Swinging for the Fences

TABLE OF CONTENTS

TABLE OF CONTENTS (cont.)

Addendums:

Breakthrough Success Factors

“The Method to Our Madness”

“The teacher, if indeed wise, does not bid you to enter the house of his wisdom, but leads you to the threshold of your own mind.”

Kahil Gibran

- Seating…Musical chairs
- Exercises & Homework
- Master Minding – Live & On-Line/Virtual
- Lightning Rounds
- ADAPT & ADOPT

Adapting and Adopting

EXAMPLE	TECHNIQUE	PRINCIPLE	MY ADAPTATION
Book Publisher	Hold Check 30 Days	Risk Reversal	If you haven't generated 2x your revenue in 12 months, we'll refund you double your investment

Breakthrough Thinking

"A Masters Mindset"

"Any fact not facing us is not as important as our attitude toward it, for that determines our success or failure."

Norman Vincent Peale

- **The Essential eX Factors**
- **The Strategy of Preeminence**

The Essential ex! Factor

…Mindset

I realized that in virtually every successful business I studied, the following high velocity and high leverage mindset was *always* present:

- **People setting and achieving their own lofty goals and living their dreams**. The successful people **I** have studied did what they wanted **— the way <u>they</u> wanted to do it!** They didn't hold back. Nor did they follow the status quo. Besides marching to the beat of their own drummer**, these fabulously successful men and women played business by their own rules**.

  They reinvested the game and made all their competitors follow <u>their</u> lead. *In the process, many achieved substantial wealth.* Others preferred scaling back their stress and ordering their lifestyles to achieve a state of total mental well being. But whether making more money or freeing up more quality time was their goal — **all of the people I studied had the ability to form a clear vision of what <u>was</u> possible <u>and pursue that vision unhedgingly!</u>**

  I learned how they <u>did it.</u> And I've incorporated their secrets into my **eX! Factor** process.

  But living your dreams and setting goals is only the beginning. . .

- **Everyone I studied learned how to easily and effectively overcome obstacles**. These obstacles included competitive challenges, financial setbacks, health problems, family problems, cash flow difficulties, sales weaknesses, ignorance of advertising or marketing, lack of education, etc. **Yet, they all managed to triumph over their obstacles through a common philosophy I've managed to learn and master.**

- **Turning negatives into positives.** The super achievers I've studied did one thing better than anyone else they competed against. **They took lemons and made lemonade** — refraining every problem or disappointment they faced into a solution or opportunity for greater success.

- **Persistence.** Everyone falls off the horse. But few people get back up and go on to win a blue ribbon. The people I've studied got right back up, dusted themselves off, and tried again and again until they succeeded. **The people that do this succeed — and succeed massively.** Their secret is a fascinating mindset a mindset that is forged in a belief that a vision is real and deserved. The people found the best way to realize their vision and circumvented every obstacle **in their path.**

- **Ethics.** The people I've studied have the highest ethical standards of anyone I've been exposed to. They took firm stands on what they believed in and did what was right. **They didn't compromise, they didn't sell out…they didn't lower their standards. They had** the utmost of respect and reverence for the value and the contribution they made to their marketplace. They weren't cocky or arrogant or brash. **But they were super-confident in their beliefs.** Many of these people became very successful and felt good about the way they got there!

  Taking the "high road" and operating in an ethical way intimidates competitors. It attracts the highest quality of employees, vendors, and professionals and it serves like a magnet to bond you to the community or the industry you operate in. And it lets you sleep like a baby at night.

- Belief and commitment. Persistence does not work without a clear, strong belief in your unalienable right to have the goal and reward you're after I've studied the best and highest-achieving business successes in the entrepreneurial world. I asked probing questions. Evaluated and dissected their mindset and operating philosophies. I know how they formed their beliefs, what their organizing principles and most important personal distinctions are, and how they wielded such forceful commitment. (see Warp Drive eX! Factors)

- **Focus and Unstoppable Drive.** Persistence, belief and commitment are all essential to success. **Yet, without clear focus and unstoppable drive,** you'll only accomplish a fraction of your true potential.

- Focus is the ability to never let diversions get in your way. It's the ability to cut to the "bottom line essence" in everything you do. Drive is the force field you generate in your mind and enterprise that lets nothing, no one and no excuse stand between you and achieving your goal.

- And time doesn't hold you back, either. Because when your drive mechanism is properly engaged, you accomplish more in a day than your competitors can achieve in a month. Seriously, 30: or 50:1 improvement in productive achievement is not at all uncommon once you learn the art of concentrated focus... eX! Factor-style.

- **Risk Taking.** Super-successful entrepreneurs know when and where to take astute risks. They know how to take them for maximum yield but minimum down side. Most average business owners and professionals are afraid to take risks. They see them as dangerous speculations. But the super-achieving entrepreneurs I studied know that calculated risks have controllable downside — **but limited upside potential.** They recognize that unless you do things differently, better and more effectively, you can't produce the breakthrough results you're after.

Going From Fearful to Fearless

- **Fearlessness.** The sky will not fall. The world's not collapsing. You won't go broke or look stupid. *Quite the opposite is the case once you master the eX! Factor process. Doom and failure only go to those who stay stuck in the status quo.* You'll grown and prosper when you turn fear into fearlessness. Imagine never fearing an economic downturn, or your competitors, or making payroll ever again. Imagine always having total certainty that you'll do just fine, because you've gained total, absolute control of your business fate and fortune, and can order it exactly the way you want it to be, exactly when you want it to occur!

- **Learning From Others' Mistakes.** Why make any more of your own mistakes when there's a powerful, infallible method you can use to tap into the successful experiences of thousands of prosperous business minds? You can learn every major mistake they have already made and exactly how to avoid them — *and the lessons they learned from making them.* You can learn the key profit lessons they've gotten from these experiences, and you can learn the biggest opportunities these bright minds have discovered from all they have experienced.

- The **eX! Factor** process plugs you into the ultimate imaginable brain trust and think tank. It also shows you how to get every question that you have accurately answered. Every problem solved. Every challenge overcome, and every opportunity fully capitalized upon — *by tapping into the successful experiences and lessons learned by all the bright minds around you.*

- **Daily Motivation.** The inspiration to super-achieve. Someone to mentor and coach you until you become the expert business builder you will become.

All the knowledge, the change of mindset and a dear path to super success aren't enough to get you there. You need one or more dedicated people to believe in you, guide you and encourage you. You need someone knowledgeable and authoritative to push, pull, prod, inspire, compel, propel and cajole you to super success **at the levels you and your enterprise are capable of achieving.**

Handling Your Newfound Success

Making a ton of money isn't really hard to do. But handling your success is a different matter. Once you achieve the level of business and financial results you're after, you have to be able to deal with the added power, prominence, responsibility, wealth, options and influence you'll have. You'll find yourself in a different position within your marketplace and your industry and quite possibly with your family and friends, and humanity in general.

Getting you a financial windfall is easy. **Keeping your ego and enterprise in check, once it happens, requires strategy** that allows you to achieve all the success you deserve and keep your ego and enterprise in perfect balance, so you can concentrate and enjoy the process to its most abundant potential.

When the Success and Money Start To Flow

Giving Back. It may seem unusual to talk about giving back when you haven't yet made all the money, success or wealth you're after. But I know how easy it is to do. **I have the utmost of confidence (and absolute certainty) in your ability to amass significant wealth and achieve success.** But when the success and money start to flow, <u>you need to give back.</u> It's part of the **eX! Factor** process. **You'll** *want* **to give back because there is an amazing compounding power in doing so.** Whether you give money or time or support — you'll find that your success compounds geometrically with every contribution of yourself you make. **This compounding force propels more people to stratospheric success than anything else I've studied.**

"Success-ion." The idea of "success-ion" is very powerful. It's the process of getting other, massively successful individuals to pass on their best-kept secrets and key contacts to you. *It shortens the time line for you by years or decades*. Understanding this concept, it's relatively easy to get dozens of prominent business successes to turn over their entire mindset to you with the most modest prodding.

The Strategy of Preeminence

Foundational Organizational Values / Principles

- Consider Yourself a Leader; The Client Begs to Be Lead
- Take a Position; Have a Point of View/Perspective
- Have a Higher Purpose
- Fall in Love with Your Client
- Have Massive Empathy for the Client
- Create Clarity, Focus and Certainty for Your Client
- Not a Commodity; Value Based

Where Am I Now?
"Taking Stock"

No Idea

- Where are your strongest interests, hobbies, skill sets? ____________________________
  ____
  ____
  Why? ____
- What do you do right now? ____
  ____
- What are the key skill sets, talent and abilities you need/possess for this work?
  ____
  ____
  ____
- What are your outside interests, skills? _________________________________
  ____
  ____
- What business area, i.e., Infopreneuring, health supplements, moneymaking, interests you the most? ____
  ____
  ____
  Why? ____
- What are some logical, general, and specific entry level products or services you could offer by focusing on any of the above categories? ______________________________
  ____
  ____
- If you offered that/those products or services – who (if you aren't qualified) would be most logical to create or produce it? ___________________________________
  ____
  ____
  Why? ____
  What are your top 3 choices? ____
  ____
  ____
  Pick One: ____

Congratulations! Let's get started!

Start Ups with Product/Service

- Does it exist or is it on paper?

- If yes it's real – is it in product or prototype form?

- If in product who renders it --- you or outside?

- What is cost/time structure required to produce / what's intended retail?

- What is the market you'd address?

- How is it most easily reached?

- What are the logical forward and step-down products/services to offer --- i.e., to people who buy and are ready to go further/deeper or people who inquire but don't buy?

- What is the easiest sequence of marketing options you can start out using? What's the priority or progression?

- Are you committed to doing this full or part time?

- If the later, how much time and revenue do you have available to invest right now?

- What are your short, mid and long-term objectives for this business and where are you most challenged right now?

- How are other competitors marketing now?

Existing

- The current business you are in:

- What's the market you currently address/serve?

- How are you reaching it?

- How many practical additional ways can you expand, contact or access that market?

- What are the product(s) and / or service(s) you can sell?

- What additional products/services can you add/offer?

- How many can you create?

- Where would you turn to find outside out-sourced producers of said?

- Who else has access to the same or related prospective buyers as you?

- What is your marginal net worth/lifetime value:

  1. Initial Product/service you sell ______________
  2. Next transaction __________________________
  3. Years of revenue __________________________

Where am I now?

Where are my commitments right now?

What percentage of my time do I spend in the following roles:

CEO, Finance Director, Marketing Director, Operations Director, etc.?

Assets and Resources Inventory

Skills and abilities available - my own and those of my team members.

Financial Strength

Current financial picture, available capital

Other Assets

Sales force, strategic relationships

Available Resources

Equipment, space, underutilized skilled labor

What is my primary marketing approach?

(My Diving Board)

Secondary marketing approaches?

Where do my prospects come from?

What is my conversion rate?

Over what period of time?

How many clients do I have now?

What is my average order?

What is the average frequency of clients' transactions?

What's my Unique Selling Proposition (USP)?

Validation

"You cannot create desire for your product or service. But you can and must…direct it…channel it…and focus it onto your product or service."

Eugene M. Schwartz

- Research
- Testing

Research

If you really want to dominate your market; you must first understand it.

Understanding the Marketplace = Researching the Marketplace

Generally, the first and most important step in understanding the market is to study it through market research. In the case of a franchise, the franchisor has developed a marketing program, so you will need to review the program he or she has provided. Look over the plan to determine what product/service you will offer and write a description of it. Even though a franchisor has described your product or service, it is a good idea to develop and write your own description because this process helps you to know your product or service --- a key variable in any successful marketing plan. When describing your product or service outline what you feel are its unique aspects, and explain how or why these aspects will appeal to clients. Emphasize the special features that you feel are its selling points. These features are what you will use to convince clients to purchase your product or service.

Strategies for Researching the Market

Researching your market is perhaps the easiest way to assess it. Market research does not have to be costly, nor does it have to be a complex process. It can be as simple and as easy as surveying a cross-section of your consumers (focus group) to get their opinions about the product or service you will be offering, or conducting a telephone or mail survey. The disadvantages of using the telephone or mail survey method are the individuals you contact may not be interested in responding to a survey. Other market research techniques include analyzing demographic data, such as population growth/decline rate; age range, sex, income/educational level; brainstorming with family and friends, focus group interviews. Whatever method you use, your focus should be on gathering enough information to determine who your potential clients are --- their needs, wants and expectations; if there is a demand for your product or service; who your competitors are and how well they are doing.

Market research should answer questions such as:

- Who are your clients and potential clients?
- What kind of people are they?
- Where do they live?
- Can and will they buy the product or service you're offering?
- Are you offering the kinds of goods or services they want – at the best place, the best time and best amounts?
- Are your prices consistent with what the buyers view as the products' values?
- Are you applying the promotional programs in a way that will bring about success?
- What do clients think of your franchise?
- Who are your competitors?
- If a franchise, how does your operation compare with the competition?

- Size of market:

- Annual billings for the entire industry. For example, if you're in real estate, you want to know how many houses are sold each year and how much money is spent in this area. This positions you as an expert. So for any industry, you want to find out how many units sold, or how much spent, etc…

- You also want to find out how many brokers there are. How many people employed, etc.?

- You also want to find out how these numbers have changed over the last few decades.

- Major trends? Most trade journals that cover an industry do an "annual wrap up" on the industry. When you're looking to make correlations, it changes perspective and gives you superior weapons to your competitors.

- The bad news. Ultimately, bad news motivates much more than good news (explained in the videos). What's going on in your industry that's painful? Are companies going out of business? Is competition out of control, etc.?

- You have a sense of your own industry; so can think through other areas that would be telling. What other areas are there that you'd want to research? Market data arms you over your competitors. They never stop to work ON the business and this gives you a superior advantage. Even if you're in a retail setting, know the details, you'll find the trends. For example, if you're in the jewelry store business, find out how much is spent on each area, how has it changed over the years, how many jewelry stores are there, etc. Knowing your market better than your competition will give you some surprising advantages.

While there are some disadvantages to market research done off-line--it's a costly, time-consuming process, builds in biases that distort information, ignores answers or lets arrogance or hostility cut off communications at some point in the marketing process—the advantages, however, outweigh the disadvantages. And remember testing on-line gets you in front of more people than ever before. Don't forego this process or stop halfway because you are not getting the desired results. This may be an indication that you are going into the wrong business or that there isn't a market for your product or service. Don't be discouraged. You simply may need to modify your original plan.

A few of the benefits of market research are outlined below:

- Learning *who your clients are* and *what they want.*

- Learning *how to reach your client* and *how frequently you should try* to communicate with them.

- Learning *which appeals are most effective* and *which ones aren't.*

- Learning the relative *successes of different marketing strategies in relation to their return on investment.*

While market research may appear to be a tedious, time-consuming process, it is necessary if you want to be successful. Think of market research as simply a method of finding out what catches clients' attention by observing their actions and drawing conclusions from what you see and as an organized way of finding objective answers to questions every business owner and manager must answer in order to succeed.

Market research focuses and organizes marketing information, ensuring that it is timely and that it provides what you need to:

- Reduce business risks,
- Spot problems and potential problems in your current market,
- Identify and profit from sales opportunities, and get basic facts about your markets to help you make better decisions and set up plans of action.

If viewed from this standpoint, market research is an invaluable tool that can save you time, effort and money.

But for now, RIGHT NOW, because we don't have the time or the resources available to conduct research now, we'll start from the premise that you have a working knowledge of the marketplace you and your product will compete in.

List some areas that you would like to have researched.

____

____

____

____

____

____

____

____

____

Testing

As a method for validating....your presence in… and approach to… the marketplace testing can take you from **mediocrity to millions**.

Testing, in today's online environment, provides you with broader access, quicker results and for less cost than ever before.

Testing will be reviewed in great detail further in the program.

Ordinary
To
Extraordinary

"…Because its purpose is to create a customer, the business has two…and only two…functions…Marketing and Innovation. Marketing and Innovation produce results, all the rest are costs."

Peter Drucker

- How to Stimulate Innovation.
- Marketing, the Ultimate Lever

How to Stimulate *Innovation*

How do you come up with good or great ideas?

Ideas are the final result of a long series of unseen idea building processes going on beneath the surface of the conscious mind.

These processes can be identified. Then you can consciously follow the orderly flow. In short - there is a formula to it all. A simple formula.

The production of ideas is just as definite a process as the production of cars on an assembly line.

The formula is simple to state, but requires the hardest kind of intellectual work to follow, so that not all who accept it use it.

Training the Mind:

- **We have a natural capacity for creating ideas.**

- **Here's how we develop it.**

- **Bits of knowledge are nothing but rapidly aging facts.**

- **Principles and methods are everything.**

- **Combining old elements in new ways.**

- **Two key principles:**
  1. An idea is nothing more than a new combination of old element.
  2. Your capacity to bring old elements into new combinations depends largely on your ability to see relationships.

  - To some, each fact is a separate bit of information. To others, it is a link in a chain of knowledge.

  - It's not so much a fact as it is an illustration of a general law.

  - Minds quick to see relationships come up with several good to great ideas for each problem and challenge they face.

  - Once you grasp a general principle, it quickly leads you to new applications, combinations — and the result is a fresh idea.

  - Ideas are new combinations. The ability to make new combinations is heightened by the ability to see.

  - Whenever an idea is produced, consciously or unconsciously, a technique is followed.

The Five Steps:

1.) Gather raw material. Don't look to heaven for inspiration. Work systematically.

Two kinds of materials: 1.) Specific 2.) General

Ideal result from new combinations of specific knowledge about products or services with general knowledge about life and events.

Example: Kaleidoscope — send for new patterns.

Part is current job…Part is lifelong.

3 x 5 cards - expression for mind forces discipline.

2.) Gestating, masticating. Hard to describe…It's done in your head.

Synthesis occurs.

As bursts come out — write them down on 3 x 5 cards again.
Don't tire of putting the puzzle together when it seems most hopeless. You're almost there.

3.) Forget about it for a while. Put the challenge out of your mind. Turn it over to subconscious mind.

4.) Out of nowhere the idea will appear, usually when you are least thinking about it. Write it down - make it your prisoner forever.

5.) Finalizing, cold gray sobriety of morning, submit it for review. Good ideas will expand.

Seven Marketing Concepts They Won't Teach You At Harvard Business School

1. People are silently *begging* to be led. They are crying out to know more about a business' product or service.

When you educate your clients, you'll see your profits soar. Think about your own experience. When you consider buying any item or service — for yourself, your home, for your family, as a gift, or for your business — you often don't know as much about the product as you would like to. And, if you have unanswered questions about a product, you're less likely to shell out money to buy it.

Yet, when a company or salesperson takes the time and initiative to objectively educate you about all the products in the field you're making a purchase in, they gain your trust and favor immediately.

Your reaction to being educated is not unusual. Education is a powerful marketing technique. Educate your prospective buyers about everything (including a few of the bad or less positive aspects of your product or service) and you'll sell to almost twice as many people as you do now.

This one concept — educating your client—will gain you a dramatic advantage over your competitors.

2. Tell people what specific action to take.

Few businesses realize that they must lead the client to action, in addition to developing a compelling marketing plan.

People need to be explicitly told how to act to obtain your product or service. Therefore — and this is incredibly important — every sales call, letter, commercial, or personal contact should make the case for your product. Give prospects a brief education, then take them by the hand, figuratively speaking, and tell them what specific action to take next.

If you're selling an impulse item, and/or if the offer is for a limited time, tell your prospect to get in touch with you immediately. And don't be abstract. If you deal by phone, tell them to pick up the phone and call a specific number.

3. Marketing is the ultimate financial leverage.

When you run an ad, it costs you "X" dollars. Whether the ad generates 10, 100, or 1,000-sales, the cost of the ad is fixed. So if you have been content generating 10 sales from an ad that costs you $1,000, and I can show how to generate 100 or 1,000 sales from that same ad space, then your leverage improves 1,000% to 10,000%. Now you should be asking yourself, "Can I get an ad to produce 10 to 100 times greater yield for the same dollar?" The answer is a resounding "Yes!" Simply test different headlines, body copy, themes, basic propositions, and offers. Very carefully analyze the results each ad generates (something very few sellers ever do). You'll know immediately which offers produce more sales, profits, or client.

3. Advertising is nothing more than salesmanship.

As obvious as it should be, virtually no one really understands this basic concept. Advertising via radio, television, magazines, and direct mail should all be constructed and implemented in the same demanding way that a salesperson makes a pitch to a prospective client.

Each ad should make a complete and compelling case for the product. The ad should also advocate your product to the prospective buyer in an educational, informative, and factually supportive way. Your advertising should create visions of a multifaceted product in the mind of your customers.

Many marketers scorn long, "reader-type" ads or long, meaty commercials and opt for short, abstract, cutesy advertising. But remember, advertising is salesmanship. Would you tell your salespeople to stop their presentations in mid-stride? Would you tell them to make less than a complete and compelling case for your product or service? Would you tell them not to ask the prospect to make a buying decision — to take action, if you will? Would you instruct them to be flippant, cute, or oblivious in the way they communicate with prospects? Of course you wouldn't!

