



Operators Are Standing By

Michael Planit

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As Seen On TV!

Tap into the power of direct response marketing

How many times has this happened to you?

You're an entrepreneur with a million-dollar idea-but you don't know how to develop it. Or you're an inventor with an ingenious new product-but you don't know how to market it. Or maybe you're a small business owner with big dreams-but you don't know how to begin. Relax...

Everything you need to know is right here!

Operators Are Standing By! is your personal all-in-one guide to “Direct Response” marketing-the low-cost, high-profit method of selling your product directly to the consumer. Now for the first time, Michael Planit-marketing expert behind the Boogie Bass, Grip Wrench, Smart Tape, and many more “as seen on TV” products-will guide you step-by-step through the entire process. You'll learn how to:

- DEVELOP YOUR IDEA and create a product that really sells
- GRAB YOUR CONSUMER through TV infomercials, home shopping networks, radio ads, direct mail, catalogues, or the Internet
- INCREASE YOUR PROFITS through mastery of the upsell to maximize your revenues

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