



Mindshift

In Association with
Preeminence



TONY ROBBINS INFOMERCIALS

Jay illustrates using another example how you can capitalize on goodwill, existing trust, credibility, respect and access when you make the right joint venture.

The first time I did a joint venture with Tony Robbins and got him to sign a letter raving about me and my seminars and send it to his list, it was 250,000 people. We tested it first to 25,000. My downside was paying the hard cost of the mail, \$12,000. But what I was getting access to were the buyers that came from the \$100 million that Guthy Renker spent on Tony Robbins infomercials. What I was getting was access to the \$5,000 per person buyers who Tony Robbins had spent eight years developing. What I was getting access to were the buyers who had total trust for Tony, because he'd spent eight or ten days at one of his Mastery programs with them, winning their trust. And I got all that for the mere cost of funding a letter.

