

Looking for Insights Into Creating the Best Order Form Possible...?

## **“Here are Proven, Real-World Effective Examples of GKIC Order Forms... And How to Use the Five Key Order Form Elements To Drive Sales of Your Products, Events, and Services!”**

The unsung hero of direct response marketing is the order form. Much like famed comedian Rodney Dangerfield, “it doesn’t get no respect.”

BIG mistake – putting the proper energy and time into creating an order can make a huge difference in the response you get to your offers. Indeed, many top copywriters create the order form FIRST ... both because of its importance to closing the deal AND because it forces you to nail down with total specificity the nuts and bolts of the offer.

For that reason, we’ve decided to pull together Five (5) Example GKIC Order Forms that have proven themselves quite effective for us over the years:

- **Marketing to the Affluent** – Online form build with Infusionsoft... provided here to show you how these principles apply online as well.
- **Personality in Copy** – a simple, yet very effective form with all the keys still there.
- **Renegade Millionaire System** – great use of graphic “copy doodle” elements to increase interest.
- **XXX Rated Sales Strategies** – A “shocking” product with an order form that’s edgy as well.
- **Fast Implementation Bootcamp** – for an event and designed/written to fit with its overall “military” theme.

These were chosen to give you a variety of product types to look at as you design your forms.

### **Key Order Form Elements**

As you look over these forms, make sure to notice the following key elements of each:

1. **Attention Grabbing Headline.** An order form needs to stand out and demand immediate attention and action... that’s the purpose of putting a powerful headline at the top.
2. **First Person Voice.** The order form differs from the sales letter, however, in that it’s written from the point of view of the prospect. “Yes Dan, sign me up for...” It’s the essence of the offer from the sales letter, rewritten from the perspective of an anxious buyer who can’t wait to get their hands on what’s being sold.
3. **Components of the Offer.** Make sure everything is spelled out c-l-e-a-r-l-y as to what the customer is going to get when they plunk down their cold, hard cash. There should be NO confusion – a confused prospect doesn’t buy.
4. **Necessary Contact and Payment Information.** It’d be a shame if you couldn’t a) collect the credit card payment and b) ship the product to the right person/address. So make sure your form has fields available for every bit of information you require.
5. **Clear Call to Action.** Don’t miss this – you can’t have a form without giving exact instructions on what you want the prospect to do with it. Online/Offline/Whatever – make sure they know whether to push a button, send a fax, hand to a human, fold and mail, whatever it takes to get the order to you so you can take the money and fulfill.

When you create your next order form, make sure that it handles each of these five key elements!

Okay, let’s get on to the examples...

# Marketing to the AFFLUENT WorkShop Action Form



YES Dan! I want the closely guarded “secrets” to attracting and retaining AFFLUENT customers, clients, & patients LEAST and LAST Affected by Economic Turbulence. Show me How to EXPLODE my Profits by attracting this NEW and Fast-Growing “SPENDING Class” of Consumers. Send me **the 7 Workshop CDs**, the 192-page transcript, **the same thick manual attendees received jam-packed with real marketing materials**, the DVD of Dan’s Full Day “**No BS Marketing to the AFFLUENT**” presentation, the DVD of Dan’s “**Marketing to the AFFLUENT**” Keynote Presentation PLUS the **3 Valuable Bonus CDs** of field trips Dan led to local Cleveland businesses to demonstrate real-life, ‘what’s-working-now’ strategies for making a killing by attracting AFFLUENT customers.

## CHECK OUT NOW:

Choose the Payment Option You Prefer:

- Use the Payment Information Below to Bill Me 2 Monthly Payments of \$497\*
- I’d prefer to save \$200.** Use the Payment information below to bill me a single payment of \$797\*  
\*plus Shipping & Handling (\$X in North America or \$X outside North America)

### Payment Information

Name  Business Name

Address(NO PO BOXES PLEASE)

City  State  Zip Code  Country

Email  Phone  Fax

Credit Card:  Visa  MasterCard  AMEX  Discover

Credit Card #  Exp. Date

Providing this information constitutes your permission for Glazer-Kennedy Insider’s Circle LLC to contact you regarding related information via mail, email, fax pre-recorded phone message and phone