So, don't let your advertising fall into the same expensive, nonproductive trap. Once you learn the difference between salesmanship and "cutesy" advertising, you'll have an immediate advantage over virtually every one of your competitors.

5. People don't appreciate what you've done for them, or will do for them, unless you educate them to the facts.

One of the saddest marketing mistakes I see is the failure of businesses to educate their clients about the unique advantages offered them. If you've reviewed 100 different manufacturers of the products you sell, let your customers know. It'll impress them that you've screened out products that don't have the quality, endurance, warranty, manufacturing support, service guarantees, or dependability you know they want. Perhaps your guarantee is three times longer, or covers five times more problems than your competitors'. Your client won't know that unless you tactfully point it out.

6. Bonuses can make a profound contribution to your overall sales proposition

By carefully acquiring high-perceived-value (but low-cost) bonus products, your firm stands head and shoulders above its competitors in terms of real value provided to the client. There are an infinite number of both tangible and intangible bonuses a business can "package" into a sales proposition.

7. Turn the table on the risk factor when making a sales proposition.

Clients always see the risk being predominantly borne by them — not the salesperson or business.

If you are the first company in your field to remove that obstacle and assume the risk for the client, you'll gain an incredible advantage. Most businesses de-emphasize the guarantee. If you emphasize the guarantee and give clients something valuable as a bonus, you'll probably get a sale.

Nine Business Drivers

There are only nine things that ultimately "drive" revenue. Here they are. Understanding strategy versus tactics and how to "get clients," will prepare you to think more thoroughly through how you ultimately improve each of these drivers.

1. **Ideology - Business belief systems about why I am in business. Philosophies about succeeding: what I think or believe about different aspects of business in general and my business specifically.**

   <u>Current</u>

   <u>Improved</u>

2. <u>Products and/or Services Current</u> - Describe and Pricing. How to improve, add new, or take on affiliates. Include proprietary and licensed/joint ventures.

<u>Add new products</u> **<u>Add new markets</u>**

<u>Acquire new businesses</u>

<u>Joint Ventures</u> **<u>Affiliate Programs</u>**

$ $ $

<u>Current</u>

<u>Improved</u>

3. Your Business Model - How to make it better:

- Lead/Prospect Generation (follow-up: e-mail, letter, call)
- Encyclopedia
- Tony Robbins
- One Shot
- Endorsement
- Self-liquidating Front-End, Higher Ticket Back-End
- Preview/Lecture/Seminar – Educate First, Sell At The End
- Teleconference Calls/Classes
- Continuity
- Newsletter/Back-End
- E-zine/E-mail List
- Paid Event, Sell Higher Ticket At The End

Current

Improved

4. Strategy

Current

Ideas for Improvement

5. <u>Asset Inventory</u> - Both Tangible and Intangible

A. Capital—Intellectual, Human, Financial (list what you have, list ways you can improve, expand or better utilize each area).

<u>Current</u>

<u>Improved</u>

6. <u>Relationships</u> - Strategic, Vendor, Collegial, Clients, Industry, Key Influencers, Associates, Experts. List each and THINK through how to get more out of each area.

<u>Current - Whether Fully Leveraged or Not</u>

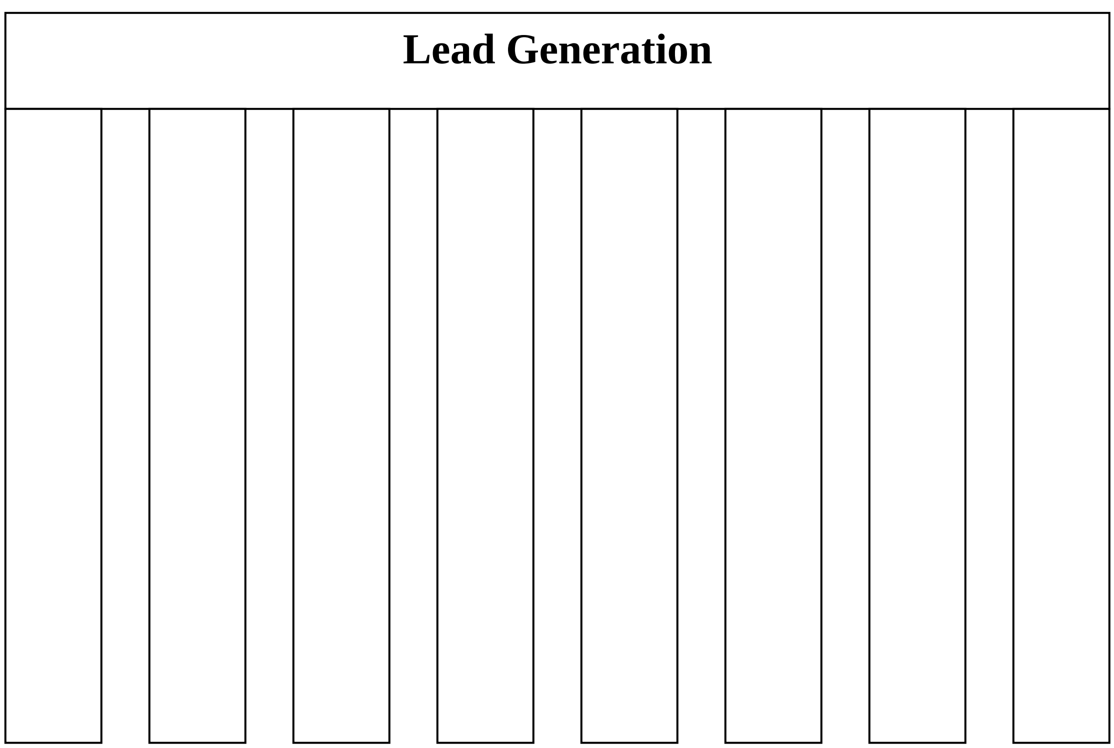
<u>Improved</u>

7. Lead Generation / Marketing

Current Activities

Areas for Improvement

My Prospecting Pillars

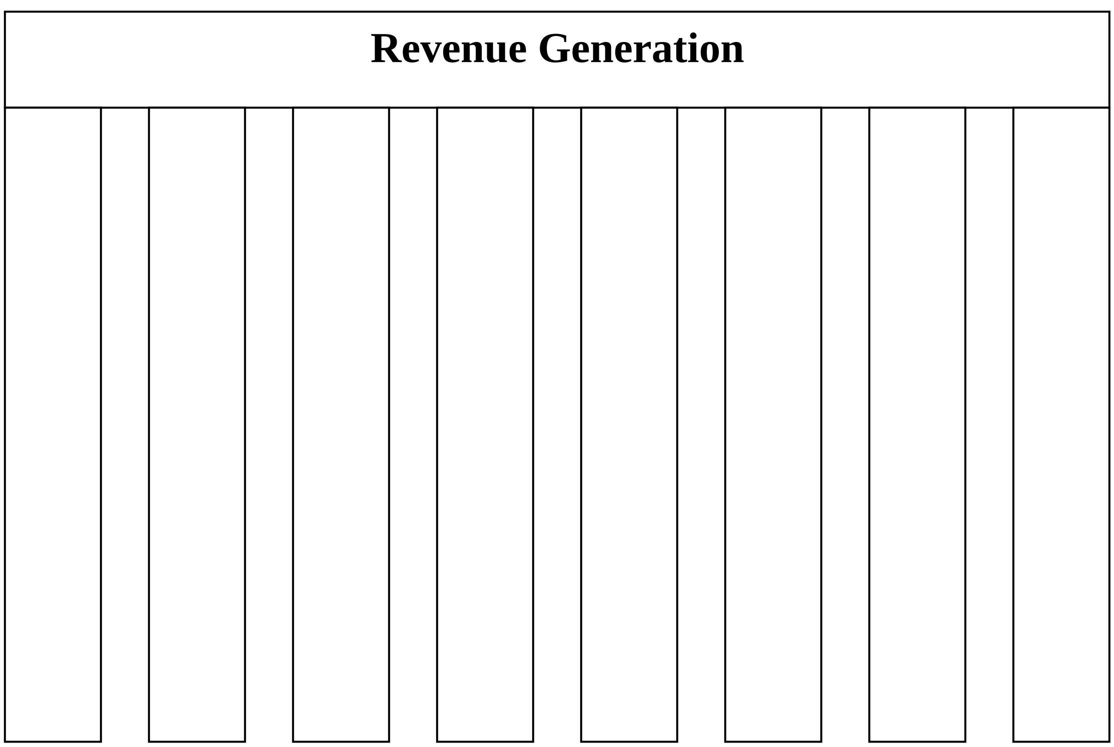


8. **Distribution Channels and Markets/Niches You Address. List current vehicles; then how you can expand markets and improve the segments served.**

Current

Improved

My Sales Pillars



9. Procedures/Processes

Deming 101

What are the key processes currently driving my revenue and how do they perform both transactional in a timeline-denominated basis and measurably in a quantifiable basis? Meaning…taking sales as an example: You may have one person who is very good at getting new clients, but terrible at keeping them. Then you have another person who keeps them forever, but has a terrible time getting in the door. Each of those situations offers a "process" that can be defined, examined and then improved and duplicated. But first you have to study them.

You may also have marketing efforts that work better at some stages than others. You may also have delivery issues (for your product or service) that can be broken down, examined and improved. This is your opportunity to work ON your business… to look at each of these areas and look for incremental gains. For each area, we suggest a "workshop" with your crew in which you use everyone's brain power to improve. So list each aspect of the functions of your company below and then the current levels of performance/results, and then; either what you can do to improve them, or at the very least, define the title of the workshop you will have, i.e.; "Do workshop with crew on improving our shipping department." Or, "Do workshop with sales team to improve our closing ratio and test closing." Or "Do workshop with crew to improve our rapport skills. Or, "Do workshop with technology team to streamline our information flow."

What topics and/or processes will set you apart as the "preeminent" and "trusted advisor" for your clientele? Incorporate these critical areas into both personal and team training.

Current training in place, current management structure, current selling systems, and current referral systems. List current and ways to improve. Include revenue generating and operational.

	Current	**Improved**
Training		
Management		
Selling Systems		
Referral System		

Marketing Strategy

My Current Strategy Is: (Best Effort)

Change Your Marketing **And** **You Change Your Result**	**Change Your Strategy** **And** **You Change Your Result**

Marketing
+ Strategy

DOMINATION OF YOUR NICHE

Strategy Defined:

i.e.: **Strategy**
(Planning)

vs.

i.e.: **Tactics**
(Doing)

My Current Strategy Is:

25 Strategies to <u>Out-Market</u> Your Competition

1: Work Your Current and Past Client Lists

2: Stop Spending So Much on Ineffective Advertising

3: Follow Up

4: Keep Following Up

5: Use Risk Reversal

6: Bump & Up-Sell

7: Sell, Then Sell Again

8: Utilize Host-Parasite Relationships

9: Use Your Competitor's Resources – and Profit

10: Offer Extended Guarantees and Incentives

11: Lock in Sales in Advance

12: License Your Successful Concepts

13: Break Even on the Front End

14: Test Your Prices

15: Reposition Yourself as an Expert in Your Industry

16: If You Know a Company That Is Going Out of Business, Buy Their Clients and the Right to Fulfill on Orders

17: Decrease Your Overhead

18: Don’t Burn Your Bridges

19: Avoid the Ostrich Theory of Marketing

20: Write Only Direct-Response Ads or Sales Letters

21: Write Headlines That Pull

22: Analyze Your Results

23: Don’t Put All Your Eggs in One Basket!

24: Get Your Clients to Give You Referrals

25: Recognize and Identify Your Hidden Assets

Central Premise

Based on your understanding of the previous sections, describe the central premise for your business/enterprise. What do you do…who's your client…why do they come to you…how do you find them?

Unique Selling Proposition

Defined:

The Strategy of Preeminence dictates*:*
You Must Be Seen as the Only Viable Solution!

Building Your Unique Selling Positioning

Name at least five pain points that would motivate your buyers to become more interested in your products or services.

Be clear, this is the step where you are trying to get their attention. Motivating them to buy ONCE you have their attention is the next step. For example, if you were selling to Foundries, you might say: "Half of all foundries have gone out of business in the past few decades. Learn why and how to avoid it." Another example: If you were selling training programs to HR executives, you might say: "98% of all HR executives admit that they'd like to do a better job on retention. Here's a superior method that's totally painless." Both of these statements, by the way, are true.

1.

2.

3.

4.

5.

Measurable Data

What measurable data, facts, comparisons, illustrations, construction, performance levels and buying criteria do you want, need to know and include? Where will you get it, i.e., research, vendors, analyzing data, etc?

Name at least five pain points that would really motivate your buyers to buy faster. (The first exercise was to find ways to “grab attention.”) Now you have their attention, how do you motivate them to take action...FASTER.

1.

2.

3.

4.

5.

Problems & Challenges

Describe, define, name the problem, challenge, question or issue for which your company, product, or service is the only viable solution. Explain <u>why</u> you alone can do it for them.

Pain Points

Name at least five pain points that would motivate your buyers to <u>buy more.</u> (This is different than faster).

1.

2.

3.

4.

5.

Pleasures from Your Product/Service

Name five pleasures the prospect/client should want to attain, achieve and experience or get from your product, service or company at work for them.

1.

2.

3.

4.

5.

5.

Future Pacing (Expectations)

What it will be like when they have your product device's transactional performance in your client's life or business?

List at least five expectations.

1.

2.

3.

4.

5.

High Impact Headlines

Review headlines (see headline tab)

Complete these exercises:

Write 12 headlines for your product/service/company that explains the biggest single payoff, benefit, result your product, service, company at work for a client produces/delivers. Go at it from every angle.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

Specific Measurable Benefit

Write five ways your product/service adds specific, measurable benefit or value to your client.

1.

2.

3.

4.

5.

Advantages Over Competition

Write ten advantages you have (or can create) over your competition, tangible or intangible.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Make a list of all the specific, direct and indirect competition you have for the problem your product/service/company solves and what their chief individual appeals or advantages to the buyer are.

Now tell the five things everyone should look for in a product or service like yours (*without directly referencing your product or service*—you're setting the market's buying criteria here, so these should be things you do that your competition doesn't, or that they haven't delineated. For example, if you're a real estate broker you may find that all your competitors help guide the homeowner through the process AFTER the sale, but few real estate brokers make this part of their presentation in order to get the listing in the first place).

1.
2.
3.
4.
5.

Provide five metaphors or similes that analyze or illustrate what else having your product or service in their lives is like.

1.
2.
3.
4.
5.

Elevator Pitch: If you were riding up ten stories in an elevator and one of your fellow passengers asked you about your business, what would you say in the 30 seconds between floors?

Outline your elevator pitch.

Now state it in…reduce it to…a single sentence. This is your slogan …your strategic position…that statement that goes under your logo every time.

My USP Is:

Keeping in Mind
The Strategy of Preeminence
as
Your Organizational Values / Principles

- Consider Yourself a Leader; The Client is Begging to Be Led
- Take a Position; Have a Point of View/Perspective
- Have a Higher Purpose
- Fall in Love with Your Client
- Have Massive Empathy for the Client
- Create Clarity, Focus and Certainty for Your Client
- Not a Commodity but Value-Based

Now that you've "thought" through (for perhaps the first time ever) all of the ways you can "strategically" outsell your competition, can you tie it all together?

What is your ultimate Strategic/Preemptive Position (how I differentiate from all the rest)? Reread Jay's section on "Strategy of Preeminence," it gives a profound positioning for ANY company.

Now spell it out for YOUR company (and note that this will grow even stronger when you… research…test…VALIDATE your market data):

My NEW Master Strategy Is:

____

____

____

____

____

____

THE POWER PARTHENON STRATEGY of Geometric Business Growth

There are three ways to grow a business. . .<u>any</u> business.

ONLY THREE WAYS

1. Increase the number of clients

2. Increase the average transaction value

3. Increase the frequency of repurchase —
   Get more residual value out of each client

Increase the # of Clients		Increase the Average Dollars per Sale		Increase the Repurchase Frequency		Total
1000	*	100	*	2	=	$200,000

To appreciate for yourself, first-hand, exactly how and why I can grow so many different businesses and practices, so fast, so big and profitable — with so little effort, time or expense, study these three examples.

OPTIMIZATION

Increase the # of Clients		Increase the Average Dollars per Sale		Increase the Repurchase Frequency		Total
1000	*	100	*	2	=	$200,000
10% Increase		10% Increase		10% Increase		33% Increase
1100	*	110	*	2.2	=	$266,200

A 10% increase in each of the three areas
equals a 33% increase in revenue.

Increase the # of Clients		Increase the Average Dollars per Sale		Increase the Repurchase Frequency		Total
1,000	*	100	*	2	=	$200,000
10% Increase		10% Increase		10% Increase		33% Increase
1,100	*	110	*	2.2	=	$266,200
33% Increase						
1,333	*	125	*	3	=	$499,875

Look what happens now. The results are exponential.

OPTIMIZATION

This illustration dramatizes the power of true geometry being harnessed for your business. Isn't this smarter than the strategy you're presently following?

To Grow Your Client Base, You Can Focus On:

Increasing your lead generation through:

- Referral systems
- Acquiring clients at breakeven up front and make a profit on the back end
- Guaranteeing purchases through risk reversal
- Host-beneficiary relationships
- Advertising
- Using direct mail
- Using telemarketing
- Running special events or information nights
- Acquiring qualified lists
- Develop a Unique Selling Proposition
- Increasing the perceived value of your product/service through better client education
- Using public relations

Increasing your client retention rate by:

- Delivering higher-than-expected levels of service
- Communicating frequently with your clients to nurture them.

Increasing your conversion from inquiry to sale by:

- Increasing sales skills levels of your staff
- Acquiring clients at breakeven up front and make a profit on the back end
- Guaranteeing purchases through risk reversal
- Host-beneficiary relationships
- Advertising

This page and the next two pages show you 30 totally proven, frequently unrecognized, and fully underutilized ways to grow your business.

Do you see how many exciting and powerful options and opportunities you have available to you --- right under your nose?

