



# 10-MINUTE BUSINESS SUCCESS

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27 leading experts reveal their  
best “fast action” secrets for  
maximizing your profits right  
now

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## Introduction

What makes the difference between a business that is truly successful and a business that just seems to get by? Almost always, it's the *quality of ideas* that drives a business.

Have you ever wondered why some businesses continue to grow every year – defying market trends and regardless of whether the economy is up, down, or somewhere in between? Again, in my experience, it's due to the *quality of ideas* that drives a business.

The good news is that no one company or individual has cornered the market on great ideas. And any business or individual can create great, business-building ideas.

Sometimes these ideas come from a concerted effort by your team to identify strategies and tactics that will give your company a powerful advantage. Other times, they are inspired by the ideas and case studies of other companies that have successfully pioneered strategies and tactics that can be applied to almost any type of business.

That's exactly why I created this series of "10-Minute Business Success" interviews. It's specifically designed to give you a collection of short, but brilliant business-building strategies and tactics you can call on any time you need inspiration for fresh, new ways to keep your business firing on all cylinders.

In order to do this, I've enlisted a group of leading business experts to share their most effective business-building ideas with you. Some of them are well known, others not as well known, but all are extremely successful in their own right. I asked each of these experts just one question:

*"What is your favorite business strategy or tactic that's working really well for you or your clients right now?"*

Each expert was given 10 minutes to lay out their best idea along with practical steps for applying it. The intent was to give you dense, easily digestible nuggets of business insight

you could understand and be ready to apply in the shortest time possible.

To say that these experts delivered the goods is an understatement. They practically blew the doors off the building! In fact, by the time I was done with these interviews, I had a long list of invaluable ideas I'd written down for applying to my own business.

So get ready for a real treat – and a very profitable treat at that. I promise that what you're about to discover is a collection of powerful strategies and tactics that will become a mainstay of your business library.

Yours for increased and continuing results,



Bob Serling, Founder  
Profit Alchemy, Inc.

## Glenn Allen

### How passion driven team building rocketed OpenTable from zero to \$1.5 billion

**Bob Serling:** Today I'm talking with Glenn Allen, who was a co-founder of the restaurant reservation service OpenTable.com.

OpenTable started out in 1998 in a tiny, dirty loft with a bunch of computers, a scooter to drive to the restaurants, and a lot of desire to make it work. Within two years, they opened eight offices across the U.S., hired over 200 people, and built a secure network of thousands of restaurants.

As Chief Operating Officer, Glenn managed 110 employees and was in charge of customer support in the call center, information technology, human resources and facilities management. OpenTable went on to become virtually the only service of its kind and now has over 14,000 restaurants on its network world wide, and a valuation of \$1.5 billion.

So Glenn, with that background I'm pleased to have the opportunity to interview you today, and welcome.

**Glenn Allen:** Hi Bob, nice talking with you.

**Bob:** Great. My question for you is what was the single best business strategy or tactic that was responsible for OpenTable's explosive growth?

**Glenn:** Well, as you can imagine, things were pretty crazy and we were really moving at a hundred miles an hour, but I think the thing that we really used to keep going was our motivation and our drive. We realized as we started to grow that we would have to be hiring people and surrounding ourselves with people that had that same motivation and drive.

A lot of business models today use outsourcing instead of hiring, just because of the economics of it. When we were

hiring across the U.S., we had to have employees in all the major cities, and this could be considered a lot like outsourcing because we were managing them from our home office in San Francisco, and they would be in New York and Chicago and Boston. That requires the ability to have those people have their own motivation and have their own drive to be successful at their little piece of their responsibility for the business.

**Bob:** Sure. Can I interject one thing and ask you a question? You must have had a process that you used to determine whether or not people had that drive and were independent enough to work in that way. Can you elaborate a little bit on whatever process you used?

**Glenn:** Sure. Instead of using a conventional hiring process that your H.R. Director will tell you to use where you screen the names and you check backgrounds and all that – all of that is great, and you can still do that, but you have to step back and look at other things – so what we did is we made a list of alternative questions that we wanted to know about the people working for us.

These would be questions like, "Tell me about a time you worked for 18 hours straight on a project you were really passionate about." And when you ask someone a question like that, you can learn a lot about them because everyone's passionate about something, and our goal was to get them passionate about OpenTable. So we knew that if they could get passionate about something and work really hard and that we could get them passionate about OpenTable, we could have a connection for the type of employee we wanted to have.

**Bob:** Sure. Conversely, if they'd say, "Hey, I've never worked an 18-hour day" and they'd never consider it, then you probably knew right there that they weren't the right person.

**Glenn:** You're exactly right. Everything's in the answer, and it would tell a lot by just how they would answer a question like that.



One of the other things that worked is when you're building a company and to tell if they're motivated would be, "I've never taken less pay in the short term for the dream of getting the big payoff later." So we would want to know that because we knew that we had an opportunity that was going to experience growth, so we wanted to get inside their mind to say, "Are they willing to build this company with us?"

That can work at any level of any business, whether you're just one or two employees or you're at a hundred to two hundred employees. You want to know if that motivation is there from them.

So then we went on to having a little bit of a screening process. Instead of having them just send in their résumés, we would make them fill out the questions that we wanted answered, and we would also make them call and leave voicemails into a voicemail box to have them tell us about a story that they had from another job that they did.

And then you could get a little bit more of a screening process done to where you're hearing them. You're reading their answers. And all of that can be done so much faster than setting up dozens of interviews to screen down to hiring one or two people. So that was a big time saver, and when you're moving quickly with a business that's growing, you want to save time whenever possible, and that was a huge time saver for us.

**Bob:** Let me see if I can summarize and tell me if I've got it right. It sounds like if you design your questions to screen for the attributes that are the most important to you, then you're going to really shortcut the process, find the best people as quickly as possible, and eliminate the others who aren't qualified as quickly as possible.

**Glenn:** You've got that right. You're still going to look at their résumé because they still have to have the skill set that is appropriate for the position they're looking for. They still have to have those core skills, so you can do a quick review of their résumé and their cover letter to determine, yeah, they've got the skills. The next level is to do all that additional screening.

But most importantly, you want to be comfortable and have the people around you that you want to work with that have the same desires that you do, and you can really have that be at the front end of the interview process. Then the technical details can work themselves out as you get to the real interview process where you're talking to them and checking their background and things like that.

**Bob:** So as an extension of that process, because you were growing so quickly and hiring 200 people in just two years, when you had to bring in people to manage areas, did you promote primarily from within?

**Glenn:** Almost always. Almost every person we looked at in the very early days, we looked at them to see if they had manager qualities and the personality that could handle, and that was actually one of the questions we would ask, is if they've managed before and, if not, do they see themselves as the type of person that would want to manage?

Because when you hire the information technology guy, the first guy that helped me with all the computers and the security and the network, I knew that I had to start shoveling my work over to him, and I knew that once we grew a little bit more, he was going to be managing. So instead of hiring just a computer guy, I hired a guy with a great energetic personality, and he knew computers and networking security, so it worked out really well. You can transfer that to any position.

If you see yourself as a business that you're going to be growing, definitely take that extra step to see to see if early hires are the type that would be able to manage for you. It saves a lot of time and effort down the road.

**Bob:** Great. So as a final wrap up, what advice would you give to people? What criteria should they use to design those types of questions that are right for their business to be able to select the best employees or outsources?

**Glenn:** Be true to both you and whoever else you're working closely with to choose the type of people you like to work with. Everyone has different personalities and enjoys working with different people, so be true to the type of people

you want to surround yourself with that you think are appropriate to help your business grow, and design your questions around those desires.

Then, you need to have some skills to evaluate the skill sets of each hire, so if you don't have those, then be sure you either do the research ahead of time to know what you're looking for or get outside help. Ask your friends and family who know, "Hey, I've never hired a webmaster before. Can you give me some tips on what I should look for in their skill set? I know what to look for in their personality, but I might need a little help with their skill set for that position."

**Bob:** Great, and thanks. Now normally at this point, I'd ask how people get in touch with you, but in the spirit of full disclosure, I just want to add that I was so impressed with everything you did at OpenTable that when the opportunity came along, I was able to manage to convince you to come to work with me in our company, Profit Alchemy, and be a COO here. And it's one of the best decisions I ever made for the business.

**Glenn:** Well, thanks, Bob. I'm really enjoying our business, and I know we have a lot of growth years ahead of us.

## Bob Bly

### The Secret of the Bait Piece

**Bob Serling:** Today I'm talking with Bob Bly. Bob's a freelance copywriter with more than 25 years' experience in business-to-business, high-tech, industrial and direct marketing. He's also the author of what many people consider to be the bible of copywriting and one of my absolute favorite books of all time, "The Copywriter's Handbook", and he's the author of dozens of other books on direct marketing, as well.

It's truly a pleasure for me to be able to speak with Bob today, so welcome, Bob.

**Bob Bly:** Thanks, Bob. Always good to talk to you.

**Serling:** Great. I have one very simple question for you today, and that is, "What is your favorite marketing technique that's working really well for you and your clients right now?"

**Bly:** It's a very simple-minded technique, and you and I have probably discussed it before. It's simply called the "bait piece". And the bait piece says to increase either leads in lead-generation promotions, or to increase sales in mail order promotions, whether online or offline. You can significantly improve your results by offering the prospect, with their inquiry or with their order, some piece of free content, which we call the "bait piece".

In the old days, that was typically a special report that was typed on your old IBM Selectric with a nice typeset cover. Nowadays, it's typically done as a pdf that you can download off a website or you can email, but it could be a CD, it could be a piece of software, it could be a resource directory, but you offer them free information.

That's the simplest no brainer – and it really is a no brainer – for increasing direct response.

And conversely, I'd say in today's overcrowded marketplace, direct response almost doesn't work *without* bait pieces these days. I have found in lead-generating marketing, which I do a lot of – both email marketing and printed sales letters (postal direct mail) – adding a bait piece is a real simple thing.

Having a sales letter which will try to generate leads for you service, you add a P.S. that says, "Respond now and send for my free guide (title of guide here), you do that simple thing and you will double – literally *double* – with that one little extra offer, your response.

And if you look at people who sell information on the internet or even other products on the internet, very few of them that are successful don't have some sort of free bait piece.

I heard a radio commercial the other day that said, "Are you looking for love and companionship? Go to match.com and get our free guide on 'How to meet the love of your life.'" I haven't spoken with them, I don't know them, but I guarantee you that that offer is generating thousands of hits and capturing thousands of email addresses of people who are looking to match up with someone, which is what match.com is all about.

It's an age-old strategy. It's been practiced for literally decades, and it works and has always worked, and it's never stopped working. Even today, where people will say, "Well, how could that work, because there's an information overload?" Even today, it works just as well as it did 40 years ago.

**Serling:** Do you find that particularly with the internet and people being so overloaded with free information, that the bait piece these days generates a higher number of responders who aren't necessarily as qualified, or will a good bait piece avoid that?

**Bly:** Well, you have to look at the two applications. If it's mail-order selling – in other words, you're offering a bait piece that you give only when they order your product – there's no

such thing as an unqualified responder, because they have to place the order to get the product.

Downstream, you could look, for example, no pays and cancellations and refunds. But here's the thing. In terms of lead generation, you could look at that and you could say, "Does it increase unqualified prospects?" Not if it's directly related to the offer.

In other words, if you send out a lead-generating sales letter... I once saw a mailing where this company was trying to generate leads for some product – I can't even remember the name of it – and they said, "If you respond today, we'll give you a football." It had nothing to do with the product. Of course, they were inundated with people who just wanted a free football. The sales people would call, and they would say, "Well, I don't want to talk to you. I just want my free football."

So if you offer a very expensive, outrageous bribe that has nothing to do with the product and you're doing lead generating, of course you're going to get really crappy leads.

But if you offer something that's an information piece, which is what we mean by "bait piece" – we mean content – and that information is related to the proposition of the service, no one's going to send for a report that says, "How to double the profits of your offset printing business" unless they're offset printers who want to double their profits. If your service helps them do that, they're qualified leads.

**Serling:** That's a great example. It's funny, because I was reading in today's issue of Marketing Sherpa about this very fact, and they also suggested that people *with* the bait piece, once the bait piece is given out, that you immediately work to convert that person to purchase something, and that the recency tied to that bait piece can make a huge difference in sales conversion. Have you experimented with that, as well?

**Bly:** Yeah, and generally I would say that that rule holds and I would agree with that.

**Serling:** Can you give me a couple examples of bait pieces that have worked real well for you, specific bait pieces that you've used?

**Bly:** I'll give you one example that's not for one of my clients, but directly from my own life.

I am a freelance copywriter. A year or two ago, one of my big clients – it was a software company that had changed its staff, and I wasn't writing copy for them any more – and I said, "Gee, I wouldn't mind having another software company as a client."

So I sent out an email to my list of my e-newsletter subscribers, and I basically said, "If you're a software marketer and you want to increase your response rates, call me or email me, and we'll send you a free audio cassette called, "10 Steps to Creating Successful Software Direct Mail", something I think you would appreciate because you used to have your own software company.

It was basically I had given a tele-seminar for SIIA (the Software and Information Industry Association), and I duplicated on an audio cassette the master of that tele-conference, which was sort of my deal with them to give it. I said, "I'll give this conference for your members and I won't share in any of the revenues, but I get the master and I can duplicate it."

So I just sent out that email, at no cost to me, because it's going out with my ezine. It wasn't a solo email. It was a one-paragraph offer in my e-newsletter. Within 48 hours, I had 200 people requesting the tape.

If you figure that sending a snail mail letter to a list of software companies would get a 1% response, I would have to send out 20,000 letters.

**Serling:** Absolutely, and it would take you weeks.

**Bly:** It would take me weeks, it would cost me \$15,000, \$16,000, and it would take weeks to send out and weeks to get the response. I had all the response at zero cost in 48

hours, because I just offered a bait piece. Again, I got 200 requests.

Now, if I send an email, which I didn't do, with a little paragraph in my e-newsletter that said, "Hey, I'm blatantly selling my services" – which you're really not supposed to do in a e-newsletter, which is perceived as helpful information – "I'm selling my services. Anybody want to hire me as a copywriter," how many answers do you think I would have gotten? I would have got a lot of them that said, "Why are you doing this in your newsletter? That's not why I subscribe."

**Serling:** Sure, absolutely. Well, that's a great example.

We're just about to the end of the time, and I really appreciate it. This has been great advice.

Can you tell people a little bit about how to get in touch with you and find out more about what you offer, Bob?

**Bly:** Well, I'll mention two things. My general website, of course, is [www.bly.com](http://www.bly.com). If you go there, you can sign up for my free e-newsletter, which is called "The Direct Response Letter", which is monthly and which announces anything I'm going to do. And one thing it will announce in the next month or two, I actually have an entire book I've written, Bob, on this bait-piece strategy.

**Serling:** Oh, fantastic!

**Bly:** It's called "The White Paper Marketing Handbook". And you know what a white paper is. A white paper is the 21st-century version of the bait piece. It's called "The White Paper Marketing Handbook". The subtitle is something like "How to Generate More Leads and Sales by Giving Away Free White Papers, CD's, Reports and other Contents", something like that, and it'll be published by Thompson Publishing in January.

**Serling:** Great. I'm looking forward to that myself. I also wanted to mention that Bob Bly's "Direct Response Letter" is a *fantastic* ezine. I probably subscribe to close to 50 ezines, because I really like to keep on what's going on, but there's



only four or five that I open and read from start to finish the minute I get them, and Bob's is one. And all of Bob's books – I'm probably one of the greatest librarians of your books, Bob. I've really enjoyed all of them.

**Bly:** My family thanks you.

**Serling:** Great. Again, Bob, thanks so much for your time today.

**Bly:** My pleasure.

## Hunter Boyle

### Building Goodwill and Your Business with Co-marketing

**Bob:** This is Bob Serling and today I'm talking with Hunter Boyle, Senior Business Development Manager at AWeber, a leading email and social media service provider.

A multichannel content marketer and optimization strategist, Hunter began building sites in 1996 and has led award-winning campaigns for clients such as Robert Wood Johnson Foundation, University of Pennsylvania and 1800Hotels. His work as a trainer, speaker and editor/blogger of Marketing Experiments Journal, Internet Marketing Report and What's Working in Sales Management has helped thousands of marketers improve their ROI. Outside the office, Hunter is an avid traveler, photographer, volunteer and craft beer lover.

Now AWeber is my favorite mailing list software service and I've been using them for probably close to 10 years, maybe even more now and I really love them. I'm really pleased to be able to speak with Hunter today, so welcome Hunter.

**Hunter:** Thanks very much Bob, it's a pleasure to talk with you.

**Bob:** Now in case any of my listeners have been living in the far corners of the earth and don't know about AWeber, can you give them a quick summary about what AWeber does and what your role is there?

**Hunter:** Yeah, absolutely. AWeber is an email marketing as well as social media service that helps mostly small to mid size businesses get email marketing delivered and get it done right in ways that help their business. It's a service that most people can use without expensive training, so it's really designed to help entrepreneurs, a lot of online publishers,

start ups and smaller businesses thrive in their email and social media marketing efforts. I joined AWeber just about a year ago and have been working on increasing our strategic partnerships, working on our content marketing projects and managing some of our affiliate marketing relationships.

**Bob:** Great. Since I do have so many small to medium size business owners who are reading this eBook, could you tell me what your favorite business strategy or tactic is that's working really well for either you or your clients right now?

**Hunter:** Absolutely Bob. I would say one of the biggest things that we found success with since I've been here is real efforts towards co-marketing. Co-marketing with an emphasis on content and really helping marketers overcome their individual challenges. So what I mean by that is, we are trying to work with our different partners and different customers to kind of shift the focus away from some of the tools and the features of the service, to more of the benefits and the results, which are the things that small business owners really care about the most anyway.

It's not easy when you look at tools and there are plenty of email service providers in the market who offer this and that, but what we really do with our co-marketing is we try and highlight ways that our service actually helps you grow your business. We have done a lot more in terms of success stories and trying to use things like webinars, video, our blog and really give our customers and our potential customers the kind of support to understand how what we do will really help them grow their business. That it's not just, you get this much of a service for this much per month or per year, but these are the kinds of things that email marketing and social media marketing combined can really help you do to build your business.

**Bob:** One of the forms of that co-marketing that I've seen you do recently that I especially like are case studies of users, how they're using AWeber and the results they're getting. I always appreciate that type of content and information. I think it really helps people see, number one, what's possible

and then number two, how to actually implement it in the real world.

**Hunter:** Absolutely and I couldn't agree more. I come from a journalism background and was a writer, an editor of Internet Marketing Report and Marketing Experiments Journal, which were very heavy on case studies. So we've grown our blogging content team here and we've really put an emphasis on highlighting those customers' successes. One great example of that would be the Social Media Examiner, Michael Stelzner's site [socialmediaexaminer.com](http://socialmediaexaminer.com). I've known Michael for a few years and he's been an AWeber customer, so it was great to come in and really see how he's grown that site.

As an AWeber customer, we had a beautiful story there about his success, the tactics that he used. He was very generous in sharing time with us, doing a video interview. We put together a great PDF that took some of the take away lessons from his new book launch, as well as some of the case studies from the site's growth and its email list growth, what he's been doing and how he's used AWeber. It was a very popular piece. I actually like to call it a "fun paper" rather than white paper, because...

**Bob:** That's great!

**Hunter:** It's a little more human and approachable. It had done really well for us when we rolled that out to our audience and we've been doing more of those since then. It's just a really great example of how we can take some of what we do with our customers and our audience and a lot of them like Copyblogger and Problogger are very well known. They've had great successes and used that to let other people know, "Hey if this is kind of the model that you're looking at with your site or your business, this is how you can take these ideas, use our systems, and grow them into an example like Social Media Examiner. I think it's the number two or three social site now behind Mashable. While not everyone is looking to build their own Social Media Examiner blog, we're doing those same types of case studies and the "fun papers"

with our other customers and other markets too. So it's really involved and we're doing a lot more of those.

**Bob:** That's great and I hope everybody really takes in that lesson, how content and really building relationships and nurturing relationships through what you call co-marketing is such an important tactic. Let's just shift gears a second from what benefits it delivers to your customers to AWeber itself. How well has that co-marketing worked for AWeber so far?

**Hunter:** It's been a very key part of what we're seeing in terms of our customer growth. So those different initiatives, obviously it takes a couple of extra steps in terms of analyzing a direct impact of the traffic and the downloads and the sharing and how those things translate into direct customer acquisition...

**Bob:** Sure.

**Hunter:** But using those numbers and having done that now for, and this is kind of a new development for us, having done that for several months, we're seeing good results and those are actually ones that tie in very well, as far as talking about relationships with the same kind of things we're doing on the integration side, right?

**Bob:** Right.

**Hunter:** So expanding our system so that other social tools, other CRM tools, other kinds of ecommerce tools that use open source API and extend the functionality of what we do, is falling into that similar vein, right? So when we use a system like ConnectedHQ.com who's developed an integration with us and we launched that and did a similar content marketing promotion, we see the number of customers using that service rise dramatically, right? We reach new audiences through our partnerships with them and those things help to boost our customer growth.

So it's kind of a cyclical process if you think about it. It's one that, again, we've talked about a couple of examples in case studies with customers, but it also works with our

affiliate networks. It also works with, again, some of the other software companies that are teaming up and integrating with us through our APIs. So it's lifting boats in a lot of different areas and bringing good ROI in terms of the customer growth as well as how our service expands.

**Bob:** Now that brings up an interesting point. When you're working with your strategic partners and your affiliates, are they allowed to use your content and distribute it as long as it's attributed to AWeber or is that something that you keep exclusive to AWeber?

**Hunter:** It depends on the case, but by and large we put most of our content out there for people to distribute. For example, a lot of the guides that we have, the "fun paper" for example that I was talking about, is widely available for people to download. We don't have a registration form for that one per se, but on the other hand we did a co-branded piece with my friends at Marketing Sherpa last year based on their survey. In addition to putting together a 39 page PDF, we also created our own five part autoresponder series to go with that. So those were items that people needed to register for and we added a bunch of new names to our list from that. That was another great campaign after where we can see the results and that one was one where we did use a registration form and lead-gen form. So there are different models for using this.

**Bob:** Sure.

**Hunter:** We're still exploring and testing different ones all the time.

**Bob:** That's great and that's probably a perfect point for us to wrap on since we're about at the end of our time. What I would like to do now, Hunter, is have you tell people a little bit more about how they can find out more about using AWeber for their business.

**Hunter:** Certainly. The best place for that would be our main site, AWeber.com. And then certainly our blog is updated frequently, a few times per week. We have a ton of

great content on that. Some of it we've talked about today, some more is certainly on the way. We've got a pretty full pipeline there, including our webinars, our videos, and our knowledge base. You can find out about the entire system and take a test drive with AWeber right from AWeber.com.

**Bob:** Great and I highly recommend it for anybody who wants to find out how to really get the most out of their mailing list and get better results. These tutorials and the content out there is just fantastic. So I strongly recommend that you take a look at that. Hunter I want to thank you so much for your time today, this has been really great.

**Hunter:** Likewise, thank you very much for having me Bob, I appreciate it. Great talking with you.

## John Carlton

### How to Leverage the Content You Deliver to Lock in Greater Sales

*PLEASE NOTE: Although the content in this interview is still useful, John no longer has his newsletter and has just his blog instead.*

**Bob Serling:** Today I'm talking with John Carlton. John is one of the most successful copywriters in the business today. If you've picked up a newspaper, magazine, read your mail or watched TV or been on the internet lately, you've seen one of John's ads or sales letters, whether you know it or not. That's how much in demand John is as a top-level copywriter, so I'm really pleased to be able to talk with John today. Welcome, John!

**John Carlton:** Hi Bob. How are you doing?

**Bob:** I'm great. Thanks so much for taking the time today.

**John:** I always enjoy talking with you, Bob.

**Bob:** Well, thanks. All right – here goes the big question of the day, John. What is your favorite marketing technique that's working really well for you and your clients right now?

**John:** I actually have to admit that you tipped me off as to what this question was going to be, so I thought about it for a couple of days. What I tell people is kind of interesting. There are two classic techniques. You know, I bill myself as a caveman marketer – one of the last of the classic guys who uses all the world's salesmanship in modern ways – and it's worked quite well for me.

But the old standby for any marketer getting into business, no matter what business you're working in, whether it's online or offline or whatever media you're using, is, of course – and Bob, you said yourself – to create a list and then sell to them.



That seems to be the basic thing. A lot of people seem to ignore that, no matter how simple it is.

But the kind of sub-corollary to that is another classic and very much ignored marketing tactic, which is providing excellent content.

I have been urging my clients who are online and who approach their list with sales pitches, either with the occasional email, with direct mail, with phone calls, with fax blasting, whatever – sometimes they lose sight of the fact that their list isn't just there to act as wallets for you.

There has to be a *quid pro quo*, which means that you, in a position of a go-to guy in your market, should be providing good information, and some of the best stuff you can do is to not continually beat up your list by selling to them all the time, but rather provide excellent content.

I do this myself with a blog and, of course, with my newsletter. I never sell *in* my newsletter. I will occasionally put a cover letter in with the newsletter, but it's a separate thing, and in that separate written piece in my newsletter, I will pitch things. I will tell people about a seminar, a product I have or whatever. I don't do it all the time.

So mostly when they receive the newsletter in the mail from me, they're getting pure content.

On my blog, I have done a few things where I've referred people to some seminars or I've talked about some products I've had, but the percentage is about 5% of the time I will pitch something, and a lot of times it's a passive pitch. It's not an active pitch. It's just kind of a mentioning that there's something for sale or there's some seminar they should consider going to.

