

7 "BLACK HAT" Drop Card Marketing Ideas

Confidential Report

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Before we begin, "**Black Hat**" may be a little dramatic, I probably could have called this Report **7 Guerilla Drop Card Marketing Ideas**. These ideas are aggressive and not for the passive marketer.

I realize that you may not understand what a drop card, (sometimes called a sizzle card) is. After 28+ years in marketing and testing hundreds of lead generation methods, I consider drop cards to be one of the **top 5 easiest, simplest, most effective** ways to drive traffic to your website and or have your phone ring with prospects who want to learn more about your product, service, or business opportunity.

In the simplest terms, drop cards are classified ads printed on business card stock. Yellow card stock with black ink has worked best in our testing except for the [hundred dollar bill drop cards](#) that we will talk about in a few minutes.

The idea is simple. "**Drop these Cards**" everywhere people gather. It is all numbers.

People will pick up your card, read it, keep it and respond if they are curious or people will pick up your card, read it and put it back where they found it.

Very few people will pick up your card, read it and then throw it away. The [hundred dollar bill cards](#) are very **viral**; people will find it and then show others who show others. Imagine this, someone is walking through a trade show and look down and see what they believe to be a \$100 bill. They pick it up and slide it in their pocket only to later discover that when they open the bill inside there is a printed classified advertisement promoting a website.

The natural reaction is to feel that a joke has been played on them, but that feeling will diminish IF the classified ad grabs their attention and they have an interest. If not, the next time they are at a party they will use the bill to create a joke, dropping it on the floor or counter

and observe people's reactions. The viral use of these bills basically will get your message in front of many more potential customers and prospect than a simple yellow stock business card with black ink, make sense?

Eventually someone will read the message on your bill and respond. It is all about capturing attention with eyeballs and curiosity with your message.

So the obvious question is where do I drop these bills?

Here are a few of the locations we recommend. Anywhere **people are waiting** is usually best, such as:

- Oil Change Waiting Rooms
- Doctors and Dentist Offices
- Laundry Mats
- Tire Stores & Tanning Salons

You can also drop them on the counter at fast food restaurants, dry cleaners, grocery stores etc. Drop them on the floor or ground everywhere, especially were there are crowds of people at entertainment environments like sporting events, festivals, fairs, and concerts.

Drop cards work very well because they provide a lot of bang for the buck. ***It is virtually impossible to invest in 5,000 hundreds dollar bill drop cards and distribute them as described and not receive a positive return on your investment.*** Depending on your product or service, ONE customer or new distributor could return to you your entire investment immediately.

Ok I will share with you the **BLACK HAT** techniques, remember these are for the aggressive guerilla type marketers. Up until this point we have talked about dropping cards where "people are" now we are going to shift to dropping cards "where **PROSPECTS** are".

These Black Hat techniques are for those of you that are promoting business opportunities, but with a little thought they can be adjusted to any product or service.

#1 REVERSE SHOP LIFTING IN BOOKSTORES

We have a client that is promoting a Free Robert Kiyosaki CD program on the front end of their lead generation system.

They have drop cards with a classified ad promoting this CD. Now think about it; where are the "Prospects" for this CD? Of course the obvious answer is those who buy books from the "Rich Dad Poor Dad" series.

So this client went to 3 bookstores in their community and dropped 100 Bills inside Rich Dad Books. (IE Reverse Shop Lifting) Within the first 55 days he had 11 request for the CD and we both know the majority of the books are probably still on the shelf. With a little creativity you can apply this method to any book in any niche market.



Reference: <http://www.FreeRKCD.com>

\$100 Bill Drop Cards at <http://www.CMGPromotions.com>

#2 MAKE MONEY WITH YOUR COMPUTER

Ok, this method is as gutsy as it gets. I had a client who was marketing a computer based MLM Program that paid \$497 commission for every new member they enrolled. She had \$100 Bill Drop Cards that simply said:

**YOU HAVE BOUGHT A NEW COMPUTER
Now.....
Go to this website to learn how
to make \$\$\$\$ with it!**

THERE WEBSITE WENT HERE

Then she and her husband proceeded to carry a few of these \$100 drop cards into big box stores and slide them into the boxes of computers that were for sale. (Yes gutsy)

They also would place a few here and there around the laptop computer display areas in Wal Mart and other stores. Within the first week they made 2 sales earning nearly \$1,000 in commissions. This idea would work to market affiliate programs, business opportunities and pretty much anything online related.