To Increase Transaction Frequency, You Can Focus On:

- Developing a back end of products that you can go back to your clients with
- Communicating personally with your clients (by telephone, letter) to maintain a positive relationship
- Endorsing other people’s products to your list
- Running special events such as “closed door sales,” limited pre-release and so on
- Programming clients
- Price inducements for frequency of purchase

To Increase the Average Transaction Value, You Can Focus On:

# of Clients		Average Dollars per Sale		Repurchase Frequency		Total
1,000	*	100	*	2	=	$200,000

Fill in the current numbers for your own business:

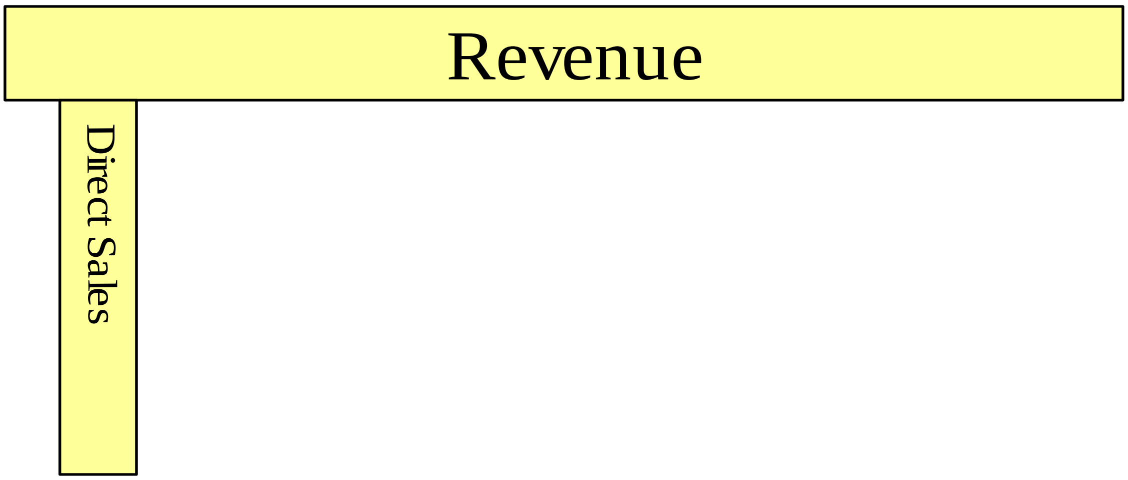
	*		*		=	

Fill in the numbers that you project for your business after applying Jay’s methods:

	*		*		=	

OPTIMIZATION

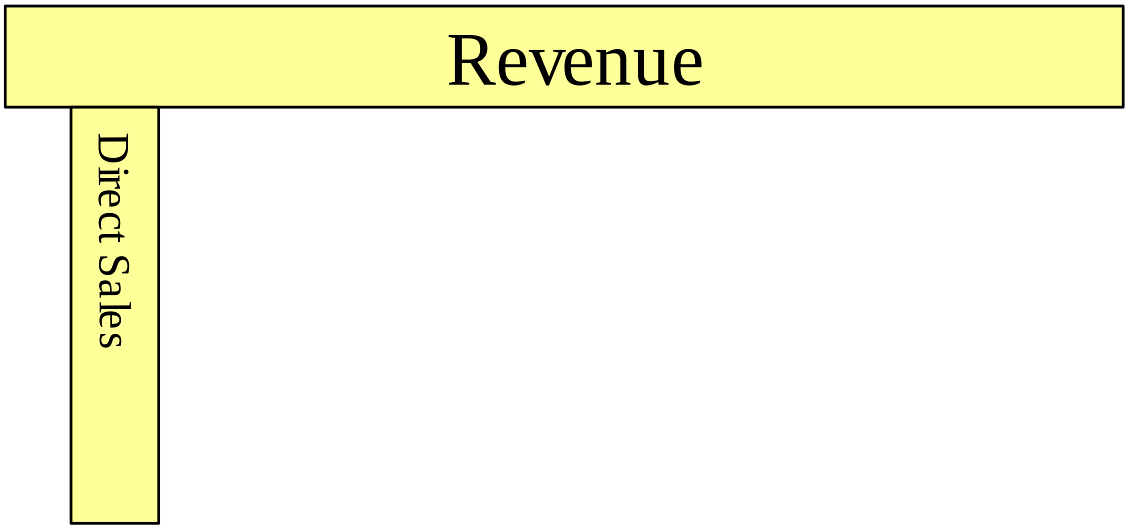
10



Most businesses continuously rely on
one marketing approach to grow
and sustain their business…

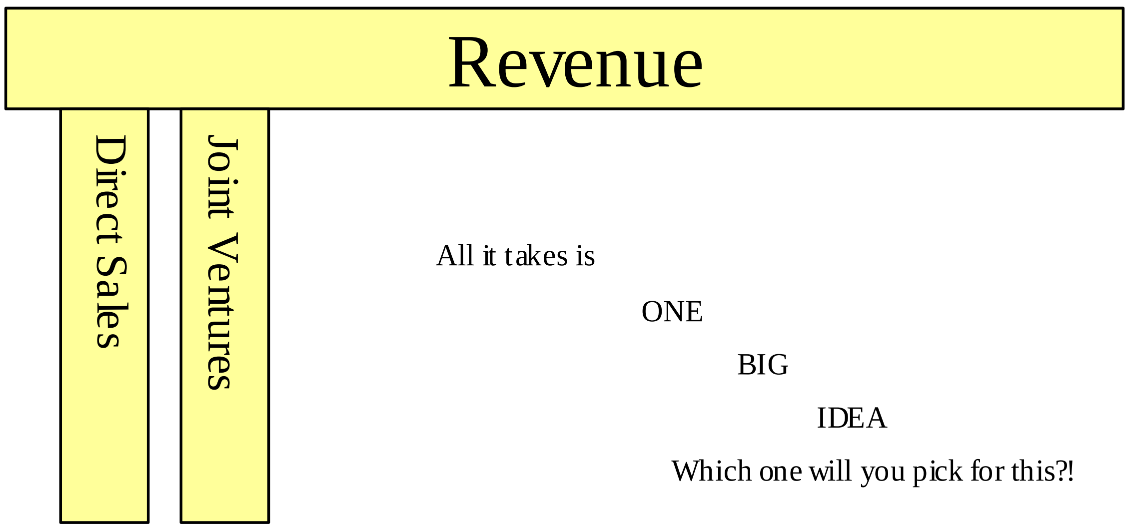
(The Diving Board Philosophy)

12



What happens when that one approach becomes less effective? Your business stream diminishes and you begin to lose market share.

13



All it takes is

ONE

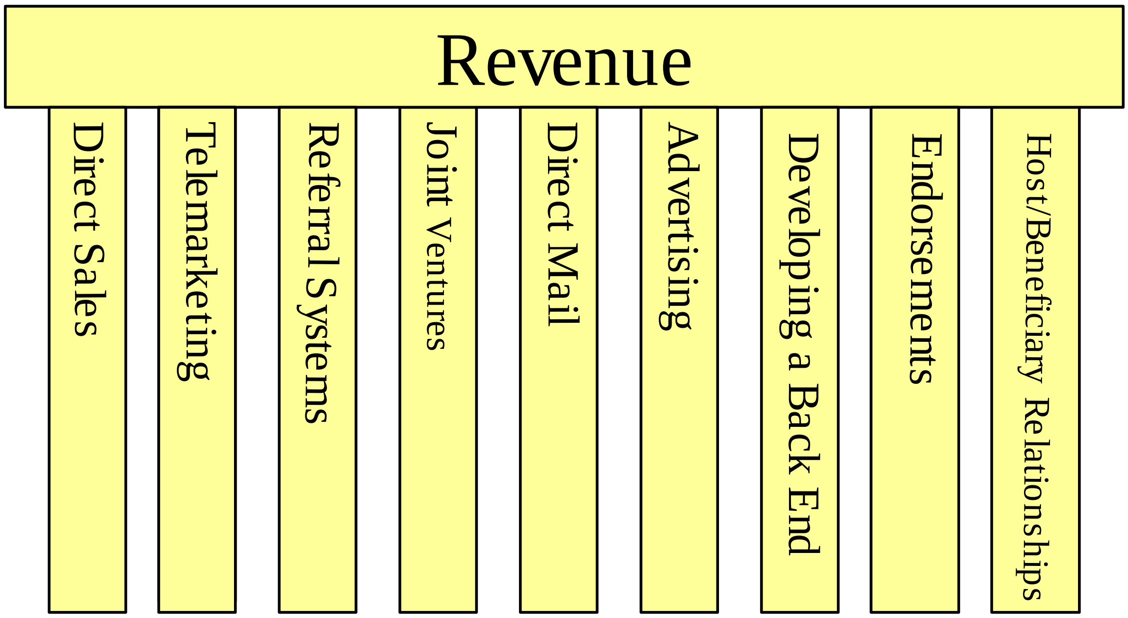
BIG

IDEA

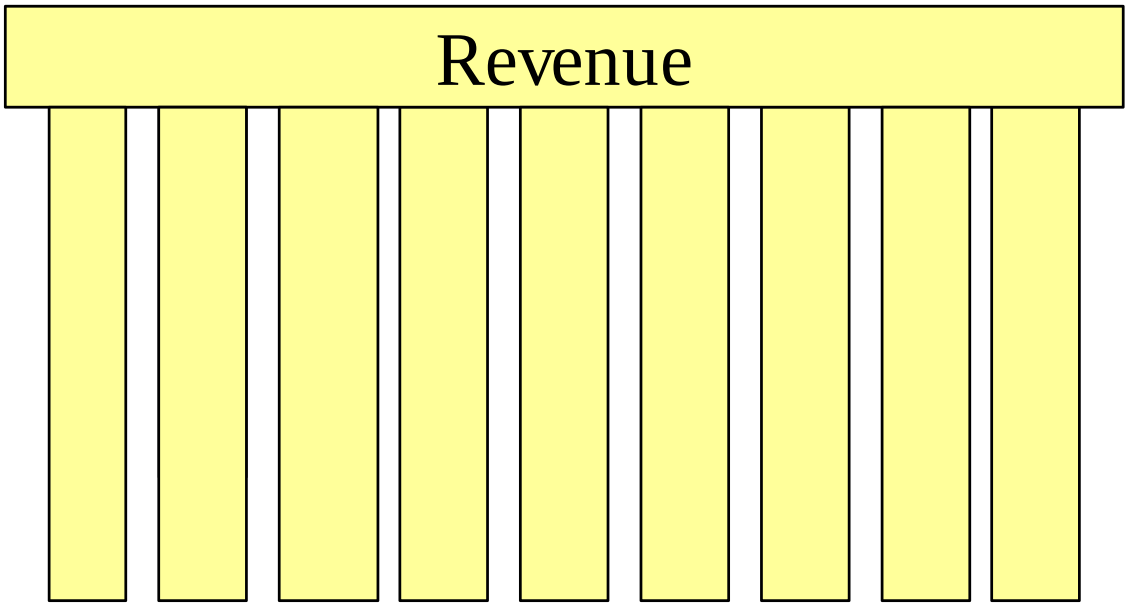
Which one will you pick for this?!

What would happen to the stability of your business as you begin the process of formalizing your marketing profit centers?

14



What would happen to your revenue level and profitability if you combined a wide array of marketing approaches?
(The Parthenon Philosophy) 15



List the marketing pillars that your
business is currently on.

16

Profit/Leverage Consolidation Worksheet

Actions to Increase No. of Clients	X	Actions to Increase Frequency of Sales	X	Actions to Increase Amount of Sales	=	NET NET NET

Strategy

Percent / Dollars

Total
Percent / Dollars

Total
Percent / Dollars

Total
Percent / Dollars

NET TOTAL
Percent / Dollars

X

X

=

11

What's The MNW (Marginal Net Worth) …The Lifetime Value of a Client?

List each area and then your thoughts to improve/expand them.

Average Unit of Sale **My Goal to Improve**

Profit per Transaction

Frequency of Transaction

Client Attrition

Current Back Ends **Additional Back Ends**

Leveraging Your Tactics

Challenge yourself to THINK deeply…exercise your creativity…adapt and adopt...as you will discover that different objectives may involve the same tactics.

Tactical Deployment

How Many Different & Complimentary Ways Can I Use My Marketing Tactics?

Several pages of choices follow, but let's begin with **"the Seven Musts**." There are dozens of ways to use each of these marketing weapons. This has been explained in detail on the videos. In this section, you're planning "what" you can do. In the next section, you will plan "how" you will do it, and in the following section, you will actually plan WHEN you will do what. So under each area, let's begin with which of these weapons is appropriate for you and what are some of your ideas/goals for utilizing this area. Remember, goals focus the mind. So let's write some down.

Sales–Distribution Channels Plans	**Goals**
Promotional Media	**Goals**
P.R. Plans / Promotional Media	**Goals**
Trade Show Plans	**Goals**
Direct Mail Plans	**Goals**
Advertising Plans	**Goals**
Internet (web, email, affiliates) Plans	**Goals**
Promo Pieces & Brochures Plans	**Goals**
Others i.e. Infomercials	**Goals**

The Tactical Touch

Your Clients Will Tell You What They Want
…and How You Are Doing

How many different ways can I effectively/continuously communicate with my clients to keep them bonded and what would each communication be focused upon? List and describe. Move this into your marketing calendar.

Type of Communication	Content	Assigned To?

Remember…EVERYONE in Your Rolodex Counts

Type of Communication	Content	Assigned To?
		YOU

Tactics for…
Increasing your lead generation / initial sale through:

- Referral systems. What will they be, who will deploy them? What is the plan?
  (Put into calendar and into area that asks for "strategic objectives.")

- Acquiring clients at breakeven up front and make a profit on the back end. How best do I apply that?

- Guaranteeing purchases through risk reversal. What is best way to present, state, and dimensionalize?

- Host-beneficiary relationships

- Using telemarketing

- Running special events or information nights/private VIP offerings

- Acquiring qualified lists – where, what, how

- Increasing the perceived value of your product/service through better client education example

Tactics for…
Increasing your client retention rate by:

- Delivering higher-than-expected levels of service

- Communicating frequently with your clients to nurture them

Tactics for…

Increasing your conversion from inquiry to sale by:

- Increasing sales skills levels of your staff (more on this later)

- Acquiring clients at breakeven up front and make a profit on the back end

- Guaranteeing purchases through risk reversal

- Host-beneficiary relationships

- Advertising

Tactics to…
Increase the Average Transaction Value:

- Improving your teams' selling techniques with bumps, step down, up-sell and cross-sell

- Using point-of-sale promotions

- Packaging complimentary products and services together

- Increasing your pricing and hence your margins

- Changing the profile of your products or services to be more “up market” or “down market.”

- Offering greater/larger units of purchase

Tactics to…
Increase Transaction Frequency:

- Developing a back end of products that you can go back to your clients with

- Communicating personally with your clients (by telephone, letter, email, etc.) to maintain a positive relationship

- Endorsing other people's products to your list

- Running special events such as “closed door sales,” limited pre-release, etc.

- Programming clients

- Price inducements for frequency

From all these past several pages what will also serve is what we call:

“A Superior-Access Vehicle”

(Something that by design gives you superior access to your prospects.)

List ideas here:

Why and how have I been limiting or keeping people from buying from us? What is slowing down, hindering or stopping sales from being made?

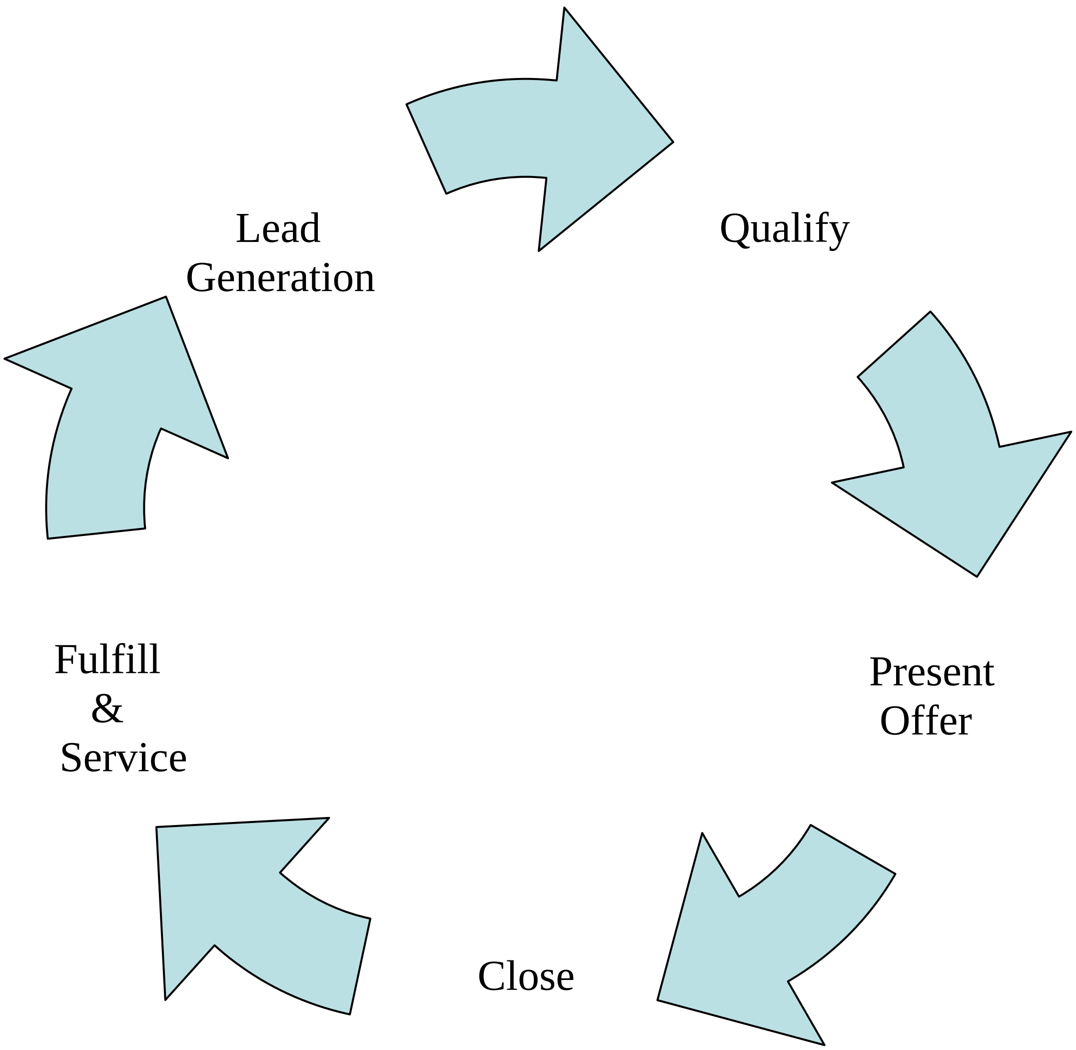
Who can endorse our product, services, company?

From whom can we get testimonials?

Name	What Medium?

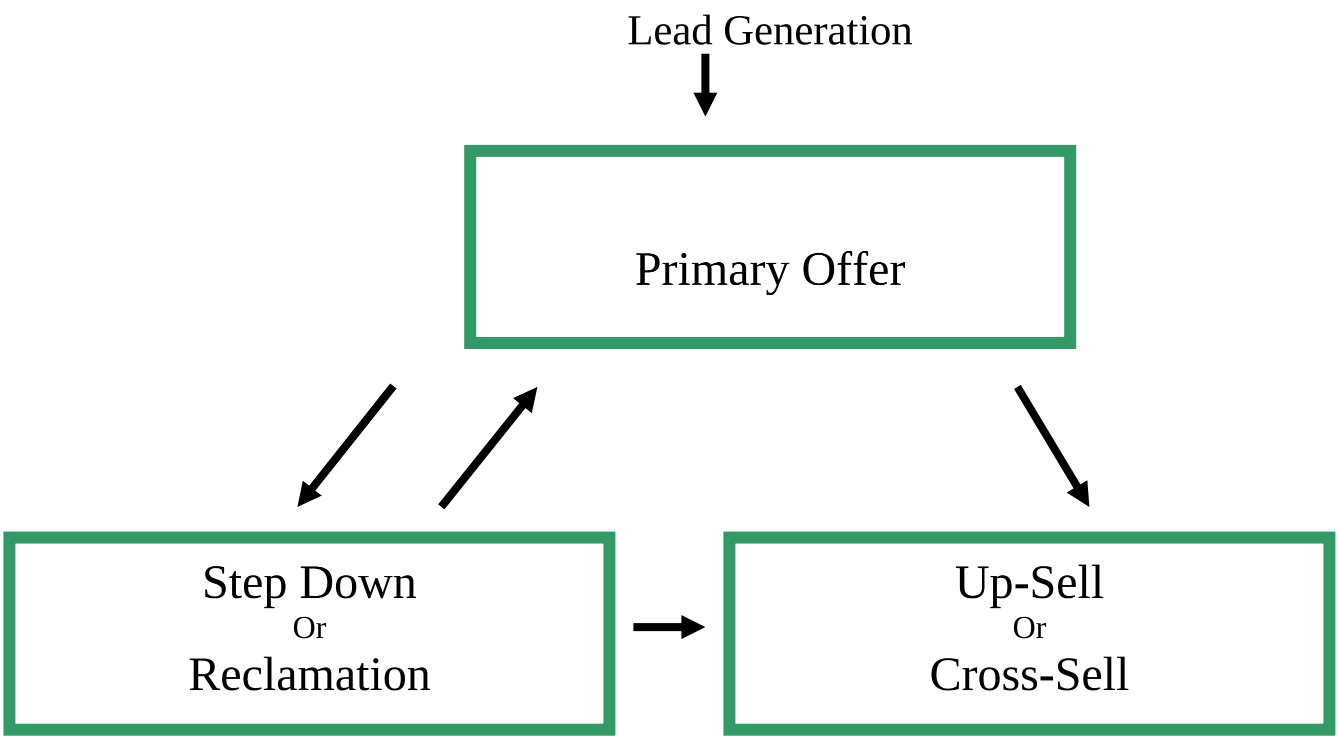
The Sales Cycle

"Traditional"



Abraham Sales 101

"Enlightened"



i.e. Reports
Newsletters
Tape Sets

i.e. TeleSeminars
Seminars
Coaching

Always adding value…

With the commitment…

To serve…

As each client's trusted advisor for life.

Building My Back-End

<u>My Primary Offer is:</u>

<u>My Step-Down</u>

<u>My Up-Sell</u>

Risk Reversal

Defined:

Examples:

- Tire Chain – Double the difference
- Doctor – "Pay me whatever you think it's worth"
- Real Estate Agent – Sell your house within a year if you're unhappy
- Grocery Store – Free Lunch
- Stop-Smoking Program – Refund money

What is your risk reversal?

What do my clients value most in the area that I occupy?

What weaker companies could I acquire the products, services, distribution, sales force, or clients and prospects from?

<u>Company</u>	<u>Key Assets to Target</u>

SYSTEMATIZE

Marketing Tactical Objectives

Target Goals per Marketing Tactic

Tactic Here	Goal You Want to Achieve	How Many Ways I Will Test This Tactic

Marketing Tactical Objectives

Target Goals per Marketing Tactic

Tactic Here	Goal You Want to Achieve	How Many Ways I Will Test This Tactic

Marketing Tactical Objectives

Target Goals per Marketing Tactic

Tactic Here	Goal You Want to Achieve	How Many Ways I Will Test This Tactic

Maximum Strategic Objectives per Tactic

This is where we teach the power of considering the maximum strategic objectives that you can achieve per marketing weapon as explained in "Strategy vs. Tactics"

.

