

Excerpts from  
Jay Abraham's  
Mr. X Book

By  
Martin Lee

Copyright © 2006 by Martin Lee – Abraham Club

<http://www.abrahamclub.com>

[martin@abrahamclub.com](mailto:martin@abrahamclub.com)

All rights reserved.

All material in this book is copyrighted and may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without permission in writing from the publisher. The following conditions also apply:

**You can print out this ebook for personal reading.**

**You can give away this ebook for free.**

**You cannot sell this ebook.**

## Introduction

“Who exactly is Mr. X?”, you might ask.

Many years ago, a very serious student of Jay Abraham took it upon himself to pore through his entire encyclopedia of marketing materials.

He spent about one year reading his books, listening to his audios, analysing the concepts, interviewing people and making detailed notes. All these were painstakingly recorded and organised into an almost 400 pages marketing manual called “Mr. X”.

Each copy of “Mr. X” was sold for hundreds of dollars and not surprisingly, nearly 1000 plus copies were sold within a few months of announcing it.

All these without the knowledge of Jay and was he horrified when he found out about it. Yet, he was very impressed when he obtained a copy of the manual and read it through from cover to cover. In Jay’s own words,

*“He, above and beyond any and every other client or seminar attendee I’ve ever instructed, has understood me better, has applied my principles more successfully, and has built and improved on my basic methods more effectively and masterfully than anyone else I’ve ever shared them with.”*

So impressed was Jay that he immediately negotiated and acquired the rights to the manual and renamed it:

***“Money-Making Secrets of Marketing Genius Jay Abraham and Other Marketing Wizards”***

Here, I have taken the liberty (after getting the appropriate rights) to reproduce excerpts from 7 chapters of the manual. I urge you to read it, and then to translate them to actionable steps that you can use to grow your business. Good luck!

*Martin Lee*

[P.S. Do you want a downloadable copy of the entire manual that you can review for a full 90 days? Click here to find out how.](#)

## Chapter 1 - CUSTOMERS

The first thing that Jay Abraham tried to teach me was the value of a customer. I don't mean the lukewarm, wishy-washy appreciation of customers that most businesses have. I mean the intense insight that it is not new customers, but old customers, who are the key to growth and profitability.

### Your Greatest Asset - Is Your Customers

The company does not exist that fully maximizes the potential inherent in its customer base. In fact, most business owners stubbornly refuse to change their ways when it comes to marketing to their existing clients. They are blind.

Jay Abraham began to pound me incessantly on reselling my customer base. He literally forced me to take steps that led to marketing programs that capitalized on our greatest asset - our customers.

## Chapter 2 – EDUCATION

### When You Educate Your Customers, You'll See Your Profits Soar

When you educate your customers, you'll see your profits soar. Think about yourself. When you buy or consider buying any item or service - for yourself, your home, your family, as a gift or for your business - you often don't know as much as you would like about the item.

If you have unanswered questions about a product you're less likely to shell out the money to buy it. When a company or salesman takes the time and initiative to objectively educate you on all the products in the field you're considering making a purchase, it gains your trust and favor.

Education is a powerful marketing technique. Educate your prospective buyer about every-thing (including a few of the bad or less positive aspects of your product or service) and you'll sell to almost twice as many people as you do now.

This one concept \*educating your customers\* will gain you an inordinate advantage over your competitors.

## Chapter 3 - HOST DEVICES

In this chapter Jay Abraham reveals a breakthrough marketing idea. This concept has application for every business but is grossly underutilized. Properly employed this idea can rapidly grow your enterprise at little cost to you.

The average business spends hundreds of thousands of dollars in marketing and advertising to build goodwill and develop loyal customers. The cost of acquiring a customer or a prospect is enormous. (Most businesspeople don't realize it but they are in the customer-and prospect-generating business. That's the goal of all marketing. Don't ever forget it!)

A business spends its marketing dollars to reach a vast audience and they only do business with a fraction of this audience. In conventional marketing, this is taken for granted.

But what if you could eliminate a lot of the expense of "prospecting" and only spend your time and money on people who are ready to buy? Conversely, what if you could recoup the investment you've made on past prospects whom you couldn't convert into customers - money you have written off as a "cost of advertising?"

Furthermore, what if you could do all of this with very little effort? When you advertise and market you pay to get people you don't sell to. For instance, let's say you do a direct-mail, lead-generation campaign.

The mailing costs you \$1,000 per thousand. If you do well, you'll get 10% response. That's great. You've got 100 people as a result. Now, each one of those prospects has cost you \$10 to bring in.

If you're good, you'll convert 10%. But that means you didn't convert 90% of your prospects! So you've got \$900 "wasted" on those prospects and that cost takes away from your profits.

## Chapter 4 - START-UP MARKETING

### No Company Can Get By Without Advertising

Sometimes, because of expense or inexperience, a new company fails to advertise. No company, large or small, can get by without advertising. If you wish to survive and grow, you must advertise. If you plan to have a truly entrepreneurial, first-rate growth company, advertising will speed you toward that goal.

The best means of appreciating the value of advertising is to go ahead with it. You will see immediately that advertising brings results. You need to spend at least five percent or more of your gross income on advertising.

