
DAN KENNEDY DIRECT MARKETING RULES

RULE #1 THERE WILL ALWAYS BE AN OFFER OR OFFER(S)

RULE #2 THERE WILL BE A REASON TO RESPOND RIGHT NOW

RULE #3 YOU WILL GIVE CLEAR INSTRUCTIONS

RULE #4 THERE WILL ALWAYS BE TRACKING, MEASUREMENT,
AND ACCOUNTABILITY

RULE #5 ONLY NO-COST BRAND-BUILDING

RULE #6 THERE WILL BE FOLLOW-UP

RULE #7 THERE WILL BE STRONG COPY

RULE #8 IT WILL LOOK LIKE MAIL ORDER ADVERTISING

RULE #9 RESULTS RULE. PERIOD.

RULE #10 YOU WILL BE A TOUGH-MINDED DISCIPLINARIAN
AND PUT YOUR BUSINESS ON A STRICT DIRECT
MARKETING DIET