Ninety-five percent of the stuff that I do on the blog is content. In other words, I'm just presenting information.

And almost no one online now is alone in their market. Last year there were a few people that could do almost

anything they wanted, because there wasn't very much competition. Those days are over.

If you're making money online right now, if you think you don't have any competition, you're just not paying attention. Every single market out there now, if it's not overcrowded right now, will be so soon.

Now this is bad only for people who don't understand world-class marketing. For the people who *do* understand it, it really doesn't much matter how crowded your marketplace is, because your goal is not necessarily to sell to the most people, but rather become the go-to guy in your market.

In other words, the kind of guy whose email gets opened first, because it doesn't matter how often you email, whether it's once a month or twice a week, that the recipient will go, "Oh, let's see what Joe has to say", because Joe always provides good content, good information, maybe makes your day a little brighter.

But what I said about what you should strive for in your copy and in creating hooks is you should be the one thing that your reader reads today that really gets his blood moving. You should be that bright spot, you should be that exciting moment, you should be something that helps him share in the lost excitement of his job or helps him feel like he's connected to a brotherhood or a club or some kind of select group of people that he's getting inside information or good information, or he's going to come away from your email or your letter or your ad or your fax broadcast better than he was before that fax came into his life.

If all you're doing is selling all the time, you're not doing that. He's going to start sighing when he sees your email name pop up. He's going to hold the letter than you mail him for a few seconds, wondering if he should open it, because he knows he's going to get pitched.

**Bob:** It's very interesting because there's two things. There used to be a great medical ezine that I read all the time, and I looked forward to it, and the guy must have bought some internet marketing guru's course, because all of a

sudden he started just selling and selling and selling, and in the most obnoxious way. After a while I stopped clicking, and then finally I just blew him out and unsubscribed, because like you said, it's almost like the insurance salesman calling you at 6:30, right in the middle of dinner. It's obnoxious after a while.

**John:** Or sometimes it's just obnoxious right off the bat.

What fools marketers is that if you have a large list – let's say your list is 50,000 or 100,000 names – and you decide that for whatever reason, you're just going to hammer the heck out of them and try to sell. There are marketers out there that are hitting people as much as twice a week with sales pitches.

Here's what's going to happen when you do that. You will start to see amazing increases in your income right away. But what you're doing is what we call "beating up the list". And while you are sucking money out of the list at first, at the same time you are diminishing the effects of your contact with that list with every single time that you send out a naked pitch.

So you can for a short time increase the amount of money dramatically that you take out of a list, but what you're doing is essentially closing down the mine. In fact, it's like strip mining. It's like, "Wow, this is really good", but then it's all gone. It's all over.

It's like clear forestation – clearing a forest. It's great – you've got wood for right now, but you just killed the deal that makes the wood in the first place, so you're not going to have anything down the line.

And it's amazing how resistant people are to this, and how they think it's something *new* – it's something they have to learn *new*, and usually that's not the case – if you're in the market and you know what you're doing, if people, at any point, turn to you as a consultant or as an expert, then you've got something to tell them. You've got something to say. It doesn't have to be a lot – it can be a paragraph, it can be a tip of the day, it can be a lot of things.

In certain markets, outside of the marketing thing where people are information based, it can be a pleasant type of thing. It can be something humorous. The better you know your market, the better you know the people on your list, the better you understand what they want or what they need or what they might like to have and don't yet know that they want it – it might be a joke of the day or something like that – but it's not constantly showing up selling.

So that would be my big tip, Bob.

**Bob:** Great. That's fantastic, John. I really appreciate you sharing that tip.

We have just a little bit left. Can you take a bit of time and tell people a little bit more about you and how they get in touch with you?

**John:** Well, I set up my blog as like a clearinghouse – it's kind of like a home page – I write a monthly newsletter, "The Marketing Rebel Rant", and I had so much stuff left over each month after writing it that it was going to be lost to posterity, so I started the blog as a kind of auxiliary to my newsletter, but it also became like a clearing place.

Anything you want to know about me or find out what's going on or whatever, just hop over to [www.john-carlton.com](http://www.john-carlton.com), which is my blog. I usually have a post. I try to post once or twice a week. The archives are up there.

The world is getting more and more interesting as we go along, as the web starts to inundate itself into our lives and take over our marketing focus and things, there are a lot of reasons to stay in touch with the people who are at the red-hot center of working on the web, and I like to think of myself as being one of those.

I pick up the phone and talk with the guys who are making the most money on the web all the time, and it's something very interesting to me, and the fact that I'm an old-style classic writer who has very easily kind of shifted over to the web has put me in kind of a unique situation.

A lot of guys have been making money on the web without having to try very hard, just because they've been unique or they haven't had any competition, and that, as I said, has changed, and now you're going to have to start earning your keep. You're going to have to start using the principles that other marketers and other media have had to use for a long time.

It's not brain surgery, but you do have to understand what's going on. I, myself, I've been in a lot of different markets and I've seen a lot of different technologies come and go.

So that would be my thing, Bob. If you want to see what's going on, check [www.john-carlton.com](http://www.john-carlton.com), and I've got links to other things about me, but mostly it's a free blog. You don't even have to sign up. You can leave your name, I believe, to be contacted with I post, but I post fairly regularly.

**Bob:** Great. Well good, thanks, John. I really appreciate you sharing your wisdom today.

**John:** Always good to talk to you, Bob.

## Robert Cialdini

### The Power of Influence

**Bob Serling:** This is Bob Serling with 10-Minute Business Success, and today I have the great pleasure to be talking with Dr. Robert Cialdini. Dr. Cialdini is Regents Professor Emeritus of Psychology and Marketing at Arizona State University. He spent his entire career researching the science of influence, earning him an international reputation as the seminal expert in the fields of persuasion, compliance and influence.

Dr. Cialdini is a New York Times best-selling author whose books Influence and Yes! have collectively sold over three million copies. He's the President of Influence at Work, which provides corporate programs worldwide, and I have to say as we lead into this, too, that I think influence is on my Top 2 list of all-time favorite marketing books. So with that, welcome, Bob!

**Robert Cialdini:** Well, thank you, Bob. I'm gratified to hear that.

**Bob:** I know that goes for many, many people I've spoken to. I don't know anybody who doesn't cite Influence, and Yes!, being the newer book, I'm sure that will join the list soon.

So my question for you today is there are many different what you call "weapons of influence", and if you were told that from now on, you could use only one of those weapons of influence, what would it be?

**Robert:** Well, you know, I think I'm going to answer that question a little differently than most of your interviewees in the past, and that is to say we have to consider what the circumstances are under which people are operating – the people we want to influence.

And right now, I think the state of the economy, the markets – they suggest that the people we're dealing with are uncertain about what to do, and when people are uncertain,

they freeze. They sit on the fence. They just don't want to move because they're just unsure of what they should do under those circumstances.

There are two principles of social influence that work very powerfully under these circumstances, when people are unsure.

The first is social proof, or what we can call "consensus" – the idea that people will follow the lead of those around them, especially those around them who are like them, who have similar circumstances or have a similar situation. I just saw an article in an academic journal from Beijing. That shows you the reach of this principle – the cross-cultural reach of it.

If restaurant owner put on the menu, "These are our most popular items", they immediately become twenty percent more popular.

**Bob:** That's a great example because I know that I've certainly been strongly influenced by that in restaurants, and I think everybody has.

**Robert:** Sure, and when you go into a restaurant, you're not quite sure what the best thing is there. Well, if you find out what the other people around you have been doing or are doing in that situation, it's a good choice to follow their lead, and that reduces uncertainty for people when they get information about what those around them are doing.

When people are unsure, they don't look inside themselves for answers. After all, all they see is that lack of confidence – that lack of certainty. They look outside, and one place they look is to the evidence of people like them.

So the implication is if we want to be successful in influencing others in our direction, we shouldn't just rely on our own persuasive powers. We should engage honestly the evidence that others just like these individuals we're trying to influence, that others *have* taken our advice, *have* purchased our products and services, *have* got onboard with our initiatives and so on.

That will often be more powerful than anything we can provide personally, but in this case, the influence comes from the side, rather than from the front, and it's dramatically more powerful as a consequence.

**Bob:** That's fantastic.

**Robert:** The other principle of influence that works especially well under the current set of circumstances that I think we're all confronting, and that is economic uncertainty and unpredictability, is the principle of authority. Remember I said that when people are unsure, they don't look inside themselves for answers, they look outside, and one place they look is to their peers – the people who have comparable circumstances and examine what those people are doing.

The other thing they do is to look to legitimately constituted authorities – true experts in the arena – because that's another way to reduce their uncertainty and allow them to get off the fence and take a step that is in everyone's best interest.

So another thing we can do, then, when we need to marshal the evidence in favor of our recommendation or proposal is identify those individuals, the true experts in the arena, who have gone on record supporting what it is that we are proposing, or what features our product or service has to offer.

If we can get that evidence – and the internet now allows us access to that kind of evidence like never before – that will once again bolster the power of the very same message that we present.

**Bob:** That's great. And if you don't mind, I think I can give an example that would be beneficial. I had a client who does video production for training videos, and he had a major success with a very large bank, so we used that success with that bank as the focus of his ad in a trade journal for the banking industry to generate a lot of business. He was a very small company, so it was kind of a David and Goliath story. The fact that one of the largest, most successful banks used



him was instrumental in getting these other large banks to take a look at him.

**Robert:** Right. So it's very important to honestly inform people of, first of all, the credentials of the people who are advocating our product, service or idea, but secondly, to be sure that we let them know about our own credentials before we ever try to influence them.

If we are expert in the area, it's vital to let people know about that background, that experience, that set of credentials that we do have. They're entitled to know that, they want to know that, and we would be fools of the influence process if we didn't honestly inform them of that expertise that we worked so hard to generate.

**Bob:** Great. Let me ask you one question I have related to both of these principles that I've never quite understood. Why does, in many cases, a celebrity endorsement work to sell products? There are aspects of both social proven authority, but it isn't really somebody you know or who is necessarily an expert, but it's their reputation, their fame.

**Robert:** Their fame. Just fame and some sort of positive feelings that you have about a celebrity. In this case, I would talk about a third principle of influence, and that's the principle of liking. We prefer to say yes to those people we like. Celebrities typically are individuals who have a favorable profile in the society of the culture, so because we *like* those individuals, we're more willing to pay attention to them and even follow their recommendation.

**Bob:** That's great. Well, I should have known that the expert would clear up my confusion on that.

We're just about out of time. My final question for you is how do people find out more about you and Influence at Work?

**Robert:** Well, Bob, I think the best way would be to go to our website. It's [www.influenceatwork.com](http://www.influenceatwork.com), and there would be evidence there about what we've done in the past, as well

as any books or tapes that people might want to make themselves available to.

**Bob:** That's great. Thank you so much for your time today. I know you're really busy, and I completely appreciate you taking the time to speak with me.

**Robert:** I enjoyed it.

## Steven Cox

### Seed, select and amplify

**Bob Serling:** Today I'm talking with Steven Cox, founder of TakeLessons.com. TakeLessons provides music and voice lessons nationwide to private students, schools, after-school programs, and corporate wellness centers. Not only do they sell music lessons through their own site, but they also have strategic partnerships with Best Buy, Child Time, Tutor Time, Montessori Unlimited, and many more.

Before founding TakeLessons, Steven was VP of Business Development at CollegeClub.com, one of the first social networking sites, and in the year 2000, it was the 38th largest site on the internet with over 8 million unique monthly visitors.

So with that track record, I'm very pleased to have Steven join us today. Welcome, Steven!

**Steven Cox:** Thanks, Bob, for having me. Appreciate it.

**Bob:** Well thank you. So let's get right to the business at hand. My question for you is what was your favorite business strategy or tactic that you used to build TakeLessons to the level it's at right now?

**Steven:** When we first started the business, Bob, we took a slightly different approach to what we were looking to accomplish. This is my third or fourth start-up and I'd kind of seen – and at that point in time when we first started up, the economy had dipped a little bit, and what we decided to do was instead of going directly to venture capital guys right out of the gate, we decided to structure the business in such a way that we could get the model off the ground, up and running, and prove out the validity of what we were doing first and foremost, really on our dime. And so we were with very little money able to come in, put a little bit of money in, a lot of sweat equity, and build this to a point to where we had validity into the model before we even tried to raise capital.

That did a couple things for us. First of all, it forced us to get really, really focused on providing value to customers. Second of all, it kept us pretty darn hungry because we knew that we didn't have a large amount of money just sitting there and we couldn't afford a lot of mistakes. So it really forced us to be very, very strategic in how we decided to run the business.

So right out of the gate, the very first thing when we launched the business and were kind of looking for validation in the marketplace, we had started the business, and it was TakeLessons, and it could be music lessons or sports lessons or Yoga lessons for that matter. What we very quickly identified was we had an idea that's called – I didn't invent this. We had pulled it from someplace else, but it's something that was still very valid for our business. It was a process called Seed, Select, Amplify.

And what basically means is plant a lot of seeds, then watch and see which ones start sprouting, select those and amplify all of your efforts towards the ones that are producing the results and let the others die off.

So we quickly, over a period of a year or a year and a half, looked at our marketplace, where we were able to attract customers as well as instructors, and kept continually focusing our efforts down. We went from 120 different categories really down to the top 20, 30 music lesson categories because that's where we were getting the most traction.

We let some customers go. We let some instructors go. But at the end of the day what it allowed us to do, Bob, is really focus our efforts and get a stronghold, and it's known as a beachhead position in some of those strategic books – a position that allowed us to start gaining traction in the marketplace.

**Bob:** I think that's really important what you said – that you have some type of strategic filter to help decide what is absolutely right for the path the company's on and what isn't. It's interesting because in talking with Tony Hsieh at Zappos, he said something very similar about when they decided to cut all drop shippers because it just didn't fit with their seed-

and-develop philosophy, the way you mention it. So I think that's really an important point that a lot of businesses may miss out on.

**Steven:** I agree with that, Bob. I try to surround myself with a lot of good entrepreneurs and try to learn from other people's mistakes as well, so I don't have to make all of them myself. But I've seen some companies where they just try to do so much, specifically even with limited capital, that their idea, although it's very big, it's very tough to see how you can pull it off, knowing that there's other people trying to eat your lunch every day.

So for us, that idea of focusing down on the true value that we're providing for customers, aligning that with the type of company that we want to be and the size of company that we want to be down the road, it allowed us to make some tough decisions that looking back in retrospect I can say were the right ones for our business.

**Bob:** So how long has TakeLessons been in business, and now by just focusing on music and voice lessons, how many instructors do you have nationwide?

**Steven:** We're still a very young company. We just celebrated our four-year anniversary, and in that time we've grown from teaching in one city – and by the way, we give actual physical local lessons. We don't give internet lessons, per se. They're actual lessons that happen one on one through kind of offline-type experience.

So when we first started out, we did testing here in San Diego – that's our home base – in one city. We kind of found the model, and now we teach in about 2,800 cities all throughout the U.S.

Again, we have also strategic relationships now with some larger companies that also allowed us to scale to that number as well.

**Bob:** Yeah, I think it's very exciting. In talking with you earlier, you mentioned your Best Buy deal – that you're going to be providing music lessons in every Best Buy location,

which is obviously going to be a very exciting development for you.

**Steven:** Sure. I'll kind of tell you a little bit about that deal. Best Buy has embarked on a path of selling musical instruments in their stores. They're currently located in 106 out of their 1,100 stores where they have these musical instrument departments, and they're a six to ten thousand square foot store-within-a-store-type areas where you can come in – eighty guitars on the wall, D.J. equipment, all kinds of great things – and inside of these are lesson rooms, and we'll be running the lesson programs for Best Buy.

One launch is here in just about two weeks. We're pretty excited about that. We've been working on that deal for about two years now, to get it in and ready for this kick-off, so we're pretty excited to be able to offer music to a group of people who are like, "Wow! I don't really know how to get started. I want to do it in a safe environment." And we feel like this partnership will really add a lot of value to their lives just from a holistic point of view.

**Bob:** That's a great model. So you talked about being in thousands of cities after testing and proving the model in San Diego. With thousands of cities, how many teachers do you have on staff these days?

**Steven:** You know, I have to look at the exact number, but it's thousands. It's several thousand that we're able to then take and manage through our software and our systems that we built. That's truly the benefit of our business – making it to where it's scalable across a large geographical area.

**Bob:** Well, it's just a brilliant model, to start with a number of different areas that you're going to offer lessons in, track that carefully, weed it down to the ones that are the most productive, and then scale that and roll it out nationwide. And to do what you've done and accomplish what you have in four years is just spectacular.

I thank you for sharing your story today and your wisdom. Can you tell people a little more about how they find out about TakeLessons?

**Steven:** Sure. Just visit our website. It's TakeLessons.com. Again, we have instructors all over the nation. We really encourage people to get involved in music. It's a wonderful thing. It's great for the five year old and the fifty year old. Everyone wants to play and *should* play. It's a great thing.

**Bob:** It is. And let me just add for anyone listening to this or reading the transcript, TakeLessons is a brilliant business model. The site is beautiful, simple and clean, and you'd do well to sign up and just follow what they're doing because it's a great ongoing business lesson.

So Steven, I thank you very much for your time today, and I wish you continued success!

**Steven:** Thank you very much, Bob. I really appreciate it.

## Keith Ferrazzi

### Who are the most important people for the success of your business?

**Bob Serling:** Today I'm talking with Keith Ferrazzi. Keith is the world's foremost expert on professional relationship development. His signature focus on success through relationships has fueled his own incredible rise to prominence and transformed the lives and careers of clients and readers worldwide.

Keith's first book, "Never Eat Alone", redefined professional networking, and his latest book, "Who's Got Your Back", is a #1 New York Times Best Seller, as well. Both Forbes and Inc. have called Keith one of the world's most connected individuals, so it's my pleasure to be able to connect with him today. Welcome, Keith!

**Keith Ferrazzi:** Thanks, Bob. I appreciate your having me today.

**Bob:** Well, it's my pleasure. So let's get right to the question, which is what is your favorite business strategy or tactic that's working really well for you or your clients right now?

**Keith:** Well, I think it's a pretty simple one, which is starting to interject the question "who?" into the strategic planning process.

Let me explain what I mean by that. So many companies focus so much time on trying to understand where they're going to go, how they're going to get there, what the specific goals and sub goals and what does that look like. Almost, not just infrequently but almost never, do they marry their strategic plan with a simple question: Who? Who are the most important people to the success in the growth of your organization?



So if I asked you the question, Bob, personally, "Who are the 100 most important people to your success?" it would be a very interesting question. You'd first start out by thinking about the constituencies. Certainly if you're looking at pure business, you might be thinking channel partners, you might be thinking about maybe some key employees, you might be thinking about some key clients and prospects, you might be thinking about the analysts, you might thinking about your brand reputation and therefore you might migrate to the media.

And then once you go to those categories, you start identifying specific companies, so you'd say well, there's Accenture, and then of course there's General Electric, and let's not forget Fortune Magazine, and once you get to that, a lot of companies stop, even if they've been as strategic as I've just suggested. They need to get to the next step.

I was just having a conversation this morning with a global telecommunications company that said, "Well, we have a great partnership with Accenture." I said, "No, you don't. You don't have a partnership with Accenture." They said, "Of course we do." "No, you don't." I said, "Tell me who on your side is really managing and making that happen." And I got a name. I said, "Really? Is that the person who's managing and making that happen and has their name at the top of it? Tell me the person who's really rolling up their sleeves and thinking about that particular venture." It was somebody two layers down from that individual.

I said, "Now tell me who they work with the most over at Accenture." It's not Bill Green. At some point it was an industry partner several layers lower than the people that they were thinking about, and I said "Listen. Accenture does not have a partnership with XYZ Telecom Company. Joe has a partnership with Jane, and that's what makes it work."

And so the idea of identifying the hundred most important people to your company is identifying who owns the strength of that relationship.

And how do we accelerate that relationship between those two individuals to the point where it's real, authentic

and loyal? Net promoter scores define whether or not an individual within an organization is ...

**Bob:** Can I interject and ask you a basic question about establishing and building these relationships? Because in my business we work with relationships but in a different way, which is finding joint venture and strategic marketing partners for companies. One of the biggest obstacles I run into is people's fear of connecting with others, that they're somehow going to be taken advantage of or worked around or something like that, and I find that to be a very basic obstacle.

**Keith:** It's so basic that it's engrained in the human DNA all the way back to our tribalism that if something is unknown to you – another person – then they're to be feared because they're not a part of our tribe, they're a part of someone else's. As a result, you react in a defensive manner.

The flip side of that is we are also hardwired to connect once we allow ourselves to connect. Once you're in my tribe, I actually can let my guard down and we can connect and we can serve and we can actually care.

Now those basic principles boil up into two basic values, which is that of intimacy and generosity, and to practice intimacy or the acceleration of intimacy, you need to be willing to be vulnerable, and that's what you're alluding to. You get to generosity, which is actually a very strong tactic to lead in the development of a new relationship, which is asking the question, whether literally or euphemistically, how can I help you?

**Bob:** Sure.

**Keith:** To get back to your point about being vulnerable, the answer is it's only through practice that people realize that by letting their guards down and connecting with another individual that they'll be rewarded. In some instances, of course, you've not been rewarded and somebody has used that information against you, perhaps.

But at this stage in our research, what we realize is that in actuality, vulnerability is an extraordinary powerful tool for your success. So what do I mean by that?

If I just said to you, "Hey, I was the youngest partner ever Deloitte and I was the youngest officer in a Fortune 500. I've had huge success. I've had two New York Times best-selling books, one of them number one. I go back and forth between my places in New York and L.A., pleased to meet you," you might instantly say, "What a jackass."

And if I said to you, on the other hand, "Hey, I grew up in Pittsburgh, my pop was a steelworker, my mom was a cleaning lady, we busted our butts to make ends meet, they got me into a great school which set a real ongoing standard for my success and yet it was tough – it was very tough because as I was growing up in Pittsburgh, Pennsylvania, in the downsize of the steel industry, I was getting ridiculed and made fun of by my classmates and it wasn't easy, and as a result I make a lot of decisions today out of insecurity and it's challenging for me."

Now that vulnerability in those two simple stories are true and authentic – both of them. But one of them allows you to connect with a character in a way that you don't in the other. You begin to empathize with one, and you don't in the other.

And we give – in our instructional design – we give individuals very simple tastes of success. We get them to experience intellectually and emotionally what it's like, in what we call simple missions, which we send them on, and those simple missions yield the kind of ongoing recognition that I can't behave in a different way, and it's through those simple missions that you change your belief system, which is what holds people back, which is what you were talking about.

That's probably a longer-winded answer than we had time for.

**Bob:** No, that's a great answer. It's really great. The overarching strategy is vulnerability, and vulnerability comes a step at a time, and that's wonderful.

**Keith:** The over-arching strategy is trust, right? What we've found out, and we run an institute – a research institute – with some of the most prestigious and successful researchers in psychology, anthropology, sociology, from some of the best schools, and it's called the Institute for Relational and Collaborative Sciences, and what we know is a lot more about the brain and a lot more about human behavior than you can possibly imagine, and with that we apply that into the professional world. We apply that to what leaders should do. We apply that to what sales people should do. We apply that to how do you build a partnership because what you do – and you've seen this fall apart as many times as you've seen it successful – it falls apart when two individuals choose not to connect, versus when two individuals choose to connect. The problem is most people don't realize it's a choice, and you just have to get in practice at making that choice.

**Bob:** Well, that's fantastic. We've got just a short bit of time left. Is there another quick tidbit you might be able to throw in that people can use?

**Keith:** The most important thing that we teach – we teach this is in something called the Relationship Masters Academy that you know, and that is that you're not going to change your behavior and mindsets for the long term until you get small doses of positive reinforcement and success. So it's not about what you now believe and understand, and certainly people can go read "Never Eat Alone" and "Who's Got Your Back", which I guess if I had to leave with anything, it would be this: Your willingness and capacity to trust others and accelerate relationship development has to do with practice. And if you don't have two or three people around you who really have your back, you can let your guard down with who will tell you the truth and you'll hear it and you'll tell them the truth – people that will really be generous and supportive of you – if you don't have two or three people – and as I say in our book, who have your back – then you are highly unlikely to be able to go out and do that with people that you need. And as a result, you'll probably *never* have the kind of success that you deserve in your life because you won't have the

loyalty and the trust with the relationships around you, and that would be a shame.

So the first step to having broad successful relationships that are strong you get from practice, so you might as well get some practice from people you can trust. Start with the people around you who have your back.

**Bob:** And that makes it a lot easier. This is really intriguing. We're just at the end of our time, so let me ask you one final thing. How do people find out more about you, Keith, and your courses and what you do?

**Keith:** We have a free blog and a newsletter that you can register for at [www.keithferrazzi.com](http://www.keithferrazzi.com), but more importantly, I think the opportunity to really get your practice in this happens in what we call RMA – our Relationship Masters Academy, which is an ongoing and very generous way to reward yourself with tools, the mindsets and the tastes of the kind of success you deserve.

**Bob:** Well, that's great. Thanks so much for your time. I know how busy you are and I really appreciate you taking the time to do this today.

**Keith:** Absolutely – my pleasure.

## Arielle Ford

### Relationship Building = Business Building

**Bob Serling:** Today I'm talking with Arielle Ford. For the past 25 years, Arielle has had a wide range of experience in almost every aspect of public relations and marketing. During that time her clients have included best-selling authors, including 11 authors who reached #1 on the New York Times best-seller list, world-class hotels, non-profit organizations and fundraisers, Fortune 500 companies, film and television celebrities, professional athletes, beauty pageants, even astronauts. So with that expansive range of experience, I'm really happy that Arielle has made time to share her wisdom today. So first of all, welcome, Arielle!