**The “Marketing to the AFFLUENT Workshop” Comes with Dan Kennedy’s Full 12-Month 100% “No Weasel Clauses” And “No Hassle” Satisfaction GUARANTEE**

### Optional Marketing to the Affluent Newsletter Subscription

Send me Dan Kennedy’s monthly newsletter devoted exclusively to sharing the latest strategies and tactics for attracting and retaining affluent customers. I understand I’ll be conveniently billed the monthly subscription so I don’t miss a single issue and I can cancel at any time by contacting the GKIC offices.

Check the Appropriate Box:

- I’m currently a Glazer-Kennedy Insider’s Circle GOLD Member. (Subscription: \$29.97/month)
- I’m currently a Glazer-Kennedy Insider’s Circle DIAMOND Member. (Subscription: \$19.97/month)
- I’m NOT currently a Glazer-Kennedy Insider’s Circle Member. (Subscription: \$97/month)

I just read the NEW **No B.S. Marketing-to-the Affluent Letter** and of course I couldn’t put it down. It’s great to know you’ll be tearing up this demographic and I look forward to learning everything I can.  
Jay Davis

# 'NO RISK'

## Response Form

\_\_\_\_\_ Yes Dan, I want to get a copy of the audio CDs, overheads, and edited written transcriptions of what might have been the most valuable and revealing presentation you have ever delivered entitled "*How To Create PERSONALITY In Your Copy To Establish Customers For Life.*"

\_\_\_\_\_ I'm getting this back before the first deadline of **SEPTEMBER 8TH**, so I am entitled to the **\$100.00 first deadline discount. Just charge my card \$297 (plus \$19.95 S & H)**

\_\_\_\_\_ Oops. I missed both deadline discounts. Since I snoozed...I lose. Charge my card the full \$399 (plus \$19.95 S & H)

\_\_\_\_\_ Dan, I invested in the Creating Personality In Your Copy product above, and would also like to take advantage of the opportunity to get the audio CDs and notes from your recently conducted 3/4 -day "Creative Thinking For Entrepreneurs" event for HALF PRICE. Instead of investing \$397.00 just charge my card an additional \$248.50 (plus \$19.95 S & H).

**GUARANTEE: Full Year 'No Questions Asked – No Hassles'**  
**100% Money-Back PLUS \$100.00 Guarantee**

PLEASE WRITE LEGIBLY

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone: \_\_\_\_\_

FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

Credit Card: \_\_\_ Visa \_\_\_ Master Card \_\_\_ AMEX \_\_\_ Discover

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_ Date \_\_\_\_\_

**FAX BACK To: 410-825-3301**

**Attn: Darlene**

**Or Snail mail to: 407 W. Pennsylvania Avenue, Towson, MD 21204**



Expires October 10th!

Investment Form

[X] YES Dan! Rush me my copy of RENEGADE MILLIONAIRE MARKETING. I understand this program is about nothing less than defining an entirely NEW and radically DIFFERENT and infinitely more POWERFUL approach to marketing.

Check the appropriate box:

- I am a DIAMOND Member or above (Peak Performer, Info-MASTERMIND, or Platinum). I want to add RENEGADE MILLIONAIRE MARKETING to my success and marketing library for just \$347.90 plus shipping and handling (\$19.95 in North America or \$29.95 International)
I am a GOLD Member. I want to add RENEGADE MILLIONAIRE MARKETING to my success and marketing library for just \$497 plus shipping & handling (\$19.95 in North America or \$29.95 International)

3 Hungry Great White Sharks MoneyBack Guarantee

I understand there's NO RISK whatsoever. RENEGADE MILLIONAIRE MARKETING is mine to inspect, examine, try out and prove beyond all doubt to be 'life-changing' and capable of creating 'life-changing income increases' FOR ME...for a full TWELVE months...entirely risk-free. If I'm not so 'into it,' using it, drawing more from it day after day that I wouldn't bathe in chum and swim with 3 hungry Great White sharks to keep it, I can simply return it to get an INSTANT, FULL, 100% Refund...with No Hassles and No Forms to fill out.

