

Making Money in Your Underwear! The Jeff Paul Marketing System

No, no! I'm not talking about how to make money by selling underwear on the Internet. I'm talking about Jeff Paul, the super marketing guru of 90's who shouted "How I Earn 4,000 a Day Sitting at My Kitchen Table in My Underwear?" But it's a GONE story now. What happened to Jeff Paul, one of the most successful students of "Dan Kennedy's" the father of Marketing?

If you were a subscriber of "Entrepreneur Success" or "Business Opportunities" in the early 98, you might have noticed Jeff Paul's catchy ads, depicting him sitting at his kitchen and in his underwear talking over the telephone and counting money and ads like "How I earn 4000 a day sitting at my kitchen table in my underwear?" Jeff himself declared he makes 1000's of dollars a day before his lunch! Those catchy, interesting and funny ads were run continuously for about 3 years in the early 98. But those ads were suddenly disappeared; Jeff Paul suddenly sunk somewhere in deep marketing competition.

When I started exploring information about Jeff Paul, I heard/read many interesting stories. Much information is not available about Jeff's childhood or about his parents.

Jeff attended the University of Illinois where he studied anthropology. So I'm not sure of what direction he wanted to take in his life. He ended up dropping out of college and worked for his father's retail store in Jackson Mississippi. He had problems with working for his father's retail store and he was totally unhappy with his decision.

So Jeff decided that taking night school classes in accounting might lead him to a better career and income. After a year of classes he moved back to Chicago and purchased an accounting franchise for 15,000 and met his business partner. That was the first chapter of "Joint Venture" in Jeff's life!

Unfortunately the accounting business didn't last long because Jeff's partner ended up stealing the company coffers. And the worst part is Jeff had naively co-signed an SBA loan which was being called due and payable in full, a whopping 204,000! That's how destiny played in Jeff's life.

Jeff was down on his luck and about to give up on his dream of financial independence. He found an opportunity to meet and work with Dan Kennedy. (Dan Kennedy is highest paid marketing consultant in America. Dan will give you at least 100 new ideas to improve your current business if you meet him!) Jeff had signed up for one of Dan Kennedy's seminars as a last bastion of hope.

Shortly thereafter, Jeff wrote his first successful direct marketing training course for Financial Planners and accountants. His company was called "Profit Plan Systems". Jeff is more widely known for his mail order success course, "How I Earn 4,000 a Day Sitting At My Kitchen Table in My Underwear".

Maybe you can still buy this particular course from classified ads and display ads in "Biz Magazines" like Business Opportunities and Entrepreneur. Jeff's ads was selling teaser version of his course for 20 bucks. It was really a glorified sales letter masquerading as a product. Anyway, from there you could order the complete course for about 200 bucks!

Although "How I Earn 4,000 a Day Sitting at My Kitchen Table in My Underwear" does have some excellent gems of timeless direct marketing wisdom (like "Sell them what they want. Give them what they need."), you are probably better served by getting your marketing education elsewhere! Why?

The main reason is the quality of the course presentation. Basically the course was a re-purposed version of the marketing system he sold to Financial Planners. Ninety percent of the material was the same. This course was somewhat disorganized, was thrown together in a random manner! Pages were crooked (2nd & 3rd generation photocopies!) and had missing pages. The information presentation was disjointed. For example, it was hard to keep from getting distracted by the poor quality of the page copies.

Jeff probably sold resale rights of his marketing course to other marketers who are simply photocopying seminar book pages, popping them in a 3 ring binder; making bad dupes of cassette tapes; placing national ads; selling it

as a COURSE! The same "Copycat Marketing" formula!

Whatsoever, Jeff Paul is widely respected for his direct marketing expertise. And he had great mentor like Dan Kennedy. Dan used to introduce Jeff as his favorite and most successful students in BIG Seminars!

Jeff actually produced some NO BS great manuals, training videos, inspirations tapes etc. Some of Jeff's books were actually pretty well written. Paul thinks that the internet is not a good place to market products because the average person online is young and not financially qualified to buy much... but all that is constantly changing or changed now a days. Some marketers said Jeff Paul's course is great and it really helped them. But the only problem is that like many great systems, there are now far too many people doing what he teaches. So the system and techniques are saturated.