**Arielle Ford:** Thank you. How are you?

**Bob:** I'm doing great. Thanks so much for taking the time. Here's my question: With that range of experience, what's the key secret that you'd attribute much of your business success to?

**Arielle:** I would have to say it's about building relationships. Beyond having a lot of imagination and creativity and core skills in PR and marketing, I know that having built 25 years of friendships and relationships with my clients, with the media, with acquaintances is what's helped me land success after success because people who like you want to help you.

And the way to get people to like you is to not be predatory. When you go after them, when you start talking to them for the first time, do it from a point of view of, What can I do for *you*? What do *you* need today?

So for instance, when you're in public relations and you're picking up the phone and you're smiling and dialing and calling the media, of course I would pitch my clients, but I would never get off the phone before asking the media person, "Well, tell me what else you're working on. What are you on

deadline on? What's the one thing that you need right now that you don't have?" And if I can find a way to help them, to make their life a little easier, then I've made a friend for life.

**Bob:** That's absolutely fantastic, if you don't mind my interjecting.

**Arielle:** No, not at all.

**Bob:** I would be willing to bet that not one out of a thousand publicists does that or even thinks about that give and take and just being somebody who makes that media person's life a lot easier.

**Arielle:** And the other part of it is like when I would call people – say it was calling some big-shot somebody and I would get the assistant on the phone, I would engage the assistant. I would get to know them. "Well, what's your name? How long have you been working for Mr. Jones? What do you really like about it?" That sort of thing. And nobody does that with them, so of course they're going to remember me. And I would build rapport with the assistants.

Why? Because the assistant is the gatekeeper to the person I'm trying to reach. I want them to remember me. I want them to like me. I see how I can help them, and then I'm building bridges, and of course some day they're going to be promoted and they're going to be somewhere else.

So throughout my whole career, I've seen it as a way for me to make new friends every day, no matter who's on the phone.

So when people say to me, "Well, how did you get somebody on *Good Morning America*?" Well, if I looked at the producer I booked it with and I started to look, "Well, how long have I known this producer?" and I go back 13 years to when they were a production assistant on a local New York City news show, and then as they rose through the ranks, I stayed in touch with them until now, today, they're a senior producer at *Good Morning America*, and guess what? They like me! I've been their friend for 13 years.

So that's really been, I think, the key to my success – knowing how to make friends, being interested in other people, caring about other people, and willing to put myself out there to help somebody else.

Now, did I dream this up? Did I think, "Okay, this is how I'm going to do it"? No, I learned it from somebody else. I had a client early in my career and he was actually the manager of a famous person and every time he would call me, he would say to me, "Arielle, how are you today?" And I'd say, "Fine." And he'd say to me, "No, no, no, no – how are you *really*?" And I thought, "Wow, this guy really cares about me! What if I were like that with other people?" And it was really one of the greatest lessons I've ever gotten.

**Bob:** Wow, that's fantastic! So let me ask you, I think you just touched on it right here for a second. It's one thing when you're working with the media but when you're working with individuals, like people you meet at business conferences or other business owners who you're introduced to, how do you handle that situation without coming across as predatory?

**Arielle:** Well, it's the same thing, you know – get to connect with somebody as a human being before going for the jugular, saying, "Okay, this is what I need from you." It's really about, "Well, what are your other interests? I know you're the CEO of XYZ Company, but if time and money were no object, what would you be doing tomorrow morning? Try to find the connections.

Maybe their great passion in life is black and white photography. Well, I used to be a photographer. We could have a whole conversation about it, and then suddenly we're getting to be friends, and I haven't asked them for anything. I've probably asked them, "Well, is there something I can do for you today to make your day a little better?" And people are always just so shocked by that question.

Recently somebody gifted me with a psychic reading, which isn't something I do all that often, but they said, "Oh, this person's so good, I'm going to give you a reading with them." I had the reading – it wasn't all that interesting. But when it was over, I said to the guy, "Is there anything that I



can do for you?" And he was speechless. He said, "In my 30 years of doing readings, nobody's ever asked me that question."

**Bob:** Wow.

**Arielle:** I thought, "That's kind of crazy. I ask people that every day!" It's an exchange, you know. Even if it's just a friendly exchange, so what can I do for you?

**Bob:** That's amazing. And you know, it's very interesting because about three months ago I hired a new chief operations officer for my business, and it was based on exactly that. A year ago we had some interaction and he said, "Look, these are my skills." We didn't end up doing business together. He was representing a different company at that time, but he said, "These are my skills. If you ever need any advice on any of those areas, if I can help you in any way, I'd be happy to talk it through with you. Feel free to call me or email me any time."

That always stuck with me, and when I heard he had become available and I was looking to fill that position, he was absolutely the only person I thought of to contact. Fortunately, he was available and it worked out.

He was using, probably intuitively, a variation of exactly what you've recommended.

**Arielle:** Yeah, and I think part of it is where you're coming from. If you live in "It's an abundant universe – there's more than enough for me," then you can do that. You can be like that with people and be very win-win-win, but if you have a fear-based mindset, if you live in a kind of win-lose orientation, then that's what you're going to get and you're going to be a predatory kind of person. It may work for you to a certain degree, but you're going to miss out on all the cool people you could have had as friends.

**Bob:** That's a great point, too. Okay, we're just about to the end of our time. Any last thoughts or have we covered it all here?

**Arielle:** Yeah, Bob, what can I do for you?

**Bob:** Well, let me think about that and I promise I'll get back to you, but while we're on that, let me do a little something for you and the people reading this. How can they find out more about you and what you do?

**Arielle:** Well, there are a couple of different ways. I have two websites. One is [www.soulmatesecret.com](http://www.soulmatesecret.com), which is from my book, *The Soulmate Secret: Manifest the Love of Your Life with the Law of Attraction*.

The other site is [www.everythingyoushouldknow.com](http://www.everythingyoushouldknow.com), and that's all about everything you should know about publishing, publicity and building a platform, which is a 23-CD home study course on how to become a best-selling author.

So either one of those sites are the best ways to reach me, or you can find me on Facebook or Twitter.

**Bob:** Fantastic. Again, this has been really great. It's such a refreshing way to look at things, and I really appreciate your time.

**Arielle:** Thank you.

## Michel Fortin

### The Power of Viral Blogging

**Bob Serling:** Today I'm talking with Michel Fortin, one of the most successful copywriters in the business. Michel's track record speaks for itself. One of his recent sales letters sold a record breaking \$1,080,000 online *in one day*, and another letter for a totally product generated well over a million dollars in just three weeks. And I could give you dozens more examples of Michel's successes, but instead, I want to get right to his powerful advice, so welcome, Michel!

**Michel Fortin:** Thanks, Bob, and thank you for having me on this call.

**Bob:** Well, thanks so much for making yourself available. I know you're really busy. And I've got one question for you today, which is, "What is your favorite marketing technique that's working really well for you and your clients right now?"

**Michel:** Well, I'll tell you what my best marketing technique that has been that way for a while, and now it's no longer the same, and there's a reason why I'm going to tell you it this way.

The first thing that I did when I first started online is something that I actually didn't know about, which was to write a "report", which was really an e-book. I actually passed it around, and it was a glorified resume, if you will. It had ten strategies on how to build the marketing process in your company so you can create endless of new repeat and referral business. It was called the "Ten Commandments of Power Positioning", and I was doing that offline.

When I went online, I created a viral pdf e-book – an e-book in pdf format – and it's been downloaded several hundreds of thousands of times. And that was my biggest tactic – that I actually consulted clients on how to do that and they should do it themselves, because when I said "viral", and a lot of people may not necessarily understand what "viral" is,

is that people were passing it around, and it became so popular, it caused my business to grow and my mailing list to grow, and so on and so forth. It just grew like a computer virus. Really. It was passed around so much.

Now, that was the strategy that I really loved to do, and it got me some great, great results. Up until recently, I discovered a different way to do the same thing, but it's just changed a little bit because this process is now becoming the big buzz online. Everybody's heard or at least has some kind of notion of this new Web 2.0 that everybody's talking about, which is basically the blogosphere – blogging.

And so what I have done, and now what I consult my clients on doing, is to do the very same thing that they used to do before, which is create their e-books or free reports they have to pass around, but don't just distribute it in a pdf format. Do it through a blog.

That has been the most popular, the most effective method that I have found recently, and there are several reasons for that, and I don't have a lot of time to discuss all the wonderful benefits of it, but let me give you at least three.

**Bob:** Okay, great.

**Michel:** The three reasons why you should have a blog. Number one is it gets people to come back to your site. Offering a viral e-book is kind of cool. But the thing is, people read the e-book and it probably sits on some hard drive somewhere, gathering digital dust. When people come back to a blog, they're now exposed to your website, your brand, your position, your unique selling proposition and, of course, any kind of offer, promotion or email list that you want to put them on, because now you the ability to sell your list.

**Bob:** All right. This is a real important point, so I have one question for my own curiosity and for the listeners'. With the viral e-book, people pass it along a lot, and that's how it spreads. How do you get that same effect with your blog? How do you get that pass-along effect that makes it viral?

**Michel:** When you create your e-book, basically what you've done is you've put everything that you needed to do, everything that you want to put in your e-book, into a stand-alone pdf file, or any kind of stand-alone book that just passes it around. What you do is now you use a bit of a tease and pull. What you do is you use your blog to deliver all the content that needs to be delivered, but what you do is you put tiny little tidbits – probably excerpts, maybe an article or two, or maybe half of your book into a pdf file.

You get that to pass around, and you tell people, "Hey, would you like to read the rest?" Maybe in my case, for example, I have Ten Commandments of Power Positioning. Well, ten commandments really are ten chapters. I can give maybe one, two or three, and then I say, "Hey, would you like to read all ten of them? Seven more of these exciting marketing strategies? Well, guess what? Here's the link. Go back to my blog and then you can read it there."

And then when they come back to my blog, I ask them to get on the list, so whenever I pass that e-book around, I have probably a chance or so that people come back to my site, but when I tease them – when I give them just a *little* bit of information but I don't complete the thought, so to speak, I now attract them back to my blog. I attract them to read the rest of the book, in this case, and I invite them to get on my mailing list.

Number two of those three reasons is in a blog, you have a lot of hidden, behind-the-scenes technology that works in your favor. Blogs are regarded by search engines as fresh content, so therefore it's more relevant, and therefore it has more "oomph", I guess if you want to call it that, in ranking. So you get a lot more organic traffic as well.

But here's the thing. In the core of the blog, the programming element that makes a blog work – and for people who don't understand what a blog is, it's a web log, just a content-management system – but what happens is it pings directories and search engines every time a new post has been made.

So that means that every time your blog gets something, and even comments from people – that's the third element, so actually I'm going ahead of myself – but the third benefit is that people can actually add to your content. They add more fresh content. Why? Because it becomes interactive. It's not just some stand-alone e-book that people just pass around. You offer the opportunity for people to become interactive. It becomes almost like a little mini community. It germinates. It's like a virus, but within its own little place.

But here's the beauty. By adding more content, it adds more content for the search engines, more fodder for the search engines. It also creates more key-word-rich content, and it also creates that interactivity that causes people to come back more over and over again to read what more is going on. What new idea has Michel Fortin published? What new thing, what new tool, what new link, what new resources?

**Bob:** That's fantastic. Mike, I'm going to interrupt just one second, because I have another burning question. When people comment, do those comments ping the search engines as well?

**Michel:** Whenever you post, you have a process that pings the search engines by itself. When you use a blog, most blogs will have RSS Feed, and RSS Feed is the process by which it produces your content that makes it search-engine friendly. It's search-engine food. Most blogs will also have the same thing for comments.

Here's one of the best tools that I've used, and I've tested this like crazy – that the best blog software I've ever used was Word Press. Why? Because Word Press creates an RSS Feed for both posts *and* for comments. So yes, when people post comments, it also pings.

And here's another thing: Word Press also uses tons of these little plug ins, which are basically tiny little extra tools, and most of them are free, that you just upload to your blog and click once to activate it, and that's it. But here's one of them. One is a Google site map creator, and what it does is, on a regular basis – and you can actually determine the

interval that you wish – let's say it's either five minutes or every five days, it doesn't matter – but it creates a Google site map of your entire blog, and it pings Google, literally inviting it.

Just to give you a good example of the results, my wonderful wife and I, we created a blog on a very popular, very general, generic search term, and we did this on purpose to do this test. Within five days, we were number one in MSN and number three in Google. Within nine days, we were number one in Google.

**Bob:** That's wild.

**Michel:** That's wild. And now here's the key: What did it do towards the traffic? We went from less than 50 unique visitors a day until when we really, really hit Google big time, to up to 500 and 800 unique visitors a day. That's a *day*. And these are unique visitors. These are not hits.

And plus, if we have any kind of ads, any kind of offers or, more important, anything else, opportunities to build a list for your back end, which is what we really offer. That's where the money is.

**Bob:** Wow, that's fantastic! Well, we're just about to our ten minutes, and you've just packed us with information, Michel. I really appreciate it. I'd like to take a few seconds here for you to tell people a little bit more about how they can get in touch with you and find out more about what you do and what you offer.

**Michel:** Well, there are several things that I do, but I think the best way to actually give people an example of everything I've just given on this call is to tell them to go to my actual blog, [www.michelfortin.com](http://www.michelfortin.com). A lot of people say "Michel – people call you Michael. Why is it Michel?" Well, I'm French Canadian, but my nickname is Michael, so I don't mind if you call me Michael. But [www.michelfortin.com](http://www.michelfortin.com), and that will give you a list of all the resources that I offer, a lot of the services and products that I offer, but that would be the one that I would obviously tell everybody to go to see.

**Bob:** And people can see your blog in action there, just to get a real-life example of what you just talked about.

**Michel:** You got it.

**Bob:** Well, that's great. I really appreciate you taking the time today. This is fantastic information. I learned a lot for myself. So thank you again, very much.

**Michel:** My pleasure, Bob.



## David Garfinkel

### How to Profit with Teleseminars

**Bob Serling:** Today I'm talking with David Garfinkel, who's the founder of the World Copywriting Institute and publisher of the Word Copywriting Newsletter. David's a master copywriter and marketer, and I'm really pleased to have him with me today, so welcome, David!

**David Garfinkel:** Thanks, Bob. It's nice to be here.

**Bob:** Great. Well, I have one simple question for you, and that is, "What's your favorite marketing technique that's working really well for you and your clients right now?"

**David:** I would say by far it's using teleseminars to educate and then offer continuing education. And notice I didn't say using teleseminars to pitch products, because that doesn't work very well. At least it doesn't work well for me.

What I find is that I really like to teach, and if I'm able to set up a teleseminar where I offer people some valuable insight and an action tool template or a technique or a series of steps or something, and then from there I'm able to offer them the next step, which is to purchase a product that will educate them on more of the same, it works really well.

I can give you a couple of examples, both for one of my products and one of my joint venture partner's products. I'll start with Jim Edwards. He has a really great product called "Mini Site Creator," and we did a teleseminar to my list.

As you know, I'm sure, one of the biggest problems people who are doing internet marketing have is either finding a web designer that: (a) they can afford, (b) will listen, and (c) has any clue as to how to design a website that's actually going to produce sales. And Jim came up with a product which he had actually developed for his stepdaughter, who is working in his business, as a tutorial for her, and then he just expanded it.

Long story short, we got on the call. We had hundreds of people from my list, and people learned a lot. He had a great handout and great information, and a number of people bought the product, and, of course, since I was a joint venture partner, I got an affiliate commission from that.

**Bob:** Can I ask you one question to just clarify, because you made a great point – that you're going to educate people, primarily, then you'll offer them more, because you can never cover any topic completely in an hour, or even ten hours, so you want to give them the opportunity to get more. But on the point of not making it just a sales call, how important is that these days, especially with people feeling like they're just flooded with sales pitches?

**David:** Yeah, exactly, and that was my thought process as I came around to this – exactly what you're saying. And, you know, a lot of teleseminars are. I find those annoying, either to give and especially to listen to. I feel they're a waste of my time, and I value other people's time.

The fact is, if you really know your subject, or if the person you're interviewing really knows their subject, you're right – there's no way you can cover it in one hour or ten hours. You can give multi-day seminars on very minute aspects of a topic that you know well, because, after all, how many years has it taken you to learn it? Not just to learn it, but if you've learned it from your own experience, if you've learned it from scratch, you spend an equal amount of time trying out and discarding ways that *don't* work.

It's not necessarily that you're going to share with people all the things that don't work, but there's a tremendous amount of time in learning how to do something that actually creates a result.

So you can give people – if you're good at condensing and organizing material – you can give them a lot in an hour or an hour and a half, but you sure can't give them the whole story.

**Bob:** Great. Now, since we're almost half-way through our ten minutes, I do want to ask you a quick question. It may be a bit of a diversion. But is there a simple formula that you

recommend people use for setting up the content of their teleseminars?

**David:** Yeah, and strangely enough, it's not all that different from the way I would suggest someone put a sales letter together. Basically, you start with the biggest problem that people have in regard to your topic, and then you go to describing the whole context of the situation, the various aspects of it, the distinctions you've come up with, the frame you're going to look at it in, and then from there you go about talking about the steps you take to solve the problem, while giving some examples.

Then, of course, by the end you say, "Now, that's only one small piece of the pie, because here are some of the other problems you're going to run up against, that I've run up against in the process of learning this, and that's how I put together this product, and I have a special offer for you."

Another thing that's real interesting, Bob, is that you can take a different angle on the same product. For example, I've recently had a lot of success working with Dr. Harlan Kilstein, who's a copywriter who is mentoring a lot of beginning copywriters on how to get their careers going.

You know, when you and I started out copywriting – and actually, you were one of my great teachers and you started out before I did – but when you and I started out, there weren't nearly as many copywriters. Now there's a flood of them, maybe not all that good, but you can go to the job boards, guru.com or elance, and there are people that will do work at a very discounted price.

**Bob:** Yeah, tens of thousands of them, actually.

**David:** Tens of thousands, yeah. So what Harlan is teaching his mentoring clients is how to rise above that, and I had a particular product that would not only help them rise above that, but save time while we were doing it.

So we did a teleseminar, and it was a limited offer, and then we shut down the page and closed it off, and people kept clamoring and clamoring at him, so he just put up a – get this

– an mp3 of the teleseminar on the web, and we made some more sales. And then I realized I was shortchanging my list because I'd never even offered this product to my list, so I did that last week and sold some more.

That was a very different angle. When I created the product, it was not for people who were trying to rise above the elance and guru.com level as copywriters, but he saw that as a different angle and a different opportunity.

And that's one thing you can do in a teleseminar, perhaps even more effectively and more meaningfully than you can just with text on a webpage.

**Bob:** That's a great point. You know, I have one other question for you. I noticed that in both the examples you gave, it was with at least two people doing the presentation. One was you and Jim Edwards. The other was you and Harlan Kilstein. Do you prefer to do your teleseminars with multiple? And the other half is do you ever do one that's just you presenting material alone?

**David:** I prefer to do it with another person, because I really like it to be a conversation. I know there are some people who do very well, particularly Tom Antion and Alex Mendosian, and they have lecture-style teleseminars. I prefer an interactive conversation with another person, and I think I do almost all my teleseminars that way.

**Bob:** Okay, great. You know, that's a lot of material in these ten minutes that we've had, and I really appreciate it.

I'd like to take just a few seconds in the wrap-up here, David, for you to tell people a little bit more about you and let them know how they can get in touch with you and find out more about your services.

**David:** Sure. The best thing anyone can do is to sign up for my newsletter, the World Copywriting Newsletter. It's free. Oddly enough, there's a free teleseminar I did with Terry Lonier on 11 Copywriting Secrets. The web address for that is [www.copynewsletter.com](http://www.copynewsletter.com), and there's a free download or a free online streaming audio of this one-hour teleseminar that

Terry actually charged her members on her working solo site money for. I don't know how much. But it's free.

Most of my newsletter is text at this point, although I have done a little bit of podcasting, little short teleseminars via audio, like this call that we're doing. You can also check out my blog at [www.worldcopyblog.com](http://www.worldcopyblog.com) where you can get tons of free helpful articles about Copywriting.

**Bob:** Very good. And I would recommend everybody check out David's newsletter and subscribe to it, because it's a tremendous resource.

So, David, thank you very much for your ten minutes of brilliance and wisdom. I truly appreciate it.

**David:** Well, thank you, Bob, and it was fun. It's always nice to talk to you.

## Cameron Herold

### Three Easy Steps for Generating Tons of Free Publicity

**Bob Serling:** Today I'm talking with Cameron Herold, founder of BackPocket COO. While COO at 1-800-GotJunk?, Cameron helped guide the company to \$126 million in sales and earned the designation as the #2 best company to work for in all of Canada. He's built multiple companies from zero to between \$64 million and \$126 million in sales, and he's taught two Entrepreneurial Masters Programs at MIT in Boston. So welcome, Cameron!

**Cameron Herold:** Hi Bob. Thanks for having me.

**Bob:** Well, thank you for taking the time today. So let me hit with you with the one question I have for you, which is: What is your favorite business strategy or tactic that's working really well for you or your clients right now?

**Cameron:** This is actually one that I've been using now for about 23 years, and it's generating free publicity. It's actually not sitting and waiting for the media to contact you to put you in a newspaper or a magazine, but I figured out a method about 23 years ago when I was running a small house-painting business, and it's worked for both me and my clients for a number of years.

At one point when I was the Chief Operating Officer for 1-800-GotJunk?, we built an in-house PR team and hired six people who had never worked in the press, and we landed just over 5,000 media stories for our company in six years, and I've helped companies all over the world do that.

**Bob:** That's amazing. I'm sure people would like to hear that. Why don't you lay the details out?

**Cameron:** Sure. The first thing that we realized is that every morning every journalist wakes up in North America wondering, "What the heck am I going to write about today?"

The editors wake up at the same time and they sit down with a big stack of press releases and they read through the press releases.

What we realized was if we phoned the journalists or if we phoned the TV camera people and talked to them over the telephone, we could inspire them with some angle that we had for a story and usually get them to write it or definitely consider writing it.

Meanwhile, everyone else in North America was sending emails and press releases to these editors, who were sitting down with stacks of five hundred people they were going to say no to all morning.

So the first thing we realized was *phoning* the journalists because they're sitting at their desks wondering what to do and everyone else was emailing and sending off press releases. So we came up with three easy steps to generate free press.

The first one is what we call "know your angle". If you think about any story that you have, there's a caption that comes up at the top of the newspaper article or a caption at the top of a magazine article. That's really your angle.

So come up with three or four different angles about your company. It could be the entrepreneurial story of you getting fired from your job and starting a company, or a husband and wife team starting a business, or an African American who overcame the odds and started a business. Whatever your entrepreneur story is, that's one angle.

You could have an angle about your product or service that you sell and create a story around that. But think of it from the reader's perspective – why do they care?

The second tip is know your target. Step number one is know your angle. Step number two is know your target. Your target audience and the target media outlet makes money by selling advertising. The way that they sell advertising is by having great content, by having great stories or great news coverage for their shows. So you're helping the media outlet.

You're helping to give them great content. Don't think of it as you asking them to write about you or hoping that they'll write about you. Every day they wake up needing to have good content.

But before you pitch them, learn a little bit about the magazine or newspaper. Learn a little bit about the journalists who typically write the story that you're pitching. Some people, with the Wall Street Journal as an example, write about mergers and acquisitions. Well, they're not going to write the entrepreneurial story. Or if they write about the oil and gas industry, they're not going to write about the entrepreneurial story.

So look for the writers and journalists, look for the online bloggers, look for the people in the media who write about the types of angles that you have and pitch them accordingly, and, remember that you're doing them a favor.

**Bob:** You know, if we could back step just a second, in doing that and identifying the right people – in order to do the first step successfully of identifying the best angle or the best story, does it help to review the previous columns they've written and see how they like to structure their story angles?

**Cameron:** Yeah, you can take a look at how they structure their story angles, but again, remember what you're doing is you're giving an angle to a writer. What most people working with the media tend to do, or what most entrepreneurs try to do is they try to write up a story and send it off to them. That's kind of insulting to a writer. At least from my experience, the writers want to write.

So what you want to do with your angle is maybe come up with five or six key supporting bullet points that make that angle come alive, and a lot of the writers will write around those angles.

**Bob:** That's great, fantastic. Sorry for the interruption.

**Cameron:** No, that was good. So know your angles, number one. Know your target is number two. Then step number three is where most people, especially in today's era



of email, are really missing an opportunity, and that's pick up the phone.

Picking up the phone has always worked. No one is phoning these writers. No one is phoning the journalists. No one is phoning these TV camera people. No one's phoning bloggers. Meanwhile, they all have phone numbers and they're all readily accessible.

So you can use databases like Media Atlas or Cision, or you can just use good old Google or Bing and look up the contact information of the journalists that way, then pick up the phone and call them.

I've also landed some great photo stories about companies, just big photo shoot opportunities, by phoning the photographers. You think about a photographer sitting in the newsroom, waiting to be assigned to go out and take a photograph. The only person that ever phones them is their mother. They look at the phone and the phone's going to ring, they're going to answer it, and guess what?

Now you're talking to the person and you can actually explain what your angle is and why it's a great photo op or a great cover story, and they're going to go to the editor and say, "Hey, I've got a great cover story photo." The editor's going to say, "Great shoot it because I'm too busy sitting here with a stack of press releases that I have to say no to all morning.