RMMKTG NL0909

Special One-Time RENEGADE MILLIONAIRE Savings Opportunity

Most people who invest in RENEGADE MILLIONAIRE MARKETING also invest in the other RENEGADE MILLIONAIRE resources. Here's your opportunity to add these valuable resources to your Success & Marketing Library at a HUGE Discount...but only if you act now!

Check the appropriate box to SAVE:

- Please send me the RENEGADE MILLIONAIRE SYSTEM for \$1,995 plus shipping and handling (\$19.95 in North America or \$29.95 International)
Please send me RENEGADE MILLIONAIRE TIME MANAGEMENT for \$299 plus shipping and handling (\$19.95 in North America or \$29.95 International)

Handwritten discounts: Half-off!! \$997.50, Half-off!! \$149.50

BEST DEAL!!!

I'm investing in all 3 RENEGADE MILLIONAIRE Resources at a HUGE Discount so I am entitled to FREE Shipping & Handling. My total investment is \$1,494.90 if I am a DIAMOND Member or above (Peak Performer, Info-MASTERMIND, or Platinum) or \$1,644 if I am a GOLD Member.

Please Print NEATLY

Name Business Name

Address

(NO PO BOXES PLEASE)

City State Postal Code Country

Phone Fax

E-Mail

Credit Card: Visa MasterCard AMEX Discover

Credit Card # Exp. Date

Signature Date

Providing this information constitutes your permission for Glazer-Kennedy Insider's Circle LLC to contact you regarding related information via mail, email, fax, pre-recorded phone message and phone.

By not specifying a credit card, you authorize GKIC to charge any active card on file.

Fax Back to 410-825-3301

Or call 410-825-8600 Monday-Friday 9 a.m.-5 p.m. EST

# XXX-RATED Sales Strategies

## SIZZLING HOT

### "GOTTA HAVE IT" FORM

\_\_\_\_\_ **Yes, Dan. Send me XXX-RATED Sales Strategies right away!**

I look forward to receiving:

- 2 LIVE-recorded, unscripted audio CD's of your discussion with Sydney Biddle Barrows (aka. The Mayflower Madam) discussing topics such as:
  - Understanding your prospects' and customers' *unspoken* expectations
  - A unique process incorporating all five senses, enabling you to sell more at higher prices
  - How To BECOME MORE ATTRACTIVE – to your customers
  - Successful POSITIONING- exactly how to get it right
  - What your sales presentation should really be about...and it's not "features to benefits"
  - A radical approach to "*selective discrimination*" in selling will attract more ideal customers who do not have to be "sold"
  - Sydney's "put down" method for gaining control
  - SALES CHOREOGRAPHY® - a fascinating look at selling at the most sophisticated level, with selling as 'Performance Art'
  - Discover techniques to shorten the time required to establish trust
  - How To ASK THE RIGHT QUESTIONS THE RIGHT WAY, that advance the sale
  - How Sydney responded to the discoveries of 'price elasticity' and 'the 20% who will pay more'
- An extra CD of Sydney delivering her brilliantly crafted and scripted 'orientation' for new young ladies being hired at "the service." NOT TO BE MISSED!
- A 4th CD containing a live-recording of Sydney's speech from our 2006 MARKETING & MONEYMAKING SuperConference.
- PLUS enhanced Transcripts for ALL 4 of these recordings, including margin notes...and believe me, you'll have plenty of "Ah-Hah's" to write down!

That's a total of over 240 minutes of fascinating and highly entertaining examples and strategies guaranteed to make a significant impact in the way you sell...and even more of an impact in your ability to bring home **BIG Paydays!**

**WARNING:** This 4 CD XXX-Rated Sales Strategies Offer contains examples that are not for the "easily offended"...in fact, some material is down right "racy"... so... if you're offended by 'adult content,' then this isn't for you.

