

# Testimonials Capture Minds!

When you say something about yourself it's bragging, when someone else says it about you, it's proof! A major clue, as you peruse the first few pages of this extraordinary book, is that it is loaded with third party endorsements, aka testimonials, aka proof.

Tony Rubleski not only writes books about advertising and direct connection that works, he practices all the elements of it in his everyday business life. Hell, he got me to write a forward and a testimonial!

Whose mind are you seeking to attract?  
Whose mind are you seeking to influence?  
Whose mind are you seeking to persuade?  
Whose mind are you seeking to capture?

The essence of advertising is becoming known in your marketplace by building the brand recognition of your good name, offering a value message that's attractive, creating some sense of urgency toward buying your name or your product, and getting the customer to remember you even if they don't need you right now, so that they will purchase from you when their time of need arises.

That is full out "capture."

Part of that process is repetition of message. My friend, Richard Brodie, wrote about that in his brilliant book about the science of memetics (messages repeated until you remember them) called, "Virus of the Mind."

Tony is also aware that the world is changing from direct mail to direct email, and shows you where the perfect balance lies. His messages and ideas are easily transferable and transferred through any medium.

Tony studied and learned at the feet of yesterday's masters, and has adapted their wisdom to today's opportunities – and tells you how to take advantage of them.

Everyone is seeking to get their message read – and everyone is wrong. Getting your message read without anyone taking action is an empty process, and an expensive proposition. The key to attraction and capture is not just reading, it's reading, remembering, impacting, and being compelled to take action. That's what this book is about, and that's what Tony Rubleski is about.

When someone shares their wealth of experience in a practical and pragmatic way, you the reader have a huge opportunity to capture it, and make it your own.

In a world of information bombardment...  
In a world of high speed connectivity and change...  
In a world of volatility and vulnerability...  
In a world of “instant” everything...  
You have the constant challenge to stand out – and to be outstanding.  
This book will show you how.

Mind Capture is not meant to be read,  
it's meant to be studied,  
and implemented.

If you can capture their mind, you can capture their wallet. Capture this book, and both will be yours.

Jeffrey Gitomer  
*Author of **The Sales Bible** and  
**The Little Red Book of Selling***