**Bob:** That's great. So you're really helping them out by creating something that is going to be a project for them that they're going to get paid for.

**Cameron:** Absolutely. And this is what really struck me. I thought back to kind of grade ten and grade eleven when I was doing English classes, and a teacher would say to me, "Write a story. You've got thirty minutes. Write a story." And I'd sit there at my desk and think, "Well, write a story about what?" I needed something. Give me *something*. Tell me to write a story about a pen and I'll write a story about a pen.

Well, that's what the writer has to do every single morning when they're sitting at their desk waiting to be inspired. So phone them and inspire them.

The other thing that happens is when you phone someone, your voice, the inflection, your energy level, it resonates with that person. It doesn't resonate when you send an email.

**Bob:** That's right. And like you said earlier, they're getting five hundred, six hundred emails a day, five hundred, six hundred press releases, some by mail, some by email, and those are the stacks you have to compete with, whereas if you give them a phone call, you have almost nothing to compete with.

**Cameron:** Right, and the other part you just touched on, Bob, is the stacks of those press releases and newswires tend to go to the editor or the news desk, so the reality is if you're phoning that person who's saying no constantly, it's almost like trying to sell something to them.

If you're going to sell to somebody who's in the condition of saying no all morning, chances are he's going to say no to you as well. But if you phone the person sitting at their desk who's not yet saying no, he's sitting in idea mode trying to come up with something to write about, and you open with this one pitch – and this is the opening line I've used every time I've pitched the media – "Hey, do you have a couple minutes? I think I have a good story for you." They're always going to say one of two things – either "Yes, go ahead" or "No, I'm on a deadline."

If they say no, I'm on a deadline, just say, "That's okay. Do you mind if I call you tomorrow or Thursday?" Treat it like a sales call.

**Bob:** Fantastic. Well, that's great advice, and that three-step formula is exceptional, and I really thank you for sharing it.

So let me shift gears a bit and ask you to give a little more information about what you do with BackPocket COO and how people can get in touch with you.

**Cameron:** Sure, thank you. BackPocket COO is the company I created about three years ago to help entrepreneurial companies around the world grow their businesses, grow their systems, grow their cultures, and PR is one of the areas that I help companies grow with.

So I've created a few different methods for helping them grow. I do speaking events globally to entrepreneurial audiences. The second thing that I do is I actually coach and mentor CEO's of companies. And the third thing is I have a series of DVD's that can be purchased off of my website, and the website address is [www.backpocketcoo.com](http://www.backpocketcoo.com).

**Bob:** Well, great. I know I've personally seen your material and benefitted from it, and it's exceptional. I really recommend that people take the time to go check it out, and I give it my highest recommendation.

Again, I thank you very much for taking the time today, Cameron.

**Cameron:** Thanks, Bob. I appreciate you having me.

## Tony Hsieh

### The "inner game" of building a billion dollar brand

**Bob Serling:** Today I'm talking with Tony Hsieh, CEO of [www.Zappos.com](http://www.Zappos.com). Zappos has gone from \$1.6 million in sales in the year 2000 to over \$1 billion in sales today. At a recent tour of Zappos' facilities in Henderson, Nevada, I discovered that the secret to their success is simple. They offer incomparable customer service, coupled with a company culture that truly values all customers, employees and vendors. And this culture has resulted in Zappos' recently being named to Fortune Magazine's 100 Best Companies to Work For. So welcome, Tony, and congratulations on achieving those milestones.

**Tony Hsieh:** Thanks for having me.

**Bob:** So what I'd like to ask you about today is the "inner game" of doing business. Zappos is clearly not your ordinary company, and during the time you've been in business, you've been faced with some tough decisions that helped you get where you are. Just the decision to sell shoes online when you first started nearly ten years ago was practically unheard of.

So when you make that kind of decision and some doubts naturally arise, how do you deal with that little voice in your head that says, "Whoa, maybe you're taking on too much this time?"

**Tony:** I think it ultimately just comes down to making sure that you have a vision for the company that's beyond just profits or money or being number one in the market, and for us, our vision has definitely evolved over the years.

About five years ago we made the decision that we really wanted our brand to be about the very best customer service. So I think once you know what the vision is and it's communicated to everyone, then decision making actually becomes a lot easier. Because it's just about if it's a step

towards the vision or not, and if it is a step, then usually it's the right decision.

**Bob:** That makes great sense, and on a logical level it makes perfect sense. I'm curious to dig just a little deeper to the emotional level. I'll give you a couple examples of decisions I know you guys made.

I think it was around 2002 you decided that drop shipping and working with companies that did drop shipping didn't really support your core vision and company goals, so you decided to eliminate drop shippers, and I believe you lost about twenty-five percent of your business in making that decision.

So logically what you said makes great sense, but when you see a drop off like that, do doubts arise, and if they do, emotionally how do you deal with that?

**Tony:** That decision was actually in 2003 when we made the decision to be about customer service, and I would agree with you. It was probably about the hardest of any of these decisions that we've had to make in the company's history – hardest being because of that twenty-five percent drop in revenue in the short term. But it was an easy decision in that we knew that we would never be able to build up our brand to be about customer service if we didn't control the entire customer experience, which includes the fulfillment of it.

So it's one of those things where I think just deep in our gut we knew it was the right thing to do. So when we decided to turn off our drop-ship revenue, we kind of just held our breath, but we committed to it. And I think once you commit to do something, then everyone – not just myself – ends up coming up with more creative solutions to make sure that it works.

**Bob:** Excellent. So were there ever any dark moments where you went, "Whoa, maybe this was a mistake" when you began to see that business drop off, or does just that commitment to it keep you on track and guide you through it?

**Tony:** I think once you commit to it and really commit to it, then there's no real turning back. Fred (Mossler) here likes to tell the story of the Spanish explorer Cortez, who when he sailed to Vera Cruz to conquer the Aztecs, what he did when he got off the ship is he ended up burning all the ships. And all of his soldiers were like, "Why'd you burn the ships?" And he said, "This way, we have no choice but to succeed." So I think we kind of take that mentality sometimes.

**Bob:** So you burn the ship! That's a great analogy.

Let me shift gears a bit and tell you about an experience my COO had right after I got back from the Zappos tour a couple weeks ago. I told him about the Culture Book and that he should order it. This was on a Monday, around 2:00 or 3:00 in the afternoon. He ordered the Culture Book and a pair of shoes at 2:00 or 3:00 in the afternoon on Monday. They were delivered to his home the next day, Tuesday, at 11:00 a.m.

Now, he's in northern California, and your shipping facility is in Kentucky, so how the heck did you manage to get a shipment delivered that quickly?

**Tony:** Well, it's a lot of things, but it goes back to really having that vision about being about the very best customer experience, so a lot of decisions come out of that. Our warehouse was originally not in Kentucky, but we decided to move it there because then it would be right next to the UPS hub there. And the other decision we made related to that was to run our warehouse 24/7, which actually isn't the most efficient way to run a warehouse but it gets the orders out to the customers as quickly as possible.

Because we do that and because we're next to the UPS hub, we're able to time it so that even with orders that show up late, we can get them out to UPS and then they slide over to the final destination. That just goes back to are we doing something that will put us one step closer towards our vision.

Now, overnight shipping is definitely very expensive, and we weren't always able to do that. We're at the scale now that we are able to but at least in our minds we knew that was a goal we wanted to eventually get to.

So when we first started, we would do surprise upgrades to three-day shipping for people, and then once we got to a certain scale and we could afford it, then we did surprise upgrades to two-day, and then eventually we got to the overnight.

But I think if we didn't have that vision in mind, then we never would have started going down that path in the first place.

**Bob:** That's fantastic. I want to just wrap up and tell anyone who's never been to [www.Zappos.com](http://www.Zappos.com) for the shopping experience, they should definitely go. But what I'm most excited about and I'd like you to tell people a little bit more about is [www.Zapposinsights.com](http://www.Zapposinsights.com), which is a new site you're developing to share your business model and teach other companies to operate the way Zappos does. Can you talk a little bit more about that?

**Tony:** Sure. So we're located in Las Vegas – or our headquarters are in Las Vegas – so we offer tours to the public Monday through Thursday. If anyone wants to take a tour, just go to the website, [tours.zappos.com](http://tours.zappos.com), and you can sign up right there.

And what we've done was as we offered more and more tours, companies like Southwest Airlines or Lego, for example, would ask if they could spend a full day with us or sometimes two days with us where they would talk to our HR Department or talk to our training team for a couple hours, for example.

And then as we did that, we also found out there are a lot of companies – especially smaller ones and entrepreneurs just starting out – that couldn't afford to make the trip to Las Vegas. So we decided to launch Zapposinsights.com, and it's basically a video subscription service where any question can be asked, so they can ask the exact same questions that companies that are here are asking.

So, for example, if they want to know what our interview questions are or how we score them, then we'll get our head of recruiting to answer the questions on video, and then that's available to all the subscribers of that service.

One of our core values is about being open and honest, so we are very transparent and we try to share as much as possible. Our vision over the years has extended beyond just making customers happy to making employees happy, and really the thing that ties all of it together is it's about making the world a happier place – delivering happiness to the world.

So that was what led to the Zappos Insights division, because really by sharing how we do something, then companies can take what works for them and is appropriate for their company. Then we develop stronger cultures and make their employees happier or customers happier, and it's really about expanding the purpose of the company beyond just Zappos.

**Bob:** That's great. I know I personally experienced it firsthand from the tour and from what we took back and applied to my business, so I want to thank you for that, and I also want to thank you very much for doing the interview today.

**Tony:** Sure thing.



## John Jantsch

### Simple Ways to Create a Flood of Referrals for Your Business

**Bob Serling:** Today I'm talking with John Jantsch. John is a marketing coach, author and award-winning blogger. His "Duct Tape Marketing" blog was chosen as the "Forbes Magazine" favorite for small business and was twice named the best small-business-marketing blog by the readers of Marketing Sherpa.

I'm really pleased to be able to speak with John today. Welcome, John!

**John Jantsch:** Thanks, Bob.

**Bob:** So here's the question of the day for you, John. "What is your favorite marketing technique that's working really well for you and your clients right now?"

**John:** Bob, you introduced me with a couple high-tech sort of accolades – blogs and things – and I must admit, I still tend to lean towards an old, pretty low-tech marketing approach, and that is systematically generating referrals.

I have worked with thousands of small business owners, and when I used to speak to groups, I would always ask them, "How did you build your business to this point? How have you gotten to here?" And almost 100% of the time, it was, "Well, you know, I did a little work for somebody, and then they told their cousin Louie, and he needed me, too, and the next thing you know, they told somebody else, and they told somebody else, and I pretty much built my business by word of mouth."

So then I always follow up with a second question, "What do you do to systematically make sure that you take advantage of that fully?" "Well, nothing, really. It just kinda happens."

So in terms of working with my clients and in my business, setting up a systematic approach to generating referrals consistently with every single client, and even with strategic partnerships and going out and sort of proactively creating referral generating machines is absolutely my favorite.

**Bob:** Great. Can you give a couple specific examples of techniques? Let's start with working with clients. What are some of the things you recommend?

**John:** Well, you know, the one that has absolutely never failed me, and it's probably the easiest one of all, and that is really to make the generation of referrals or the creating of referrals an expectation – part of the deal.

In other words, when you have that meeting with the client to set the ground rules of how you're going to work and what you're going to do, that you literally introduce the idea of, "Hey, Bob, I know in this engagement, you are going to be so thrilled with the results that we've promised to get you, that at the end of 90 days, part of your job is you're going to generate or you're going to provide us with three referrals."

And it's amazing that when you set that expectation of how often people will just say, "Okay, sure." If you think about it, what a great marketing positioning. You're essentially guaranteeing that they're going to be thrilled.

**Bob:** So you're priming the pump *before* you get the results, rather than the typical approach of either doing nothing or waiting until you get the results to ask for something.

**John:** Yeah. My dad used to say that most of life is about meeting or exceeding expectations, and I think when you make that part of an expectation it's... when you come back *after* the fact, it's almost like you're changing the rules. "Okay, now we did this. By the way, will you do that?" If you make that part of the deal, you'll have far fewer issues when it comes time to make that happen.

**Bob:** Great. You had mentioned the other side of it, that you like to do it in partnerships and working with other companies.

**John:** Yeah, in a lot of cases, your clients, of course, are best suited to refer you in some cases, because, after all, they have fared and experienced your brilliance, right? But in a lot of cases, they really can't be as motivated, or maybe they just don't know as many people or many business that could be referred to you.

Another business, for example, that has as their clients your same target market can be highly motivated, and in many cases can maybe have hundreds of potential clients or referrals to turn over.

Right out of the chute, I'll give you my favorite, and it has to do with some public speaking and presenting and doing workshops, and that could be on the phone. There could be various ways in which you present them. But the strategy is – and a lot of people are familiar with that strategy of setting up and hosting workshops – what I like to do is to go to two people, two businesses, that I know also serve my clients, say a bank and an accounting firm, in my example.

I go to the accounting firm and say, "Hey, I want to put on this value-added seminar. No charge. It would be a great service for your clients." A lot of times they'll think, "Okay, that's not a bad thing for us to do. John's an expert. People will want to hear that."

But then what I'll also do is then go to the accounting firm and say the same thing, and they say, again, "Okay, that would be great." But what I'm able to now do is say, "Hey bank, and hey accounting firm, I'm actually going to have both of you inviting clients." All of a sudden, the bank and the accounting firm are sitting there thinking, "Hey, wait a minute. Not only is this a value-added for our clients, but this is also a great way for us to cross-pollinate and meet some new potential clients." They're *way* more motivated.

**Bob:** That's a great point, and I want to underscore that. So what you're saying is not only are you asking them to do a

favor, and you're giving them value by making them look good to their clients, but you're also giving them an opportunity then and there to potentially get more clients for themselves.

**John:** Exactly. Now they're not only thinking, "Okay, we're going to maybe do a better job in serving our *existing* clients, but we may meet some *new* ones." So it's great. They're highly motivated, and they do all the work. Typically you just show up and put on a very valuable workshop, from which, of course, you are probably going to generate some business.

**Bob:** And I just wanted to clarify one other point for the listeners. When you talk about going out to these partners, your business is as a marketing consultant and marketing coach.

**John:** In that example, absolutely.

**Bob:** So you're not going to direct competitors. You're going to companies that work with the type of clients that you'd like to have.

**John:** You bet. And in a lot of cases, part of their motivation can just be, "Hey, look, we know John and we know Bob, and we can introduce them to our clients, and that actually adds value to *our* relationship with them, if we can bring them someone who can really help them." So I call it the win-win-win seminar, because everybody wins.

**Bob:** Very much so. So when you work with clients, you mentioned that some clients clearly built their business that way, but they don't do anything systematically. How do you take somebody, whether it's a client or anybody listening, how do you change that mindset a bit so they start doing it on a consistent basis?

**John:** You know, the one thing that I've done, and again, there are eight or ten steps, when I'm working with a client, that we might implement, but one of the things I have found that can be very basic, very simple – part of the reason they don't do it is there's no easy way for them to do it.

So one of the things I do with most of my clients is I have them develop what I call the "perfect introduction", and that just be a sheet of paper. In most cases, that's all it is. And what it says on this piece of paper is, "How would you know my ideal client if you spotted him?" It literally lists who I'm looking for.

If I'm coming to you, Bob, and say, "Hey, I want you to refer to me," this sheet would say, "Here is my ideal client. Here is how I'm different. Here's what I have to offer of value. These are the exact words that you might use to introduce me to the referral source." And lastly, "Here's what I'm going to do with this." In other words, if I'm going to call 47 times during dinner and hound them, say that. Or if I have a very professional approach in which I'm going to present information to them, give them something of value, give them an opportunity to learn more about me, spell out your program.

And I have found that just having that kind of simple piece of paper does a couple things. First off, it shows the referral source that you've got your act together, that you do have a professional approach. But the other thing it does is it just makes it very easy for you, the business owner, to teach people how to refer you. I think that's probably the first step towards a systematic approach.

**Bob:** Yeah, and as the business owner, it probably takes the pressure off you, feeling that you have to call this person out of the blue, as well, because most people would much rather communicate in a letter like that than make the call and feel like they're on the hook.

**John:** The one complaint that I sometimes hear from business owners when I talk about referrals is, "Yeah, I get referrals, but half of them are no good. Or they're not people I work with. Or they don't have money." Whatever it is. Part of it is because you just don't educate people on what *does* make a good referral. Who *are* you trying to work with?

**Bob:** Absolutely, and your method is so simple. You did such a great job of that. Well, that's terrific. This has been a great ten minutes. I'd like to take the bit of time we have left

to have you tell people a little bit more about you and how they can get in touch with you.

**John:** My company is actually called "Duct Tape Marketing", but Duct Tape Marketing is about eight things. It's a free newsletter people can subscribe to. It's certainly a website, just like the name sounds: [www.ducttapemarketing.com](http://www.ducttapemarketing.com). But then it is actually a kind of a turn-key, almost curriculum-based small-business marketing system that I have created. Again, people can find out all about that at ducttapemarketing as well.

I'll also toss out there that since we've been talking about referrals, I actually have created a complete program just on referrals called "Referral Flood", and that again can be found at ducttapemarketing or it can be found at [www.referralflood.com](http://www.referralflood.com). If anybody listening heard some things that piqued their interest, we just touched the tip of the iceberg here on referrals.

**Bob:** Great. Let me add to that clients of mine who've used your referral program swear by it. They really like it, too. I suggest people check it out.

Well, John, it's been a wonderful ten minutes. I thank you very much for your time.

**John:** You bet, Bob.

## Frank Kern

### The "Inner Game" of Generating \$23 Million in 24 Hours

**Bob Serling:** Today I'm talking with Frank Kern, one of the most successful marketing strategists I know. Frank is probably best known for the product launches he engineered that brought in more than \$23 million in sales in an elapsed period of just 24 hours, and he's also very well known for the highly successful product launch he recently ran for the Tony Robbins organization. So welcome, Frank!

**Frank Kern:** Thanks, Bob! It's good to be here.

**Bob:** Because I know a bit more about you than with some of the other people I've interviewed for this series, I want to deviate from the normal question and ask you about how you handled the inner game of dealing with these big projects. So when you do a \$23 million series of launches or when you're brought in and to do a project for an organization as big as Tony Robbins' and you're working with Tony directly, what kind of mindset does it take to work at that level and not necessarily feel intimidated about it?

**Frank:** Well, it takes a significant amount of confidence in your ability to deliver results, and I think where someone would become intimidated is they would have the conversation in their mind, like, "Oh my gosh, this person and their company is huge and I'm just a single person, or whatever. I'm so intimidated by their mass grandeur!" A lot of that's very valid.

Huge industries or organizations, celebrities like the Robbins Company, for example, got to where they are as a direct result of very, very hard and intelligent work, but most importantly, by bringing a significant amount of value to their marketplace. But what they *didn't* do was sit around for the past ten years obsessively being a student of direct response and internet marketing.

So it's important to realize that while your clients are in their own right very, very impressive and business savvy, that doesn't mean that they have the same skill sets as you, and if they did, they wouldn't be talking to you in the first place, right?

So really, it all boils down to confidence in your ability to deliver results to those clients and the deep-rooted and sincere desire to absolutely do what's best for your clients and really help them and help their business as well.

**Bob:** Right, so that makes great sense and that's great advice. What about when you were first starting out, like the first really big client that you worked with? How did the mindset come into play then? You had your own successes with your own business under your belt, but not necessarily the track record you have with these bigger companies, so how did the mindset work at that level?

**Frank:** The first big client I ever had was a New York Times best-selling author, and I helped him sell a product that provided dating advice for single men. That in itself was funny because I'd been married about ten years and was married with two children at the time of meeting this person, and my approach to it was significantly different than my approach today because I was new. I had run several successful campaigns for myself, certainly nothing of the blockbuster nature that I was fortunate enough to be involved with in the past few years.

So my approach to that client was, "You know, I think this will probably work, and if you've got a little faith and you're willing to go out on a limb with me and do what I advise you to do, based on historical performance of other people in your industry and other campaigns that have happened before, which I didn't necessarily like personally, I think we've got a pretty good chance of getting this started with this thing."

I simply asked for a percentage of the increase in revenue that I brought, and I found that a very up front and transparent, honest, sincere approach to the client worked really, really well. It was about a 45-minute conversation. He said, "You know what? You seem like a straight shooter. It



makes sense on a logical level. I don't see why this wouldn't work. Let's go for it." And it was off to the races.

I think a lot of times people make a much bigger deal out of it than is necessary. Clients, no matter who they are, are just people like us – just people with the same concerns that you or I would have. If you can go in and help them and make their lives easier, make them happier, it makes their customers happier, and make them money in the process of doing that, there's really no need for anxiety or for any sort of sales jujitsu, so to speak.

**Bob:** Yes, that's an absolute truth. It's a great point, because I know when I started my software company and we were at a big trade convention for the online learning industry, one of the companies we approached was IBM. We went, "Oh my gosh, it's IBM. We're this little three-person company."

But, it turned out that the solution we had was exactly what they were looking for. We just wanted to set an appointment to talk with them a week or so after the show because we knew they were busy and they were there to present, but then the VP of Sales for a major division of IBM said, "Wow, that's exactly what we need for this client," and he named a major bank. He said, "It's the piece that's missing that's been preventing us from closing the deal. Can we have lunch today?"

"Of course we can!" was our response.

It's like you said, these are people who are looking for solutions, and if you've got the right solution, you can approach just about anybody.

**Frank:** Yeah, and the worst thing that's gonna happen is they're going to say, "No, thanks, I'm not interested." It's not like they're going to attack you with a framing hammer. It's not like there's really anything to lose, and I've always found that complete transparency is very effective.

When I first started working with Tony, I said, "Listen, I've gotta tell you, I've been a student and fan of yours since the

early 1990's, and I'm kind of freaking out here that we're working together, so kind of bear with me if I get a little nervous sometimes. This is kind of a little surreal." And that went over very well. Why try to hide what's truly going on?

I think it's a great approach to be transparent and up front with your clients as possible. And at the end of the day it always boils down to your ability to help them, and if you're sincere in that and you're sincere in your desire to genuinely provide value to people, then I think you're one in a million, really, and therefore have a very easy time getting clients and really doing whatever you want.

**Bob:** What a unique approach to doing business – be honest, be up front, present what you can do and be clear about it. It's actually a fantastic formula. I know it's worked extremely well for you and it's almost shocking in a sense that just being straightforward and honest works so much better than all the convoluted processes that many companies and many consultants go through at times.

So I really want to thank you for taking the time to share this, and I also want to ask you how people can find out more about you and what you do.

**Frank:** Well, they can go to my website, which is [www.frankkern.com](http://www.frankkern.com). There are links on that site, all kinds of free content I give away about internet marketing and customer getting and so forth, and I think that would be a pretty good place to start.

**Bob:** Okay, great. Frank, again, I really appreciate it. I think that this inner game and the mindset of doing business successfully is such an overlooked component, and I appreciate the great contribution you made.

**Frank:** Thanks, Bob.

## Mike Koenigs

### How to Make \$10,000 in One Hour with Low-Cost Videos

**Bob Serling:** Today I have the pleasure to be talking with Mike Koenigs, co-founder of Traffic Geyser.

Traffic Geyser is a marketing software platform that gets businesses top rankings in the search engines, more traffic and qualified leads, and ultimately more customers. So welcome, Mike!

**Mike Koenigs:** Hey, thanks for having me, Bob.

**Bob:** Alright, let's jump right in. My question for you is: What is your favorite business strategy or tactic that's working really well for you or your clients right now?

**Mike:** Well, I always have a lot of them, but this is one that actually made me \$10,000 with less than five minutes worth of work, and it's something that anyone can do. It's leveraging going to live events and seminars.

**Bob:** Well, great. I'd love to hear about that.

**Mike:** Okay. Here's basically what happens. I'll go to a live event, one that I'm speaking at, for example, and this is one where I won't be selling at it because that would be a different deal. What I'll do is bring along two special reports, like a white paper that I write, and one of them that I have is "How to Create a Perfect Offer". It's essentially – you know, I've studied all the internet marketing people like you and Frank Kern and all these other guys about how to create a great opt-in page – a lead page for capturing leads. Of course, everyone wants to know how to do that better.

And what I'll do is while I'm networking – and I might attend breakfasts, or just people asking who are you and what do you have, I'll say, "Yeah, I'd love to give you this free white

paper", and they'll give me their business card. And I'll promise them that I'm going to follow up later.

So what I do when I get back to my office is grab all the business cards, put them in my rolodex – I basically just scan them in – and I make a generic video. But it really feels like it's coming from me to them, and it says, "Hey, this is Mike. I want to follow up after the event, XYZ. I know we chatted a little bit about two things that I know you expressed a lot of interest in. One of them was generating traffic and the other one was how to sell and create continuity programs online," and in this case these are two big things.

**Bob:** Okay, great.

**Mike:** So at the end of the video, I give them two places to go that are essentially sales pages.

So what I did is I sent out this email to the people I've spoken to, with the video, and literally within less than ten minutes, one of them signed up for a \$4,000 combined package.

**Bob:** Wow!

**Mike:** And within the next hour, that business day, I made over \$10,000 in sales.

So it literally was just coming back and coming up with this personal video that was, in fact, not even unique to each individual. Now, if you really wanted to make this super cool, if you had enough sales at stake, I'd actually address it to them personally.

**Bob:** Right.

**Mike:** But I actually just saved that video and use the same video with everyone. I recorded it with QuickTime, the software that's built into the computer, and attached it to the email. So it really felt personal, and I sent a unique email to each person. That's the only thing that I did, but literally, I just pre-wrote the email, copied, pasted, attached the file, and hit send. I did it basically ten times, and like I said, I made

\$10,000 with what amounted to – it was barely a three-minute video.