Tactic Here	List all the strategic objectives for each tactic & how you will achieve them

Maximum Strategic Objectives per Tactic

Tactic Here	List all the strategic objectives for each tactic & how you will achieve them

Maximum Strategic Objectives per Tactic

Tactic Here	List all the strategic objectives for each tactic & how you will achieve them

Deployment Resources & Responsibilities
Per Marketing Tactic

Tactic Here	Time/ Budget	Steps to Prepare/Things To Do	Resources Needed to Deploy	Who is Responsible to Deploy

Resources & Responsibilities per Marketing Tactic

Tactic Here	Time/ Budget	Steps to Prepare/Things To Do	Resources Needed to Deploy	Who is Responsible to Deploy

Copy Writing Primer

AIDA Formula

Attention
Interest
Desire
Action

- **Hooks**
- **Headlines**
- **Creatives**
- **Sales Offer**

- **Benefits vs. Features**
- **Bonuses**
- **Risk Reversal**
- **Call To Action**

Ten-Minute Marketing Genius Ad Clinic

Using the following areas as guidelines, develop an advertising program for your partner in this exercise.

Target: ____

Format: ____

USP: ____

Headline: ____

Body Copy: ____

Call to Action:____

Illustrations: ____

____

____

____

____

____

____

____

____

____

Testing Factors

Test, test, test, test, test, test, test…and test again

- HEADLINES
- FROM: LINES
- CREATIVES
- PROPOSITION
- PROOF
- FUTURE PACING
- RISK REVERSAL
- BONUS
- CALL TO ACTION
- the P.S.

What to test:

How to test:

Priority of testing:

Pathways to Preeminence

"My Training Plan"

Areas of my business that require ongoing, consistent and interval training.

This is how you, your people/departments will achieve the master level skills necessary to accomplish your goals.

Time management should be repeated regularly, goal setting as well, sales training for salespeople, etc.

Keep in mind at all times your strategic commitment to "Preeminence" and all that you do, say, print and deliver to your clients – the lifeline of your enterprise.

- List & describe areas of your business.
- Then list the training that each area needs
- Then list how you will measure the results.
- Then how you will reward improvement (time off, bonuses, raises, trips, prizes).

(Table on next page)

Training Objectives

Area of Business/Person	Training Needed	Desired Result	Way to Measure	Reward for Improvement

- *Sample* -

Training Calendar – Date___

	Week 1	Week 2	Week 3	Week 4
Who needs?				
What will they get?				
Who responsible to give, how supplied, which video?				
Time Allotted				

MY
Master Marketing
Plan

For
Engineering Breakthroughs
and
Mining Untapped Windfalls
of
Revenue & Profits

My Product / Service / Information

My Business Model

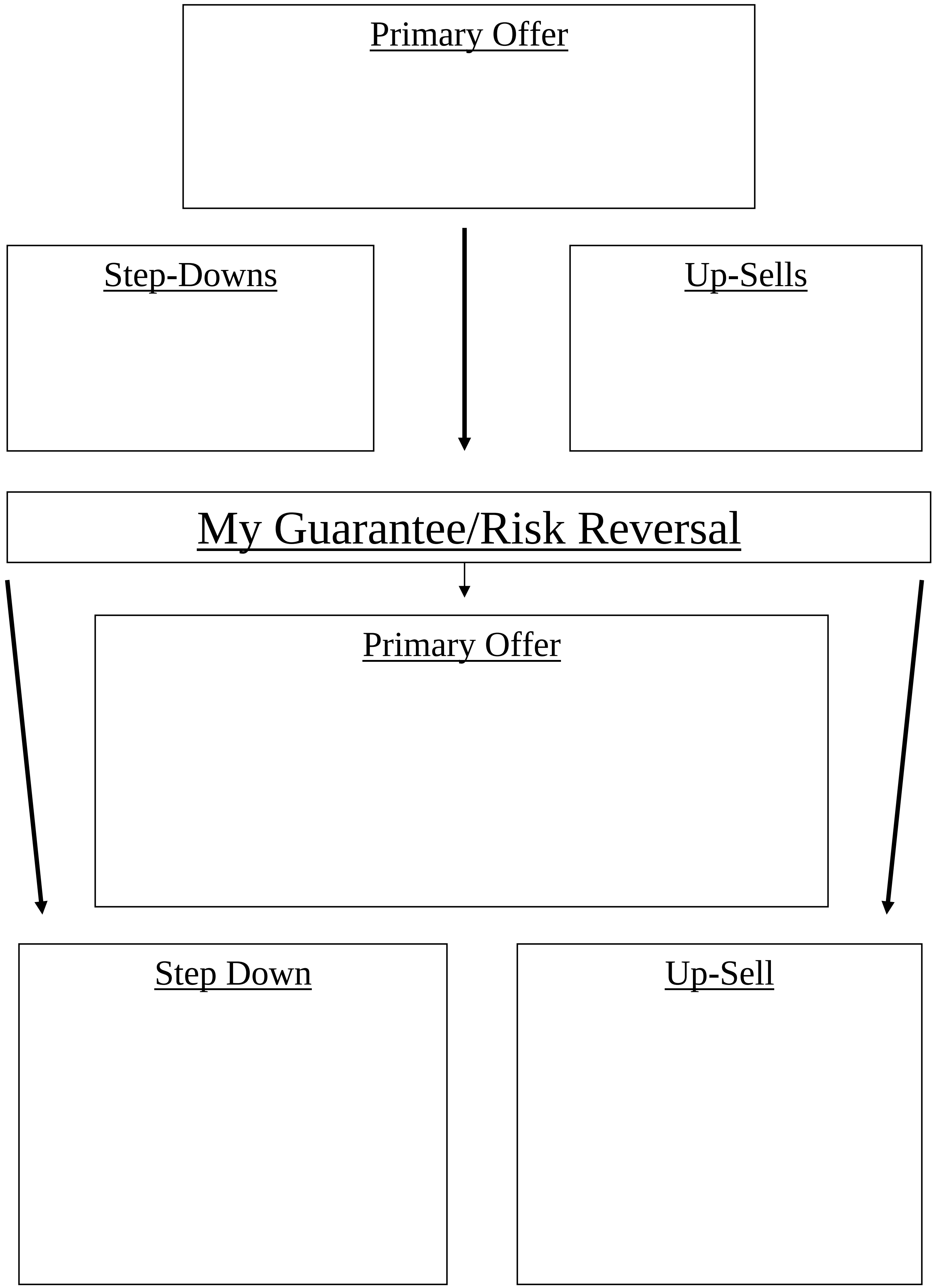
My Unique Selling Proposition

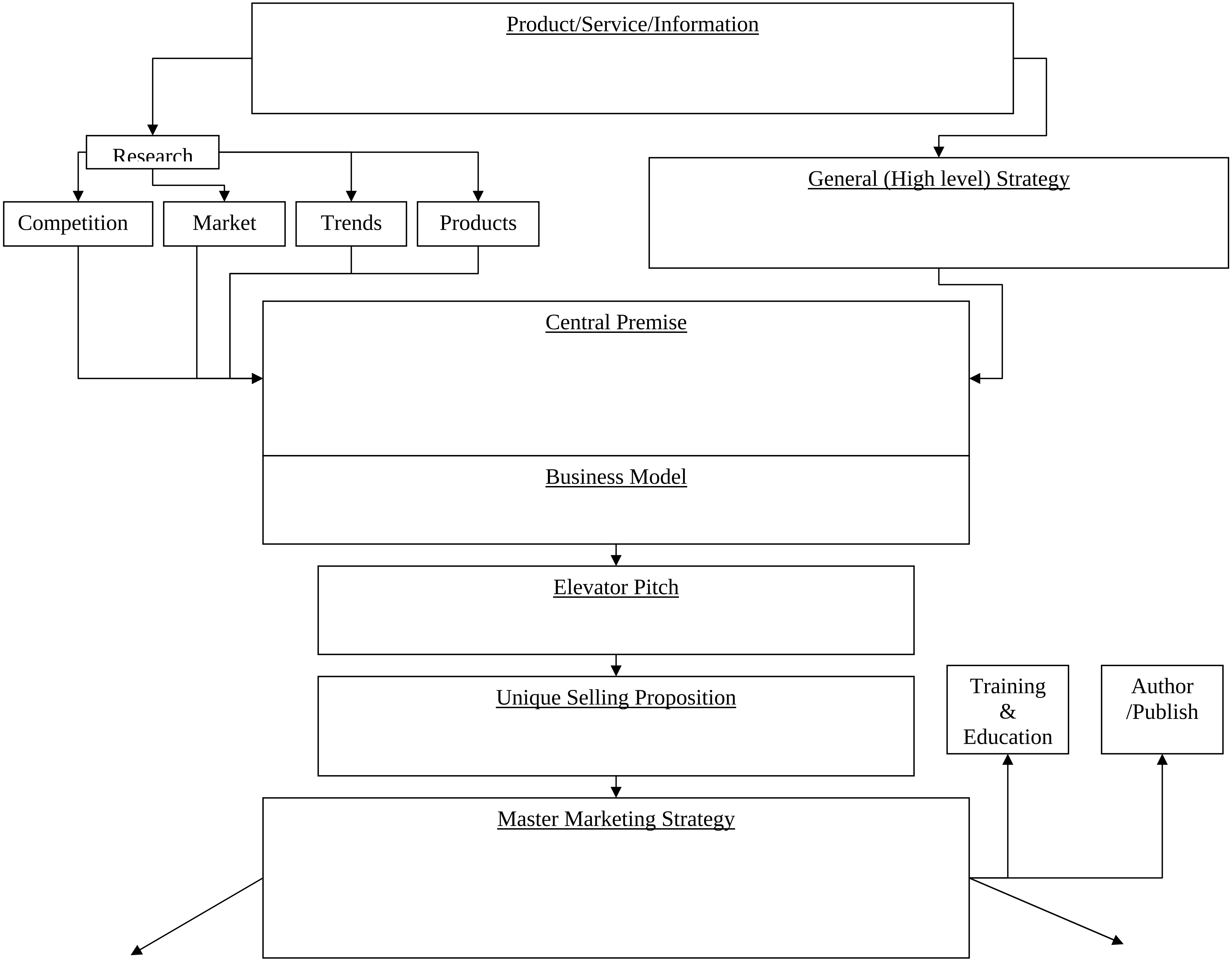
My Master Marketing Strategy

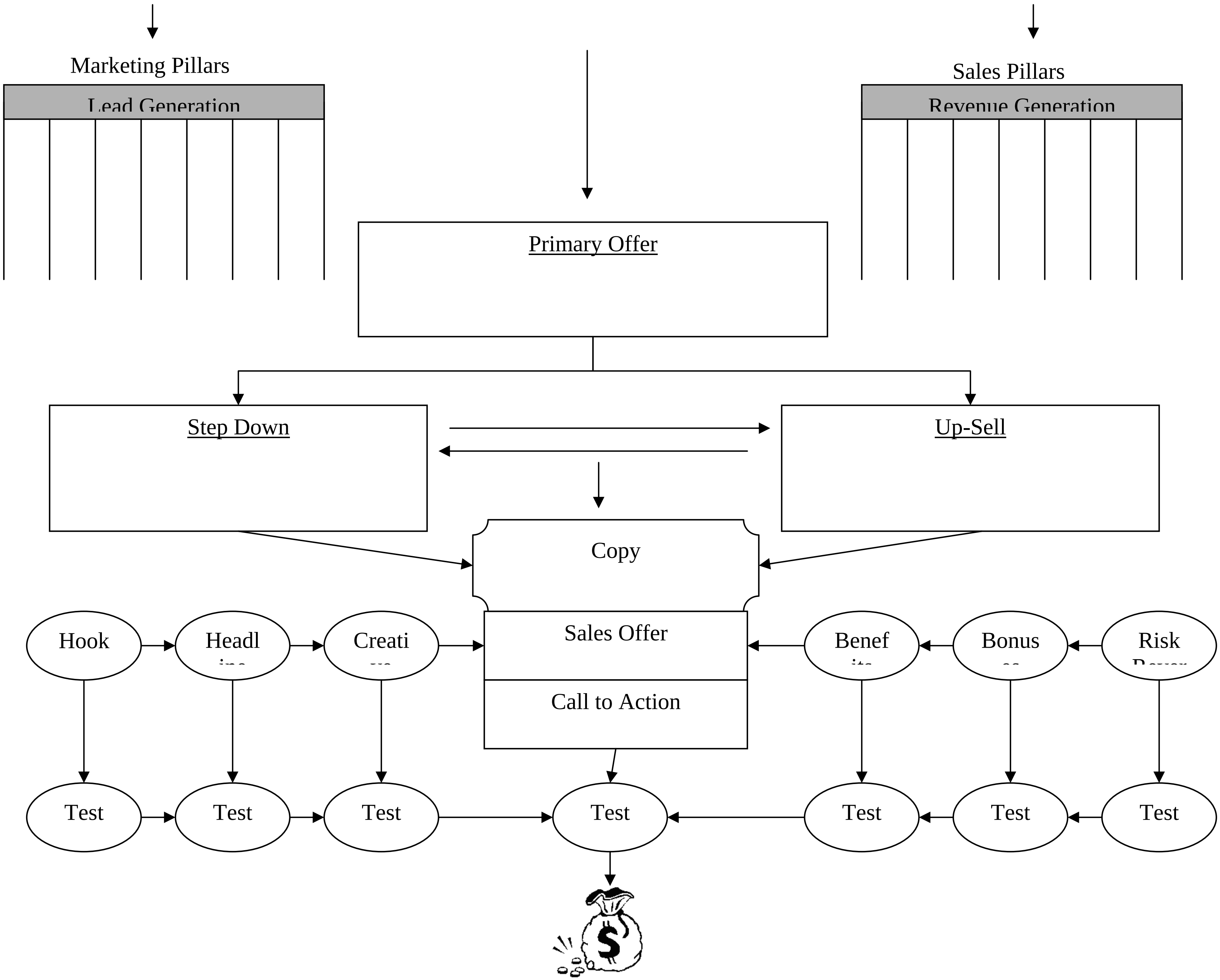
My Lead Generation Parthenon

My Revenue Generation Parthenon

What I Sell


Primary Offer
Step-Downs
Up-Sells
My Guarantee/Risk Reversal
Primary Offer
Step Down
Up-Sell


Product/Service/Information
Research
Competition
Market
Trends
Products
General (High level) Strategy
Central Premise
Business Model
Elevator Pitch
Unique Selling Proposition
Training & Education
Author /Publish
Master Marketing Strategy


Marketing Pillars
Lead Generation
Sales Pillars
Revenue Generation
Primary Offer
Step Down
Up-Sell
Copy
Hook
Headl
Creati
Sales Offer
Call to Action
Benef
Bonus
Risk
Test
Test
Test
Test
Test
Test
Test

My Sales Letter For My Primary Offer

NOTES

NOTES

NOTES

NOTES

NOTES

NOTES

NOTES

NOTES

NOTES

NOTES

NOTES

NOTES

NOTES

NOTES

NOTES

NOTES

NOTES

NOTES

NOTES

NOTES

NOTES

NOTES

Advanced "Strategy of Preeminence" Transcript

STRATEGIES FOR CREATING GREATER SUCCESS, INCOME AND WEALTH

I have a very simple philosophy on life. You shouldn't steal from yourself. If you're going to commit your life to an enterprise, wealth creation, the security and the financial well-being of your family… and if other people-- your staff, your team, your employees, your vendors --- are going to commit their lives to you, you owe it to yourself and to everyone else to get the highest and best results. You should never accept a fraction of the yield when the same effort or less, the same people or fewer, the same time or less, the same capital or less, the same opportunity cost or less, can deliver so much more to you currently, and perpetually.

Jay L. Abraham

I have a perpetual obsession, as opposed to a magnificent obsession, with learning how other people see life, what their values are, what their mindsets are, what their principles of operation are. Tony Robbins calls them "organizing principles." And I invest massively to do that.

There's a gentleman who is the managing director, the president, of one of the most successful entities of its kind in the United States. They are approximately 400% larger than their closest competitor. They have grown 15 times in the last five years. They are ten times more profitable, and they command an absolute, unequivocal predominance in every area that they penetrate. They have more fun, and they're more formidable and more invincible than anybody I've ever met.

I did an exchange with him. I gave him about $200,000 of my consulting services one-time in exchange for picking his mind clean. It was a good trade, because he didn't want to pay me money and I wanted something far more valuable. I wanted to understand what he understood that I didn't so that I could add it to my knowledge base and my focal perspective and my mind set. I wanted to travel to where he was living because he was seeing things in a perspective I had not.

I asked him a lot of questions, and what ensued were about 400 pages of transcribed notes. I've summarized what I think is his base formula for success, and I submit to you that it has elements that should be integrated into your base formula, too. I am a relatively competent interviewer, AKA interrogator. I know how to isolate and rifle in on the key elements. So I asked him a lot of questions, but they were all geared towards me getting a clarified answer to how his philosophy, his strategy, his belief systems, his focus on clients, on marketing, and on business in general work. I wanted answers that had universal translatability to anybody.

The first element he shared with me, which was a foundational pillar in their success, was that they strove to have enormous empathy with their client. They saw their purpose as selling leadership, as opposed to just being a wet noodle and letting people sort of do whatever they wanted. They saw their purpose and their role as being a leader, an authoritative, consultative force in their marketplaces. They saw it as essential that they telegraphed and communicated and conveyed to their clients and prospects the essence of the fact that they felt they way did. In other words, "I feel the way you feel. I understand what your problem is."

They saw a distinct difference between giving information and giving advice. They saw their role as telling people, "Here's what you should do about a problem, or a situation, or an opportunity," and specifically supported it with a compelling, irrefutable set of definitive facts. They saw their role as helping people focus on issues they'd never fully verbalized.

There are so many of us struggling to get the picture of what it looks like – the picture of what we feel. We don't even know definitively what we want because we're struggling. We don't even have phrases or clarity on what we feel. People that help us understand, and acknowledge, and articulate, and take action, and formulate a definitive, logical, compelling strategy normally get our trust.

Ask yourself this: In your business, in your life, in your critical necessity-based buying, in your indulgence-based buying, in your vanity buying…don't you really gravitate towards people who lead you? Towards people who are empathetically authoritative? Big, big difference.

They felt like their critical purpose was to present views their clients could trust. Again, leadership, leadership, leadership. They saw their role, their function, their purpose, their advantage, their positioning as being a leadership authority, although a benevolent, an impassive, a nurturing, and a loving one.

People inherently don't trust the system. "The system" means different things in different applications. I t could mean the big competitor. It could mean the way the government mandates. It could mean the way life has become. It could mean the fact that everyone is relegating everyone into being a commodity. And that doesn't limit itself just to business. Human beings are felt to be commodities too.

Everyone feels like they're a commodity. They're not distinctive. They have no purpose. They have no connectivity. This is a real big issue of opportunity. They see themselves as representing a refreshing alternative to the mundane and the unfulfilling norm. They are the refreshing, distinctive alternative. They don't take the premise of wanting to be mainstream because they think that mainstream is commodity. Mainstream is indistinctive. Mainstream has little value. They believe that most people are inherently upset or mad because they don't trust the system and they need someone to confirm that their rules are right. However, there's positive, hopeful opportunity in this dilemma, and they see their role as representing that.

They take the role of basically conveying to people that they're not being told the entire truth or all that there is to know about a subject. Then they take their role and say, "Here's the truth as we, or as I, see it." Some of the programs are generic. Some of them have a personality behind them. You're not being told the truth. Here's the truth as I see it.

They believe that most people don't know what focus is until they've had it made for them. I think so many people in this world never understand the meaning of business life. You take the same feelings, relatively speaking, that you're embraced with and ask yourself, how can you direct the same experience to your clients, or your employees, or your vendors?

They felt like a key element of their function was connectivity and to help people take the next steps. It did no good to give them a data dump of information if they didn't know what to do with it, and why to do something. Their role was to connect all the dots, give them a plan, help them take the next step, protect them, make that step logical, appropriate, obvious and easy. They saw, importantly, their role of their ability to put into words what people wanted but could not articulate or put clarity on, and then build on that for them.

I submit to all of you that you're missing an enormous opportunity if you don't take the role of verbalizing, and articulating, and feeling. You are human beings, and human beings feel the same way in any environment. That the same dynamic I have just exposed you to, you can expose your clients to over and over again, and you can expose your staff, or your team members, or your vendors or your loved ones, and it's very powerful. Does that make sense?

They always saw themselves selling a point of view, never saying, "Do what you want. Everything's OK. What would you like?" They didn't think that was their role, and their purpose was not to let people just be rudderless.

How many of you have a very, very committed relationship to somebody in a business, whether it's for your business, or for your personal, or for your vanity, or for your hobby -- that is so benevolently authoritative and leads you on a very view point type of a journey? That's the key advantage you can give. Those of you who don't, it's probably because no one has ever embraced you in a way that you felt they were looking out for your best interest.

