



Mindshift

In Association with
Preeminence



ICY HOT

This mindshift story portrays an ingenious way of leveraging the market of a business using no capital at all to generate millions of dollars from repeat purchases.

One of the first businesses I helped was a product called Icy-Hot. It was for arthritis, like Ben-Gay.

The owner had no money. But he had a product that was very, very effective.

It sold back then for \$3 a jar. The owner didn't have a pot to you-know-what in. But he had an ingenious understanding that every time he got ten or so people to buy the first unit of purchase, more than half of them kept repurchasing it every month for life - for life. He had that recognition. But he didn't know what to do with it—because he had no money.

I was able to go to 1,000 radio stations, television stations, publications around the country and persuade them to run mail-order sales ads for us -- without us paying them a dime in up-front cash. Instead, we let them keep 100% of the revenue from the first sale.

Why would we do that?

Because every time that ten people bought, at \$3 apiece, \$30 came in from them. But five of those people bought again and again and again, for life thereafter making us \$185 a year, every year thereafter.

We used that concept to generate 500,000 repeat buyers, build a \$13 million company in 18 months - with no capital investment. We sold it for millions of dollars to a prominent pharmaceutical company. That was my first experience with leveraging the market of a business—using no capital.