**Bob:** That's great. So basically what you do is through this offer of the white paper, either from the stage when you're speaking, and you have the event planner's permission to give away this free item, or through your networking with the audience members during the event, you collect close to 100% of the attendees' contact information through that method. Is that correct?

**Mike:** Yup, yup. It's super, super easy. And you know, I've never had it fail. It's one of those things that work consistently. But I haven't been using that video angle until recently.

**Bob:** Right. And then the second step – the way I see it there are three steps – the second step is you promise to contact them about the topic you spoke about, so you know they're interested in it.

**Mike:** Yup.

**Bob:** And then you do contact them, but what makes it unique is that you create a special video as opposed to just sending them an email or sending them to a web page that's generic and everybody gets. And the video looks very tailored to them because it's dealing specifically with the topics you promised to follow up with them on.

**Mike:** Yup, that's exactly right, and what's great about is I follow up immediately, the day after. And I'll give you one other little tip. If you're an iPhone user, and I know there are lots of them out there, there's a utility that's called Card Snap. It allows you to just take your article and take a picture of the business card, and it actually adds it – you know, they do a form of OCR – it adds it to your contact database. I don't even have to enter any cards any more.

**Bob:** Wow, that really makes it simple.

**Mike:** When I'm on the plane, I'm just going snap, snap, snap. I can get through about 50 cards in no time.

Immediately they're added to my database and I'm ready to mail out to them.

**Bob:** That's fantastic. So elapsed time, from the time that you collected the contact information to the time you're able to get this video to them, how long was that?

**Mike:** It was less than 24 hours.

**Bob:** I think that's really important. It's like you said – most speakers promise to follow up, but never do. In fact, most businesses promise to follow up and never follow up with people. So when you follow up immediately, you set yourself head and shoulders above everybody else.

**Mike:** Absolutely. I think that's the most critical thing. I had a friend once who talked about the value of the lead, and the reality is that when a lead comes in, the value decreases within five minutes. It's like half as hot. So if you do it within 24 hours, you are smoking and you stand out head and shoulders. I mean, most people are dependent upon big, complex systems to follow up. Here I have a little cheap phone, snap, snap, snap, make that video on a webcam. There's no fancy equipment here. You could do it with a flip camera, attach it to that email, follow up, and boom.

**Bob:** Yep, and in this case, if I recall correctly from our talk before the call, you did this just with a webcam very quickly in order to be able to get out to those people right away. So the quality of the content is far more important than the quality of the video itself.

**Mike:** Absolutely. I use cheap equipment on purpose because I actually had my high-end camera with me. But I wanted to use this as proof later on and be able to tell the story because that's basically how I generate income – by proving that what I do works and making it accessible to anyone.

**Bob:** Right. You know, this model could easily be extrapolated and applied to other circumstances. It could be applied to leads that you gather at a trade show, leads that you gather simply by posting a press release giving away your

white paper, or any number of ways to generate those leads. The important part is that once you have those leads, you follow up immediately and you take advantage of the immense power of video to do your follow up.

**Mike:** Absolutely. In fact, I would even go so far as to say that if you're selling a big-ticket item, why not just follow up with a customized video the same way? I know a speaker who does this, and he actually pre-made videos for different people's first names. He found, you know, the top one hundred names. He made a hundred little thank-you videos that go out. That's a little more complex, but people are like, "Holy cow! This never happens!" They never get this type of treatment.

**Bob:** Exactly. But we can break that complexity down because it's really just the introduction where you're using their name that has to be customized. The rest of the content is all the same for everybody, so even that is easy to create a little video factory and knock those out very quickly. So a hundred people – I'd imagine you could do that in no more than two hours.

**Mike:** Yup, that's exactly right.

**Bob:** Well, that's fantastic. Mike, I really want to thank you for sharing this tip. It's exceptional. Can you give me a little more information about Traffic Geyser and how people can find out more about it?

**Mike:** Sure. Well, I always use my own tools to sell my own tools, and the way we get people interested is we give away some really great content. So all you need to do is just go to [www.trafficgeyser.com](http://www.trafficgeyser.com), and you can sign up on the lead page. I give away four videos. I actually give away a lot more than that – we always over deliver – but one of them is on one of my most powerful video marketing strategies. Another one has the four key questions you need to answer to communicate to any personality type. And then there's another one on a camera guide so you know what camera to buy and where to buy it, and also another one on equipment guides. These are the four things, the four objections that people always have about what they need in order to use

video. So they're absolutely free, and you can check them out.

Then from there you'll learn a little bit more about Traffic Geyser and what it will do for you. The bottom line is it's a great way to broadcast your message to the entire connected planet, capture leads and follow up with them and completely automate your online and social media marketing.

**Bob:** Well, that's great. Mike, again, thanks so much for your time today, and it's been great talking with you.

**Mike:** You got it, Bob. Thanks.



## Paul Lemberg

### How to Create a Dynamic Business Strategy

**Bob Serling:** Today I'm talking with Paul Lemberg. Paul is the president and co-founder of Quantum Growth Coaching and author of the forthcoming book, "Unreasonable: How to Succeed in Business by Standing Conventional Wisdom on its Head". He is also the best strategic thinker I've ever met. Some of Paul's recognizable clients include Sysco Systems, Adobe, American Scandia Life, IBM, J. P. Morgan, Lexus Nexus, and more than I have time to list here. So we're in for a great ten minutes today with Paul, and welcome, Paul!

**Paul Lemberg:** Hey Bob, how are you?

**Bob:** Very good. Thanks so much for doing this.

**Paul:** My pleasure.

**Bob:** My question for you is, "What are some of the most common mistakes business owners make in developing a business strategy, and what can they do to correct those?"

**Paul:** Bob, there's one that stands out more than any other, which is that the mistakes that people make when crafting their strategy is that they think that the environment is static. In other words, they're going to build this big grand strategy and work out all the details, and then craft the tactics and then the game plan for it, and that the market's not going to do anything. Frankly, that's just nuts.

Napoleon said it 200 years ago. Napoleon said that no battle plan survives first contact with the enemy.

And that's how I think about strategy, which is that you're going to look at your marketplace and then you're going to do something, and as soon as you start to execute, the market's going to respond, because the mistake that people make is forgetting that the market is not only dynamic, but it's reactive, and that it's always changing, and every aspect of it is changing.

So your prospects are going to react to what you do in change and their tastes are going to change. They're also going to be affected by what your competitors do. Your competitors are going to see what you do and react to it. Perhaps governments or any kind of regulatory body might react to something that you do. You know, even the weather is changing! Even the available resources are changing.

So every aspect of your market is dynamic, and the very concept of planning a long-term strategy that has along with it a long-term game plan and a very set, focused pattern of tactics that you're going to execute, thinking that the market's not going to change while you do it, frankly, I just think is nuts.

**Bob:** Then how do you overcome that? How do you develop a game plan that will work over a period of time, but is also flexible enough to allow you to take all those circumstances into consideration?

**Paul:** First of all, it has to do with being focused on the big picture. In other words, what's the vision? What are you trying to accomplish long term, and what's your purpose for accomplishing it?

When people set their goals for their business, if they have very specific, highly structured outcomes that they're trying to accomplish, they're likely to fail, whereas if there's an overall purpose, either in their personal financial picture or right at large in the world, that purpose can be achieved in a variety of different ways.

So the strategy – my definition of strategy is how you position your scarce resources to get the maximum gain – and the key issue there is the positioning of your scarce resources. What the results are going to look like, that's going to change from time to time.

If your goal is broad, which is that you're trying to achieve a certain amount of money, if you're trying to dominate a market, you're trying to move a product into a geography – there's all sorts of things that you might be trying to accomplish – those things can be accomplished in a variety of different ways.

Being married to very specific goals, looking a very specific way, and *getting* it in a very specific way – in other words, we're going to drop 5,000 direct mail pieces, and then we're going to be at these 16 trade shows, and our speeches are going to convey the following message, and having very specific kinds of maneuvers and not being flexible to see how the market responds to what you do, that's just nuts, and it's guaranteed to fail.

**Bob:** So you're better off saying, "Here are some ideas of how I'll carry out my strategy – direct mail or trade shows or whatever – and now I'm going to *test* these to see which works best", and put more of your scarce resources into those that *are* working, kill the ones that aren't, and look for more opportunities?

**Paul:** Precisely. As you know, I do a lot of strategic meetings with my clients. It's one of the things that we do here at Quantum. We conduct these three-day strategy sessions where we look at the opportunity available to that business, and then decide how the business wants to go about gaining that opportunity. And then we look at tactics which are likely to accomplish those goals. And then we start for a game plan.

But the game plan is *not* a 12-month game plan. The game plan is a three-month game plan, because all the game plan can be is what are our next series of actions? Look, you take those actions, and then you measure the results.

In marketing terms, it's always test and measure. When I think of it from a strategic standpoint, it's positioning my resources and turning them loose. So we're going to execute a certain suite of tactics, and then we're going to look at the results, and how well did we do, and what changed in the results? What can we do better? How can we optimize our costs and how can we get more clients out of it, and so on?

So, it's execute a series of tactics, see what the results were, and then optimize, which might mean discarding things. It might be tweaking them. It might be doing simply more of them.

**Bob:** You now, let me throw in a common example that I hear with my clients that might help clarify this just a little more for people, too, because what you've said is great. Frequently, clients call me and say, "We want to establish a big internet marketing presence. We want to become internet marketers." And I'll say, "Why? Your goal should be to be an *effective* marketer. Now, if that's a combination of online, offline and publicity, or if it's just one, we won't know 'til we test."

**Paul:** But my question that I always ask people, so if the hypothetical client comes to me and says they want to get their internet marketing working, my question is always, "What are you trying to accomplish?" Because frankly, being an internet marketer is not the kind of strategic goal that I want to engage in. Having a business that generates \$10 million in net profits, that's more interesting to me. Right?

**Bob:** Exactly.

**Paul:** So saying the issue is not that I want to get better at using a particular tactic. The issue is I want to get better at distributing my product to the market and doing it profitably. So we might use internet marketing as part of that marketing mix, but that's never the kind of goal, and that's exactly what we're talking about.

**Bob:** Great. We have just a couple minutes left. What is another key point that businesses might want to think about when they're developing an effective strategy?

**Paul:** Another major mistake they make in looking at strategy is what I call "probability versus possibility", which is that they limit their strategic options to what they already know they can do with certainty, rather than looking at a range of possibilities that they might be able to execute if they could only figure out how. That broadens your range of options of dramatically.

People say, "I met someone on the plane yesterday whose business is in Japan. He lives in Japan." Why does he live in Japan? Because he wants to. When he decided to move there, he didn't know anything about Japan. He still doesn't

He speaks Japanese, but he said, "You know what? I'm an expert in direct sales." He's a marketing guy for direct sales companies, and he just moved himself over there. Why? Because he thought of it and wanted to do it!

When you're crafting strategy for your business, strategy is how you execute your business in surface of your major goals.

So it's not a question of what do you know how to do for certain. Strategy's not about looking good or being right. Strategy's about getting the maximum results, and if you limit yourself to what you already know how to do, you're never likely to generate big breakthroughs.

The things that you know how to do are probably already incorporated into your business results. So by definition, they mean that you can get incremental results, but you're unlikely to get breakthrough results.

**Bob:** That is a *huge* statement you just made, and I hope people get that, that most of what you know you're already doing, and if you just think in terms of what you know, the growth you can have is going to be small, compared to being flexible and open and looking for new and any and *all* opportunities.

**Paul:** People ask the question, "How do I generate breakthroughs?" I'm asked this question all the time, "How do I generate breakthroughs?" And the answer is always, "Look at the things you don't know." And that's hard for people to do, right? You don't know what you don't know.

But that's where the breakthroughs are. Everything that you know is already incorporated into your business, which may not be bad. You can have a multiple-million-dollar business with a 25% pre-tax basis on what you know. But now if you want a 10X growth in that, that's *not* going to be based on what you know. It's based on what you don't know, which is why I say look at what's possible in your realm. Look at what's possible in your environment.

**Bob:** Great. Well, we've just kind of hit our ten-minute mark, and you've covered a tremendous amount in a short

time, so I thank you, Paul. I want to take a minute for you to tell people what you're doing now and how they can get in touch with you.

**Paul:** Okay. As you mentioned, I'm president of a company called Quantum Growth Coaching, and we've developed the world's first completely system-based approach to growing businesses rapidly. We call it "More Profits and More Life", and our goal is that entrepreneurs get to double their businesses while enjoying their life even more than they already have.

You can reach me at our website, which is <http://www.paulleberg.com>. That's probably the easiest way to get me.

**Bob:** Great. And the people who are interested either in getting that type of coaching or in acquiring a franchise to be able to do that themselves can contact you. Is that correct?

**Paul:** Yes. And let me give you a phone number, as well. It's our main office number. It's 858-951-3055.

**Bob:** Great. Well, Paul, again, I want to thank you very much for sharing your wisdom today. It's been really illuminating, as it always is when I talk with you.

**Paul:** Well, thanks, Bob. Thanks for having me. Appreciate it.

**Bob:** My pleasure.

## Clayton Makepeace

### How to Increase Your Credibility and Sales with Advertorials

**Bob Serling:** Today I'm talking with Clayton Makepeace. Clayton is a copywriter and marketing consultant with 33 years of experience. Probably the best way to sum up Clayton's expertise is to tell you that his copy and marketing advice has sold over one billion dollars' worth of products for his clients, and today he's going to share his expertise with you. So welcome, Clayton!

**Clayton Makepeace:** Thanks, Bob.

**Bob:** I have one question and one question only for you, and that is, "What is your favorite marketing technique that's working really well for you and your clients right now?"

**Clayton:** I think the advertorial is really the best marketing technique out there right now. At a time when the marketplace is full of people making outrageous claims, especially on the internet, offering a report that brings value to prospects' lives and offering that report for free, either through the mail or on the internet, is a great way to engage prospects on a very credible level.

Whether you're selling a newsletter on investment or on health, or a supplement product or anything else, offering a report that gives people practical tools that they can use to achieve their goals, or more specifically, to alleviate a fear, to assuage a frustration, or to fulfill a desire, will get them reading and will get them on your side.

We've been using advertorials in the financial newsletter and health newsletter promotion industry for years now, and have found that instead of going to prospects with an obvious pitch and becoming one more of the hundreds of pitchmen that approach them every day in various media, approaching them as an advocate and a friend with help to offer, and then providing that help prior to asking for a sale, gets the prospect

on our side, increases readership, attention-getting power and response for a promotion.

And so the advertorial is really, I think, the most powerful technique out there right now.

**Bob:** Great. Can I ask you to elaborate a little on the structure of an advertorial, both from a copy standpoint and a design standpoint?

**Clayton:** Sure. Well, design, of course, depends on what medium you're using, but as far as the copy is concerned, an advertorial, actually, how would you say it – a torialadver, because it starts by engaging the prospect on something he's already interested in, and it feels more like a report than it does like a promotion.

In a promotion, for example, let's say your product is something that lowers blood pressure. You might start out with a big headline that says, "Amazing little-known substance lowers blood pressure 20 points in 30 days or less". That comes across as feeling like promotion, like you're about to sell me that substance.

But if, instead, the promotion begins, "America's number one heart health advisor reveals three ways (or 7 ways or whatever) to lower your blood pressure without drugs" and then goes into actually revealing that information, giving them in the report – the value-added material – the actual advice, the names of the substances, telling them that they can buy them in any health food store or whatever, so that the person can just take the report and apply the principles that are given them in the report, to bring value to their lives, to benefit in some way.

By doing that, several things happen. First of all, the prospect is not on guard. He's not saying, "Oh, this guy's trying to sell me something, and therefore I'm going to be skeptical now." He's going *with* you as you're trying to help him do something that he already wants to do.

The second thing that happens is that because he's engaged, he's going to read more of your copy.



Third, by presenting this information, you're proving your qualifications to him, and you're proving the quality of any additional information or any additional products you might offer him later on, and so it becomes a proof elements of sorts. You basically don't have to tell him (although I still would), you don't have to give him a million testimonials that what you say works, or expect your prospect to take it from total strangers that this guy knows what he's talking about. The person is actually experiencing that expertise in the article.

Typically, an advertorial then, a half or two-thirds of the way through, after you've delivered this value, you've made this person thankful to you, you've made a friend out of him because you've provided this value – then you offer to give him even more value through a free gift that expands on the subject at hand and gives him a complete program, for example, for lowering blood pressure.

And then from there, you simply say, "And I want to send it to you free. Here's how to get your free copy.

And then you introduce, finally, in the back third or so of your advertorial, the product that you're actually selling.

It's stealth advertising, and it's stealth marketing, but it's very ethical, because you are providing value at every step of the way.

**Bob:** You know, I'd like to add something, because it sounds disarmingly simple and it is, but I've got clients who are using advertorials to sell \$30,000 to \$40,000 consulting programs. Another is selling a very high-priced insurance program.

I recently used an advertorial to sell a high-priced marketing seminar on information products that I was doing, and we sold out all the seats in six days. It's a very effective method. I might say that when I sat down to write mine, I had this huge swipe pile of promotions from Agora and Boardroom in their advertorial format, and I made sure that I adhered to that format, and it worked extremely well.

**Clayton:** Right. They're nothing new, really. I've been writing advertorials since the late 1980's. Gary Bencivenga and I and Jim Rutz were three of the first writers to really use this format. I think, if I remember correctly, the first advertorial I saw was Gary Bencivenga's, and I immediately clicked on it and said, "This is good!" I didn't even know how well it had worked, but I knew instinctively that this is so disarming.

And it's so powerful, because by the time you get to the actual sale, the person is sold before he even knows that you have a product for him.

**Bob:** Plus I think it gets past that radar of, "Oh, here's another promotion. Here's another ezine that says it's an ezine, but it's just a sales promotion." And whatever format, whether it's a physical format or online, it gets past that barrier.

**Clayton:** Absolutely. And you know, there's a metaphor there. Imagine, for example, that you want to buy something and you have to go into a salesman's office and sit down and talk to him about this thing that you want to buy. Let's say it's a new car. And one of the biggest blunders that car dealers make is that salesmen's offices have desks in them. A salesman's office should *never* have a desk in it. It should be a couple of chairs, seated kind of side by side and not face to face.

When you sit across a desk from somebody, you're immediately in a confrontational mindset. You have a salesman and you have a patsy. That's what's in your mind when you're talking to a car salesman across that desk.

An advertorial allows a salesman to get up from behind a desk and walk around and sit at the same side of the table with a prospect, and all of a sudden, instead of doing something *to* the prospect, selling something to the prospect, you're doing something *with* the prospect, alongside of him. And the difference in terms of sales resistance is enormous.

**Bob:** That's a great analogy. And with that, we're just about to the end of our time, so I would like to ask you just to

tell everybody listening how they can get in touch with you and find out more about your services.

**Clayton:** We offer a free ezine, called "The Total Package". As I said, it's free, and you can point your browser to [www.makepeacetotalpackage.com](http://www.makepeacetotalpackage.com), and you'll see a sign-up page.

**Bob:** Great. I want to tell everybody that I *am* a subscriber to Total Package, and it's a great resource, and I'm overwhelmed with how much you pack into each issue. As an appreciative reader, I wanted to let you know that.

**Clayton:** Thank you, Bob.

**Bob:** Okay. Thank you very much for your time today, Clayton. This has been a great bit of wisdom for people, and I appreciate it.

**Clayton:** All right. Any time.

## Perry Marshall

### How to Maximize Your Traffic Conversion

**Bob Serling:** This is Bob Serling with another in my series of 10-Minute Marketing Success Interviews.

Today I'm talking with Perry Marshall. Perry is known on the internet as the Wizard of Google AdWords. He's one of the leading specialists on buying search engine traffic on the World Wide Web. His company, Perry Marshall and Associates, consults both online in brick and mortar companies on generating sales leads, web traffic and getting a strong return on investment for their advertising dollars, so we're in good hands today. Welcome, Perry!

**Perry Marshall:** Good to be here!

**Bob:** Well, thanks for taking the time. I have one question for you today, and that is, "What is your favorite marketing technique that's working really well for you and your clients right now?"

**Perry:** Well, my favorite technique, or at least the thing that I spend the most time working on and thinking about, is traffic conversion. I don't know if you'd call that a technique, but it's something that has to happen, certainly.

**Bob:** Absolutely.

**Perry:** And I guess there's a little history here. You know, when I started using Google AdWords, which I suppose most people would say is my favorite technique, and maybe it is, but when I started using it, the clicks were cheap, people didn't understand how to use it, there weren't terribly many advertisers, and you could go buy an awful lot of ten- and 20-cent clicks and throw some mud against the wall, and if some of it stuck, hey, it was all gravy, right?

**Bob:** Sure.

**Perry:** But it's not really like that any more. In most any category you can name, there's 20, 30, 40, 50 advertisers, or at least ten, and the clicks are a lot more expensive than they used to be, and the competition is smarter than they used to be. In other words, some of these people actually are paying attention to how many visitors buy, and so that raises the bar for everyone.

From a user's point of view, it makes the internet more valuable, because it means people are doing a better job of explaining what they have to sell, and you're doing a better job capturing email addresses and building relationships with customers, but if you're walking into that cold, you better be ready for a fight. And there's no other way to put it. You don't just stick a pistol behind your ear and expect to make a bunch of money after you buy some clicks.

So you've got to be very smart about your pay-per-click strategy and your bidding strategy, and your ads have to bring the right kind of people, and they've got to have good click-through rates, but once that person lands on your website, you have to engage them, and they have to want to stick around and get more and more involved in what you're doing.

So I think the most important thing that I've been doing and teaching is building concentric circles, or layers of involvement. In every website there's a first gear, a second gear, a third gear, a fourth gear, where you're not just trying to get somebody to show up and buy something and wander off and you don't ever really worry about where they went after that, but that you're really creating an ongoing relationship, an ongoing sense of trust.

The way I was describing this to somebody just earlier today is "take them off the market". If they were searching for something about rheumatoid arthritis and they came to your rheumatoid arthritis website, make whatever you've got so interesting that they're not going to bother going and searching rheumatoid arthritis any more.

**Bob:** That's a great way of putting it.

**Perry:** "I found what I was looking for. Wow, I found all these articles, I found all this information, I bought something that's going to help me solve my problems, or I'm going to go to a clinic, or I'm going to go get seen by this doctor", whatever it is that you sell, that they get involved in it and they're so happily involved in it that they don't really feel like they need to go looking for anything else.

**Bob:** So what are a couple things that people can do to create that sense of involvement and create that sense of value for their product or service?

**Bob:** I think the first thing is understand that if a hundred people show up at your website, there's almost like a hundred different levels of interest. Sometimes the interest is very casual and very uncommitted on one extreme, but on the other extreme, there's a person who's absolutely going to do whatever they can – they're passionately interest.

Well, the passionately interested person is relatively easy to sell to, and the nonchalant person is almost impossible to sell to, but what makes the difference is what about those people in the middle? What about those people that really aren't sure, but they're trying to find their way around and they're trying to decide who they trust?

They don't know that that's the approach to rheumatoid arthritis, because there's 90 different opinions. So it's what you do with those people. It's not being ten times better than the other guy. It's actually just being a little bit better than the other guy consistently – a little bit better articles, a little bit better ezine, a little bit better autoresponder sequence, a little bit better sales letter, a little bit better headlines, a little bit easier to get around and find what they want on your site.

It's those little incremental improvements that add up and make the difference between the person who's number one and the person who's a distant second.

**Bob:** It's interesting, because I used to preach that offline over and over again – what I called the leverage of the slight edge. It's like you said, you don't have to be twice as good or ten times as good. All you need to be is slightly better, but

slightly better consistently, and people take notice. They notice that very quickly, and they'll see that consistency. As you said, it does a lot for converting sales.

**Perry:** That's right. And I think another thing is that you really need to think beyond the first sale. I think there's a lot of merit to the idea that the most important sale is the second one. If you can get a person to buy once and then buy again, you've probably got a very good chance of them continuing to buy.

**Bob:** Absolutely.

**Perry:** But if you can't get them to buy the second time, then you've acquired a customer, made a transaction and then lost them. A general observation in any media – I don't really think it matters whether it's infomercials or print ads or pay per click or whatever – is that most companies tend to acquire a customer at a break even, and the prices of advertising tend to rise to the point where most people *are* breaking even acquiring a customer.

And breaking even acquiring a customer is not very exciting if you're only going to sell them one thing, but it's perfectly acceptable if you're going to sell them something a second time, a third time and so on, and that's where all the profit is. As a matter of fact, 95% of your profit comes from 5% of your customers. So what are you going to do for that 5% who come and stay around and stick around, that most people aren't bothering to provide them.

**Bob:** Right, and those 5% are going to be your very active, repeat buyers who are loyal and purchase almost everything you put out.

**Perry:** Right. So I think a big strategy that's been important this year that I probably talked to almost all my clients and coaching members about is building your business around that 5%, which most businesses are not built that way, but if you go out to any business – it could be a restaurant or it could be a flower shop or whatever – there is a small number of customers that have brought in the majority of the profits. And they don't just keep the lights on – they actually allow the

owner to drive a nice car or whatever, and nobody's usually paying a whole lot of attention to those people, and that's a mistake.

**Bob:** Yes, it's a huge mistake, because the fact is, like you said, most of the profit comes from a very small group of customers, and if you're not paying attention that and treating those people properly, then you're really kind of cheating yourself out of everything your business could be doing.