#3 BIG TIPPER

A simple idea, that will definitely spread virally with waiters and waitress's in restaurants talking this up.

With your tip you simply leave a \$100 Bill Drop Card that says:

I appreciate your service.

Sorry I couldn't add an extra \$100 to my tip, but I can reveal to you how to make Thousands of dollars with your computer, Just visit:

<http://ebaycmg.fapturbo.hop.clickbank.net>

#4 FREE INFOMERCIAL PROSPECTS

In virtually every major city in the United States there are seminars going on weekly for business opportunity seekers. I have personally attended dozens of these, it is almost like a hobby, I like to watch the entire business model unfold & study the process.

You have seen them, Government Grants, Real Estate Investing, Stock Market Investing, Making Money on the Internet, Forex Investing, Making Money with Ebay, and the list goes on and on.

They usually saturate the local TV market with Infomercials a few days before the event and offer two seminars daily for a two to three day period. Most companies also run large newspaper ads for events and do huge direct mail

campaigns. There is no question that the most successful companies spend tens of thousands of dollars in advertising in a market in an attempt to find the most entrepreneur minded people within that market.

On the day of the seminars the cream of the crop "would be entrepreneurs" roll into the event. We have a client who regularly attends all of these events and scatters \$100 Bill Drop Cards in the hotel hosting the event. She places them everywhere, in the lobby, bathrooms and sometimes in the meeting room itself.

Her \$100 Drop cards simply read

WARNING !!

Before you spend a penny and invest in any business opportunity, request your Free CD from NY Times Best Selling Author, ROBERT KIYOSAKI here:

<http://www.FreeRkCD.com/Dand>

Think about this, because of her Guerilla Marketing attitude she is able to piggyback on tens of thousands of advertising dollars that isolate the most entrepreneur minded people in any community.

#5 How to Turn Every Soft Drink Machine into your Personal Lead Generation Machine

LET ME WARN YOU IN ADVANCE. If you are a Guerilla marketer you will never walk past a soft drink machine again, and this will drive your family and loved ones crazy :}, don't say I didn't warn you!

I first noticed this back in the mid nineties at one of our National Conferences when hundreds of people in our organization were using the hundred dollar bills in their everyday prospecting methods.

Our national convention was at the Orlando Convention Center and the host hotel was the Pea Body across the street. (Yes the same Memphis Peabody Hotel with the ducks)

For a solid week every time I walked past a soft drink vending machine anywhere in the hotel, convention center, or anywhere on International Drive for that matter here is what I saw.



A \$100 Bill drop card buzzing in and out of the dollar bill feed. (Think about this, a person has to remove your promotion BEFORE they can make a purchase)

From that point on, every time I conducted a training seminar at a hotel anywhere in the country, if a drop card wasn't buzzing in and out of the dollar feed it didn't feel right.

I don't recommend that you use ALL your drop cards this way, it is all about numbers, but if you did, this is a way to **guarantee that people read your message.**

SIDEBAR One of our leaders shared with me that an irate hotel manager went to her website looking for a phone number to call her to tell her to quit putting fake bills in their soft drink machines. Long story short, he liked what he saw on the website and ended up joining her team!

LOL

#6 TRICK OR TREAT

This is very simple, place drop cards along with candy treats in Halloween baskets.

We had a Mary Kay client who had great success using a card that said:

HERE IS A TREAT FOR YOU!

Take a day and pamper yourself.

**Free Facial and desert, just call me
to schedule your time.**

**Nancy Druckel
xxx-xxx-xxxx**

I also know a self-made millionaire living in a mansion that placed a \$100 bill drop card in Halloween baskets along with full size Snicker Bars. The drop card bill simply said:

**If I was starting Today & Had to Make
A Million Dollars a Year in Income, this
is what I would do:**

<http://mlmmc.maverick66.hop.clickbank.net>

When all the kids came to the "Big House" he made sure they knew the Snickers and \$100 Bill Drop Card came from him.

He told the kids "This is for you, as he put the Snickers in the bag, and this is to give to your daddy, as he dropped in the \$100 Bill Drop Card"

#7 NOW THAT I HAVE YOUR UNDIVIDED ATTENTION

This is a very simple and possibly invasive technique.

The drop card simply has the headline

Now that I have your undivided attention followed, by your ad and these are used primarily to tape to the back of bathroom stalls. Yes, carry scotch tape and drop cards with you.

This card could work anywhere, but you are guaranteed a captive audience in a bathroom stall.

