mentor with me and get over \$15,000.00 worth of my time for only PENNIES on the dollar.

By now I'm sure you understand how these secrets and techniques can skyrocket your income and *dramatically* transform your entire life... in RECORD time.

Here's what you need to do right now...

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monthly payments of \$166)

As soon as you reserve your copy, you'll be shipped the very BEST system for developing an income stream and lifestyle that allows you to live life on your own terms.

I'm looking forward to working with you. It's gonna be a fun ride.

All the best,



Doberman Dan Gallapoo

P.S. You're soon going to witness something I've *never* seen done by anybody.

I'm going to help you conquer the two biggest problems most rookie entrepreneurs are almost NEVER able to overcome...

Confusion & Overwhelm!

This can keep you in a holding pattern for YEARS if you don't know how to deal with it. Some of the sharpest entrepreneurs and marketers have been completely paralyzed by it.

If you don't get this in check from the start, you'll NEVER be able to let the curtain go up on your show.

I'm going to reveal how to kill this beast once and for all.

Confusion and overwhelm will never again "hamstring" you from crossing the finish line and entering the winner's circle.

And that's just ONE of the many surprises that await you.

Click here now to reserve your very own copy:

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monthly payments of \$166)

P.S. Here's what a few of the original Kitchen Table Business coaching program participants had to say:

"Dan, those punk phonies are so enchanted with their own aroma that they never deliver the goods. You, on the other hand, are the real deal. What's more, you actually CARE about your clients making a good living.

One of my favorite things about you is that you find what is special about the client and their product, and polish it up to become a star. You're damn nurturing, for a manly man. It's wonderful."

– Julie Brumlik, www.dremu.com

"Dan,

You really went above & beyond the call of duty with your protégé program. I've paid triple what your program cost to another coaching program, and didn't get half the one-on-one interaction with the coach as I did with you. Dude you rock!"

– Keith Goodrum, Pearl River, NY

"As a copywriter, when anybody who's worked with the late, great Gary Halbert one-on-one speaks up, I listen hard. So when I learned Doberman Dan Gallapoo was offering a Protégé program, I couldn't get to the signup page fast enough.

And he way over-delivered. Because what I got from Dan went beyond crucial, behind-the-scenes info you'd never find in any book; I also got the inspiration to take real action that has put cold, hard cash in my pocket."

Thanks,
Ben Johnson

"Hey Dan, thanks for guiding me through the maze of kitchen table entrepreneurship. I can't believe how simple it seemed by the end of it. Not that I think it's going to be easy, but I'm actually more worried that I missed something. Surely there's some kind of trial where I have to run naked over broken glass (or is it roll?), fight a dojo of ninjas, and move burning cauldrons of coals, branding my forearms with the images of Google adwords and Dan Kennedy?

Assuming I'm getting a pass on the initiation, I now have a realistic path to growing my own business, and enough understanding of the mechanics that I just don't think I can fail. The worst that can happen is that I test something else. Simple as that."

– Sheridan Randolph

Click here to see a video testimonial from another protégé, Chris Blackerby:

http://www.youtube.com/watch?v=uuZ_2x_rVd8

"Here are some of the things that stood out to me about Dan's coaching program:

✓ Clarity and simplicity. Dan didn't overload us with a ton of info and leave us overwhelmed and confused on where to start. Instead he focused on the most important essentials that really matter, and put

it together into a simple step-by-step, A-to-Z process that he guided us through. From generating raw ideas and market research, all the way through testing and rolling out the project, and the essential steps in between.

✓ Personal attention – Dan really over delivered on this. During the coaching program, Dan was hit by some unexpected health challenges that consumed lots of his time and energy. Even so, he still responded to my emails and questions with detailed and thoughtful replies in a timely manner.

✓ Aside from the mechanics of starting a kitchen table business, Dan also covered the "mental game" of success – the important learnable attributes that separate the successful from the mediocre. Dan also gave us realistic expectations and prepared us for the setbacks and challenges that we will inevitably face as entrepreneurs. I found this invaluable.

Thanks to the clarity and focus I gained from Dan's guidance, I made significant progress during these 8 weeks that would probably have taken me several months longer if not for this coaching program."

Thanks,
Jerry Yeo

"I've been working in the internet marketing world for over 10 years now, and I've seen a lot of self-proclaimed "marketing experts" come and go.

Dan's "down in the trenches" knowledge of real world direct marketing is a refreshing departure from all the internet "wonder kids" who've never made money selling real products in the real world!

If you really want to learn how to do marketing (and do it profitably), learn from someone who makes it work online AND offline, despite the ever-increasing costs of mailing and list rentals."

Best,
Paul Galloway, <http://www.marketingtoolstore.com>

"Doberman Dan sold me a kitchen table entrepreneur course, and I was hoping to make an extra couple thousand dollars a month. What Dan didn't say in the sales copy was that he would open my eyes to million dollar business opportunities everywhere I look. My life will never be the same after having crossed paths with Doberman Dan."

– Dean McNamara, New Zealand

"Dan,

I just want thank you for all your help with my first product! There is no way I could have done it without you. I can't believe we got it up and running so fast, I wouldn't have believed it myself. Looking back, there were a bunch of things you helped me avoid that would have cost me a ton of time and money. Thanks for that too!

I'm excited to get another product up and launched using the same techniques and tricks you showed me the first time around, and I expect these results will be even better! It's a pleasure working with you in Inner Circle as well as the KTBC. For sure the best investments I have made in myself as a person and in my business. You are the greatest mentor I have ever had, hands down. Thanks, my friend."

My best,
John Yost

"Very few people (and especially 'gurus') have your real-world marketing chops, the money-on-the-line experiences, the 'what works/what doesn't knowledge that comes from both personal loss and large profits."

– Loyd Walker

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