\_\_\_\_\_ I understand that by investing just **\$347** (\$19.95 S & H North America / \$39.95 S & H Outside North America) I could see a **substantial and immediate increase in sales**. However, if after receiving XXX-RATED SALES STRATEGIES I am not completely satisfied **I can still receive a full year 100% refund, no hassles, no questions asked.**

PLEASE PRINT CLEARLY

Name \_\_\_\_\_ Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ e-mail \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Credit Card:  Visa  MasterCard  American Express  Discover

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Providing this information constitutes your permission for Glazer-Kennedy Insider's Circle™ LLC to contact you regarding related information via mail, e-mail, fax, and phone.

FAX IMMEDIATELY TO: 410-825-3301- Attn: Darlene  
Or mail to: 407 W. Pennsylvania Ave., Towson, MD 21204  
Make Checks payable to: Glazer-Kennedy Insider's Circle™

December 3 & 4, 2012
Dallas, Texas

Respond Immediately - Seating Strictly Limited to 200

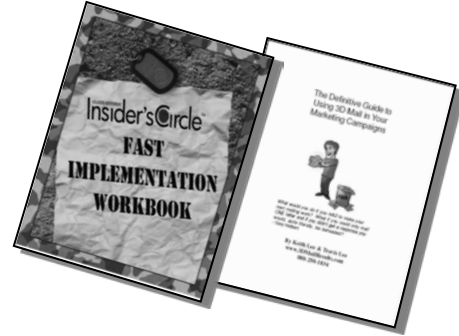
MISSION ACCEPTANCE FORM



Yes Dan, MISSION ACCEPTED! I understand that I'm being called to action for business growth and the Fast IMPLEMENTATION Boot Camp will whip me into fighting shape so I can WIN ANY BUSINESS BATTLE. Please charge my card \$97 and refund that entire amount when I arrive in Dallas.

I'm Signing Up For This Intense 2-Day Training To SEIZE HEAVY BUSINESS ARTILLARY as follows ...

- How to create A Unique Selling Proposition for my Business so MINE is the clear choice of my customers or prospects
The "8- Direct Response TRIGGERS" that I must know in order to DOUBLE or TRIPLE response in all of your marketing
ONLINE MARKETING: How to drive MASSIVE Amounts of Qualified Traffic to MY Web Site(s) - to directly sell products/services OR promote any business, Secrets for BUILDING SQUEEZE PAGES & WEBSITES that Absolutely Capture Traffic, TRIPLE your online sales/conversions, and Secrets for Productive, PROFITABLE E-mail Marketing NOW
Fundamentals of Crafting a COMPELLING MESSAGE that will have my prospects whipping out their wallets to buy from ME.
How to find the HIDDEN GOLDMINE in my own Customer List (there's a fortune to be made with just this bit of information alone)
The 10 Money-Making Rule\$ to live by and LOVE!- as a Glazer-Kennedy Insider
"The Secret Sauce" ....S & D Marketing: How to transfer winning offline and online campaigns from one Industry to another (this is where the big business breakthroughs occur)



AND MUCH MORE!

I also understand that I'll receive 2 special Bonuses when I arrive ... a FREE Fast IMPLEMENTATION Workbook (a \$300.00 VALUE)- this will be your playbook to use throughout the Boot Camp, and "The Definitive Guide to Using 3D Mail in Your Marketing Campaigns" - a 42 page catalog AND CD (\$97.00 VALUE).

Please register my following guest(s) for The F-A-S-T IMPLEMENTATION Boot Camp (for an additional \$97 refundable deposit each) (Must Be Spouse/Significant Other, W-2 Employee, or 1099 Associate - Maximum 2)

- 1. \_\_\_\_\_ Relationship \_\_\_\_\_
2. \_\_\_\_\_ Relationship \_\_\_\_\_

Registration form with fields for Name, Business Name, Address, Industry, City, State, Postal Code, Country, E-mail, Cell Phone, Phone, Fax, Credit Card Number, Exp. Date, Signature, Date.

All Deposits Refunded Upon Arrival
By not specifying a specific credit card, you authorize GKIC to charge any active card on file.
Accept This Mission IMMEDIATELY to guarantee your position.
FAX IMMEDIATELY TO: 773-305-2711
Or register online at www.dankennedy.com/bootcamp
This Offer Expires When All 200 Spots Are Filled.