

~ FOREWORD ~

A Guide Is Born

Why was this guide written? Ted Nicholas met many business owners who couldn't afford to hire a business coach, but still needed information about marketing. They wanted something in writing they could study and continue to use as a resource. Ted knew he had successfully "cracked the code" on business marketing, and he was inspired to share his knowledge.

Meet Ted Nicholas

If you don't already know Ted's name, you should. Widely recognized as one of the greatest direct marketing wizards of all time, he is best known for having earned 24.5 million dollars on the sale of a single book which was primarily sold through direct mail. He has been called the Five-Billion Dollar Man. Sales revenue generated to date by his companies and the clients that use his strategies is a staggering \$5.3 billion (USD).

Ted is also internationally revered as one of the greatest living copywriters and has earned as much as half-a-million dollars from a single 1000-word ad. Because of his success, Ted is the go-to guru for television programs including *Good Morning America*, *Today*, and *Oprah Winfrey* as well as hundreds of radio shows, newspapers and magazines throughout the world.

In his current incarnation as the visionary president of Nicholas Direct, this million-dollar marketer distributes his growing library of information products, all aimed at small business marketing success. Ted is the author of 14 bestsellers, including *Magic Words That Bring You Riches*, *Billion Dollar Marketing Secrets*, *How I Sold 200 Million Dollars Worth of Products and Services*, and *How To Turn Words Into Money*.

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