**Perry:** Right. And probably working about five times as hard as you really have to, because you're dealing with all the problem customers and all the ones that come in and say, "Well, I'm not really sure if I can trust you and I don't know if I want to buy this." You spend all this time convincing them, and then they still never come back. That's a way to get gray hair early.

**Bob:** Absolutely. Well, Perry, this has been a great ten minutes. If you wouldn't mind, could you take a little time and tell the listeners how they can get in touch with you and a little bit more about what you have to offer?

**Perry:** Well, you can go to my website, which is [www.perrymarshall.com](http://www.perrymarshall.com), and there's a number of things there. I would say some of the more popular things are I have a book called "The Definitive Guide to Google AdWords", which, for a lot of people, that's their reference book for buying search engine traffic.

I also have a free course that goes into a lot of depth about different things, if you're kind of looking around and investigating. And I have an advanced course, if you are genuinely good at buying Google traffic and you really, really do know the basics and you've been doing it a long time. I have an Ultra Advanced Guide that you'll see a link to on my home page that a lot of people get to a whole other level of depth.

So that would be the short version of the story, Bob.

**Bob:** Very good. Thanks so much for your time, Perry. I really appreciate it.



**Perry:** Well, thank you!

## Jonathan Mizel

### Increasing your profits with automated follow-up

**Bob Serling:** Today I'm talking with Jonathan Mizel. Jonathan is a true pioneer when it comes to marketing online. He published the first newsletter on online direct marketing. He also pioneered many of the online marketing strategies and tactics that were breakthroughs at that time and are now considered commonplace.

If I recall correctly, I believe Jonathan was either the first or second person who told me about online marketing, and he continues to be on the cutting edge of what's working best to market online, so it's my absolute pleasure to speak with him today. So welcome, Jonathan!

**Jonathan Mizel:** Well, thanks, Bob!

**Bob:** I've got one question for you, and that is what's your favorite business strategy or tactic that's working really well for you and for your clients right now?

**Jonathan:** Well, I want to lead in by just talking a little bit about a fairly well-known direct marketing principle, and then I'm going to reveal how we've twisted it into something completely profitable and very different and not very well known, so I think that your people are going to be really excited to get this information.

**Bob:** Great.

**Jonathan:** What I really want to get into is talking about follow up. We all know how important it is to follow up. If you have a customer list, you want to follow up and sell them more stuff. If you have a prospect list, you want to follow up and get them more information to come back and buy your product. Pretty much follow up is how you turn prospects into paying customers after they show interest.

A good follow-up sequence is three or four or five contacts, and some people I think in the online marketing space feel you need to have at least seven follow ups.

**Bob:** Right, and that actually goes back to an old study that Wall Street Journal did decades ago. No, I'm sorry – it was Sales and Marketing Magazine where they found that on average it took seven contacts to make a sale, and most sales people quit at two.

**Jonathan:** That's right, and actually you're going to get a lot of sales with just two follow ups. Remember, most of your competitors are not even following up once, so if you follow up once or twice, you're going to do way, way better than most of your competitors.

But I think what people want is to not judge themselves based on how well their competitors do. They just want to make the maximum amount of money in their business.

And what we've found is that it actually takes significantly more than seven contacts if you really want to squeeze the maximum amount of money out of your list.

So when we add an autoresponder sequence, like when we have a new product launch or something that we're going to be doing, and we set up an autoresponder, we will write at least, at the very minimum, twelve follow ups for any project that we're working on. In fact, just yesterday I had a new product that we're launching, so I went ahead and I wrote twelve follow ups. It took me just over an hour to write them, load them into the autoresponder and test them.

But today what I want to do is reveal a new kind of follow up that's fast, easy to implement, and really very, very inexpensive.

I think the most important part about this is once it's set up, it's completely hands free – you don't have to do any more work. It's really automatic.

**Bob:** Prior to this call when you told me about it, I was just knocked out by it, and I'm definitely going to start using it this

coming week in my own business, so why don't you go ahead and reveal it?

**Jonathan:** Okay. Well, the best thing about this is that nobody even has to opt in to your list. This is kind of a follow-up system that's completely transparent to the user. I call it "invisible list building", but really what it's called in the industry is "remarketing" or "banner remarketing", and here's how it works: You place a very small snippet of code on your website, and what that does is it sets a cookie on everyone who visits. Now, if that user comes to the site and puts in the order form and buys, the cookie is deleted.

But as we know, Bob, a majority of your people don't buy. In a great sales letter, 95 out of 100 leave without taking any action at all.

**Bob:** Absolutely. So that's 95 people you could continue marketing to.

**Jonathan:** That's correct. So what happens if they don't buy is this cookie tells whatever ad network you're on to keep delivering these targeted banner ads to that user, and literally these banner ads stalk the prospects around the internet, follow them, and compel them to click back on the link to visit the website again and buy, and they don't stop until that person actually either deletes their cookies or makes a purchase.

**Bob:** Right. So if I understand this correctly, somebody comes to your site and they go to a page for a particular product. A cookie gets set, and then whenever they visit other websites that the ad network you're working with services, a banner pops up for that product or offer, and so they start seeing you constantly, and they start thinking, "Wow, this is really something everybody's talking about. Maybe I need to reconsider this."

**Jonathan:** That's right. The other thing that's interesting is the user doesn't necessarily know that these banners are following them. They think that these banners are just everywhere over the internet because everywhere they go, that's where they are.

And then you and I had talked a little bit about the incredible credibility boost that these can get you because new banners will appear on sites like social networking sites like HighFire, My Space or whatever, but they also appear on top-tier-one sites like Wall Street Journal, or Time Magazine, or Yahoo.

And what happens is when people see your banner out there, it just immediately gives you a credibility boost.

**Bob:** Absolutely. We call that the "halo effect" that you get, that people just automatically connect you with the great credibility of someone like a Wall Street Journal, or if you've got a technical product, it's PC Magazine, or whatever it happens to be – that the top-tier sites in that category, you're going to show up on.

**Jonathan:** Right. Now the real interesting thing that we've done very successfully is you can absolutely get people to just come back to your website and get them the same offer, and you'll see a very good conversion rate and you'll probably be profitable on that kind of campaign alone.

But what we've done is we've taken different appeals, and we've programmed those banners in, and so this is a perfect time when you're doing remarketing to have extra bonuses or a discount appeal.

We have right now with one of our products, we have the paid version is like a hundred bucks. We're going to have a "Try it out for \$5." So our banner's going to use kind of a free trial or a low-cost trial offer. Or if you're selling software, you can have a light version.

The possibilities are really endless in this type of marketing. As many different kinds of approaches and processes as you want to put together, you can test them, and you know these people have already heard of you, so it's not like you have to start from scratch. You can almost continue the conversation you've started in the sales letter.

**Bob:** And what I love about it is that the process is really simple. You just lay the entire thing out and there's nothing

more to it, although I would like to ask you one thing. Can you mention specifically a couple of the ad networks that people would consider working with?

**Jonathan:** Sure. I think the very best network that people could start with would be Google. Even though I'm not always a huge Google fan, there are a couple reasons I like them. They've built the marketing into the Adwords contents network section of their website, so it's pretty easy to get going. They have some tutorials that are pretty good, and it's also very inexpensive. You can usually get these clicks for much less than you could AdSense clicks.

And I think the biggest thing about Google is it's a giant network, so pretty much everybody – all the major websites – have some sort of connection to Google. In other words, they will feed ads from many different places.

**Bob:** So how would people find this on Google?

**Jonathan:** Well, you'd log into your Adwords account, and I think you want to look under either "remarketing" or "audience". I think it's under "audience", actually. And you log and look at your audience tab, and there are instructions in there, as well.

You can also Google – just enter "remarketing with Adwords". They have a couple of tutorials that they've set up that are fairly easy to understand.

**Bob:** Okay. So that's a great way for people to start. Is there another network, or should they just jump on with Google and run with that for a while?

**Jonathan:** There are other networks out there, like advertise.com. Most of those networks have a higher minimum, so you might pay two or three thousand dollars.

The best way to buy this traffic is to buy it on an impression basis. I've just found that Google has probably the best network out there in terms of getting set up with this.

**Bob:** Well, that's great. Alright, so let me shift gears a second. This has just been fantastic information, and it

certainly demonstrates exactly what I said – that you're always on the cutting edge of stuff that really works well. So how do people find out more about you and what you do and how to get in touch with you and that kind of good thing?

**Jonathan:** Well, people can go to [www.trafficevolution.com](http://www.trafficevolution.com), and they can take a look at our latest product, which is basically a traffic course. And they can also go to [www.cyberwavemedia.com](http://www.cyberwavemedia.com), which is our corporate website. And we've got a module in the Traffic Evolution Course called Remarketing Secrets. It's an upsell – I don't want any people to think it's included – but it's very inexpensive and very, very descriptive as to how to get started with this technology.

I believe we also give in the course at least fifteen other sources for remarketing traffic.

**Bob:** And let me just throw this in for people – I try to keep these interviews as pitch free as possible, and this isn't a pitch, but Traffic Evolution – if you need traffic and you're tired of these false promises, it's just such a great way to go, so I really recommend that you at least go out and take a look at it. It's really reasonably priced – just fantastic stuff.

**Jonathan:** Thanks, Bob. I really appreciate that.

**Bob:** Well, my pleasure. And Jonathan, we're at the end of our time, so I really want to thank you again. I know it's tough to fit things into your schedule, and I really appreciate that you did this for me today.

**Jonathan:** Thank you. I always have a few minutes for you.

**Bob:** Great.

## Paul Myers

### How to Create Highly Profitable Products with "Piggy-backing"

**Bob Serling:** Today I'm talking with Paul Myers. Paul's the publisher of one of my favorite ezines, TalkBiz News. His unique take on marketing is quite different from the run-of-the-mill stuff you find in most ezines, and it's personally made me a lot of money that I wouldn't have seen without Paul's innovative ideas, so I'm excited to be able to share Paul's wisdom with you today. Welcome, Paul!

**Paul Myers:** Well, thank you, sir!

**Bob:** You're very welcome, and I really appreciate you taking the time to do this. The question I have for you today is, "What is your favorite marketing technique that's working really well for you and your clients right now?"

**Paul:** Right at the moment, this really isn't one of my more clever strategies, but it works really well, though, and I'm kind of expecting that that's pretty much what you're looking for.

**Bob:** Absolutely.

**Paul:** For lack of a better word, I call it piggybacking. That just means starting from someone else's beginnings, with their permission, of course, where it's needed, so that you can build things more quickly.

As you know, my experience is as a copywriter and a consultant, and so I came up with a very simple formula to enable me to use that experience, get other people's input, work from that and develop new products faster.

You know Marlon Sanders, right?

**Bob:** Yes, sure.



**Paul:** Marlon's a good friend of mine. He's constantly nagging me because I come up with all these great ideas and I never get products rolled out at a rate that makes any sense, so this was one way to sort of get Marlon off my back.

To give you an example, recently I picked up source code rights to a very cool little newsletter mailing script, and it has a lot of useful features and a lot of very cool features that you don't see in smaller, less expensive scripts, but it's missing some critical ones – things that you have to have to do a newsletter in today's environment.

So I went and got a programmer to add the ones that were missing, and it'll cost me a whopping \$300 to add these features. I'll spend a day or so writing a basic manual for beginning newsletter publishers, and in a separate paper I'm maximizing confirmation rates, and I'll sell that as an introductory-level product.

Now, new folks will buy it as a starter kit. It'll work with virtually any hosting package. It's comprehensive enough that they can run a number of different lists. They can mail to whatever combination of lists they want and it'll remove the duplicates and things like that. So it's very good for new people, and it's very easy to install.

Because the package will be fairly inexpensive, experienced people will buy it just for the report on improving confirmation rates, because, as you know, if you're making any money on your list and you can improve your confirmation rates by, say, 5%, you're improving your profits off of that traffic by at least that 5%.

So essentially what it does is it takes the same product, the same sales letter, and targets two completely different markets. And by the time it's all done, I'll probably have 12 hours and \$400 into it.

**Bob:** Wow, that's fantastic. So the piggyback works by taking something that already exists and then improving it. Is that correct?

**Paul:** Absolutely. Another critical factor is that you want to be able to address a different market with it. Here's a better example. I'm a member of the group called the Warriors Alliance. And 80 of us got together – I don't know who came up with the idea, but it was a really good idea – to have a complete e-commerce script written.

It already cost us 50 bucks each to have this script written – it was another member who's doing the programming, so we're getting that very inexpensively – and it'll have everything from affiliate programs, autoresponders, various e-commerce products, shopping carts, and all these different things built in.

Now, with 80 people in it, it's very nearly certain that since each person only has 50 bucks in it, within two weeks, half of the group will be giving this thing away for free or close to it.

**Bob:** Sure.

**Paul:** And it only makes sense. It's a great package, costing next to nothing. It's a power bonus. Of course, as you know, software's becoming commoditized like that, so it's going to continue to happen with pretty much anything, except proprietary data and relationships.

Now, while these guys are all fighting over who can give it away the cheapest, I'm having the programmer add some functionality. It'll probably cost me about \$800, and these features will ride on things that are already in the script, but with *completely* different functions – things that nobody else in this market is doing at the moment. And these features will be useful *all by themselves*, so I can take it out to the corporate market to professionals – doctors, lawyers, dentists – people who don't ever need to run affiliate programs or sell digital products.

This enables me, just based on how I write the sales letter, to go out and target literally dozens of markets that none of the other people in this group are even going to be looking at.

**Bob:** That's amazing. Now, Paul, I've got to tell you. I have to contradict you a second. As I said in the opening, I

love your ezine because you think differently than everybody else, but you made a statement earlier, "Well, this isn't particularly ingenious or clever," but it is. It's *absolutely* ingenious in its simplicity.

I've used a similar approach. I developed a toy that I licensed to a big company by improving on an existing toy. They sold about \$6 million of it. I developed a whole company with ten employees around some software that existed for 30 years that we improved and sold to Fortune 500 companies, and that's the exact type of thinking you're doing, and it's absolutely brilliant.

And I watch how you do it, and I do it myself, but I watch how you do it and it always inspires me to do more with mine. So I had to interject that. I think it's absolutely brilliant in its simplicity.

**Paul:** Well, you know, I'm not smart enough to be anything but simple. Somebody accused me of having a complex, and I said that I might be able to manage a simplex, but that would be about it.

I really admire anything that can be made simple because, frankly, you get into the very complicated things and either people can't make them work or they don't work for very long. There's too many points where the things can break.

**Bob:** You know, it is simple, but what's so important to me about your approach to piggybacking is that it's seeing beyond the obvious. Like you said, there's 80 people in this at 50 bucks each, and they'll all go the obvious route of using it to give it away, and sure, they'll generate more subscribers to their list and that, and that's great. But you've taken it beyond that obvious, added that extra twist, and now you're going to be able to commercialize it.

**Paul:** Oh, by the time that product's done, I'll have about a thousand dollars and maybe a week into that, because I'm going to have to write my own documentation in addition to having the guy do the extra programming.

But while they're fighting to give this thing away for free, I'll easily be able to sell this for \$200 to \$400 a copy. And I'll get it because of the features that are in there that nobody else is really looking at.

And there will be two or three other people who will do similar things but in different markets out of that group of 80. The Warriors Alliance has actually got quite a few very savvy people in it, but they all go for something that relates to the internet marketing crowd.

There might be 20,000 internet marketers that are active in the entire world that are just active in the idea of internet marketing, not counting people who sell things on eBay and stuff like that – the folks who sell shovels to those guys. But there's how many millions of doctors and dentists and lawyer's offices and CPA's and people who use databases in the United States?

**Bob:** Yeah, and that to me is the other brilliant thing about what you're doing. Not only are you adding more functionality to the software, but you're doing it so you can identify these wide, deep markets that you can sell to over and over again.

**Paul:** I've been involved in the internet marketing stuff for about ten years now – been putting out the newsletter for nine years. One of the things that I'm constantly seeing is every time I dip my toes into something outside that field, there's more money, faster, with less headaches.

**Bob:** Well, that's another great observation. You know what, we're going to have to cut it at that observation. I could talk to you for hours and I'm sure get more and more wisdom, but we're just out of time, so why don't you take a few seconds here to let people know how they can find out more about you and what you have for them.

**Paul:** Well, I don't know that they want to know any more about me, but if they're interested in more of the ideas, they can go to [www.talkbiznews.com](http://www.talkbiznews.com), sign up for the newsletter. And don't worry, guys, I only send something out when I have something worth saying.

**Bob:** And whenever you do send something out, I always read it cover to cover, so I strongly recommend that people take a look at [www.talkbiznews.com](http://www.talkbiznews.com). Paul, thank you very much for spending time with me today.

**Paul:** Happy to, Bob. Thanks a lot.

## Joe Polish

### Turning Prospects into Customers with Free Recorded Messages

**Bob Serling:** Today, I'm talking with Joe Polish. Joe is the Founder and President of Piranha Marketing and the creator of the Genius Network Interview Series. Joe's strategies and techniques have created hundreds of millions of dollars in sales for his clients, and he's widely recognized as one of the most knowledgeable and innovative marketing experts in the world.

So welcome, Joe!

**Joe Polish:** Well, thank you very much, Bob. Nice to be here.

**Bob:** So as you know, I have just one question, and here it is: What's your favorite business strategy or tactic that's working really well for you or your clients right now?

**Joe:** Okay, well, you know, I wish I could say there's some brand-new breakthrough amazing thing that I've done lately, but I'm going to actually have to say that one thing that works extraordinarily well that has been working since I started direct response marketing back in 1992 is the use of education-based marketing. Specifically, it's a form of free recorded messages, consumer awareness guides, and video and audio that you would put on a website, or that you would send out in an email, or that you would post on your Facebook page. I even have free recorded messages on my Twitter page, where if you follow me on Twitter, you can actually see a free recorded message.

So the way to best describe education-based marketing and looking at the application of like a free recorded robotic method, which is what I refer to as ELF – easy, lucrative and fun – I try to things that would fit in the criteria of ELF marketing strategies, is how you replicate yourself robotically. I've been using free recorded messages and consumer

awareness guides since I first started out transforming struggling carpet-cleaning businesses, and I created this template called a Consumer Guide to Carpet Cleaning, and it had information about carpet cleaning services that consumers didn't know that they didn't know.

I'll describe it in a minute, but what I did was I had this initial print piece – this was before the internet even really was used in commerce, before it even existed in my awareness – and it was a printed piece, another form of a sales letter. It had useful information and a sales message. And I took the script of that consumer awareness guide and turned it into a 24-hour free recorded message, and I'll share some examples of how people can use it if they're information marketers, if they're regular business owners, or whatever.

But just going back to my template in the carpet-cleaning industry, I think it's a good thing to explain because people kind of get it. If you can sell something as unexciting as carpet cleaning, if anyone has anything even remotely more exciting than carpet cleaning that they sell, they can use this strategy and make lots of money with it and acquire clients.

So I created this thing where it shows you how to avoid four carpet-cleaning rip-offs. Now, whatever business you're in, there are certain things that are rip-offs or ways that people take advantage, so whatever that number is, you have that as a template.

**Bob:** Right. Can I just interject a second? I think that's really important because those are emotional hot buttons for people, too. Everybody wants to avoid being ripped off. If you structured it the other way – how to save twenty percent on all your carpet cleaning, it wouldn't have nearly the same impact.

**Joe:** Exactly. And if you don't share these types of things about your business, if you don't give them other reasons than price, then people are almost forced to use price as a way to position themselves, and in my opinion, the *worst* way to position yourself is based on price. You want to give other criteria because if you don't have a criteria for selling your services, then you're at the mercy of the criteria that people

have for buying, which is almost in all cases price. So I give people things other than price to think about in order to make an informed buying decision.

**Bob:** Great.

**Joe:** And by the way, I'm trying to talk fast because I know we're limited to no more than ten minutes, and you know me – I can go off on a tangent.

**Bob:** Sure.

**Joe:** But, you know, "6 Costly Misconceptions About Carpet Cleaning". You can put whatever misconceptions exist about whatever business you're in.

Then I have this funny sort of copy which is crawling critters and crud – a guide to the slime, grime and livestock that's seeping, creeping and galloping through your carpet. And then we have which method cleans best, and eight mistakes to avoid when choosing a carpet cleaner.

So whatever ... eight mistakes to avoid when choosing a web designer. Eight mistakes to avoid when visiting a chiropractor. Whatever business you're in, you can utilize that sort of criteria.

**Bob:** Absolutely.

**Joe:** Another hot button would be the importance of value and price, so people realize, well, you're interested in low price and you're interested in value, and how do you even define value? Why do you want a clean, healthy carpet? Why do they want whatever your product or service is? A 100% no-risk guarantee and four steps to a fresh, clean, healthy carpet. You can have four steps to whatever, or ten steps, or seven steps.

That would be on the cover, and it was Consumer Guide to Carpet Cleaning.

Now, many of my clients have this online. It's been featured on ABC's 20/20 with Barbara Walters. On their website, they give out ethical services, which is one of my



websites I set up for people in the service industry, and it's all about education-based marketing. So when they opened up the Guide, they would read, "Dear Homeowner, Choosing a carpet cleaner isn't easy." Choosing a blank isn't easy – whatever business you're in.

"Why? Because you're bombarded with misleading advertising, confusing claims, and simply bad information, from super-low prices to high-pressure salesmen, unqualified technicians and their worthless methods.

How do you ever find a qualified, competent professional "blank"? Start by reading this consumer guide... or you start by watching this video... or you start by listening to this 24-hour free recorded message."

And then it goes on to say other things: "And we wrote this guide to help you better understand carpet cleaning. Now with this information you can make an informed, intelligent decision."

And that's all that any of us want to do. Nobody wants to make an uninformed, stupid decision. They want to make intelligent, informed decisions.

So as simple as this may seem – it's so overlooked by most business owners – is why should people do business with you versus anyone else? Give them reasons. It's "reason why" advertising, it's education. You're creating value for people and you simply tell them how to do business or select someone in your business category. And because you're the one providing them with the information, you're the one that they're going to have trust and have rapport with, because you're showing them how to make an informed buying decision.

And then you put this in the form of a free recorded message, again on video or on websites. You can utilize it online or offline, and it just works.

So that would be one of the most effective strategies I've got. People in countless industries all over the world – Russia, South Africa, Spain, all over the U.S. and Canada, U.K.,

Australia, are using free recorded messages, using consumer awareness guides.

I've even got information marketers to use this whenever they sell a course package of DVD's or CD's, on the manual they actually put on the shrink wrap or on the box, "Warning: Before you open up this package, call and listen to this 24-hour free recorded message". And I've got Dean Graziosi, who's an infomercial guy, to be the first New York Times best-selling author to put a free recorded message on the cover of his book. So people could be at a bookstore and call and listen to a free recorded message and get information about what they're going to learn by getting the book! You could use it as an opt-in ...

**Bob:** That's fantastic! So right on the spot in the bookstore, they can pick up their cell phone and call in and get their free recorded message.

**Joe:** Exactly. You know, Eben Pagan is a good friend of mine. He teaches a course on how to be an info-marketer, he teaches dating techniques, which is the first category he went into. He put a free recorded message on thousands of his dating products where people would call and listen to a message from him. His pen name in the dating market is David DeAngelo. And people would call and listen to a recorded message on how to get the most out of the DVD series, and it reduces refunds.

My Nightengale-Conant program is their number one selling marketing program. And there's a sticker right on the shrink wrap, so when someone orders the program from Nightengale, they listen to a free recorded message from me, explaining how they're going to get all this value out of the program, how to use this strategy, and so on, there are free recorded messages within it.

So anyone who sells any sort of product can utilize education-based marketing before people even start consuming your stuff. It's a stick strategy, it's a bonding strategy, it's a refund-reduction strategy, it's an upsell strategy. So you can use it before the sale, during the sale and after the sale, in order to get people to do business with you,

and there are so many easy applications that cost almost nothing.

**Bob:** Boy, that's exceptional. If we could just back for a second to this strategy of using it in generating leads and new sales, I think especially with so many different methods of communicating online, people are going online looking for information and wanting to educate themselves, so I think it really plays to the strength of the internet as well.

**Joe:** Oh, absolutely! On my Twitter page, we actually had someone buy a three thousand dollar marketing program after they listened to a free recorded message. And we're not selling anything directly off the free recorded message on Twitter. It's more like education-based marketing things get people to opt in to my world. I don't know a lot of people who are able to turn Twitter pages into sales – so there's lots of different ways that you can use it.

**Bob:** That's great. Well, we are at the end of our time, and I know you're just full of energy and we could go on for hours, but I really appreciate you taking the time. The last thing I'd like to ask you is how people can find out more about you and Piranha Marketing.

**Joe:** Okay, just go to [www.joepolish.com](http://www.joepolish.com). This is my main website. And just to give something to your readers as a gift, they can listen to my interview with Richard Branson there (founder of Virgin Records and Virgin Airlines). It doesn't sell anything, it's just [www.joepolish.com/richardbranson](http://www.joepolish.com/richardbranson), and they can listen to my interview with him, see him speak at one of my conferences, and that's something that most entrepreneurs really appreciate and get value out of.

And Bob, I just want to say that over all the years of being in marketing, you are one of the sharpest and smartest people out there, and I would just encourage people to consume everything they can get their hands on from you because you always put out good stuff, and I'm very happy to share anything with your listeners. If anyone wants to look me up, it's [www.joepolish.com](http://www.joepolish.com), and there are all kinds of goodies there.

**Bob:** Great, and that's a fantastic gift. Richard Branson, of course, is the billionaire founder of Virgin Airlines, so that's a great gift, and thank you so much for that.