Many people are very self-serving in their efforts to be selfless and it clearly comes through. Don't you think? That's understandable. Those of you who have never embraced that, that's because the people have never been able to articulate, or demonstrate, or live it. If you can live it by a belief system that's genuinely outwardly focused…that genuinely sees your higher cause of purpose as being to enrich other people's lives…to bring greater benefits, greater protection, greater advantage, greater financial benefit, greater savings, greater safety, greater productivity -- greater whatever. It's real easy to do. It's really difficult to do if you do not believe and live what I'm talking about. But if you do not believe and live what I'm talking about, business is pretty unfulfilling anyhow.

So, it's like the secret to making business really soar is to have a passionate awareness and commitment to a higher purpose, and the higher purpose is not your own enrichment. It's different kinds of financial, or psychic, or transactional enrichment of other people -- helping their lives be better, helping them be more fulfilled, helping them get more out of the process, or out of life itself.

They saw their purpose of making you -- meaning their customer or client – the center of attention. They saw their purpose to bring people in sequentially as they found them on the continuum of life, and then keep bringing them along and advancing them. Not just sort of coming in and out, but starting somewhere and advancing them. And not starting everyone at the same point, because different people are at different points, as you all are at different point of progression.

You are a human being. Human nature is immutable. It has been immutable from the first time man found himself on this earth. Human nature will be the absolute same until Armageddon or a nuclear holocaust. You are human, and the way you react to me, or you react to each other, or you react to anything, is no different than any other human being you are trying to deal with reacts. If you sell to corporations, corporations have individuals, human beings making decisions. Corporations are composites of human beings with hopes, desires, fears, and emotions, just like you. They felt hopefully about their customers. They embraced their clients' situation with hope and promise, just like my hope and wish for you is that you will get so much more out of everything you do. That you will allow yourselves to get so much more productivity, profitability, connectivity, and residual value out of every action, every hour, every dialogue, every contact, every client.

That same philosophical basis is what these people live and the way they communicate with their clients and the way they look at their clients. They have hope. When I look at an audience, I don't see men and women 40, 50, 60; I don't see people who have been burned and have become bitter. I see a bunch of little innocent children at the beginning process of their lives, without any bad habits, with a lot of trust, with innocence and a sense of curiosity and discovery.

If you can look at your clients that way, it gives you an incredible context of nurtured appreciation for them. You have a lot more fun with them. You have a lot more understanding of them. You have a lot more respect for them. You have a lot more envious admiration for where they are, and how much they can do, and how far they've come. It's just a fun way of looking at life.

They ask themselves continuously, "How can we do what we're doing for others better?" They never are content. It's a very simple process. That's the secret of what Deming basically taught the Japanese. That's the secret of optimization. It's constant, never-ending improvement.

It's a simple philosophy to utter intellectually, but that's an exhilarating philosophy to live because it gives you confidence and mental gains. Confidence and mental gains in all aspects of your being, but particularly in your connectivity and your bond with the client. What problems are we going to help our customers solve? How can we have the most positive impact on the people we're trying to sell to? To look at them figuratively in their home and with them as friends, having a conversation with them, dedicated to giving them information, dedicated to motivating and providing them with the greatest benefit until we come into their home again.

They believe the message doesn't have any value unless it makes an impact. I would submit to you that the reason I do these programs this way is that I used to do them in a lecture-based environment. I used to just deliver all kinds of profound and provocative principles and techniques, and I would blow people's minds for three days --- and they would go back and do nothing because it didn't have an enduring impact.

People have to recognize your advice as a solution to a problem they feel emotionally as well as rationally. Those of you who can't understand how somebody can't see the "logic" of some proposition you've been trying to sell them on, probably are grossly missing the boat and not approaching it from an emotional context.

You have to provide them with the reassurance and the motivation to use that solution.

What we can be providing people can be either a result or a good or a better feeling about what your client is already doing. Sometimes you miss the boat. Maybe you don't have a distinctive advantage on price or performance. Maybe you have a massive advantage on the way you can get into their awareness, you can acknowledge them, you can empathize with them, you can advise them. That is a unique selling advantage. That is a distinguishing benefit that sets you apart.

People, clients, customers, who are individuals, want very badly to feel good about themselves and the way they conducted their decision. More people take less action because they are afraid it won't be right, they are going to look dumb, or they are going to screw it up. You've got to understand, your job is to acknowledge that reality of human nature and compensate around it. Reassure them, direct them.

People will do more things to curtail making gains, because they don't want to look foolish. They will work harder to not look foolish than they will work to gain an advantage. It's human nature. Don't argue with it. Accept it and factor into your strategies and your actions this reality.

Most people either understand on a higher level, but a lot of sales efforts don't give them credit for their knowledge, or they are too assumptive. We've gotten to the point in a lot of issues that are so assumptive that we don't describe them. We assume and presume and nobody understands the implications. You do them a disservice, you disavow their intelligence, you disrespect them when you assume anything. You lose advantage.

People want to feel good about themselves and about the role they conduct their decisions. It's very important for us to feel good about ourselves. I encourage you to reflect on the sense that you have done a lot more for your clients, that your business stands for a lot more.

That your life's investment, the body of your work, has meant a lot more. It has enriched, protected, enhanced a lot of people's lives. And what you do for others, and for the lives of your staff, and the creation of value, and livelihood, and contribution you have made, is and will be quite profound. It makes you feel a lot better about what you do.

These people look fully at what their purpose is. I submit to you that until and unless you understand higher purpose for your being in this business, you can't begin to take advantage of your potential. Your purpose cannot be to get rich, or you will never get rich. The purpose has got to be seeing what you can do and what you've done for others.

People who are important, valued friends deserve to have the best-reasoned, the best-informed, the most objective and knowledgeable advice they possibly can get about key emotional decisions they could make a mistake about if they get into somebody's unscrupulous clutches and are misguided and make a critical imprudent decision that could screw up their life and their finances.

Don't you then owe it to your past customers, who are your valued friends, to contact them and make it known to them that you care deeply enough about them that if anybody in their lives are at these crossroads, you encourage them to refer them to you, if nothing more than just to get your well-reasoned opinion, your best judgment on something? It matters not whether they avail themselves of you. It just matters to you that they at least get the best take they can on a situation before they make an ill decision? Does that make sense to you?

If you fail to value, acknowledge and respect the worth of what you have done, what you do, and how much more you will be doing for your clients… If you don't respect and revere that, it's shameful. If you do respect and revere that, you have a causal purpose to do it even more. And also help your client appreciate it so they can understand the significance of what it means to their lives.

Look at your purpose. Ask yourself this question: If I were on the receiving end, why would I want this? Why would I want to take advantage? What's in it for me? Ask yourself this question. So what? When you're making a presentation or you're figuring out what your ad should be like, ask yourself this question. Demonstrate to people that logic and emotion by acting is so much more preferable to them than inaction, from their benefit standpoint, not yours.

Your promotion or your sales approach has to answer the question that's already on the client's mind. People need to be told what you're going to do for them and why. They don't care how you're going to do it, they want to know what's in it for them. Tell me why and how your process would better my life, my circumstances, my situation, my security, my enrichment. And how well you do--that is your credibility.

Most people fall in love with their product or their company instead of falling in love with their client. If you have a higher cause or purpose, it has nothing to do with your getting rich. It has nothing to do with you being technologically the most sophisticated producer. It has everything to do with your bringing enhanced advantage, protection, benefit, richness of life or business, to a client.

If you can't, honest to God, fall in love with your client, you're in the wrong business, or you don't appreciate your business, or you don't appreciate your worth. If you appreciate it, but your team doesn't, you've got to fall in love with your team and help them, lovingly but unflinchingly, and almost relentlessly see how to fall in love with the clients with you. It's got to be a combined love affair.

I'm not being metaphysical. I'm being so bottom-line serious, it's unbelievable. I'm giving you the secret to richness in life at a level your pocketbooks and your heart will never imagine.

A massive change will occur in your whole mindset when you can see your business as interacting and enhancing people and their lives. It'll change totally the way you see things.

Most people think, "What do I have to say to get people to buy?" Instead you should say, "What do I have to give? What benefit do I have to render?" It's nothing to do with sales shenanigans or trickery or schemes. My purpose for all of you is to teach you how to become value creators or value generators. The more value you render others, the more value you generate, not for yourself, but for your clients, the more contribution you make to the richness of their lives, the more successful you will become, the more bonded you will be to them and they to you.

The focus of your concern should state to the client, "You matter. Your well being is important to me." The worst thing anybody can be allowed to be is to feel out of control, or confused, or unstructured in their thinking. You have the opportunity and the right to show your clients and your team how they can have control, and liberate them, give them their freedom. Because the more you give people the control the more they appreciate the liberator.

See yourself as becoming an agent of change, a creator of value, a value contributor. Most people don't want to see things as a process. They'd rather see things as a project with a beginning and an end. It's easier for them to comprehend it. Break things down for people into simple steps. Little changes and shifts you give them make big differences.

Decide you don't want to be average. People don't want to be average. You know in the craw of your heart and soul there's more purpose, more feeling, more fulfillment to life. As soon as they don't feel average, you've got them hooked for life.

People need solutions, not strategy. In business, politics, arts, and war achievement, great achievement is made oftentimes by people who have less attributes than the people they were vying against - David and Goliath, if you will. But they had a better strategy. If you ask me, in life, what's the most important, selling skills or strategy, I will always take strategy.

It translates in a lesson in copywriting. If anybody says, "I need to know the elements of writing a good ad," I say, "Forget that." You know the elements of conceptualizing a good proposition, a good offer that's externally focused and predicated on the value and the benefit it has to others. If the concept is right, the copy can be terrible and it will still sell. If the concept is wrong, the greatest copy in the world won't work.

If the strategy is right, you can mess it up, it will still work. If the strategy is wrong, the most eloquent and well-conceived program won't work. I strongly urge you to be more strategy and concept-oriented than technique-oriented in your lives or in your businesses.

People will always pursue their well-being in a logical, rational way, but they will make their decisions on an emotional bent. You should always ask them and ask yourself, "Isn't there a better way they could be doing something?"

One of the pivotal, the integral, the critical, the central essences of what distinguished them and made them so much more successful was that they understood that "show me" is so much more powerful than "tell me." By showing it to you as it was alive, as it took form, as it rooted and worked in different people's lives, it's much more dramatic, isn't it? It's much more real. It's much more embraceable, and much more practical for you and much more achievable.

Instead of making a conclusive statement, they felt they were much better off giving their client the ammunition that allowed them to make the conclusion for themselves. If I do my job correctly for anyone, they end up evolving to the decision thinking that some conclusion is their own. That is my intended outcome because it's much more powerful if you own it rather than me.

If I own it and lend it to you, it's never going to be yours. If you basically gestated it, consummated it, gestated it, given birth to it, and raised it - it's your own, it's your progeny, you have great pride and commitment to it and belief in it. It is a mere extension of you. It's part of you.

You never want to draw the conclusions. You want them to take an action that makes a commitment. Your commitment to them will never be as strong as their commitment to themselves. If they don't take action themselves, there's no power in it. Empowerment is a meaningless word unless you understand its implication. You empower them by turning on the energy and the power of their awareness by making it real and making them take ownership of it. "Show me, don't tell me" is their whole model. They believe that the client is silently uttering or thinking, "Show me, don't tell me."

Any claim you make your client must agree with or you've lost them. Think about it. It's not an intellectual battle for factual superiority, is it? What do you win when you lose? You may be so ardent, but you're losing by trying to shove the fact down their throat. Any claim you make, I must agree with or I'm going to discount it or shut off. So it doesn't matter if you're right if I refuse to acknowledge that you're right.

People can't agree with most claims unless they can think them through. I had a client one time who was a brilliant thinker, but he didn't understand any of the elements I just shared with you. He had this hilarious constant battle and argument. He was involved in the investment field at a very high level and very successful. He was very well read and very esoteric in his understanding of the interventions of all kinds of economic, financial, social, political economic issues and their implication to investment, finance, monetary trends, commodity prices. He was a very bright man. However…he was too hip. He thought people loved him and respected him so much that all he had to do was utter his conclusions and they would just follow. He would sit down and he would write to his clients and just say, "Do this, do that." I'd say, "That's wrong, that's wrong." He'd say, "No, no, this is what they need. They don't want to be burdened with all the details. They just want the facts." So he'd do it and he'd get a modest or non-response. And I'd say, "Do you want me to try?"

And then I'd go through the process of letting them in on the conclusion, the basis, the facts, what we thought that meant, why we thought that meant it. Because from logical emotional standards, this interpretation made better sense. And then, finally, after I'd walk them through the whole process I took them to a conclusion.

Invariably, 99.9 times out of 100, my report out-produced his by quantum levels. But he still kept doing it because he wanted to fight them, he wanted to show them. It is the price you pay on indulging yourself. It's lessened results, lessened connection, lessened profitability, lessened success. If you're willing to pay that price, more power to you, as long as you identify and understand the cost that certain avenues of action impose upon you.

People discount series of statements. They want to evolve a series of conclusions. Just saying, "This is the way it is" does not help people. Again, I hope that I've gone to such inordinate and almost protracted and caricaturized effort to make that point evident to you by my own actions. If I just gave you definitive comments but didn't give you the richness of the parenthetical implications and the basis behind it, you think you'd understand and embrace it at the level that you do at this moment?

These people that I interviewed felt that their job was always to advocate their client's perspective. So that every word said the client silently felt, "He understands me and where I'm at or where I'm coming from."

People feel, "I'm tired of being controlled." Don't you? Aren't you tired of being limited? Aren't you tired of having ads that don't work? Aren't you tired of having competition basically make you have to lower yourself to their level? Aren't you tired of customers relegating you to a commodity?

I would be if I were you. That's why I wouldn't do it. That's why you don't have to do it, because you're in control. You aren't controlled - never have been. You just abdicated control of yourselves and your business.

These people understood at the highest level possible that their job is to reduce the hurdle, their equivalent of lowering the barrier of resistance. People are quietly obsessed, sometimes even unconsciously obsessed with whether or not they stand out, whether or not they're unique, whether people will care about them. Do you think you're any different? Don't you want people to care deeply about you? I would like to hope, because it is the truth; I really care about your well being. I'm not looking at you for your wallet.

Your clients want to feel like you worry about them and you care about them in a dimension far more meaningful than just catering to their treasury, or their pocketbook, or their bank card. And you should, because it makes doing business and transacting your life about ten times more fulfilling and effective.

They felt that most of their competitors didn't give their own customers a chance to buy more. They felt like they limited their clients' ability to understand the advantages and to help connect with the client, to the client, to take fullest advantage of all the opportunities that were there for them to make their lives and their businesses more fulfilling, purposeful, rich, and more productive. They felt that customers really were being forced to buy less than they wanted to by the options of most of their competitors. Many concepts can be too difficult for most people to buy into. I am a little - or a lot - guilty of this. The more you can use a reference example everyone can relate to first and then explain it, the easier it is for people.

I tend to be more intellectual, which is a disservice to you. I'll talk about a concept and then explain it or apply it. Instead, if I gave you a reference in your life of something that was evident…if I said to you, "You know when you go to McDonald's and you ask for a hamburger, they always say, 'Would you also like fries and a Coke?' Well that's up selling." Then you've got a reference frame. I don't always do that, and that's a disservice to you.

You should always try to use a reference frame metaphorically first before you try to explain anything to your clients.

Most people don't really know what to do. If they did, they'd be doing it. So take the understanding they don't know what to do, but they don't even know they don't know, or if they do know, they are ashamed and afraid to reveal it. So benevolently, and nurturing, and empathetically, and respectfully help them learn what is possible. People are searching for ways to make the next investment decision, or the next business decision, or the next life decision better. Solve their problem for them today.

The 100 Greatest Headlines Ever Written

Abraham Publishing Group, Inc.

1. **THE SECRET OF MAKING PEOPLE LIKE YOU**

Almost $500,000 was spent profitable to run keyed ads displaying this headline. It drew many hundreds of thousands of readers into the body matter of a "people-mover" advertisement -- one, which, by itself, built a big business. Pretty irresistible headline, isn't it?

2. A LITTLE MISTAKE THAT COST A FARMER $3,000 A YEAR

A sizable appropriation was spent successfully in farm magazines on this ad. Sometimes the negative idea of offsetting, reducing, or eliminating the "risk of loss" is even more attractive to the reader than the "prospect of gain."

As the great business executive Chauncey Depew one said, "I would not stay up all of one night to make $100; but I would stay up all of seven nights to keep from losing it." As Walter Norvath says in <u>Six Successful Selling Techniques</u> "People will fight much harder to avoid losing something they already own than to gain something of greater value that they do not own." It is also true that they have the feeling that losses and waste can often be more easily retrieved than new profits can be gained.

What farmer could pass up reading the copy under such a headline -- to find out: "What was the mistake? Why was it 'little'? Am I making it? If it cost that farmer a loss of $3,000 a year maybe it's costing me a lot mom! Perhaps the copy will also tell me about other mistakes I might be making."

3. ADVICE TO WIVES WHOSE HUSBANDS DON'T SAVE MONEY --- by A WIFE

The headline strength of the word "advice" has often been proven. Most people want it, regardless of whether or not they follow it. And the particular "ailment" referred to is common enough to interest a lot of readers, the "it happened to me" tag line, "by a Wife," increases the desire to read the copy. (This ad far out pulled the advertisers previous best ad, Get Rid of Money Worries.)

4. THE CHILD WHO WON THE HEARTS OF ALL

This was a keyed-result ad, which proved spectacularly profitable. It appeared in women's magazines. The emotional-type copy described (and the photograph portrayed) the kind of little girl any parent would want their daughter to be. Laughing, rollicking, running forward, with arms out-stretched, right out of the ad and into the arms and heart of the reader.

5. ARE YOU EVER TONGUE-TIED AT A PARTY?

This pinpoints the myriads of self-conscious, inferiority-complexed wallflowers. "That's me! I want to read this ad; maybe it tells me exactly what to do about it."

As you go along you will notice how many of these headlines are interrogative ones. They ask a question to which people want to read the answer. They excite curiosity and interest in the body matter that follows. They hit home -- cut through verbose indirectness. The best ones are challenges that are difficult to ignore, cannot be dismissed with a quick no or yes and without further reading, are pertinent and relevant to the reader. Note how many of the ones included here measure on to these specifications.

6. HOW A NEW DISCOVERY MADE A PLAIN GIRL BEAUTIFUL

Wide appeal: There are more plain girls than beautiful ones -- and just about all of them want to be better looking.

7. HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

This helped to sell millions of copies of the book of the same title. Strong basic appeal: we all want to do it. But without the words "how to" the headline would become simply a trite wall motto.

8. THE LAST 2 HOURS ARE THE LONGEST --- AND TH0SE ARE THE 2 HOURS YOU SAVE

An airline ad featured a faster jet-powered flight Headline is a buffs-eye for air-experienced travelers who know what those last two interminable hours can do to their nerves and patience. Like many fine headlines, it doubtless came right out of their personal experience of its writer. This headline (and all the others discussed here) would have been good even if it had not been supported by any picture at all. But its effect was heightened by a photo of a wrist watch with the hour marks indicating 1 to 10 bunched together -- and 10, 11, and 12 stretched wide apart.

9. WHO ELSE WANTS A SCREEN STAR FIGURE?

Who doesn't? Except men -- and this successful and much-run ad is not addressed to them. "Who else" also has a "get on the band-wagon" connotation: not "Can it be done?" but "who else wants to have it?"

10. DO YOU MAKE THESE MISTAKES IN ENGLISH?

A direct challenge. Now read the headline back, eliminating the vital word "these." This word is the "hook" that almost forces you into the copy. "What are these particular mistakes? Do I make them?" Also notice (as with many of the other headlines reviewed) that this one promises to provide helpful personal information in its own context, not merely "advertising talk."

The Attraction of the Specific: ... In this first breather let us stop to impress upon your mind how significant a part the "specific" plays in so many good headlines. It appears in many of our first ten. And it will appear in a surprising number of the next ninety. You will see how magnetically it helps to draw the reader into the body matter of an advertisement.

So notice, as you continue reading, how many of these headlines contain specific words or phrases that make the ad promise to tell you: How, Here's, These, Which, Which of These, Who, Who Else, Where, When, What, Why.

Also note how frequently exact amounts are used: number of days, evenings, hours, minutes, dollars, ways, types of. This "attraction of the specific" is worth your special attention-not only as relating to words and phrases but also concerning headline ideas themselves. For example, compare the appeal of "We'll Help You Make More Money" with "We'll Help You Pay the Rent."

11. WHY SOME FOODS "EXPLODE" IN YOUR STOMACH

A provocative "why" headline. Based upon the completely understandable fact that some food combinations virtually "explode" in the stomach. Broad appeal. (Relevant picture of chemical retort shaped like a stomach. starting to explode.)

12. HANDS THAT LOOK LOVELIER IN 24 HOURS -- OR YOUR MONEY BACK

Universal appeal to women. Result guaranteed: "Or Your Money Back."