Some of Great stuffs of Jeff's and their relevant Ad headings!

1> How to Make a Fortune with Joint Ventures: Value 397

"How to Make Money Selling Products, Even If You Have No Products, No Customers?Or No Money!!"

2> How to Make a Surgeon's Income! Value: 297

"At Last, The Totally Risk Free Way For Entrepreneurs Like You To Make Huge Sums of Money Without Ever Leaving Home!" "How to Make a Surgeon's Income as A Home Based Business Consultant (After All It's Not Brain Surgery)" Is The Easy Way To Enjoy The Totally Risk Free Satisfaction Of Making 500- 1,000 An Hour, 10,000- 20,000 A Month From The Comfort Of Your Own Home in Your Underwear!"

3> Instant Profits Marketing: Value 497

"101 Secrets to a Six Figure Income? How to Get More Customers, Clients or Patients in a Month than You Now Get All Year!" Instant Profits Marketing! How To Use Little - Known, Advertising And Selling Secrets Your Accountant, Advertising Agency Or Sales Manager, Can't Tell You! "No More Cold Prospecting Wasted Advertising, Begging For Referrals, Waiting For The Phone To Ring, Or Frustration! End The Stress INSTANTLY!"

4> Jeff Paul's Boot Camp: Value 997

"Hear My Students And Me Reveal Every Detail About Making Money Quick And Easy, Sitting At Home In Our Underwear In The Complete, Unedited Tapes Of The Jeff Paul 2 Day Bootcamp!" "Right From The Horses? Mouths...How Both Myself And My MOST SUCCESSFUL STUDENTS Place Ads, Take Orders, Sit At Home And Make Thousands Of Dollars Each And Every Day In Our Underwear!"

Jeff's other Marketing Stuff:

- Video: "How to Make Money Quick and Easy at Your Kitchen Table in Your Underwear."
- Cassette Tape: "The Number one Secret Direct Marketing Formula of Kitchen Table Millionaires."
- Manual: Jealously Guarded Secrets, Formulas, Shortcuts, and Strategies for Instant Cash.
- Manual: The TRUE Secrets of Making Money online Revealed. Even If You Know Nothing About Computers.
- Manual: Jeff Paul's Confidential Guide to Products on-Demand.
- Manual: Jeff Paul's Confidential Directory of Hot Markets.
- Manual: Jeff Paul's The Beginner's Instant Start Direct Marketing Toolkit.
- Manual: Jeff Paul's 537 Ready to Sell Reports That Turn Pennies into Hundred Dollar Bills!

Jeff Paul is actually a student of the famous Dan Kennedy. Obviously Jeff was a very talented student because Dan took him under his wing and turned him into an advertising giant

Now what I believe is Jeff Paul's Marketing System must be great. But the problem is that he told the whole world about it a long time ago. And now I heard he has several hundred students doing the exact same thing he does. And these students are now teaching and selling his old material to others by writing the same basic type of course they bought from Jeff Paul. You can actually buy Jeff's products in e-bay auctions at discounted rates. Will it work now? Don't ask me!

Like I said, Jeff and his course are great, but just outdated in my opinion. I searched for Jeff's products reviews at Amazon. But Amazon's database contains no information about Jeff's stuffs. The fun part is Amazon has recommended me to buy Dan Kennedy's stuffs!

I recently heard that Mr. Fire Yanik Silver had an interview with Jeff Paul. I did not find more info on this interview.

I think Jeff Paul would have been a success either way just because he has true talent and dedication to his work within himself. Like many other marketing teachers, Jeff Paul is obsessed with marketing.

Anyway finally I wish all the best to Jeff Paul and his kitchen table, underwear marketing!

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Short note about the author

Mufad and Mahesh Bhat have jointly authored this article. Mahesh Bhat the owner of <http://info-diet.com> is a regular contributor to the <http://biz-whiz.com> work at home community.

Author: Mufad Pac

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