A QUICK MESSAGE TO OUR CRITICS

A quick note to the critics of this report, and yes there are always critics.

You are the reason I wrote this report. I got so sick of agenda driven marketers proclaiming that drop cards and other proven marketing methods don't work that I felt obligated to get the truth in the market place.

Please understand that when these "Attraction Markers" start telling people WHAT THEY **WANT** TO HEAR, it is because they ultimately have some type of how to do everything on the internet course to sell you.

Please don't miss understand me. I believe in marketing and lead generation online as much as anyone, but it certainly should not be the only way you promote your business, and as I stated earlier there is simply **NO EXCUSE for serious marketers not to be spreading a few drop cards in their market as they go about their day-to-day activities.**

I have been promoting drop cards and the \$100 Bill cards for years. Those of you that have invested in my 21 Ways to Create Leads in Your Local Market Course know that in that course I give the contact name of a printer in Michigan to order these cards (I need to change that by the way)

A couple of years ago we started getting phone calls from clients saying the printer was no longer in business. We searched for another source, and ultimately worked out an agreement with a printer so our clients would have a source for the \$100 Bill Cards.

Since that time we have been providing them to our clients through www.CMGPromotions.com which is a division of Calvert Marketing Group. At CMG we offer the best quality, lowest price on drop cards in the world. We operate this as a service to our clients and we have enough built into the cost that allows us to cover our overhead and staff cost, that is it. We pay upfront for printing runs of hundreds of thousands of cards done at once, to save our clients money.

I know that some will say we wrote this report to sell drop cards, and there is no question about it we will. The purpose of this report was to tell you the truth and share with you how to **effectively use** this awesome lead generation method.

So why our agenda driven critics and self-proclaimed MLM gurus will speak against this report, please don't follow what I say or anyone else.

Just ask yourself. From a human nature, psychological perspective dose this make sense? Do you feel people will pick up these bills out of curiosity, and ultimately show other people. Of course they do, they did 15 years ago and they will 15 years from now, it is HUMAN NATURE!

I am always amazed at people who try to convince you to work against natural human nature. In doing so, they ruin their credibility and they either don't realize it, or don't care. I do care, that is why I wanted to share with you the document facts and the truth.

CLOSING THOUGHTS

Over the past 25+ years I have implemented hundreds of lead generating systems in my business offline and online.

I considered drop cards, especially the [\\$100 Bill Cards](#) to be one of the **Top 5** ways to generate leads for any business.

There is simply no excuse for serious marketers not to be using drop cards on some level in their business. Every time you leave your home or office placing drop cards in your pocket or purse should be part of your routine.

I have heard the arguments from the ignorant and agenda driven marketers who say this method is a waste of time. Quite frankly they have no idea what they are talking about. Drop cards work, they always have, and they always will because they appeal to the basic human curiosity factor in all of us.

If you are not currently using drop cards every day in your normal routine add this method TODAY, you will be glad you did.

Do find out more info on this subject visit <http://www.CMGPromotions.com>
Dedicated to Your Success,

Dale Calvert

Dale Calvert

Stop in and visit us at <http://www.DaleCalvert.com>

BONUS LEAD GENERATION SOURCES

Free 7 Part Online Course on lead generation in your local market <http://www.LocalMLMLeads.com>

How to Generate Leads with Local Newspaper & Online Classified Advertising. <http://www.NewspaperSponsoring.com>

How to Create Leads on the Internet for your business. <http://www.CreateOnlineMLMLeads.com>

The most effective email list we have found. Email up to 30,000 opportunity seekers every month, spam free. [List Joe](#)

Easy Set and forget Screen Saver Traffic and it is free [Screen Swarm](#)

The Inside Track on Funded Proposal Prospecting at <http://www.FundedFundedProposals.com>

[Downline Builders Direct](#) This is a very unique program and FREE to join. As an upgraded member you can email 20,000 opportunity seekers every 3 days AUTOMATICALLY on auto pilot. I enjoy any traffic source that lets me set and forget it. I think the upgrade is \$97.00 and it paid for itself within 30 days.

[Blast 4 Traffic](#) This system is a "no brainer" for many Internet Marketers because the investment is so low. The response rate is low, but you can email 2.3 Million Prospects Daily. We add 5-20 people to our list daily, and with a 1 time membership fee it is hard to go wrong with this system.

We recommend that you join the newsletter list at: <http://www.BestWebsiteTrafficReviews.com> to stay updated with the newest website Traffic methods, tips and ideas.