13. YOU CAN LAUGH AT MONEY WORRIES --IF YOU FOLLOW THIS SIMPLE PLAN

Something everybody wants to be able to do. A successful keyed ad upon which many thousands have been spent.

14. WHY SOME PEOPLE ALMOST ALWAYS MAKE MONEY IN THE STOCK MARKET

A profitable checked-result ad selling a book written by a partner in a well-known and highly regarded brokerage house. Important key words: "some" and "almost" -- which make the headline credible.

15. WHEN DOCTORS "FEEL ROTTEN" THIS IS WHAT THEY DO

What's the secret of the success of this well-known ad? First: the suggestion of paradox. We seldom think of doctors as being in poor health themselves. And when they are, what they do about it is information "right from the horse's mouth"; carries a note of authority and greater assurance of "reward for reading the ad." Note the positive promise of reward in "This Is What They Do."

Also, the use of the unabashed colloquialism "feel rotten" gets attention; sounds human, natural. Besides, it has surprise value -- since the vocabulary of the advertising pages has a certain sameness and stilted quality. Many a headline fails to stop readers because its vocabulary is so hackneyed. No word or phrase in it has any attention-arresting element of surprise, no words, expressions, or ideas not commonly used or expected in the headline of an advertisement.

This ad pulled only half the number of response when a test was made changing "When Doctors Feel Rotten" to "When Doctors Don't Feel Up To Par" (Other examples of the use of common colloquialisms and words are given, and commented upon, in many of these good headlines.)

Since the idea of using headline words not commonly utilized in the lexicon of advertising is worth such serious consideration, let us cite a few more examples. For a book on scientific weight control: the one word "Pot-Belly" (Not very elegant, but it proved an effective stopper.) For a dictionary: a single word (onion, hog, shad, pelican, skunk, kangaroo, etc.) as the bold-face headline of each in a series of small-space advertisements. You couldn't miss it on the page and you wanted to know what it was all about. The copy followed through by illustrating how simple and clear the definitions in that particular dictionary were. For a book of golf instruction: "Don't Belly-Ache About Your Golf This Year!"

16. IT SEEMS INCREDIBLE THAT YOU CAN OFFER THESE SIGNED ORIGINAL ETCHINGS -- FOR ONLY $5 EACH

Anticipates the reader's natural incredulity concerning such an exceptional bargain. Thus helps to overcome his doubt in advance, by acknowledging the likelihood of it.

17. FIVE FAMILIAR SKIN TROUBLES --- WHICH DO YOU WANT TO OVERCOME?

"Let me keep reading -- to see if I have one of the five." The old "which of these" selling technique; not "do you want?" but "which do you want?" (Interrogative headline helps entice readers into the copy. Note how many of these hundred are **interrogative headlines.**)

18. WHICH OF THESE $2.50-TO-$5 BEST SELLERS DO YOU WANT -- FOR ONLY $1 EACH?

This keyed ad sold hundreds of thousands of books. Strong comparative-price bargain appeal.

19. WHOEVER HEARD OF A WOMAN LOSING WEIGHT --AND ENJOYING 3 DELICIOUS MEALS AT THE SAME TIME?

Another example of a headline that anticipates incredulity in order to help overcome it.

20. HOW I IMPROVED MY MEMORY IN ONE EVENING

This is the famous "Addison Sims of Seattle" ad, which coined that household phrase. Could you escape warning to read it?

21. DISCOVER THE FORTUNE THAT LIES HIDDEN IN YOUR SALARY

One of those good "discover what lies hidden" headlines. (Note others here.) A proven puller for an advertiser offering sound securities on a "pay out of income" basis.

22. DOCTORS PROVE 2 OUT OF 3 WOMEN CAN HAVE MORE BEAUTIFUL SKIN IN 14 DAYS

Women want it. "Why two out of three? Am I one of the two? How have doctors proved it? Quick results are what I want ... Only ***fourteen days!"***

How Many Words Should a Headline Contain?

You have probably often read about the desirability of having no more than a certain number of words in your headline. Yet, in this second breather, we want to point out that many of the headlines already quoted (and others to follow) are, by ordinary standards, quite long. Yet, despite their length, they were successful.

Obviously, it is not wise to make a headline my lengthier than its primary function actually requires. However, greater-than-usual length need not worry you ... provided the headline's high spots of interest are physically well broken up and clearly displayed--and provided the personal advantages promised to the reader are presented so oppositely that it is almost as though his own name appeared in the headline.

Worth recounting is the story of Max Hart (of Hart, Schaffner & Marx) and his advertising manager, the late and great George L, Dyer. They were arguing about long copy. To clinch the argument Mr. Dyer said, “I’ll bet you $10 I can write a newspaper page of solid types and you’d read every word of it.” Mr. Hart scoffed at the idea. “I don’t have to write a line of it to prove my point,” Mr. Dyer responded. “I’ll only tell you the headline: “This page is all about Max Hart!”

23. HOW I MADE A FORTUNE WITH A "FOOL IDEA"

Paradoxes excite interest Broad appeal: almost everyone has once had a pet money-making idea that others have thought foolish and impractical. Sympathy for the underdog: "What's the story of this man who 'turned the tables' on the people who ridiculed him?"

24. HOW OFTEN DO YOU HEAR YOURSELF SAYING: "NO, I HAVEN’T READ IT: I'VE BEEN MEANING TO!"

A well-known book club has spent a great deal of money on this ad. Headline aimed accurately at is large market--people who "mean to" keep up with the new books but somehow "never get around to it."

25. THOUSANDS HAVE THIS PRICELESS GIFT -- BUT NEVER DISCOVER IT!

"What 'priceless gift'? Why is it 'priceless'? If 'thousands' have it perhaps I have it too." The "undiscovered" angle has great attraction. Legions of people are convinced that they possess talent and abilities which others have never discovered. Consequently, their world is unfortunately inclined to underrate or misjudge them.

26. WHOSE FAULT WHEN CHILDREN DISOBEY?

What parent wouldn't be stopped cold by this headline? "I'm the one who's probably to blame. It's a distressing condition--and, most important, a reflection upon me. Maybe this ad tells me what to do about it."

27. HOW A "FOOL STUNT" MADE ME A STAR SALESMAN

What is the 'fool stunt'? Why did people call it that? How did it transform this fellow? I'd like to be able to 'sell' myself and my ideas -- even though selling may not be my vocation." (A large expenditure was made profitably on this ad after its resultfulness had been proven.)

28. HAVE YOU THESE SYMPTOMS OF NERVE EXHAUSTION?

Everyone likes to mad about his "symptoms." The appeal is broad; the condition of "nerve exhaustion" is common.

29. GUARANTEED TO GO THROUGH ICE, MUD, OR SNOW -- OR WE PAY THE TOW!

If you offer a powerful guarantee with you product, play it up strongly and quickly in the headline. Don't relegate it to minor display. Many products are actually backed up by dramatic guarantees -- but their advertising does not make the most of them.

30. HAVE YOU A "WORRY" STOCK?

"Perhaps this ad will tell me why I need not lose any sleep over it -- or how I can replace it with one that will zoom."

31. HOW A NEW KIND OF CLAY IMPROVED MY COMPLEXION IN 30 MINUTES

Promises a desirable reward for trading. And the true experience of mother person (with something relevant to our own desires) is always interesting.

32. 161 NEW WAYS TO A MAN'S HEART --- IN THIS FASCINATING BOOK FOR COOKS

Again the attraction of the specific--tied up with a strong basic appeal.

33. PROFITS THAT LIE HIDDEN IN YOUR FARM

Widely run in farm papers, with exceptional results. The hidden-profit idea and the suggestion of retrieving a loss.

34. IS THE LIFE OF A CHILD WORTH $l TO YOU?

Trenchant headline for a brake-relining service. Strong emotional appeal: bow the life of a little child may be snuffed out by an accident due to you ineffective brakes.

35. EVERYWHERE WOMEN ARE RAVING ABOUT THIS AMAZING NEW SHAMPOO!

The colloquial: "raving about." The "success" word: "everywhere." (The increasing popularity and sale of a product am adduced as evidence of its merit. "Nothing succeeds like success"; and people love to climb on a bandwagon.) And the overworked "amazing" still seems to have some power left.

36. DO YOU DO ANY OF THESE TEN EMBARRASSING THINGS?

Bull's-eye question. All of us are afraid of embarrassing ourselves before others; being criticized looked down upon, talked about. "Which 'ten' are they? Do I do any of them?"

37. SIX TYPES OF INVESTORS -- WHICH GROUP ARE YOU IN?

This ad produced inquires in large quantities. Investors reviewed the characteristics of each of the six groups, as described in the ad, then inquired about a program designed to meet the investment purposes of their particular group.

The Primary Viewpoint --- The "Point of You"...Breather No. 3 is a short one because you already know the "lesson" very well. But to stress its importance let us point this out to you: 43 of these 100 headlines contain one of these actual words--"you," "your," or "yourself." Even when the pronoun is first person singular (for example, "How I Improved My Memory in One Evening"), the reward promised is so universally desired that it is, in effect really saying, "You can do it too!"

Thousands of words have already been written about the "point of you" -- but let me remind you that, given a fountain pen, 96 percent of 500 college women wrote their own names; shown a map of the U.S. A., 447 men out of 500 looked first for the location of their home towns! Howard Barnes, of the American Newspaper Publishers' Association, really was on target when he said: "To call up an image of the reader, all you need to do is pin up a target.

Then, starting at the outside, you can label his interests in this order: the world, the United States, his home state, his home town, and we'll lump together in the black center his family and himself…me. Myself. I come first. I am the bull's-eye.

38. HOW TO TAKE OUT STAINS ... USE (PRODUCT NAME) AND FOLLOW THESE EASY DIRECTIONS

An example of a good "service" ad -- one which, besides being relevantly tied up with the product, also contains helpful information usable in itself. (Such ads often have considerable longevity because they we cut out and used for future reference.)

39. TODAY ... ADD $10,000 TOYOUR ESTATE --FOR THE PRICE OF A NEW HAT

Who wouldn't want to do that? Doubt as to the promise is offset by the fact that the advertiser is a large and reputable insurance company.

40. DOES YOUR CHILD EVER EMBARRASS YOU?

Direct, challenging, a common circumstances. Brings up a flood of recollections. How can such unpleasant experiences be avoided in the future? Based upon a strong selfish appeal. Parents are, first, individuals; second, parents. The kind of reflection that children cast upon the prestige and self-esteem of their parents is a useful copy angle to remember. (This headline is the negative opposite of No. 4, The Child Who Won the Hearts of All.)

41. IS YOUR HOME PICTURE-POOR?

A rifle-shot question hitting thousands of readers. Illustrated by photo of an otherwise attractive living room with blank areas on its walls; with X's indicating where pictures would improve the room's appearance.

42. HOW TO GIVE YOUR CHILDREN EXTRA IRON -- THESE 3 DELICIOUS WAYS

It obeys the wise maxim of newspaper reporters: "Start where the reader is." In other words, the public already accepts the fact that children's blood should contain plenty of iron. So the headline goes on from there--promising "extra" iron and "3 delicious ways" to get it ("delicious" ways; so not the common parent vs. child battle).

43. TO PEOPLE WHO WANT TO WRITE --BUT CAN’T GET STARTED

Unerringly selects its audience, which is large -- and stymied.

44. THIS ALMOST-MAGICAL LAMP LIGHTS HIGHWAY TURNS BEFORE YOU MAKE THEM

The word "almost" lends believability. Headline promises an automatic no-effort method of relieving an annoying condition or avoiding a dangerous emergency.

45. THE CRIMES WE COMMIT AGAINST OUR STOMACHS

Another "start where the reader is" headline -- because most people already believe they often give their digestive process some pretty rough treatment. This rapport between the theme of the ad and the common belief of its readers, makes the "we" and "our" practically equal in effectiveness to "you" and "your."

46. THE MAN WITH THE "GRASSHOPPER MIND"

An immediate association with himself leaps to the mind of the reader. He wants to check at once on the personal parallel. What are the symptoms? Starting things one never finishes? Jumping from one thing to another? "How much am I like him? It's not a good trait. What did he do about it?" This is an example of a negative headline that strikes home more accurately and dramatically than would a positive one.

47. THEY LAUGHED WHEN I SAT DOWN AT THE PIANO -- BUT WHEN I STARTED TO PLAY!

Another one that has entered our language. Sympathy with the underdog. Particularly interesting, structurally, as an example of a headline which "turns the comer" by using a final tag line to make itself positive instead of negative. Also worth remembering: the before-and-after angle can be effective in many headlines.

48. THROW AWAY YOUR OARS!

Short and positive commands often make good stopper headlines. When Ole Evinrude, the outboard-motor king, ran a small ad with this headline he took the first step toward building his one-room machine shop into a big business. (A similar headline, Throw Away You Aerial!, was also once responsible for building a business in the radio field.) This type of headline is worth thinking about when the product you are advertising eliminates the need for some heretofore necessary piece of equipment, some onerous job, or some sizable item of expense.

49. HOW TO DO WONDERS WITH A LITTLE LAND!

A successful headline that pulled 75 percent better than "Two Acres and Security "and 40 percent better than A Little Land--a Lot of Living. The reason: "how to" and "do wonders with."

50. WHO ELSE WANTS LIGHTER CAKE--IN HALF THE MIXING TIME?

Strong appeal. Another good "who else" headline. (No. 9, Who Else Wants a Screen Star Figure?)

51. LITTLE LEAKS THAT KEEP MEN POOR

A keyed "retrieving a loss" ad whose checked resultfulness justified frequent repetition.

52. PIERCED BY 301 NAILS ... RETAINS FULL AIR PRESSURE

Who wouldn't be interested in reading more about a tire like this?

53. NO MORE BACK-BREAKING GARDEN CHORES FOR ME --YET OURS IS NOW THE SHOW-PLACE OF THE NEIGHBORHOOD!

A good example of a before-and-after headline which makes the turn from negative to positive. Also worth noting: it has an effective element of excitement in it -- a feature of many good headlines, communicating the copywriter's enthusiasm to the printed page.

Don't worry about a "negative" approach ... This breather No. 4 is about negative headlines. "Accentuate the positive; eliminate the negative," said a song of some years ago. For years, that has also been the popular refrain of the advice often given to copywriters. Discussion about negative headlines has sometimes sparked more fire than enlightenment. Yet our 100 headlines include 21 that are completely negative and 10 others which start with a negative approach and then become positive. So the negative approach must have some good reason for existence. It has. What is it?

One of the principal objectives of a headline is to strike as directly as possible right at a situation confronting the reader. Sometimes you can do this with greater accuracy if you use a negative headline that pinpoints his ailment rather than the alleviation of it. (For example, Is YOUR Home Picture-Poor? -- Have YOU a "Worry Stock? -- Little Leaks That Keep Men Poor.) So when you face that kind of situation don't be afraid to "accentuate the negative." Let's proceed to another great headline that captured a place in our everyday language.

54. OFTEN A BRIDESMAID, NEVER A BRIDE

So poignantly true, so pointed -- and so common.

55. HOW MUCH IS "WORKER TENSION" COSTING YOUR COMPANY?

An ad that was successful in business magazines reaching executives. I want to know which the kinds of ‘worker tension’ are specifically. What is 'worker tension' costing other companies in net profits? How much is it costing us? If it is, what can we do about it?"

56. TO MEN WHO WANT TO QUIT WORK SOMEDAY

Selects its readers without wasting a word. (And who can say that the audience isn't kind of large?)

57. HOW TO PLAN YOUR HOUSE TO SUIT YOURSELF.

This pulled almost 20% better than How to Avoid These Mistakes in Planning Your Home. Apparently, people expect the architect to avoid the mistakes -- but feel that they themselves know better than anyone else what will best suit their particular needs and preferences.

58. BUY NO DESK -- UNTIL YOU'VE SEEN THIS SENSATION OF THE BUSINESS SHOW

Strong "stopper" type of "command" headline, adaptable for many uses. Copy quickly follows with "until you have checked as to whether it has this feature, and this one, and this..."

59. CALL BACK THESE GREAT MOMENTS AT THE OPERA

Sometimes it's a good idea to "start where the reader was." This nostalgic headline was used to sell phonograph records of great operas. The idea can be used in a positive way: typing up with a desirable remembrance. Or it can be used negatively: contrasting a certain new product advantage with an undesirable remembrance.

60. "LOST MY BULGES...AND SAVED MONEY TOO"

Word "bulges" is a stopper, not commonly used in advertising lexicon. Double-edged appeal: the promise to end an unwanted condition and to save you money also.

61. WHY (BRAND NAME) BULBS GIVE MORE LIGHT THIS YEAR

This one illustrates an important point, one which many advertisers hate to swallow. It is usually not a good idea to tell the name of the company (or the brand name) in the headline--or to make it tell too much of the story. When this is done right in the headline itself it often gives the whole thing away and does not tempt the reader into the copy. However, as in this case, when the advertiser is a nationally famous company (particularly when it is noted for its enterprise, innovations, improvements, and research), the use of the company, or brand name can add news value to the headline--and help to substantiate the truth of the claim made in it.

62. RIGHT AND WRONG FARMING METHODS -- AND LITTLE POINTERS THAT WILL INCREASE YOUR PROFITS

Exceedingly profitable in farm papers. A combination of negative and positive appeals, with a lot of "come hither" for farmers.

63. NEW CAKE-IMPROVER GETS YOU COMPLIMENTS GALORE!

There are three things which advertising can tell its readers: (1) what the product is; (2) what it does; and ... this headline utilizes the third (and often overlooked) one: In terms of the advertisers it is this: What other people will say of you, think of you, do for you--how they will admire you, envy you, imitate you--because of what my product can accomplish for you. In terms of the prospective client it is this: Because of what you product can do for me, people may think more of me!

This third factor (which is an extension of the No. 2 factor mentioned above) can be made so effective, and is so often neglected that it rates special attention here as Breather No. 5. The proper use of it can make advertising copy make more sales. Therefore, it is worth a prominent niche in your memory. To keep it there, visualize a somewhat ridiculous picture. (Tying up an absurd pictorial association with a concept you want to remember is of course a well-known aid to memory.) The sketch is of a boy sitting on the prow of a PT boat. His mother is sitting in the stem. Between the two the initials "PT" are printed in big letters on the side of this type of small but very fast patrol boat used so extensively in World War II in the South Pacific. This mental picture will help you remember the initials "BOY PT MOM." And these are the initial of the phrase, "Because Of You, People Think More of Me."

Headline No. 63 utilizes that factor. I t promises the reader that this new cake improver will win her compliments from others; that because of you (the advertiser) other people will think more of her (the reader). You we offering to show her how to make what she might later call her "reputation cake." Sometimes this element in copy is called the "prestige factor" and is considered only as an extension of the "what the product does" type of copy. (In discussing the advertising of ladies' perfumes Hal Stebbins calls "selling the effect of the effect.") In the advertising of a great many products, it can be made so persuasive, so compelling, that it rates at least a subcategory of its own.

64. IMAGINE ME ... HOLDING AN AUDIENCE SPELLBOUND FOR 30 MINUTES

A profitable narrative-ad headline. Broad interest in this kind of ability. Narrator's surprise and apparent humility lend credence and humanness to the statement.

65. THIS IS MARIE ANTOINETTE --- RIDING TO HER DEATH

An often-repeated ad for a set of books. It pulled eight times as many responses in 1/4-page size as were ever received from a double-spread. This is the only straight "curiosity" headline included hem. Its headline was relevant--not, as so commonly used, one of those trick devices to force attention when advertising a product not closely related to the headline.

66. DID YOU EVER SEE A"TELEGRAM" FROM YOUR HEART?

A real stopper of a headline, with a great deal of lure in the copy. Top picture shows a cardiogram report printed upon a Western Union telegram form.

67. NOW ANY AUTO REPAIR JOB CAN BE "DUCK SOUP" FOR YOU

What do you know -- the words "duck soup" in an ad! But doesn't it tell the story in a more unusual way than would "easy," "simple," or some such word -- particularly to the type of market this ad is aimed?

68. NEW SHAMPOO LEAVES YOUR HAIR SMOOTHER --EASIER TO MANAGE

A result that all women want is clearly and persuasively stated. Word "leaves" makes it sound effortless.

69. IT'S A SHAME FOR YOU NOT TO MAKE GOOD MONEY --- WHEN THESE MEN DO IT SO EASILY

The colloquial "it's a shame." Sympathetic understanding of the reader: "You are as capable as these other men." (Headline, of course, is supported by photos and good testimonials.)

70. YOU NEVER SAW SUCH LETTERS AS HARRY AND I GOT ABOUT OUR PEARS

Friendly, human, disarmingly ingenuous, refreshingly non-"adversity" in language. And, of course, the reference to "such letters."

71. THOUSANDS NOW PLAY WHO NEVER THOUGHT THEY COULD

A headline perennially profitable for a large music school. Again, the copy is crammed with testimonials and references substantiating the claim.