**Joe:** You are welcome, thank you!

## Chris Reynolds

### How to research, find, and land the best affiliates for your business

**Bob Serling:** Today I'm talking with Chris Reynolds, Director of Business Development for the Internet Marketing Center. IMC has been teaching entrepreneurs and business how to start and grow successful online businesses since 1996, and with over \$100 million worth of training programs sold and satisfied customers all over the world, IMC is recognized as a leader in this really competitive market. So welcome, Chris. I'm really glad to have you here today.

**Chris Reynolds:** It's great to be here, Bob. Thanks!

**Bob:** Okay, so let's get right into it. My question for you is: What's your favorite business strategy or tactic that's working really well for you or your clients right now?

**Chris:** Well, being in business development, I'm slightly biased towards affiliates or partners – however you want to put it – but it's been year over year one of our best performing marketing tactics – finding a great solid affiliate to promote our business.

**Bob:** Great. I know you guys are really leaders at developing those types of strategic relationships. Can you give me some more tips and details about how you guys do that?

**Chris:** Sure. You know, really the best advice I have and it's one of those simplest strategies is using Google. Find out your company's greatest set of key words that truly bring buyers into the business, and based on those key words, take them to Google, plug them in, find a bunch of sites listed, and then do a little bit of analysis on those sites to see if any of those websites gravitate as a great future partner.

**Bob:** Great. So in terms of the analysis, what type of tools or what type of approach does IMC use to do your analysis?

**Chris:** Sure. I mean, right out of the gate, if you're top ranked in one of those key words – top ranked naturally because obviously paid listings you can get somebody who just opened their business up yesterday. So if you're naturally ranked in one of those key words, you're off to a great start.

What I use is a tool like SEO Quake or Rank Checker. It's just a plug in to Google.com, Firefox, I.E., and it overlays some data about each site as you're actually searching, so it'll show you their page rank, how many links to them, a couple other ranking points, how long their site's been online for. So it's basic stuff that basically draws you into clicking through and checking more of those out.

**Bob:** Sure. So then once you find a site, do you just approach people there, or do you drill down deeper to further qualify them?

**Chris:** Yeah, I mean one of the tactics that I use is once you get to the site, you really want to see an opt-in form, whether it be a newsletter, a free giveaway, something that gathers somebody's name and email address on the first fold of the page.

So if you have a site that's been online since 2002, has a ton of link backs, top ranked in Google and has great quality key words, if they've got a newsletter or opt-in form at the top of their page, you can probably be safe to guess that they would have a good-sized list and a good-sized list of people that would be interested in your stuff.

**Bob:** Great. So how far outside of your own market do you go? I mean, obviously ideally you want to be fairly close to your market, but how far outside can you step and still be effective at doing this?

**Chris:** You know, what you have to do is you really have to understand your customer. Once you have a great understanding of who your customer is and where they're going, you can then target those areas.

So how far outside? Really, again, it all depends where your customers are going.

For our company itself, we sell solutions on how to grow and start a business – automate a business – on the internet. So where do these people go? Are they looking for business automation software? Are they looking for business plans to start their business? Are they buying a domain name?

Really it comes down to, and any business has to be very good at this, is really understanding your customer and where they're going, and then obviously looking for the lowest-hanging fruit, and then ranking it accordingly.

So somebody buying a domain name today tells me that they're a qualified person for our product because we'll teach them how to grow that business. Somebody who has a website or is, say, buying hosting may be a little bit more qualified because they're in a different level of engagement. They've actually put a website online.

So really it's just looking at all of these different industries and prioritizing those based on the value of that customer and their lifecycle which, for us, is building their online business.

**Bob:** Great. Okay, so now you've built this list and you've got the sites that you want to approach. What do you find is the best way to go about approaching them?

**Chris:** Really, the phone is your best friend. You always have to pick up the phone and call these people and try to get hold of them that way initially.

So, you know, typically you'll run into a few different situations where somebody doesn't have a phone number listed on their site, and obviously maybe they're an introvert and they don't like to get phone calls or be solicited, so you have to email them or fill out a form on their site, maybe do a little bit of work online through 411 sites, White Pages, Jigsaw, LinkedIn, however you can acquire that person's phone number and then give them a call.

Really, you're selling your business, you're selling your own solutions, but you're also understanding more about their business and how it works, so you have to ask questions. And in order to ask questions, you don't want to send somebody

an email saying, "Hi, here's who I am. Here's 15 questions for you to understand if you're going to promote my stuff." It's a lot more difficult, so you want to use the phone first.

Email – the email is a tool to get people on the phone. You're not going to close many deals through email unless there's knowledge already of your business from that partner that you're approaching.

This sounds bad, but you really need to corner somebody on a decision. You really need to ask the right questions to extract information about their business.

Do they promote third-party stuff? How do they make money, and what do they promote? What do they sell? What's the goal of their business? Are they a content site that makes money through advertising and they don't produce any products where there may be an interest there?

So really you've got to ask a bunch of questions to get everything on the table to then close the deal. Put out some statements that really back up if there's a solid relationship there.

**Bob:** Great. Just so I'm clear on this, you said email is a tool to get the call. Do you lead with an email to schedule the call, or do you just pick up the phone and start dialing?

**Chris:** You know, it changes. Sometimes I'll send an email right away if there's something that tells me that this person would prefer email communication. If it's more of a larger business, more of a corporate structure, you know that deals are made on the phone. They know that. You know that.

So sometimes I may call somebody and leave multi, varying messages four or five times before I send an email. But typically within the first couple calls you'll definitely want to get an email out there and kind of come at them a different way if that is their preferred method of communication.

**Bob:** Great. So obviously you guys have been using this approach for a long time. How effective has it been for you?



**Chris:** It's been very effective. Our affiliate program has been a huge part of our business. Over the years we've paid out over \$5 million in commissions to our affiliates, so it's been very, very successful. In our company these days, too, we're using it to create deals with actually some very large organizations out there because it works in both formats.

It doesn't matter if you're a one-person operation working from the basement of your home or you're a successful corporation. Really, getting somebody on the phone – and one thing I left out that's critical to the game is you've got to build rapport.

You've got to talk to these people. You've got to build some sort of relationship. You just can't come out of the gate firing, asking business questions because people tend to hold that information back or they may be intimidated, and they don't even necessarily know you.

So you have to build rapport, and it's very, very difficult to build rapport via email, through texting, whatever it may be, sending a direct-mail piece or whatever it is to get somebody's attention.

Really the goal is to get somebody on the phone because you save so much time just figuring it out then and there. Is there an opportunity to do business together, or is there no opportunity to do business together? And if there's no opportunity, let's move on. If there, let's put those steps together and move forward and make something happen.

**Bob:** Well, great. That was a valuable addition.

I know you're really busy and we've just about hit the limit of our time. Can you tell people listening a little bit more about IMC and how they get in touch with you?

**Chris:** Sure. Our main property is [www.internetmarketing.com](http://www.internetmarketing.com), so there we have a ton of great free information on the site. We've been putting out newsletters for 14 years now, so there's a ton of great information there, and all of our solutions are listed there as well.

We work with two types of companies. We work with somebody who likes to do it themselves, so we have lower-priced solutions that people can acquire our knowledge through our internet marketing course. They can build the business with our B-Biz Platform that allows people to take a business to market. They can get help through our experts through the Internet Entrepreneur Club, where we have experts on call, waiting for people to ask questions to help move them forward. And then we have higher-end services where we're more proactive in understanding people's exact objectives in laying out a strategic plan for them to move forward.

So anybody can get hold of us through [www.internetmarketing.com](http://www.internetmarketing.com).

**Bob:** Fantastic. Chris, this has really been valuable information. I appreciate you taking the time and doing this today.

**Chris:** My pleasure, Bob.

## Bob Serling

### Improve Your Profits with Marketing "Time Travel"

**Paul Lemberg:** Hi, this is Paul Lemberg for 10-Minute Business Success, and today we are going to turn the tables on Bob Serling. Instead of him interviewing me, I'm going to interview Bob. Bob, are you ready?

**Bob Serling:** I'm ready, Paul. Thank you.

**Paul:** Terrific. So, Bob, what is your favorite business strategy or tactic that's working really well right now for you or your clients?

**Bob:** Well, that's really an easy one to answer, and my favorite tactic for probably the last five years – as well as now – is something that we call in my business "marketing time travel." And what that means is that you look to the past to lock in greater profits, now and for the future.

**Paul:** How's that work?

**Bob:** Well, it can work in two different ways. It can work with your marketing, and it can work with your products and services. So let's talk about marketing first.

What most companies do, and I'll juxtapose it with products and services – when a company has a great product, they sell that product forever, until it stops selling. But when it comes to marketing, even when they have a great marketing campaign, they get tired of it quickly, or their employees get tired of it, or their cousin Leonard gets tired of it, and they stop using it.

But when you have a marketing campaign that's working, you should never stop using it until it isn't profitable any more. Also, when you're looking to create a new marketing campaign, instead of reinventing the wheel, you should look to the past and evaluate all your marketing that's been the most successful.

And that's where the time travel comes in – you look to the past and you take your most successful campaign, and build all your new campaigns around what was most successful. Or it could be a variation of what was most successful.

By doing this, and using a tested, proven marketing campaign as your foundations, your likelihood of having it work and be really effective goes up substantially.

So that's how you use "time travel" with marketing. And I'll give you an example. In my business we have a lead generation letter that was originally developed for a client, and it was very effective. The client was doing about \$2 to \$3 million in business a year, and the first time he sent out this lead generation letter, he landed an agreement for a \$25 million contract.

So the next time another client approached us about doing lead a generation campaign for them, I got the thought, "Well, why not take this same campaign and modify it for that person?"

**Paul:** Sure, just re-use it.

**Bob:** Exactly, and obviously we customized it for the new client, who was in a totally different industry. So, long story short, it's about eight, nine years later now. We've used that exact same lead generation campaign for dozens of different clients, anywhere from textile manufacturing, to an insurance product, to online video production services, oil and gas exploration, and many others. And it's worked in every market that we've used it for because a proven concept will almost always work across many, many different industries.

**Paul:** You know, Bob, I've used that letter myself, and I've used it with about twenty different businesses, so I have to say that that's absolutely true.

**Bob:** Well, great. And then, of course, the concept of "time travel" really applies as well to products and services. I don't want to get off too much on that side, but any product and any service has a certain life span, and when that product

or service starts to exhaust its life span, there's no reason to go out and reinvent the wheel to create a completely new product. You can take that core product or a product that sold really well years ago and merely update that.

You think about software. Most software companies have a few flagship products that they keep doing new releases of every year. They may test other new software products as well, but they've really gotten down the idea of riding one particular product and improving it and upgrading it for as many years as they can before they have to go reinvent themselves.

**Paul:** Sure.

**Bob:** So the final piece to this is that not only should you re-use marketing campaigns that have proven successful before and re-use products that have proven successful to generate your new ones, but I would say with a hundred percent certainty that every company has an inventory of marketing campaigns that they've used over the years that were successful, and that they retired too early.

Even if a campaign has run its course and exhausted all the sales it could make at a specific point in time, if that campaign is more than three years old, it makes great sense to reactivate that campaign and test it again.

Now, you may have to tweak it a bit to make it more current and make it apply to the current market, but any campaign that's been successful – you should start an archive of every marketing campaign you've ever done that's successful. And periodically – as I said, about every three years – test those campaigns again. Because the market is constantly changing. People's interests change, the prospects who were looking at your products and services change, and you can re-invigorate those campaigns and use them over and over and over again. And that past success has proven to be for dozens of my clients, the best predictor of future success of anything you could ask for.

**Paul:** So do you have some tips about how to freshen those things up?

**Bob:** Well, it really depends on the particular market you're working in. Technology obviously changes very frequently, so sometimes you just have to take a campaign and if a new technology has come along and you want to introduce a product around that technology and you have a campaign that worked very well for a different technology, you can just modify that campaign.

Let me give you an example. We work with a lot of companies that do training – and it can be online training, or it can be video training, or it can be just physical courses – and what we've found is that we have two or three core marketing campaigns for training companies. Now, I'm simplifying it a bit but not all that much. Virtually all you have to do is step in and use the same marketing campaign but change the company name, the name of the training product, the benefits and, of course, the offer because you're going to be offering a different price and a different guarantee and time span. But you can almost just cut and paste those elements, and the campaign is going to have, as I mentioned earlier, a much stronger likelihood of success than coming in and pioneering something new from scratch.

**Paul:** Interesting. So that makes a lot of sense. That way we can take things that have worked, freshen them up, and put them into whatever the current market situation is, and the likelihood is that they're going to work.

**Bob:** Absolutely. With our clients, the track record of that process working is probably close to ninety percent, which I realize sounds almost unbelievable, but again when you go back to something that's tested and proven, then chances are it's going to work very well across many, many industries.

**Paul:** Alright, that's excellent. Bob, is there a way that people can get in touch with you to find out more about how they can do this and maybe how you can help them?

**Bob:** Absolutely. My company is Profit Alchemy, and the URL is [www.ProfitAlchemy.com](http://www.ProfitAlchemy.com). We specialize in helping businesses attract more prospects and increase their sales and profits by leveraging relationships with other businesses, both

businesses that they currently know and many more that they don't know.

This collaborative type of marketing is the classic "win-win" situation. Both partners benefit, it usually costs substantially less than other forms of marketing, and it gives you an extremely powerful way to grow your business with almost no risk whatsoever.

We help businesses get these results through training programs and through our consulting services. People can find out more by taking a look at our web site, and that address again is [www.ProfitAlchemy.com](http://www.ProfitAlchemy.com).

**Paul:** Outstanding.

**Bob:** Great. Paul, thank you again for taking the time to do this today. I really appreciate it.

**Paul:** You're welcome, Bob.

## Yanik Silver

### Profiting from Successful Affiliate Programs

**Bob Serling:** Today I'm talking with Yanik Silver. Yanik is the creator and author of several best-selling online products, but steadfastly maintains that he doesn't know the first thing about the technical aspects of building a website. And I agree with him 100% - you should put your efforts where they'll be the most profitable, which is in creating products and learning how to market them effectively.

Yanik's also a highly sought-after speaker, and attendees regularly pay up to \$5,000 per person to hear his secrets, so we're in good hands today for the next ten minutes. Welcome, Yanik!

**Yanik Silver:** Thanks, Bob. Thanks for having me.

**Bob:** Well, thank you very much for making yourself available. My question for you today is, "What's your favorite marketing technique that's working really well for you and for your clients right now?"

**Yanik:** My favorite marketing technique right now is actually the same one that I've been using for the last couple years to really build up my online business, and that's got to be my affiliate program.

So everyone is on the same page, let me just really quickly define what an affiliate program is. It's also known as an associate program, a revenue-share program, and affiliate program. There's a couple other names for it – referral program. Amazon.com is probably the first one that created it, and my friend, the late Cory Rudl, he was probably the first guy who really introduced it to small businesses online, and I would have to say that was '95 or '96.

But the way it works is it's really like having a bunch of paid sales people out there for you. People can put a link on their website, they can send out an email to their list – there are all kinds of ways that they can bring traffic over to your



website. And the coolest thing is you only pay them if they make a sale for you.

So, Bob, if you were to refer someone from your main website over to our site and use an affiliate link, and then if that person buys one of our numerous products, then I'd go ahead and pay you a commission.

**Bob:** Right. So that's the background, and in a sense, this is almost not a controversial subject, but it's a subject that is open to a lot of discussion, because some people are very successful, like you are, with affiliate programs, and other people fall flat on their faces. So what do you do to make them work so well for your business?

**Yanik:** Yeah, let's cover some of that. A little bit more background – I only started in 2000 as, like you said, a self-described computer dunce, and I really do not know any of the technical stuff, and I focus all of my time on the marketing. And I've built up since 2000 – I guess I am one of the people that's been online longer than most people, which is kind of funny for me to say that now – but I didn't start right when a lot of people started back in '93, '94, '95, so they had a first-mover advantage, and I was able to build an affiliate network of over 40,000 affiliates, who, everyday some of them are promoting our stuff.

The best of part of that is you have non-stop traffic. I could not turn off the traffic to my websites unless I literally unplugged them, and that's the coolest thing about it.

So let me go over a couple really good insights that help make affiliate programs work for people and why it doesn't work for others.

**Bob:** Okay, great.

**Yanik:** One thing is people get all excited when they hear about how you can have hundreds, thousands, tens of thousands of people out there working for you, and they start promoting their affiliate program too early. Their website isn't ready. They're not making sales on their website.

And it's really important to have a site that converts well before you start going out there and asking people to promote your stuff, because the only thing that's going to happen, you know, Bob – if somebody came to you and said, "I have this great new product for small business owners. I think your list is really going to love it", and you decided, "Well, what the heck, let me just try it", and you sent over a couple thousand people to this person's website and you got maybe one sale or two sales for a \$50 product and you made 25 bucks, would you be really happy with that?

**Bob:** Absolutely not.

**Yanik:** Would you be probably a little bit pissed off and not want to do business with this person again?

**Bob:** Yeah, and actually I had something very similar to that happen recently, and then the guy said, "Well, let's do another project", and my answer, which I stated a little more diplomatically, was, "In your dreams."

**Yanik:** Yeah, and that's the thing. A lot of times you only have one chance with the people that have a lot of leverage in your marketplace, so you want to make sure that your site actually sells before you go to them, and you want to go to them with some proven tools, emails, banners, text links, articles – anything that you can do to make it easier on the affiliate to promote your products.

And that's what I do – I really take the notion that people are lazy, and the more you can spoon feed people, the more you can make it fill-in-the-blanks simple for people, the easier it is for them to promote your stuff as well.

So once you have this website that starts converting, that starts making a good number of sales, then you want to create all the tools that are available for the affiliates to use and let them pick and choose what they want to do, and give them as many tools as possible. Don't just give them a choice of one banner or maybe just one email – let them have everything possible, because these guys, I really think of them as part of my team.

Case in point – I've had three affiliate program softwares since I started, because I had no clue what was good and what wasn't good. At one point, we had about 10,000 affiliates, and I literally blew up this one affiliate software. It just stopped working.

**Bob:** Amazing.

**Yanik:** It was a very trying moment. So what I did was I went back, and I actually went back to this affiliate, and I told them, "Hey, if you'd let me know how many clicks you drove through for this number, this period, I will give you back that dollar amount that corresponds to your average per-click revenue.

I didn't have to do that because in my affiliate agreement, basically I'm not responsible if anything happens to the software or whatever the case is, but I look at these guys as a long-term, valuable part of my team, not just a quick hit and run.

**Bob:** Right, so you wanted to do what was right, and you also wanted to keep them happy.

**Yanik:** Exactly. And so that's just one of the things – thinking about what's best for your affiliates, because what's best for your affiliates is going to be what's best for you, because the more that *they* sell, the more *you're* going to sell.

**Bob:** Right. So let me ask you, and we are running out of time, how did you go about generating 40,000 affiliates?

**Yanik:** That's a great question. Basically, there's not just one or two ways of generating 40,000 affiliates. There are a whole bunch of different ways. I'll give you a couple of my best ones, and I'll just fill you in on a little dirty secret about affiliate marketing.

**Bob:** Okay.

**Yanik:** One is that only about, I'd say, 2-3% of your affiliates are going to drive about 90% of your business. So from those 40,000 affiliates, we only have a couple hundred that are actively driving a big portion of our sales. And just so

you have an idea how big this is, our sales are in the millions of dollars, and affiliates account for 50% of our traffic and 40% of our sales.

**Bob:** Wow.

**Yanik:** And it just comes from that small amount.

So, my thinking on affiliate marketing has changed a little bit since I've been doing this. If I were going to start from scratch, I would probably go the route of having a smaller, closed program and really only inviting people who I think have a good probability of driving traffic and who have a big list, or at least a responsive list, who can promote for me in my marketplace.

I run Dan Kennedy's affiliate programming – that's what we've done. We have about a hundred affiliates there, so it's a lot easier to keep track of them and give them a little bit more personal attention.

And for them, a lot of them we actively sought out their participation, so I'd go to somebody who I thought had a list conducive to what we're selling through the Dan Kennedy affiliate program – his newsletter – I thought that they'd be receptive to it and approached them and let them know what the offer is, and then set them up with a link.

Now here's a really cool secret: When we set up the links for this new program - a lot of affiliate programs, the way they work, the links are obviously affiliate links, and people, consumers, end-users are getting lot smarter on this, and for some reason, a lot of them want to just cut off the little unique identifier, which then credits the affiliate.

So one of our main websites is [www.instantsalesletters.com](http://www.instantsalesletters.com). So our affiliate software, if you just signed up today, you'd be [www.instantsalesletters.com/?41332](http://www.instantsalesletters.com/?41332). And so people see that question mark and the numbers, and they're like, "Aha, this guy's trying to make a commission off of me." And for some reason, and I don't know what it is, but people just kinda don't like that.

And so what we've done where we have this opportunity with a more private affiliate program, and I also do this with my top affiliates, too, is I give them specific URL's that don't look like affiliate links.

So in the case of the Dan Kennedy website, you can go to something like [dk3monthspecial.com/trial](http://dk3monthspecial.com/trial) and see how that actually looks like a real link, and it makes sense when somebody reads that off or when they mention it.

**Bob:** And again, you could sit there and collect all the payments all day, but again, you're going the extra mile to make sure that your affiliates are getting what's due them and that you're keeping them happy.

**Yanik:** Right, absolutely. And another really cool thing that we do in that case is that if people just go to [dk3monthspecial.com](http://dk3monthspecial.com), it's what I call a "dead-end" link. It says, "Oops, looks like you made a mistake. Make sure you check your link. It should be something like [dk3monthspecial.com/something](http://dk3monthspecial.com/something)." And so that way the affiliate knows that they're not getting screwed

**Bob:** That's fantastic. Well, Yanik, we're slightly over our time. We could probably talk for hours on this.

**Yanik:** We could.

**Bob:** You've given us a wealth of information. Let's take a few seconds here and tell people how they can get in touch with you and just what you have to offer.

**Yanik:** Sure, absolutely. What I really specialize in is showing people how to get started – taking their ideas and selling them online. In most cases, it's information products. I've also helped some people that have more catalog sites – physical products and so on – but I really specialize in showing people how to sell e-books, manuals, tapes, audios, e-classes – everything.

And it's all based on what I've done, not something that I've read or learned about. I've sold everything from \$17

e-books to \$15,000 mentoring apprentice programs, what I called it even before Trump had that.

Probably the best way to find out about all our different products is to go to [www.surefiremarketing.com](http://www.surefiremarketing.com), and people can take it from there and see what interests them.

**Bob:** That's great. And I'm glad you mentioned that, because I was out on your site today looking around, and there's a lot of great stuff, so I recommend that people jump over there and take a look at [www.surefiremarketing.com](http://www.surefiremarketing.com) as soon as you can.

Thanks again, Yanik. It's been great, and I really appreciate your time.

**Yanik:** My pleasure. Thanks, Bob.

## Brian Tracy

### Creating Customers by Creating Value

**Bob Serling:** Today I'm talking with Brian Tracy, Chairman and CEO of Brian Tracy International. Brian's company specializes in training individuals and organizations to achieve their personal and business goals faster and far more effectively. Brian has consulted with more than a thousand companies and addressed more than four million people in talks and seminars throughout the US, Canada and forty other countries worldwide. He's also the top-selling author of over 45 books that have been translated into dozens of languages.

So with that impressive track record, I'd like to welcome you today, Brian.

**Brian Tracy:** Well, thank you! And thank you for your request of my best business lesson.

As you know, I've produced over four hundred audio and video programs, I've done more than five thousand seminars, and I've worked for probably a thousand companies directly, but maybe ten thousand businesses have been through my seminar, so we keep coming back to the same thing – what is the purpose of a business?

The purpose of a business is to create a customer, and I keep thinking about this and I keep reminding people of this. The purpose of a business is to create a customer – not to make a profit – it's to create a customer.

So how do you create a customer? And one of the things that we all want to do is we all want to improve ourselves financially. Our world today is very confused because there's an awful lot of people suggesting that it's possible for you to make a lot of money by rolling your eyeballs and thinking happy thoughts, going through seminars and things like that.

There's only one way you can improve yourself financially, and that's by improving the life or work of somebody else. Sometimes I ask how many people in my audience work on

commission and I will ask this of managers. Then I'll point out that everybody is on commission because everybody gets what they call a slice of the pie. It means you get a percentage of the value that you create.

So your sole job in life is value creation: How can you add value, create value, in such a way that people willingly buy your products and services and enable you to improve your financial position?

So what I keep coming back to – and I've spent hours on this – is the great question, "Who is my customer? Who is my customer?" And the failure to accurately answer this question is the number one reason why businesses fail, marketing fails, advertising fails, and so on. Remember, eighty percent of businesses either sub-optimize or go out of business. Ninety-five percent of businesses owners earn less than \$50,000 a year, and the primary reason is they're not accurately focused on who is my customer.

Now, who is my customer is the person who can most benefit from what your product or service does best of all to improve their life or work. So keep asking, "Who is my customer? Who exactly is this customer?"

Then you go through two things.

One is the demographic. The demographic is who are they in terms of age, income, position, family formation, education, and so on, and that's fairly simple.

The other thing is psychographic profile, and the psychographic profile is, What is going on inside the head of my potential customer? In other words, what are the emotions, desires, hopes, fears, ambitions, doubts, skepticism, past experiences, burned fingers, of my clients?

For example, my focus is on entrepreneurs – entrepreneurs and business owners. My ideal client is an entrepreneur or a business owner who wants to increase their sales and profitability.



