

THE OFFICIAL INTERNATIONAL WEALTH \$UCCESS COMPANION

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ROBERT W. BLY

The Info-Marketing Master

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ROBERT W. BLY : THE SPECIALIST WHO BUILT AN INFO-BUSINESS

Robert W. Bly is a name that commands respect in the world of copywriting and marketing. McGraw-Hill calls Bob Bly “America’s top copywriter.” With over 100 published books, including the classic *The Copywriter’s Handbook*, and decades of experience writing for some of the biggest companies in the world, Bly is a master of his craft. Legendary ad man David Ogilvy said, “Every copywriter should read *The Copywriter’s Handbook*...and that includes me.”

From his home office in New Jersey, Bly has built a thriving copywriting business that generates consistent income while allowing him to pursue his passion for writing. His journey is a powerful testament to the value of specialization, focus, and leveraging expertise into entrepreneurial success.

THE VALUE OF ONE THING

One of the key factors behind Bly’s success is his commitment to specialization. Unlike generalists who dabble in multiple areas, Bly has built his career by focusing exclusively on one thing: copywriting.

“What makes a specialist so effective,” Bly explains, “is their ability to focus deeply on one thing and deliver exceptional results. It’s about being the best in a specific niche, rather than trying to be everything to everyone.”

Clay Conner, who once sought Bly’s services for white papers, recalls how impressed he was with Bly’s professionalism and expertise.

“Bob Bly is a specialist. That’s what struck me most,” Conner shares. “He’s not a graphic designer who writes copy on the side, nor a novelist who takes on ad work until their big break. He’s a copywriter, pure and simple.”

Bly’s focus on his craft has made

him one of the most sought-after copywriters in the industry. Clients like Rodale and AARP have relied on his ability to create persuasive copy that drives results.

“What sets good copy apart,” Bly says, “is its ability to connect with the reader’s emotions while solving a problem. If you can do that, you’ll always have work.”

THE PATH TO INFO-MARKETING

While Bly enjoyed tremendous success as a freelance copywriter, he began to see the limitations of relying solely on client work. The idea of creating a business that could scale without his constant involvement began to take shape, inspired in part by the entrepreneurial lessons he had learned from Tyler G. Hicks’ books and resources from International Wealth Success (IWS).

“Reading IWS materials taught me how to think like a business owner,” Bly recalls. “One of the most valuable lessons I learned was the importance of multiple income streams. That’s what led me to build an info-business alongside my copywriting work.”

Encouraged by colleagues and mentors in the publishing industry, Bly began creating and selling digital products, such as e-books, courses, and templates. These products al-

lowed him to monetize his knowledge directly while reaching a wider audience. “I took what I already knew—what I’d been doing for decades—and packaged it in a way that others could use to succeed,” he explains.

INITIAL RESISTANCE

Bly’s transition into info-marketing wasn’t without its challenges. Initially, he hesitated to embrace online marketing because of its perceived technical complexities. “I thought it would be too detailed and time-consuming,” he admits. “I also imagined myself wrapping books in my bedroom and mailing them out. That wasn’t the life I wanted.”

However, Bly soon realized that much of the logistical and technical work could be outsourced, allowing him to focus on content creation. By delegating tasks like website setup and order fulfillment, Bly was able to build a scalable business that required minimal time investment. Today, he proudly says his info-business runs with just 27 minutes of his attention each week.

SPECIALIZATION AND SUCCESS

Bly’s journey underscores the importance of specialization and continuous improvement. His focus on copywriting has not only elevated his reputation but also provided the foundation for his info-business. Here are some key lessons from Bly’s approach:

1. **Specialize in What You Do Best:**

“Focus deeply on one area where you excel and build your reputation as an expert,” Bly advises.

2. **Empower Others:**

Bly’s books, like *The AXIOMS of Copywriting* and *The AXIOMS of Marketing*, empower readers with actionable insights drawn from his decades of experience. (These books are available at [ReadKP.com!](http://ReadKP.com))



3. **Be Accessible:** Bly's willingness to answer his own phone and engage with potential clients sets him apart. "Don't underestimate the value of personal connection," he says.

4. **Leverage Credibility:** Writing books and creating content that demonstrates your expertise builds trust and attracts clients.

5. **Continuously Improve:** "The best specialists challenge themselves to keep getting better," Bly says. "That's what keeps the work exciting and rewarding."

A CLIENT'S PERSPECTIVE: THE POWER OF SPECIALIZATION

Clay Conner's experience with Bly highlights the unique value that specialists bring to the table. When Conner approached Bly for help with white papers, he was initially struck by Bly's accessibility. "It surprised me that he answered his own phone," Conner recalls. "Here's a guy with over 100 books to his name, working with major companies, and yet he made time for my call."

When Conner's budget couldn't accommodate Bly's full services, Bly didn't turn him away. Instead, he sent Conner a signed copy of his book, *The White Paper Marketing Handbook*. "That book empowered us to write our own white papers," Conner says. "But when we needed feedback, Bly stepped in to critique our work at a fraction of the cost. His input was invaluable."

Conner learned several key lessons from his interaction with Bly:

- **Don't be afraid to ask** a specialist for help.
- **Even if you can't afford their full services**, there may be other ways they can add value.
- **Specialists are often more efficient** and effective than generalists.

THE ROLE OF IW\$ IN BLY'S SUCCESS

Bly attributes much of his entrepreneurial mindset to the lessons he



We are not in the business of being original. We are in the business of reusing things that work.

ROBERT W. BLY

learned from Tyler G. Hicks' books and IW\$ resources. "Tyler Hicks and IW\$ taught me the importance of building systems that generate consistent income," Bly says. "Those principles have guided me throughout my career."

Bly's info-business, which includes e-books, online courses, and consulting services, reflects the IW\$ philosophy of creating multiple income streams and providing value to customers. His products are designed to solve specific problems for marketers, writers, and entrepreneurs, much like the resources he once relied on to guide his own journey.

A THRIVING CAREER

Today, Bly continues to balance his info-business with his work as a copywriter and author. His recent books with Kallisti Publishing showcase his versatility and creativity.

"Writing is still my passion," Bly says. "My info-business gives me www.iWealthSuccess.com

the freedom to do what I love while helping others succeed. That's what makes it all worthwhile."

A LEGACY OF EXCELLENCE

From his early days reading IW\$ resources to becoming America's foremost copywriter, Bly has demonstrated that success is attainable for anyone willing to focus, learn, and put in the work.

"Don't wait for the perfect moment," Bly advises. "Start where you are, with what you have, and build from there."

For aspiring writers, marketers, and entrepreneurs, Bly's journey offers both inspiration and a roadmap to success. His story proves that with the right mindset and tools, you can turn your expertise into a thriving business—and create a legacy that lasts.

To learn more about Robert W. Bly, visit his website at Bly.com. Or email rwibly@bly.com.