72. GREAT NEW DISCOVERY KILLS KITCHEN ODORS QUICK!--MAKES INDOOR AIR "COUNTRY-FRESH"

The headline of an ad that launched a big business. Faces a common problem head-on; offers an easy and pleasant solution.

73. MAKE THIS 1-MINUTE TEST — OF AN AMAZING NEW KIND OF SHAVING CREAM

The "make this test' angle has been used in many good headlines. It is widely usable for others. Its purpose is to induce the reader to participate in a demonstration of the product's merits. However, if credible and dramatic, the test can represent a persuasive demonstration whether or not the reader ever actually makes it.

74. ANNOUNCING ... THE NEW EDITION OF THE ENCYCLOPEDIA THAT MAKES IT FUN TO LEARN THINGS

The "announcement" type of headline (when bringing out a new product) wins attention because people are interested in new things.

Neophobia? -- Americans Don't Suffer from This Ailment! ... Breather No. 6 is here to remind you that in a great many of these headlines you find the word new--or connotation of it, such as "new kind of," "new discovery, new way to," etc. Americans are partial to the new or novel; they do not suffer from neophobia. To them the mere factor of newness seems to be prim facie evidence of "betterness."

Undeviating affection for the old and tried may be strong in other countries; in ours the desire to try the new is stronger. The great achievements of our inventors and enterprising manufacturers have trained us to believe that if it's new it's likely to be better. However, the word "new" in a headline should be backed up by copy pointing out the merits of something really new and advantageous, not some transparently trivial difference. And now we come to mother familiar headline...

75. AGAIN SHE ORDERS ... "A CHICKEN SALAD, PLEASE"

You still hear it quoted. It sold hundreds of thousands of copies of an etiquette book because it capsulated a common and embarrassing situation.

76. FOR THE WOMAN WHO IS OLDER THAN SHE LOOKS

This headline was a stopper to thousands ... and more successful than the subtly different For the Woman Who Looks Younger than She Is.

77. WHERE YOU CAN GO IN A GOOD USED CAR

The headline of an excellent advertisement which featured what the product does -- rather than what it is. It appeared years ago, before practically everyone owned an automobile. Underneath the headline was a picture of the Indiana Sand Duties, followed by good copy about the dunes and pointing out that "A good used car brings the whole country to you and yours. Why not buy one? You don't need a lot of money." Finally, after selling the idea, the copy gave some specific details about the cars which were for sale.

78. CHECK THE KIND OF BODY YOU WANT

Check list displayed at top immediately invites reader's participation in specifying "which of these' improvements he would like to make in his physique. Keyed ad repeated frequently by well-known physical culturist.

79. "YOU KILL THAT STORE -- OR I'LL RUN YOU OUT OF THE STATE!"

A true narrative ad run by a nationwide chain of newspapers. Could you flip over the page without wanting to know what happened?

80. HERE'S A QUICK WAY TO BREAK UP A COLD

In simple everyday words, a direct promise to end an undesirable condition -- quickly.

81. THERE'S ANOTHER WOMAN WAITING FOR EVERY MAN --AND SHE'S TOO SMART TO HAVE "MORNING MOUTH"

Had quite an impact on women readers, this toothpaste ad. Obviously, for there surely is a lot of motivation in its theme: "No woman wants her husband to carry the memory of her morning breath to work with him. The attractive women he meets during the day don't have it."

Stale News to the Advertiser May Be Fresh News to the Reader ... And now we come to Breather No. 7. Don't think that because it is our last one it is of least importance. In fact, its value becomes apparent when you realize how many of these headlines employ it "Get news (or new value) into you headline" is probably the best way to define it. Since you can't pack everything into a headline, stick to you principal appeal -- but give it news value if you can.

And remember that what may be stale news to the advertiser may be fresh news to the reader. The advertiser is of course thoroughly familiar with his manufacturing methods, the ingredients he uses, and the function of his product. They may have no news value for him. They may even be similar to those of his competitors. But that is not true of the readers of his advertisements.

Something about the product or the service it renders may be entirely now and sensationally persuasive to the public. And the advertiser who features it first captures its appeal for himself, regardless of the "me too" efforts of competitors who my have heretofore failed to capitalize upon it.

82. THIS PEN "BURPS" BEFORE IT DRINKS --- BUT NEVER AFTERWARDS!

Headline expressed in a few words a copy theme credited with pushing one brand of fountain pen up to a leading position.

83. IF YOU WERE GIVEN $200,000 TO SPEND --- ISN'T THIS THE KIND OF (TYPE OF PRODUCT, BUT NOT BRAND NAME) YOU WOULD BUILD?

A "self-incriminating" (and widely applicable) way to have the reader help to specify what he himself would value most in such a product. The copy follows through along the lines: Surely you would put this feature into it. You would be sure that it brought you this advantage, and this, and this ... Well, we've done it all for you. As you can see, this product was really created for you!

84. "LAST FRIDAY ... WAS I SCARED! MY BOSS ALMOST FIRED ME!"

A human narrative people wanted to read because it did--or could--"happen to me."

85. 76 REASONS WHY IT WOULD HAVE PAID YOU TO ANSWER OUR AD A FEW MONTHS AGO

An interesting example of an ad that backtracks--pointing out in detail what the reader missed by not buying the product before. A frequently repeated ad used by a well-known news magazine to pull for subscriptions.

86. SUPPOSE THIS HAPPENED ON YOUR WEDDING DAY!

A profitable narrative-ad headline that makes it pretty hard to flip the page. "What was this tragic happening? Could it--or did it--happen to me?"

87. DON’T LET ATHLETE'S FOOT "LAY YOU UP"

This pulled three times better than Relieve Foot Itch. It gives the disease a relevant name, points out unwanted effect.

88. ARE THEY BEING PROMOTED RIGHT OVER YOUR HEAD?

Another question aimed at a big target: the legion of frustrated, discouraged people who feel that their ability and conscientiousness are not being amply rewarded by recognition and advancement. (Frequently run by an educational institution that checks the resultfulness of its advertisements.)

89. ARE WE A NATION OF LOW-BROWS?

This headline helped to sell inexpensive editions of the classics, by the hundreds of thousands. It starts where the reader is--because we, as a nation, we not reputed to be greatly addicted to the high-brow type of literature. Yet this successful campaign showed that

Americans know very well the difference between the meritorious and meretricious--and, if challenged, can prove it with orders. The "we" angle avoids the accusatory "you."

90. A WONDERFUL TWO YEARS' TRIP AT FULL PAY--BUT ONLY MEN WITH IMAGINATION CAN TAKE IT

This ad about a course for businessmen was repeated again and again, for a period of seven years, in a long list of magazines. It offers a worth-while reward for reading--with an intriguing challenge in its second line.

91. WHAT EVERYBODY OUGHT TO KNOW…ABOUT THIS STOCK AND BOND BUSINESS

The headline of a full-page newspaper ad crammed solid with small-size type--and nary a single picture! It drew 5,000 replies when first published, has since appeared in more than 150 newspapers. Promised helpful information of interest to a large audience. The ad was run by a big investment house.

92. MONEY-SAVING BARGAINS FROM AMERICA'S OLDEST DIAMOND DISCOUNT HOUSE

Of course the "bargain appeal" is sure-fire--and this headline is a good example of straightforward presentation.

93. FORMER BARBER EARNS $8,000 IN 4 MONTHS AS A REAL ESTATE SPECIALIST

Featuring an actual testimonial can make a good headline. In this case, the reader's first reaction is "if a barber can do it maybe I can too!"

94. FREE BOOK--TELLS YOU 12 SECRETS OF BETTER LAWN CARE

If you are offering something entirely free (such as a booklet or sample) -- and want requests for it in quantity--feature it right in you headline.

95. GREATEST GOLD-MINE OF EASY "THINGS-TO-MAKE" EVER CRAMMED INTO ONE BIG BOOK

Perhaps you have a new product (or even an old one) and still lack sufficient accurate data as to which, specifically, are the strongest selling appeals to feature in you advertising. In that case, it is often good strategy to "merchandise" the multi-purpose "coverage" of you product as thoroughly as you can. By doing so, you avoid the risk of laying too much stress upon any specific appeal which may prove weak or ineffectual. And, by exposing many of your product's uses and advantages, you at least enable you reader to know what they are--so that he can judge for himself the ones that appeal most to him.

96. $80,000 IN PRIZES! HELP US FIND THE NAME FOR THESE NEW KITCHENS

No review of good headlines could be considered even fairly representative unless it included an example of one featuring a prize contest. Of come, it first boldly displays how much money can be won; secondly, what you have to do to win some of it.

97. NOW! OWN FLORIDA LAND THIS EASY WAY ... $10 DOWN AND $10 A MONTH

This one also represents a commonly used headline offer -- easy terms -- and conveys it forcefully and persuasively.

98. TAKE ANY 3 OF THESE KITCHEN APPLIANCES --- FOR ONLY $8.95 (VALUES UP TO $15.45)

The familiar reduced-price offer that we see in so many different and alluring forms.

99. SAVE 20¢ ON 2 CANS OF CRANBERRY SAUCE--LIMITED OFFER

An example of the ever-popular coupon-redemption offer. "Limited offer" to increase response. (Sometimes an actual expiration date is stated, to spur quicker action.)

100.ONE PLACE-SETTING FREE FOR EVERY THREE YOU BUY!

So now we've finished running the hundred--except for this last type of headline: the ubiquitous free offer. The rules specify (as exemplified hem) that when something must also be bought, this requirement must be displayed with sufficient prominence. "Free" is of course a hackneyed and moss-covered word, but there doesn't seem to be any equally strong or less blatant substitute for it.

...Special Report...

Joint Venture "Crash Course" Workshop Transcript

Jay L. Abraham and Marc Goldman

Joint Venture "Crash Course" Workshop Transcript

To Contact the Abraham Group, Inc:

The Abraham Group, Inc.
27520 Hawthorne Blvd., Suite 263
Rolling Hills Estates, California 90274
Phone: 1(310)265-1840
Fax: 1(310)541-3192

Joint Venture "Crash Course Workshop" transcript

[*Recently Jay Abraham and Joint venture deal-maker Marc Goldman held conducted a 90-minute "Crash Course" Workshop on how to do lucrative joint ventures.*

597 business owners, entrepreneurs and other people, who wanted to learn money-making, marveled at Jay Abraham intuitive understanding of how to REALLY make serious money-- using the fastest, easiest and safest method there is---through Joint Ventures, Strategic Alliances and Host Beneficiary Relationships.

This report is a tightly edited and annotated transcript of that fast-paced workshop.

Jay and Marc passionately discuss the power and possibilities associated with doing joint ventures, strategic alliances and host beneficiary relationships. Dozens of ideas, several principles, and many case studies and success stories are given which you can immediately apply.

As Jay and Marc say, the possibilities are truly infinite.

Best of success to you. -- Editor]

Operator: Welcome ladies and gentlemen to the Joint Venture "Crash Course" Conference Call. I would now like to turn the call over to your hosts, Mr. Jay Abraham and Mr. Marc Goldman.

Gentlemen, you may begin.

Marc Goldman: Welcome aboard ladies and gentlemen.

Jay Abraham: Hi everybody.

Marc Goldman: My name is Marc Goldman of Goldman Enterprises. Thanks for joining us on the Joint Venture "Crash Course" Workshop Conference Call.

Many of you, since you are on my list, know of my exploits related to joint ventures. You know how much I love joint ventures, and I assume you already know all about the benefits and advantages of doing joint ventures.

I firmly believe there is no better way to build a business, create massive wealth and dramatically increase your profits--almost overnight. So I think most of you know who I am and you know my philosophies on joint ventures.

Today, we have two awesome people with us here today. Everybody knows--I don't have to build the suspense--Jay Abraham. They all know you are here.

But I also want to introduce another person who is here with us today and he is Rick Duris. Rick is Jay Abraham's partner, his copywriter and is a man who works behind the scenes with Jay.

Now, I'd like to introduce someone who I think is the world's greatest Marketer. He is one of my mentors…one of my role models…the man who literally introduced me to the concepts of joint ventures.

You in the audience are in for something special today---so allow me to introduce the ultimate JV master himself, Jay Abraham.

Jay Abraham: Thank you very very much. I am excited. I think we will have a lot of fun and we've got a lot of ground to cover in the next 90 or so minutes, Marc.

So, how do you want to do this?

Marc Goldman: Well Jay, I think what I will do since… I know a lot of people; they know about me, they know what I know about joint ventures. I think a lot of people want to hear from you, and I include myself in that.

So let's give a little bit of an overview of what we are going to talk about.

We are going to tell people what joint ventures, what you can do with them, how they are used. A lot of people think about joint ventures in a very limiting way, and I want to get the "Jay Abraham view" on joint ventures.

I want people to know what kind of opportunities are out there that are available… and what kind of barriers to entry… what kind of monies are required to get started.

I want to let people know how easy it is to do joint ventures and I want you to basically tell us from your opinion. I will jump in there occasionally and I share my points of view. And then we will go from there. Does that sound good?

Jay Abraham: I am game if you are, Marc.

Marc Goldman: I am. Jay, why don't you start? Can you tell us what joint ventures are in your mind?

What are Joint Ventures?

(Jay's Definition)

Jay Abraham: Yes, let me simplify it and then I will expand it.

Joint ventures are nothing more than old-fashioned partnering with a really neat "strategic twist."

They are a means to dramatically expand and enhance your ability to penetrate new markets, generate add-on business, access other peoples' capital, goodwill, distribution channels, image, posture --- all while spending the minimal time, effort, expense or risk.

In my mind, if you grasp it in a really global perspective, <u>the opportunities are truly limitless.</u>

You really are only limited to your inventiveness and your ability to see the connections, and I would say this, you may not ask this of me, but everyone who knows me knows I have been responsible **for well over $7 billion or $8 billion worth of profit increases for business of all sizes, kinds, and types around the world.**

And of all the things I teach, of all the techniques, the concepts, the strategies that I have been really recognized for…of all the probably 150 different technique concept, everything that I have come up with…**if I had only one that I could keep---it would be strategic alliance, joint ventures, host beneficiaries relationships**, <u>because those alone have generated probably 30% of the volume I have done</u>.

But 70% of the profits, I have made really tens of millions of dollars for myself and hundreds of millions of dollars and billions actually, I guess, for clients by doing it.

I have taken it to, I don't want to call it an art form, but I take it to a much broader sense of possibility than most, and I hope that, at least in the time we have together on this very limited call we can cover some of the possibilities---**so we can liberate the sense of scope, depth, opportunities for everybody on this call**.

Whether they own a business or whether they are looking for a "money hobby" or whether they are looking for a vehicle to gain access to other businesses or whether they just want to be in the middle and make more money than both sides and anything in between, Marc.

How Jay Got Started Doing Joint Ventures…

Marc Goldman: Jay, how did you get exposed to joint ventures originally?

Jay Abraham: In the beginning when I first got started I worked for companies that had no money, no reputation and a lot of ambition.

When you are in that position you have to figure pretty darn inventive ways to tap into other peoples' goodwill, other peoples' capital, other peoples' distribution channel, other peoples' sales efforts, other peoples' everything.

So out of economic necessity for myself, because I was always paid on performance, and the people that I worked for who were very admirable and passionate but very capital poor I had to default, Marc, to the fastest, easiest, safest and most profitable way to pull rabbits out of the hat and joint ventures, Strategic Alliances, Host Beneficiary, whatever you want to call them--those were the routes that I started with, and it was very lucrative.

Of the first ones we did, we took a business from $300,000 to $500 million in one eighteenth month period.

Marc Goldman: That is amazing.

Jay Abraham: It was pretty good.

The next one we went from $20,000 to $13 million in about 10, 15 months. The next one we took a business from nothing to $6 million in profit in nine months. So Joint ventures/Strategic Alliances have been very very good to me.

Marc Goldman: It sounds like it. Let me ask, if somebody is listening and they wondering "Well that is great for Jay Abraham". But can the average person do this? What do you say to them?

Jay Abraham: Yes. Let me try to demystify it.

I mean I am lucky. I have done, I have been doing this for probably 25 years and I am pretty, maybe not sophisticated, but I am pretty adroit and proficient at doing it.

Let's take it down to the more base level…

Jay’s Different Ways to Use Joint Ventures…

Whether you own a business or not, you can find not dozens but hundreds of different ways that you can use joint venturing, strategic alliances or various ones on partnerships like that to either go to a company and build them new profit centers…build them new…get them new products…or get them new Markets.

You can take a business and buy it and get control of the business with no money. You can be a middle person and go to all kinds of businesses and be a matchmaker and get more money for being the orchestrator than either side makes.

You also can go to companies and get access or functional control of their distressed or under utilized assets or opportunities.

For example, I will give you some of the not too hard things that I have done. I have gone out, when I was starting I found big companies that had unused space, unused equipment, limited sales people, customers or prospects they only sold once to.

I made joint ventures with them to use their warehouse space for somebody else. I may arrange for them to use their telephone, sales departments when they weren’t available.

I made arrangements to use their delivery trucks to deliver our stuff. I made arrangements for companies to use their sales force to sell our products. I made arrangements to joint ventures space at people’s tradeshows.

Does that give you a couple of ideas, Marc?

Marc Goldman: It does.

Marc’s Interesting Case Study

Let me share something that I know from my own experience. I have a podiatrist that I go to; he didn’t even realize he was doing a joint venture when he told me about this.

I know when he had rental space, his least had expired and he was, contrary to everyone’s opinion doctors are not the wealthiest people in the world, he had bills to pay just like the rest of us and he couldn’t afford to move to the space that he wanted to, so what he did was he found a sleep clinic that was only open from 6:00 in the evening till 6:00 in the morning and he negotiated the use of the property when they weren’t there.

From 7:00 in the morning until about 5:00 in the evening he had it and he worked out a deal where he agreed to pay half the rent and half the utilities and got the place for less than half of what he was originally going to pay for a renewal of his lease.

Jay Abraham: That is cool.

You could even take it another level. You could pay a percentage of your revenue up to a slight premium over market value, so when you were starting out it cost you even less.

The Benefits of Doing Joint Ventures

The thing that I would like to encourage everybody on this call--because I am told that a number of people on this call have their own businesses, a number of these people on this call don't and are trying to figure out "how can I use joint ventures either to create a business for myself or how can I use them to create a significant, a meaningful, maybe a massive income stream" and it is the easiest route you have.

It is truly the fastest, safest, most flexible route you have.

You can do it anywhere in the country, the world…You can do it in person…You can do it by phone…You can do it by fax…You can do it by email.

Ask yourself this question: If you can bring economic advantage to somebody that they never had before and you do all the work and you see with clarity something they don't and you turn-key it how many people do you think are going to turn down the opportunity, if it is properly presented--there are some nuances to it, to gain $10, $20, $30, $50, $100,000 a year, a quarter, a month, a week to their bottom-line if you do all the work and then share in the deal?

I will give you some case studies and suggestions.

Jay's JV Case Study #1

When I got started years and years ago I found I am older than some of you, some of you are younger, I am in my 50s, when I got started cassettes, 8-tracks were still, I mean they went the through whole thing, I was able to find a company that was loaded with tapes, with prominent tapes but they didn't have good distribution.

I was able to go to a chain of mini-marts, a very prominent chain in the Midwest, got them to agree to let me put tapes into all their 100 and some odd stores, I didn't have a dime to my name. I went to the distributor who had all the tapes but didn't have distribution, got them to put $500,000 worth of tapes for me, we split profits and I was making when I was, I don't know, 20 years old something like $1,000 a day and I didn't invest a dime.

I just did a joint venture where I had creativity and the recognition that one person's distress was another person's opportunity. I mean there are so many things you can do.

Jay's JV Case Study #2

I went to another company one time and found somebody that had imported beautiful, beautiful knickknack and designer art ware but they had really bad sales distribution. I found chains of department stores and drug chains, high end drug chains that were perfect for this.

I didn't try to be a sales person and make 10%, I went to the person that had invested $500,000 and his investment was sunk sitting in a warehouse and I got him to let me to take it over, so whatever I wanted and split profits and I made $100,000 in two months doing that.

It gets better.

And after, we went through all that I was able to use the distribution channel I had set up with the department stores and the drug chains to sell three or four other things.

Jay's JV Case Study #3

A client of mine, we did a deal with them. They sold aerobic attire when the aerobics market was really hot and they had like only two products and they were making about $300,000 a year in their business and when I looked at the business I realized that their real asset wasn't their two silly products, they had relationships with all the Nordstrom's, all the Targets, all the Kmart's, this is years ago before Kmart's went bankrupt.

They had like 7,000 prime retail stores where the buyers loved them and I got them to go out and take over designs that were prominent in localized health clubs, give a royalty to those people, be a middle person, distribute it through distribution channel and they made millions and millions of dollars just be re-conceptualizing the deal.