So then we say, "Alright, what is the thing that's holding them back?" And you have to understand that in every product or service, there is a primary benefit that will cause them to buy. If they're convinced they can get this benefit, they will buy it. And there's also a primary fear that will hold them back from buying.

So the two of them are in balance, which has the greater impact on the decision making of the customer? Is it the fear or is it the desire?

The desire, of course, is always self-improvement, to increase sales and improve profitability for the business owner.

So what is the fear? The fear is that it won't work. The fear is that they will pay their money and they will get something and they will be worse off as a result.

So what I have found is that all of your focus has to be – first of all, be very clear about the person you're going after. I'm not going after managers in a company. I'm not going after people who work at home and don't have any money. I'm looking for people who have started and are building a business.

The second thing is what do they want to do? They want to increase their sales and profitability if possible.

What is the fear that holds them back? The fear is that it doesn't work. So that brings us into the whole area of unconditional guarantees. Very low offering prices get people to test it and taste it, what we call better-then-money-back guarantees, risk reversal, and so on. Don't worry about the desire. The desire is there. How do you allay fears? How do you minimize the fears?

So you keep thinking over and over, "How can you enhance the benefit, the advantages, that the customer gets from buying your product or service, and how can you minimize the fear holding them back?"

So I always ask, I always say to them that customers have three plus one. One is a good customer is a person that has a problem that your product or service can solve. So what you do is you take a piece of paper and a pen and you say, "What are all the problems that my ideal customer has – my perfect customer, my target customer has – that my product or service will solve? And of all the solutions that I offer, what is the most important? What is the best solution – the solution that will cause the customer to act?"

The second question you ask is, "What is the goal that my ideal customer has that my product or service will help him achieve?" And you have to be very, very clear about the goals that people want.

It's interesting in working with businesses. For example, people say, "Oh, my customers want to make more money and become rich." In most small businesses, 90 to 95 percent of business owners don't really think about being rich. Of course, they may fantasize it, but what they really want is *consistent sales and consistent income*. They want a predictable business that generates sales and income on a predictable basis.

So when you say, "Here's my product or service. It'll make you rich," they're not interested, because that's not their focus. Their focus is to run their business successfully and consistently. So what is the goal that we have?

And the third is, "What is the need that my customer has that is not satisfied that my product or service will help them satisfy?"

So you always look at the problem, the goal and the need.

And the final question is, "What is the pain that keeps my customer – my ideal customer – awake at night? And of all the pains, what's the most important pain?"

And one of the questions I teach at the sales seminar is to ask your customer, What one thing would you have to be convinced of to buy my product or service?

This brings us to what I was thinking about before we spoke, is accurate thinking. It's the number one problem that we have, including myself, is our thinking is not accurate. We jump to conclusions, we make assumptions, we write off – there's the one liner about the man who jumped on his horse and rode off in all directions.

**Bob:** (Chuckle.) Yeah, that's great.

**Brian:** Sometimes business people jump on their business horse and ride off in all directions. Whereas the very best business people in the largest companies are the ones that think very accurate thoughts and they think carefully, step by step, "Is this true?" and they never assume anything. That's what market testing is for. You go and ask your customers.

The most amazing thing, by the way, is many people start a business without ever asking a customer what they think about the business. Whereas if you ask a customer, "This the product or service that I'm thinking of offering you. What do you think?" you'll be astonished at how candid they are. "I like it, I don't like it. I'll pay for it. I'll pay this much for it. It's good, but it lacks this. Can you add that?" Customers are incredibly good sources of information.

So thinking accurately means always assuming that you could be wrong. In every step of the function, assuming you could be wrong, and do a true test – a market test, get a true opinion and double check your facts. Don't jump to conclusions.

The last two things I want to say in the time we have together is that the purpose of the business is to create a customer. The entire focus of the business owner has to be that customer creation.

Now, the measure of a successful business is customer satisfaction – in other words, the customer is happy. Sometimes I ask, "What is the most important sale?" And people say it's the first sale. Well, it's not. If you get the first sale and it's discounted, good salesmanship, advertising and a whole lot of other things. It's the second sale.

The second sale is where the customer tells you that you delivered on your promises that you made to get the first sale, so the second sale is everything. The top people are always thinking about the second sale. How do we structure our business so our customer is so happy that the customer will buy again?

So the third part of business success is if the customer buys, buys again. And along with this third part, most important of all, is if they bring a friend. So you think always, what can you do to get the customer to buy from you rather than from someone else, to buy again because they're so happy, and to bring their friends to buy as well.

And what I have found is that you can have thousands and millions of business books and articles and it all comes down to those three things. If you can do those three things well – be absolutely crystal clear who's my customer, what is that my customer needs or wants, and what do I need to do to satisfy my customer, what do I need to do to get my customer to buy again and refer a friend – if you can do that, then you've got the system and you can have a wonderful business all your life.

**Bob:** That's fantastic. You know, such a very deep look at business in a very short amount of time, and it's such a contradiction of the old adage, "build a better mousetrap and they will come". But, unfortunately, where most businesses start is with building their mousetrap, and your advice is absolutely a gold mine.

So I really thank you for the time. And I also want to ask you how can people find out more about you and Brian Tracy International?

**Brian:** Well, come to [www.briantracy.com](http://www.briantracy.com), and we have developed a special questionnaire based on work with 10,000 companies, called the Business Profitability Assessment. It's free. And what you do is you take it and you download it and assess your business on 30 different points, on a scale of one to ten, and then you immediately get back a complete analysis that you'd pay thousands of dollars to bring in an outside company to analyze your business in 30 dimensions.

You get a complete analysis of your strengths and weaknesses and exactly what you have to learn and do from this minute forward in order to make your business successful. Just go to [www.briantracy.com](http://www.briantracy.com) and click on the free assessment. Like I said, it's completely free, and the whole purpose is to demonstrate to you that we can help you make your business grow and increase your sales and profits.

**Bob:** That's fantastic. Well, thank you again for your time. This has just been fantastic information, and I really appreciate you doing this.

**Brian:** Wonderful, you have a great day.

**Bob:** Thanks, you too!

## Jeff Walker

### How to Use "Sequence Marketing" to Dramatically Increase Your Sales

**Bob Serling:** Today I'm talking with Jeff Walker. Jeff has been one of marketing's best-kept secrets for many years. However, when his "Six In Seven Formula" produced a million dollars in sales for John Reese in short order, all of a sudden the world wanted to know about Jeff. So it's my pleasure to be able to speak with Jeff today. Welcome, Jeff!

**Jeff Walker:** Well, thanks a lot, Bob. I'm really happy to be here.

**Bob:** Well, thanks so much for taking the time. My question for you today is, "What is your favorite marketing technique that's working really well for you and your clients right now?"

**Jeff:** The number one technique that I love, and I've been using it for a long time, and really it's as much an approach as anything, is the idea of sequences.

I personally never like to try to sell people or try to influence people unduly in the absolute first contact with them. My first contact with them is generally an attempt to build a relationship. It's usually an attempt to get them to join my email list. And from that point on, everything I do with them is a matter of sequences. It's a sequence to build relationships, and then when I want to get into a sale, then the sale's a sequence.

It's a sequence of basically finding out what they want and then putting it together to satisfy that need, and then gradually unveiling it to them in a step-by-step process, until it's actually time to make the sale.

**Bob:** Okay. Now, let me ask you to clarify one point, because I think some people may not understand the power and wisdom of this. So when you say a "sequence" to

establish a relationship, can you go into more detail as to what a sequence might look like and what the components of it would be?

**Jeff:** Sure. I mean, the best way is step back and look in terms of your life – any relationship you have. Virtually *any* relationship, if you look at it, you don't have instant rapport with someone when you first meet them. First you're introduced or you introduce yourself, then you shake hands. Maybe you have small talk. Maybe that will eventually lead to you agreeing to follow up with each other on phone calls or having lunch together or whatever, having dinner together, going out to a movie. This is whether it's a business relationship, whether it's a new friend or it's a potential romantic relationship.

You don't go from meeting to best friends, or meeting to marriage, or meeting to joint venture in 30 seconds.

And so I take that online. What I do, if I get someone to my site, I try to sell them on joining my opt-in list. And "selling" is the operative word there, because it's no longer easy to get someone to join your opt-in email list just by saying, "Hey, I've got a list. Join the list." Now everyone gets so much email that you actually have to sell that opt in.

**Bob:** Absolutely.

**Jeff:** And then once you sell them on that opt in, you spend a lot of time on that first email, and that's basically romancing them to do what? To open your next email. It's basically setting the stage, telling them what they're going to get out of this relationship they have with you now via email.

Your next email is going to give them some of your back story. The back story is *your* story – why you're publishing, why they should listen to you, why they should continue to open your emails. And then each step as you email them.

And so what I do is I'll generally have an autoresponder series, so when they join my list, they're going to get a series of autoresponders, since it's all about relationship building,

credibility building, and really getting them in the habit of opening your emails as they go forward.

**Bob:** Now, I've gone through your autoresponder series, and I know a lot of people who are hearing this are going to say, "Well, I've seen autoresponder series, and they sell you this and they sell you that." But you don't sell anything for quite a long time, and you truly *do* use a relationship-building sequence.

And I guess my next question is, "How did you come upon this? How did you discover or create this process, because it's very different than the way most people use autoresponders."

**Jeff:** You know, this is a very interesting question. I started publishing the email in 1996, and at that time, I had this idea that if I built a big email list, it would eventually be very valuable to me. But back in those days, there was very little to actually sell online, and I personally didn't have anything to sell online.

So I just had this thought that if I just build this list and build this relationship with these folks, eventually I'll have something to sell them, or eventually someone else will have something to sell them. So I almost backed into it by default.

But it worked so well for me that I just went ahead and I incorporated... To tell you the truth, if you join my Six In Seven autoresponder series, now think about this. Generally people join that list and they're not going to get sold for at least a month after they join that list.

So think about this strategically. If someone joins your list today, are you willing to wait a month to sell them and make any money off them? But if you know eventually you're going to make X number of dollars from everyone joining your list, whether you get it today or whether you get it 30 days from now, people are joining your list every day, so it's only those first 30 days you have to wait, and then the money's starting to come in.

So invest in that relationship. Spend a little time. *Build* your relationship with the list, and I think it pays off.



**Bob:** That's an excellent point. We've got about two more minutes. Could you talk a bit about how you use sequencing when you do get to the point of being ready to make a sale?

**Jeff:** Sure. You mentioned John Reese and his Million Dollar Day, and I recently did this with my Product Launch Formula, where entering a new market without a list, I generated \$600,000 in seven days.

The whole idea here is instead of sequencing just via email, you're hitting your market and your prospects with all different media. It could be screen-capture video or Camcasia, they call it, or it could be audio. It could be blogs. It could be your sales letter. And it's definitely email.

And basically what you're doing is you set up a sequence where you are gradually unveiling a product before they can get a hold of it. So what you're doing is you're building anticipation, you're building – social proof is the term – you're building a lot of where people are just so excited and they create a buzz, and you almost create a community among your buyers – your would-be buyers. The whole idea there is you're gradually unveiling a story.

People should study story telling, because when you tell a story, if you look at a novel or a movie, the tension just keeps on increasing, increasing, increasing, increasing, increasing until the second-to-the-last page of the novel, and then all of a sudden it's this huge relief.

And if you look at releasing a new product, you're releasing a new promotion. If you do that same thing, where you're gradually releasing more information, never telling the complete story but revealing more and more of the story as you go along, finally when you're ready to sell, when you're ready to launch your product, that's when they get the complete story, and that's the big relief and they can press that order button.

It's basically turning your entire promotion into a big event.

**Bob:** Yeah, and what it really requires, as I'm sitting here listening, is patience. People have to have the patience to build that relationship and build that tension towards the sale.

**Jeff:** Right. It's basically a little bit of deferred gratification but, believe me, the payoff is when you get there. What you've done is you've just introduced yourself into the market, or you've reintroduced yourself with a promotion that does far more than create sales. It creates huge momentum.

You know, you see so many products where the promotions come out to the market and they arrive with a thud. Nothing happens. And if they don't go anywhere, they're dying on the vine there. Here you go from zero to 120 miles an hour over night – instant credibility, instant momentum. You get your market talking about you and fantastic positioning.

**Bob:** Well, that's great. I really want to thank you, and I want to spend a minute or so and give you some time to tell people a little bit more about yourself and how they can get in touch with you, Jeff.

**Jeff:** Well, a little bit more about myself: I've been publishing online, like I said, since 1996. For years and years and years, I just did this off in my own corner of the internet, mostly publishing about the stock market for investors and traders. And then I started helping out a few friends like John Reese, who did a million dollars, and there are several of those stories.

I think my techniques have been used for well over \$3 million in the last 18 months. And generally, those are all in huge rushes, when people open up the flood gates.

So you can look at my sequencing. I encourage people to study the way I do the relationship building at my Six in Seven site – that's [www.sixinseven.com](http://www.sixinseven.com). You can join my list and watch my sequence. And that comes from Six Figures in Seven Days. It's Six in Seven. And that was the story of six figures in seven days – that's now been way surpassed, but a few friends heard me say that and it became my tag line.

They can also take a look – I do have an entire home study course on how to do this at [www.productlaunchformula.com](http://www.productlaunchformula.com).

**Bob:** And for everyone listening, I *strongly* recommend that you take a look at it. It's very different, but also simple and absolutely brilliant and extremely effective. So Jeff, I want to thank you again. It's been great talking with you.

**Jeff:** Oh, it's great. This is fun doing ten minutes. It's super compressed. It forces you to pack in a lot of information in a short period of time.

**Bob:** Absolutely, and you did a great job of it. Thanks again.

**Jeff:** Well, thank you!

## Pamela Yellen

### Harnessing the Power of Extraordinary Guarantees

**Bob Serling:** Today I'm talking with Pamela Yellen. Pamela is the President of Bank On Yourself and the Prospecting and Marketing Institute, Inc. She's considered to be one of the top marketing consultants to the financial services industry, and she's also the author of the Wall Street Journal and USA Today #1 best-selling book, *Bank On Yourself: The Life-Changing Secret to Growing and Protecting Your Financial Future*. So those are very impressive credentials, and I'd like to welcome you, Pamela!

**Pamela Yellen:** Thanks for having me on, Bob.

**Bob:** My pleasure. So as you know, I have one question for you, and that question is what is your favorite business strategy or tactic that's working really well for you or your clients right now?

**Pamela:** My favorite strategy is implementing the strongest and ballsiest guarantee that you possibly can. I think that most business owners and entrepreneurs know that using a guarantee does increase sales, but most businesses don't use this very powerful strategy, and those who do use it often use very weak and unspecific guarantees like, "Your satisfaction is guaranteed."

And even a statement like "lowest prices guaranteed" isn't very effective, because it doesn't answer the questions in people's mind, like, "You guarantee it's the lowest price ... or what?" Or, "What do you do to ensure that you always have the lowest price?"

I think that there are probably many business owners and entrepreneurs listening to this right now who are in a similar situation to mine. I market something that's very outside the box and that makes people initially skeptical because it goes against the conventional wisdom.

As a business consultant to financial advisors for the past two decades, I've investigated over 450 financial products and strategies, which led me to conclude that Americans have been brainwashed into believing that they must *risk* their money in order to grow it.

I was fortunate to finally learn about a proven method for growing nest eggs safely and predictably, and actually, Bob, with your help, I called this Bank On Yourself.

**Bob:** Right, and it's an excellent product. We'll talk about that more in a bit, but everything you've said so far begs the question now that when you're doing this – and actually any product or service raises some level of doubt in a customer's mind – so being that that's the case, what is your definition then – and I love your terminology of "ballsy" guarantee – and how do you create one like that?

**Pamela:** Well, here's the rest of the story ... when I discovered – and I didn't discover it, it's been around for over a hundred years – but when I stumbled on Bank On Yourself, I realized after using it in my own personal financial plan and researching it for years, I realized I had stumbled onto the best way to invest money but very few people knew about it. And once I knew the extraordinary power of it, I felt I couldn't keep it a secret.

So it became my mission to educate Americans about it. And, Bob, nothing could have prepared me for the firestorm of controversy that followed because I immediately incurred the wrath of Wall Street, banks, and finance companies, as well as most financial advisors, who are squarely planted in conventional wisdom, investing and retirement planning methods. So truly, Bob, this was the biggest challenge of my life.

**Bob:** Sure, people never like to have their beliefs challenged, whether those beliefs are correct or not.

**Pamela:** Exactly. I was trying to figure out how I could convince people to open up their minds to a *different* way of doing things, and I was getting hate mail on a daily basis that

caused me incredible pain, and there were times when I considered giving up on my mission.

One day, in my hour of deepest despair, I received an inspiration, and I knew it would help open people's minds. It was scary and potentially very risky. I decided to put my money where my mouth is, and I introduced the Bank On Yourself Challenge.

I listed the many advantages and guarantees of Bank On Yourself, and offered a significant cash reward to the first person to show that they use a different financial product or strategy that can match or beat it.

How much of my hard-earned money was I willing to put on the line?

**Bob:** Alright, I'm waiting ...

**Pamela:** Well, I started with a \$10,000 reward. That was about two years ago now.

**Bob:** Alright.

**Pamela:** And then when my book was released earlier this year, I upped that – gulp – to \$100,000.

**Bob:** Wow, that's extraordinary.

**Pamela:** Yeah, it was scary. But it's working like gangbusters.

**Bob:** That was my next question. Were you able to track the results of offering something – and let me also add as an aside that is a *very* ballsy guarantee – so were you able to measure results that occurred due to offering this guarantee and upping the ante?

**Pamela:** Well, to some degree, of course, it's hard to measure exactly how much I can attribute to just that as opposed to all the other things that I've been doing, including my book getting on the best-seller lists and so on. We were able to track how many people actually took the Challenge. Also, there are 18 specific benefits and guarantees listed on

the Challenge, and those are just the major benefits of Bank On Yourself, and at one point we had an interactive version of it. People could click on the ones that their best strategy had.

It was very rare for anyone to have even four or five of the 18 advantages that Bank On Yourself has, so we would keep asking the question, "Does your best saving or investing strategy do this? And if it doesn't, do you wish that it did?" That was a very, very effective way to do it.

And it was like a very effective "carrot" that motivated people to investigate something that they had previously been dismissing out of hand. And in the process, they would educate themselves on how powerful the method is and clarify the misunderstandings they had about it.

**Bob:** You know, let me just shift gears a little bit because this is great, but my only thought is that some people listening may be thinking, "Well, that's great. You have this product or service very outside of the ordinary, and maybe this won't work for me," which I happen to know is not the case. So can you elaborate a little bit more on how any type of business could use the ballsiest guarantee in the world and create one for themselves?

**Pamela:** Sure. I think that it's important to test different things, and if you're going to do this – and I hope everyone listening to this *does* do something along these lines – you really should make the biggest, boldest guarantee that you possibly can, and you don't want to water it down with a bunch of fine print or "weasel" language. That's a fairly common thing that you see. There'll be something like 15 things in small print where you don't get the guarantee.

And I recommend that people check out how I handled spelling out the rules and the lack of weasel language on my own Challenge. You can see that at [www.bankonyourself.com](http://www.bankonyourself.com). You can click on the Challenge and see how I handle that.

But let's say you wanted to get your foot in the door with a skeptical prospect. You could actually guarantee the initial appointment. You could guarantee the initial meeting or the

initial service with something along the lines of, "If you feel your time was wasted, I'll pay you or your favorite charity ...". You're going to pick a dollar amount there. I wouldn't make it \$5. It's going to have to have some relationship to the value of your service and the lifetime value of a customer to you and the value of an appointment, but you could do something like \$100 or \$500, depending on the cost of your service and how key the person is that you're trying to get in to see.

You can guarantee your sales letter. "I'm so confident that you'll get value from just reading this letter that if you feel your time was wasted, I will write you a check for (whatever the amount), or I'll pay your favorite charity ...". Something along those lines.

**Bob:** Right. Let me give you another example because it's close to my heart, and that's my own company. When we do a marketing campaign for our clients, unlike other ad agencies and marketing consultants, we guarantee their results and partner in their results a hundred percent. So if we don't get the results for them – the results we promised – they get a full refund of every penny they pay if we don't generate anything.

Now, I've never had to issue a refund, but that guarantee is so much different than other ad agencies or marketing consultants where all of the financial burden falls on the shoulders of the client, whether or not the campaign worked. And that guarantee paves the way for us to land a lot of business.

Well, I see we're just about at the end of our time, so let's wrap up by having you tell people how they can find out more about you and Bank On Yourself.

**Pamela:** Well, I have a free special report available at my website on how to safely grow and protect your wealth, even when stocks and real estate tumble. That's a \$197 value. And I think it would be valuable for people to go to the \$100,000 Challenge that I have on the website so they can see how I handle the wording of that and the wording of the actual guarantee and how I list out the benefits. I think that's another great lesson.



**Bob:** That's a great practical example. So what is the URL for seeing that?

**Pamela:** It's [www.bankonyourself.com](http://www.bankonyourself.com). My best-selling book is available there too.

**Bob:** And the same for getting the free report?

**Pamela:** Right, and you'll see the navigation bar with all the links to get to the different things. The \$100,000 Challenge is at [www.bankonyourself.com/challenge](http://www.bankonyourself.com/challenge).

**Bob:** Excellent. Well, I really appreciate you sharing this ballsy strategy with us today, and thanks very much for your time.

**Pamela:** It's been my pleasure, Bob.

## Bonus Chapter

### Interview with Richard Branson, Founder of the Virgin Group

As a special bonus, Joe Polish, one of the experts interviewed for this book, has graciously made a 60-minute interview he did with Richard Branson available for you to watch.

You can download the interview or listen to it at:

[www.ioepolish.com/richardbranson](http://www.ioepolish.com/richardbranson)

Thanks, Joe – your generosity is appreciated!

## Conclusion

So what do you think? Did I accomplish my mission and inspire you to create bold, new business-building ideas of your own?

I promised you in the introduction to this book that you'd be blown away by all the valuable information packed into these short interviews. And I'm confident that the strategies and tactics you've discovered exceeded your expectations.

It's even possible that you may be feeling a bit overwhelmed by all the advice packed into these pages. So here's my recommendation to you: don't try to do too much at once. Make a list of the top 5 or 10 strategies and tactics you've learned that will have the most impact on your business. Then pick just one or two to start with.

The worst thing you can do is take on too much all at once. You'll end up spinning your wheels, doing a less than satisfactory job, and maybe even losing money.

But if you take just a couple of powerful ideas and dedicate your full attention to carrying them out, you'll quickly discover that the results you produce are exceptional. Simple, consistent action gets the job done every time.

### What to do next

If you like what you've seen in these pages – and who wouldn't – there's even more. The interviews you've seen here are actually part of an ongoing series. I'm continually adding new interviews.

If you didn't register, but would like to, you can register by going to:

[www.ProfitAlchemy.com/10min-reg](http://www.ProfitAlchemy.com/10min-reg)

Also, my mission is to get this powerful collection of strategies and tactics into the hands of as many people as possible. And I need your help to do this. So please help me

out by letting others know that they can register and get a free download of this ebook:

[www.ProfitAlchemy.com/10min-reg](http://www.ProfitAlchemy.com/10min-reg)

Finally, I welcome your comments on this book, as well as your recommendations for experts you'd like to see interviewed. You can send your comments or recommendations to me at:

[10Minute@ProfitAlchemy.com](mailto:10Minute@ProfitAlchemy.com)

So thank you for taking the time to read this book. And I wish you the best of success with your business!

## About Profit Alchemy

The key goal of this collection of interviews is to demonstrate that rather than building your business from scratch, you can accelerate your growth by modeling the successful strategies and tactics of others.

Profit Alchemy's approach to working with our clients amplifies this concept even further. Instead of "pioneering" new marketing that can easily fail, all strategies in our marketing campaigns have been fully tested and proven successful many times in many different industries. And each campaign is delivered to you in word-for-word format, so there's never any guess work on your part.

Our highly effective marketing campaigns have been proven time and again to:

- Bring in substantially more new customers
- Get your current customers to buy more
- Get them to buy *more often*
- Increase the price customers are willing to pay for your products or services
- Reactivate old customers who haven't purchased in some time and get them to start buying again

**Plus, you pay only for results *and* those results are guaranteed**

Our fee model is different as well – and tilts the playing field in your favor. With all of our campaigns, you pay only for the results we produce for you. We ask for a small retainer to begin work along with a reasonable percentage of the profits we produce for you.

In addition, we never add on a percentage for any media placement or other outside services. All bills for outside services are paid directly by you, bypassing us and assuring that you are not billed a penny over the actual costs.

The bottom line is this: *we only get paid when we generate increased profits for you.* And all of our work is guaranteed. We either deliver results or it costs you nothing. Even the retainer is fully guaranteed and refundable if we don't produce increased profits for you.

Is that any way to run a business? We sure think it is.

### **That's the Profit Alchemy Story – What's yours?**

So what about you? Is your marketing getting the results you really want? If not, or if you'd like to increase your profits with no risk whatsoever on your part, we can help.

For companies that generate revenue of at least \$1 million annually, we offer a complimentary marketing evaluation that will help us both determine whether we can get you the results you're really after. And remember, because we only make money *after* we've made you money, you never have to worry about us pitching you on something that isn't right for you.

If this sounds like something you'd be interested in, it's easy to get the ball rolling. Just click this link:

<http://www.profitalchemy.com/services.php>

Then, scroll down to the bottom of the page and fill in the form to request your complimentary evaluation. A member of the Profit Alchemy team will get back to you within 48 hours to schedule a time to discuss how our proven marketing campaigns can make your business more profitable.

We look forward to introducing you to this new way of working together – and to producing results you can take to the bank!