

**Silver Platter Marketing
System #1 - Foundation (Why)
"Instant Profit System"**



by Christopher Brazzy

About me



I'm a lifelong entrepreneur with my own small business that's turned into a marketing maverick due to being sick of throwing away money on ineffective advertising.

I've doubled (and sometimes tripled) my own businesses numbers quickly using my business and marketing systems.

To start with, we're "blind"...

- We're business owners, not marketers.
- We trust the salesperson
- We copy other (unsuccessful) business owners... "the blind leading the blind."
- We commit "random acts of marketing" due to not having systems or a plan.



Does this sound familiar?

There are new rules now.



- We're OVER populated with businesses (and it's getting worse).
- Businesses have DILUTED their niche.
- Service (& sales skills) have CEASED to exist.
- Customers have ALL the Power and know it.
- Tolerances for anything COMMON are zero.
- People are CAUTIOUS with their spending.
- Business must be EARNED.

"In the land of the blind, the one-eyed-man is King"

The point? There are two.

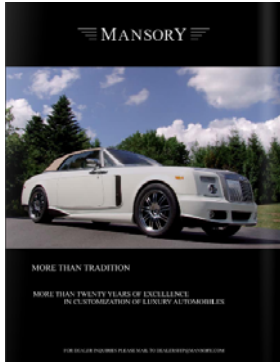
1. *The lazy business owner who neglects marketing **waiting** for better days will fail to survive. Better days aren't coming, this IS the new economy.*
2. *We all are in the business of marketing our business, this has always been true, but NOW it's is VITAL for our Survival.*

The most popular

- Image, or "brand" advertising
- This takes decades to establish
- Returns are strong in the long run and almost non-existent in the short run



Branding Print Sample



Branding Internet Sample



Internet Sample



Results based advertising

- Direct response advertising

- Get leads

- Generate sales

- Quick ROI (return on investment)



Direct Response Sample

How Does This 69-Year-Old Doctor Have The Body Of A 30-Year-Old?

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Dr. Williams is the only doctor to suggest it's the path to reversing the signs and symptoms of aging. It's also proven the secret of long life: Diet, Exercise, and the Ancient Plan.

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This Is My True Story...

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REVEALED: A Zero Hype, Uncensored, Step By Step Approach To Internet Publishing Success... Get It Now For A Limited Time For **FREE!**


Monday, 2:53 p.m.
From: Jeff Walker

The odds are very good that you have never heard of me. That is because I have been sitting off in a little corner of the internet since 1996, quietly running an internet publishing business. Most of my friends don't have a clue what I do for a living - but the ones that know what I am doing say that I have a license to print money.


And the fact is, that is awfully close to the truth.

The name of this site is "Six Figures In Seven Days" - And yes, I have done that - **I have actually made more than \$105,000.00 in one seven day period.**

Ads by pulse360




Colorado Springs Mom Lost 47 lbs Following 1 rule!
I Cut Down 47 lbs of Stomach Fat In A Month By Obeying This 1 Old Rule
[Learn More...](#)



Colorado Springs Mom Cures Wrinkle Problems!
Mom from Colorado Springs combined two items and lost wrinkles in 7...
[Learn More...](#)

Remember...

- Your business should be a finely tuned machine **before** advertising
- Set your Goal and Schedule time to work on it
- Meet your DEADLINE
- Celebrate your progress!



Now on to the "how-to"
