



Mindshift

In Association with

Preeminence



INFOMERCIAL

This story shows how you can combine the power of a joint venture with the power of celebrity.

A colleague had an infomercial called “Where There’s A Will, There’s A ‘A’”. It was doing OK. Then, they replaced their no-name host with the now late, famous sit-com actor, John Ritter. By having John Ritter do the hosting, it added star-power credibility to the offer and giving him a little override on the sales, they tripled the response to their infomercial. It didn’t cost them a cent, up front, but John made millions. And my colleague made tens of millions more.