A mandatory requirement of your advertising is that it be truthful. Practice full disclosure of all the facts, good and bad, in your promotions. Julius Rosenwald made sure that the Sears catalogue faithfully described the merchandise it offered. He instructed,

*"It may take courage to say plainly that the embroidery on the sleeve of a woman's coat is of artificial silk, but it is better than to have even one of a hundred women find out for herself."*

## **Chapter 5 - MOTIVATIONAL MARKETING**

### Do Away With Indecision Soon And Choose A Definite Goal

Make up your mind what you desire of life, decide to get just that, without substitutes and lo!, you will have taken possession of one of the most priceless of all assets available to human beings. But your desire must be no mere wish or hope!

It must be a burning desire and it must become so definitely an obsessional desire that you are willing to pay whatever price its attainment may cost. The price may be much or it may be little, but you must condition your mind to pay it, regardless of what the cost may be.

The moment you choose your Definite Major Purpose in life you will observe a strange circumstance, consisting in the fact that ways and means of attaining that purpose will begin immediately to reveal themselves to you.

Opportunities you had not expected will be placed in your way. The cooperation of others will become available to you and friends will appear as if by a stroke of magic. Your fears and doubts will begin to disappear and self-reliance will take their place.

This may seem, to the uninitiated, a fantastic promise, but not so to the man who has done away with indecision and has chosen a definite goal in life. I speak not from the observation of other men alone, but from my own personal experience.

I have transformed myself from a dismal failure to a successful man and I have therefore earned the right to give you this assurance of what you may expect if you follow the roadmap provided by this philosophy.

## Chapter 6 - UNIQUE SELLING PROPOSITION

Jay Abraham places great emphasis on a bedrock statement of your company philosophy. Your Unique Selling Proposition "USP" is that distinct, appealing idea that sets your business apart from every other "me too" competitor.

Your entire marketing and operational success should be built upon your Unique Selling Proposition. Your USP may touch any part of the marketing gamut - price, service, quality or exclusivity.

There are many kinds of USP Successes:

- 1) Some companies position themselves as having the best selection or the broadest array of buying options. Their USP is "broad choice."
- 2) Other companies may offer more limited selection, but their USP is "low price" or "low markup."
- 3) Another company may decide they don't want to be known for just price selection, so instead they offer the finest quality at a higher, but still reasonable price. Quality or exclusivity \*even snob appeal\* is its USP.
- 4) Still, another firm may offer a product at reasonable prices, but their distinct selling appeal is that they offer better service, assistance, or installation help.

## Chapter 7 - DIRECT RESPONSE

### Direct Response Brings Measurable Results

Direct response brings measurable results. And all at a fraction of the cost of "traditional" marketing methods. If I had to give you a good working definition of direct-response marketing, I'd say it directs your efforts to a qualified audience, using one or more media for the express purpose of soliciting a response by mail, telephone or a personal visit from your customers.

It's your total marketing effort — each part orchestrated in harmony with the whole. I honestly don't believe you'll ever find a safer, lower-risk, higher-profit method of increasing your business or profession than direct-response marketing.

What's more, any business or profession can add at least one facet of direct-response marketing to its present operation. And it's worthwhile for many reasons:

1. It augments whatever you're already doing in your operation.
2. It's an affordable way to target specific segments of your customer base.
3. It's an indispensable tool for reaching people or businesses outside your general market area you wouldn't normally be able to access.
4. It's an alluring way to "upsell" your products or services.
5. It's a low-cost way to obtain new business that might otherwise be exorbitantly expensive.
6. It's a powerful way to leverage modest amounts of increased sales into large profits, because the cost to obtain sales is so low.
7. It's a productive way to constantly communicate with your audience, enabling you to cement professional relationships while making a profit in the process.

It's also a great inventory and payroll balancing vehicle. Whenever your employees have time on their hands or you have too much product in inventory, you can use direct response - targeted at your active customers and prospects to keep the dynamics of products and personnel in balance.

My wife sends out a postcard every month to her customers offering a slightly reduced price on salon services on the three slowest days of the week. Consequently she is booked up on Tuesday, Wednesday and Thursday, and her employees (who would be there anyway) are kept busy.

Let's say you're stuck with too much inventory. Make a special, discreet private offer to old customers and prospects. You're going to lose money anyway, so why not use it as a loss leader to get people to buy from you.

If your business enters a slack period, you still have payroll running and your employees may not have much work. Direct response allows you to launch an immediate campaign to stimulate business activity.

You can announce a sale or make a special offer. You can usually get something going fast and thereby keep your staff busy. The unprofitable lulls in business activity can be nullified by an active, direct response program.

Every business needs to employ these tactics aggressively to keep sales up.

Adding direct response advertising allows you the flexibility and ability to constantly manage and balance your inventory, personnel and payroll.

**THE END**

[Do you want a downloadable copy of the entire manual that you can review for a full 90 days? Click here to find out how.](#)

Copyright © 2006 by Martin Lee – Abraham Club  
<http://www.abrahamclub.com>  
[martin@abrahamclub.com](mailto:martin@abrahamclub.com)  
All rights reserved.