

Introduction

How To Use This Book

Your roadmap to making a fortune in DRTV

I made a million and YOU CAN TOO!

If you have a great idea and the passion to make it happen, this book will become the roadmap to reach your dreams with the power of Direct Response Television (DRTV). As you go through these pages, remember these three goals:

- 1. Build a solid marketing plan.** As you complete each chapter, you will fill out another section of your marketing plan. By the time you finish, you will have a complete plan with everything you need to sell your product on TV.
- 2. Learn the ropes of the DRTV industry.** Each chapter in this book will teach you about a key segment of the DRTV industry. Along the way, you will gain all the know-how you need to select, negotiate with and supervise the vendors who will help make your dream become a reality.
- 3. Be your own boss.** No one understands your product or the story behind that product better than you. Once you gain a basic understanding of DRTV, your intuition will probably be as good or better than any “industry expert.” Of course you will still want the help of experienced professionals, but that doesn’t mean you have to sit on the sidelines allowing your fate to be determined by someone else.

DRTV is still one of the very few places where inventive, hardworking people can turn a great idea into a million dollars. Entrepreneurs like you made this industry what it is today!

Now let's get started making YOUR million...