I mean I can go on and on, but I mean, it is like you can go literally… **Here is the truth of the matter: If you have a business, you can either go to other people that have elements you want: sales, distribution, access to markets, prospects, sales people, publications and do lots of joint ventures.**

If you don't have a business you, can go to any business out there and you can start by saying externally, *"If I bring you access to markets, if I bring you prospects, buyers, customers, clients, if I bring you advertising, if I bring you any of these that you never had and I turnkey it all can I have,"* and you start by asking for at least half of the profits, and if they say, "No," you can go down.

It can get really interesting.

Jay's JV Case Study #4

I have had deals where I got all the profits if I could prove to them that they made money on second and third sales then after you have done that and you have gone through all that.

You could go do that for 10 or 100 lifetimes, if you look at the businesses and see who's got underutilized assets. And underutilized assets can be anything from space, equipment, distribution, delivery, service departments…

Jay's JV Case Study #5

I had a company one time; we put him in a business. We found a huge huge huge air conditioning company that only had 80% utilization. They had 20%. They were paying salaries to all their people. They had 20% not used.

I put a guy in the air conditioning business for no investment just by basically doing a joint venture with this other company to use their service people and schedule them when they were available.

You can find people that have underutilized personnel, underutilized storage capacity, underutilized production equipment, underutilized…

Jay's JV Case Study #6

I mean I found people that weren't using the second shift and we bought into their second shift. People that had a lot of telemarketing companies call people in the evenings because that is when consumers are home. Well gosh, they do nothing during the day.

You can use their millions of dollars of equipment, their staff and just pay them a variable, a share of the profit and you can get control of all kinds of business-to-business things that can be sold during the day.

And business-to-business is about five times more profitable to get connected to and get a sale from.

I am just giving you a couple of ideas here, Marc.

Marc Goldman: Jay, when you get to that person and you say to them, *"I can bring you these prospects. I can bring you more customers. I can bring you these things."* Do you have to have that first? Do you have to have the channel to get them the new prospects first or can you just go to them and find out if they are receptive and then go and find it.

Jay Abraham: Well, I have an advantage that most people don't.

Since I have 12,000 success stories and 60 or 70 magazine articles about me and 300 prominent people that recommend me, so I have a little more creditability than most people, but when I was starting I started out with the certainty.

If you are timid…if you are apprehensive…if you feel like you are the emperor's new clothes and they are going to see that you are naked and you are not going succeed.

Here's Just a Sample of One of Jay's JV Proposals…

If you go in and say, *"Look, I know,"* I take an assumptive role. If I went to you and said, *"Marc, I know that you do well in the avenues you pursue, such as the Internet, but I know you don't do advertising. I know you don't have the sales force. I know you don't have anyone selling for you at seminars.*

I know you don't have all kinds of other people selling your products to the backend, to their buyers, and I have a way to set that all up for you in five different distribution channels in selling areas and Markets you are not doing and it could be the tail that wags the dog, no promises."

I always preface and disclaim, because there's no promise I can do it.

"But since I am willing to set it all up, and since it is incrementally all windfall income, it is something they never would do on your own, probably.

If you did it, would be years or decades. I can do it all. I can turnkey it all.

Net, net, net after everything, it will be found money and I want to split profits with you, after we put money in your bank account and I will *turnkey it all and all I need is your confirmation that you really want to do that.*

And if you don't do it, it's fine. I have three people who probably are competitors. But you're my favorite and you are the one that I really favor and the one that I think has the quality products and services and the one that I think will get the most and do the most and deliver the most.

Do you want me to pursue this or should I go somewhere else?"

Marc Goldman: Where do I sign?

Jay Abraham: Yes, I mean I have done a lot of this.

I do not really get refused very often. But we all get refused.

What Happens When Jay's JV Proposal Gets Refused…

But when people refuse me I would say to them, *"You know, Marc, if the tables were turned and somebody I didn't know came to me with a proposition, even one that was that appealing, I would probably say no in the beginning because I would wonder - What is the catch? What does he know that I don't?*

But then I think about it and think – He DOES know something I don't. He knows how to deliver markets that I am not gong to after. He knows how turnkey it.

He knows how to make me thousands, tens of thousands, hundreds of thousands, millions of dollars I wouldn't have had before and he is willing to do it all for me and he is willing to monetize, reclaim and massively enhance my yield, my revenue, my profitability from what I am doing. It is a win/win deal for both of us.

If I put controls in it…"

How Jay Takes Away The Risk…

And I always go to people and say, *"Look, let me tell you the controls you need,"* because I have already done millions of these, or maybe not millions, but tens of thousands of them.

So I go to the prospect I want to do a deal with and I actually engineer a template for them of what they should demand of me as far as controls, editorial controls, things like that that they would never think of and it just demonstrates that I really know my business and anybody can do that.

And I also, if you are young, if you are old, if you never done it before obviously you don't want to go to a big company to start with.

You don't have to.

You can do a deal a day that was worth of $500, $1,000 a month to you. Build a bunch of them up, so you get a stream of income that is going on and on. You can either put someone else into manage it or sell it somebody because the cool thing you don't realize is a predictable stable stream of income can be sold or it can be borrowed against.

Did you know that Marc?

Marc Goldman: I didn't know that.

Jay Abraham: Let's say that you set up a bunch of little, and what I would do by the way and the thing we are going to talk about, time allowing at the end, while I am delighted to explain really complicated, sophisticated, multimillion dollar deals to anybody that wants to do it.

My recommendation to the vast majority, whether you own a business…or you want to be a JVer…or strategic alliance masterminder…or dealmaker…or what I will call middleman or middlewoman or be anything in between…the key factor is I would go for safe, certain, no-brainer deals where you can do all day long because you can start doing deals and you can build a stream of income---and when you build a stream of income you got the best of all worlds.

Let's say you build up 20 deals and you can do a deal… I can get you such a list. I am not going to today. I am not trying to titillate you.

It just takes a little time, it takes a couple hours to work through each element, but you can do a deal a day, a deal a week, set the deal, then whether you have the time or not you can bring joint ventures on to do all the work for. I call it the Tom Sawyer School of Business where once you set the deal….

Here's the Key…

The key to everything is controlling the deal, Marc.

Once you control the deal, everything else follows. You set the deal up and then you can get all kinds of other people that can work under

you for a sub share of the revenue profit or just a salary depending on what is to your economic advantage.

But let's say you put 12, 20 deals together in the course of six months, nine months and let's say the average deal is only $1,000 a month. Those kind of deals are no-brainers, they are a piece of cake and we can go through tons and tons of those, if time allows, if not we are going to cover lots of them on this conference call.

But then let's say you have $12,000, $15,000 a month coming in and it is from sources that you can demonstrate, maybe not be forever but they are pretty recurring. They are pretty perpetual. They are pretty ongoing. **Well if you create an income stream of $150,000 you could sell that to a third-party for two to ten times that, number one, which is sort of interesting.**

You could go to the bank and borrow against it, some multiple; you could go and factor it to people. You could get joint ventures to buy into it. You can use it as your equity to buy into a bigger business. I can get people some pretty creative ways to parlay very small easy safe secured transactions into big money deals and that is what I think is a safer approach.

If you owned a business then the cool thing is you start by externally saying, *"Okay, how can I get other people to open up new markets? How can I get other people to make their products access? How can I get their selling systems? How can I get advertising for myself without paying for it? How can I get markets? How can I get PR exposure?"*

There are probably a hundred different cool things you could setup on a Strategic Alliance where you only pay for results or even pay for results, you trade it or you triangulate it.

That is another nuance we can get into.

And I don't want to get too deep, but does this make sense, Marc?

Marc Goldman: It makes perfect sense to me, Jay. This is kind of fun because it is for me and I am learning and I get a kick out of learning this stuff even though I am called a master of my own right. I learn from everybody and I can really learn from you.

But I know that I want to talk for the people on the call, I want to be their advocate, and I know that there are a lot of people talking right now.

Common Mistake #1: Dwelling Too Much on the Theory

There is a lot to know about joint ventures. There is a lot of theory. A lot of people fall in love with the theory of joint ventures. But they don't get out there and do them. I think we should we talk about the big mistakes people make when trying to do joint ventures.

Jay Abraham: That is cool.

Marc Goldman: I think that is one of them. Do you agree that people are all excited about…

Jay Abraham: First, two things – The problem with most of you, and this is really tragic because I can tell you, I have taught tens of thousands of men and women no brighter than anyone on this call and probably less in many respects, with no more education and probably less, how to make their businesses double, triple, quadruple, ten times.

Honest to God, you can check this out.

Of thousand of testimonials on file of real businesses that have done this. I have taught a thousand individuals how to be joint ventures marketing middlemen or women and make tens of thousands, hundreds of thousands of dollars a year or a month doing it, <u>but the key is doing it.</u>

Three Common Mistakes JV Beginners Make

The first mistake is most people get enraptured with the theory.

And then number two, they get intimated.

And the next thing most people do is go after too big a deal to start with.

They don't understand, they don't step out of like, you almost have an "out of body experience" and really realize what is going on here.

You have to be able to work through what you do. You have to start very small.

Every one on this call probably has a hobby that they have done, whether it is working out, tennis, skiing, golf, you name it, flying model airplanes. The odds are exceedingly high that the first time you ever did it you were terrible.

You didn't go out and play open tennis the first time. You didn't ski double black diamonds the first time you went on unless you are a prodigy. You didn't sit down first time you took up a musical instrument and play a concert quality, you just don't do that.

So the mistake that most people make is they think they understand things intellectually. That is a very different deal to understand it transactionally and the problem is the first time most people try to do it they are so theoretical they screw up horribly.

That is human nature, but then they get so embarrassed and so frustrated and they decide that it doesn't work or the person that taught it to them is a shame and they slink back to their depressive mode and they never do anything else.

But think about this for a minute:

The three most disciplined and highly predictable success professions in the world – the military, medicine and aeronautics start people at the beginning and progressively work them through it.

They literally apprentice them.

If you are going to the military you start by learning how to clean a gun, then you learn, you do, you practice a procedure 50, 100, 1,000 times you do it, you do a mock and then you do it under the tutelage of a drill sergeant and then you go out and do it, you do it again and you do it again and you do it again until it became so subconsciously proficient.

Marc Goldman: Second nature.

Jay Abraham: Yes.

A pilot, think about it, a pilot of a 747, does he or she decide they want to do it, go to American Airlines say, *"I want to be a pilot."* Say, *"Cool, here are the keys to the 747. You are piloting this one to Zurich tonight."*

Or do they personally take weeks of grounding, no pun intended, of just learning the basics and then weeks of doing the simulator, going through all kinds of scenarios over and over again, weeks or months of flying in the back overlooking, months of flying in the second seat, getting the feel and looking at your instruments, weeks and weeks or months of doing like ten minutes of this procedure as a pilot and then giving it back until they get proficient.

A doctor, a surgeon, they don't say, *"I am going to be a surgeon."* And they go, *"Okay, cool, here is a rusty scalpel, go do an open heart surgery."* No, they start by spending weeks and weeks or months learning the basics, fundamental mechanics in the book. Then they spend months looking and working on cadavers.

Then they spend months working on live animals. Then they spend months overlooking the operating theater. Then they spend months making rounds. Then they maybe get to hold the suture. Maybe they get to ask questions. It is a long progress and human nature is no different.

The reason most people will not do well in Strategic Alliances is not that Strategic Alliances AREN'T the easiest, fastest, biggest, best money making vehicle that you have, whether you are a business owner or you're an ethical opportunist or an entrepreneur…

It is that most people don't try to understand the realities of acquiring a proficiency.

They understand superficially or intellectually, but not transactionally, Marc.

Is that well stated?

Marc Goldman: I think that is perfectly stated.

I find it akin to this, Jay, if somebody wants to get radio publicity and they think that the first thing that they are going to do is go to WXRK out here in New York or a huge station out in LA where you are and they bomb on the first try. That is pretty much it.

Their career is over.

But why not start at a small college station that doesn't get much further than the campus center until you get some experience, until you keep going and then you going to a higher wattage, higher wattage and then once you got it down pat then you go out there and you are on the radio publicity circuit or the TV publicity circuit and you start to be able to make it work.

It is second nature, as I said.

Jay Abraham: Here is another take.

We have a broad spectrum of people on this call and they range from blue collar to professionals to everything in between. If you are blue collar whatever you do whether you are a mechanic, whether you a bricklayer, whether you are a contractor, you didn't just decide to do it one day, you had to go through apprenticeship.

The "Mentorship Model" of True Success and Learning

You had to go through mentorship and that is actually the most…if you look at most of models of learning…a book has a retention rate of about and a success rate of about 7%.

Tapes have a success rate of about 20%.

Seminars about 25%.

There is only one mode or method of learning that has almost 100% certainty <u>and that is the equivalent of a mentorship or an apprenticeship where they put you through the paces. They give you an assignment, they check it out, they adjust it, correct it, enhance it and advance it</u>.

It is a rather slow, nurture-ish, "crock cooking" process.

The problem with most of you, and it doesn't have to be just joint ventures, it is probably all the other types of money-making business opportunities or business growth areas that you probably have pursued is the books or the tape sets or the seminars.

You've got to look at it as a process, rather than a one shot thing.

It is like anything else you do, for instance, if you look at a great trial lawyer he or she plans, they think about it, they try it out, they pre-present it to juries, to mock juries, to their colleagues.

You have to get this down right, and our goal if you are serious about mastering joint venturing either/or or both for your own account or as a hobby, or as a new money income source, or revenue source is if it is a whole new career, you must work through it sequentially and systematically. Again, we'll teach you if you are serious.

Bu yes, the first mistake is most people gain a theoretical understanding. They go out and they go to high first time and they put themselves in jeopardy which is more an embarrassment and they don't realize that that is very natural and it is actually very logical and it is actually probably unless you are a superhuman freak of intellectual nature the odds of you doing well the first time you do anything meaningful are low don't you think?

Marc Goldman: Jay, I failed the first time I did joint ventures. But I realized the power of them. I'll take a second to tell you about it.

When I started my software business I had studied Jay Abraham and I had studied some of the other people who talk about joint ventures and strategic alliances and it clicked in my head. It made perfect sense and I went out there and I arranged joint ventures with the wrong people. People who were too close to offering the same sort of product.

People who their target market really wasn't interested in the software I was selling, but when I began to think outside the box and I began to practice over and over again that is when I began to experience small success after small success and finally did my first joint ventures that brought in $50,000 in a month and that just snowballed.

So it takes actually getting out there and doing the joint ventures, but it is also persistence and if you do fail I think you have to keep going.

Jay Abraham: Well it is another thing, and **this takes ambition, motivation, passion and desire.**

My first joint ventures attempt I failed absolutely miserably and publicly.

I was trying to engineer joint ventures with radio stations. I called a bunch of them and I said, *"You don't do joint ventures do you?"* And they said, *"No."* And I said, *"Okay, thank you."*

Even Jay Had a JV Mentor in the Beginning…

Back then, I was so blessed, because a very good friend of mine now, a benefactor who found me really deserving, took me aside and said, *"Let me,"* and he didn't say it this way but what I realized, he said, *"Let me perform,"* and his like Quincy, remember the show Quincy?

Marc Goldman: Of course.

Jay Abraham: *"Let me perform a forensic examination, an anatomy, of what you did wrong and why and what you should have done and where the real leverage was"* and he made suggestions and he said, *"Let's try this."* He gave me a list of little non-threatening areas to go, *"say this, say that, come back and share with me what happened."*

I did that and he corrected and he gave me the psychology and he gave me the strategy and he gave me refinement and he gave me the chance to try it and of course showed me a way to record what was happening, not just literally but figuratively and he corrected it.

The Awesome Power of Collaboration…

One of the things that I have learned, because I have been able to work with, and I don't know enough about the programs you have done prior, Marc, but I have worked with groups over long periods of time on mentoring, coaching, collaborative conference calls and one of the best parts of it is you get a group of people who are all committed to the select mines, they are all coming into the same thing but in different avenues.

Some are business owners, some are doing it part-time, some are doing it big, some are doing it little, if it is weekly, monthly, whatever the frequency. Every period you get them all together and the people that get what you are doing they understand the ultimate joint ventures is the power of creative un-hedged collaboration, so you get people that are going out and doing things.

Some are doing great. Some are nailing it.

The Power of Case Studies…

Some are not failing, but they are not executing right. By doing what Harvard Business School learned long ago, which is case study interactive one-on-one analysis and a review and dissection in group, it is incredible.

It is a very fast growth analyzing somebody who has done really great.

Well you don't just say, *"Oh that is cool. Congratulations, Sam."* You say, *"Okay, Sam, what do you think the key to that was? What was the mindset? What were the key elements you executed? What did you have to do to overcome it? What did you learn? What do you think everybody on this call can do differently? What would you recommend?"*

It is a cool growth.

It is very rapid, very fast pace growth process that to my mind no one else does and a short seminar doesn't do it, a book doesn't do it because they are theoretical.

This is a really cool process. I am getting ahead of myself, but it is the way you teach anybody how to master joint venturing whether they do it for their own business, whether they do it for themselves, whether they are a business owner and they apply it to their business and they fund somebody else in their business to do it as a profit center, whether they do it acquire new businesses, products, rights and markets.

There are some very cool things you can do, Marc.

Marc Goldman: There really are and as I think about that I realized we started talking about the big mistakes people are making while doing joint ventures and we said they are following in love with the theory but we also kind of touched on number two which is after a few attempts at joint ventures people make mistakes.

They don't do what you and I did and go out and find out a mentor or go out and just keep trying.

Jay Abraham: This is what's comforting no matter if we ever work with anybody on this call or they go and do anything else in their life.

The stats, the stats are in and they are fascinating. The average high ticket sales success takes nine to eleven progressive communications, and what you are doing with a joint ventures is selling a intangible high ticket sale.

Isn't it, Marc?

Marc Goldman: That is exactly what it is. I always tell people that.

Jay Abraham: **And if you look at the best sales people, most sales people fail because they try it one time, they don't hit the result they want and they abandon into that prospect representing that line and they get disenchanted, whereas if you look at the great successes it is a sequential process where the dynamic of progression works to your advantage.**

Most people give up too soon.

It is like the old adage of acres of diamonds. It is right in your backyard, you just have to be guided, trained, mentored, instructed, nurtured, really…

Marc Goldman: This is great.

I think that a great example is Walter Haley. I don't know if you are familiar with him, Jay. But Walter was an insurance salesman who was failing miserably and his nickname was "Itsy Bitsy". I believe he was about four foot ten.

He was failing miserably to sell insurance the traditional that they teach you in the books, how to go out and sell insurance, knocking door to door and saying, *"I want you to buy life insurance."*

An Interesting JV Sales Model…

But what he uncovered was an amazing system that I believe now was worth about several billion dollars to him is a system that he developed called NEER, Naturally Existing Economic Relationships, where he began to understand that, and this was only after failure, after failure, after failure did he understand he was selling to the wrong people.

He went and found a supermarket, and this is great joint ventures, to do the selling for him. He had them sell to his insurance policies to their customers, to their suppliers…

Jay Abraham: In other words, it is a new distribution network.

Marc Goldman: Absolutely. And instead of failing, instead of saying, "Oh this doesn't work for me," or saying, *"Joint ventures don't work as other do,"* he just went out there and persisted and found a new paradigm, a new way…

Jay Abraham: You have to understand two things. **Number #1, they do work**.

I have stats that, I don't know if you ever looked at, but <u>20% of the revenues in the Fortune 500 and the International 2000 are now coming from strategic alliances or joint ventures.</u>

<u>90% of the big corporations feel that if you don't do straight joint ventures,</u> <u>it is a kiss of death.</u>

<u>Most small entrepreneurs, medium size and that is 40 million businesses in the United States, it is 40 million English speaking businesses around the world, so there are 80 million businesses</u> <u>**don't have a clue how to do it**</u>--

So you have a pretty good market if you are going to do it for others, probably 90%.

I could look at 90% of the businesses out there and find either ways you can joint ventures for them or assets that are intangible or tangible to have. You could take control of everything from distribution, from sales forces, from rights to Marketing, selling systems, processes they use…

Jay's JV Case Study #7: Licensing Successful Processes

Number #2, I mean I told you this, but I will tell you again, we found sales people that sold better than anyone else and licensed them and made people millions of dollars a year by borrowing their sales approaches.

We found car washes that had a process for selling more hot wax than the average and gotten them to sell 2,000 other car washes their system and they made hundreds of thousands of dollars a year. We found realtors who were better at listing properties than 90% of the other people and got them to teach it.

We found a lumber yard that could kiln dry wood, meaning the process of turning a raw stump or tree into board footage and they came up with a higher grade and less waste and less energy usage and we showed them how to license that process to 400 other lumber yards and they make millions of dollars a year from that.

Four Keys to YOUR JV Success

I mean there are so many cool things you can do with joint ventures, but **number one---you have to be trained by someone who can really mentor you through the process…**

Number two, you have to be in for the long haul…

Number three, you have to understand the odds you can go out and knock a home run the first time out of the gate are against you--unless you are one gifted person…

Number four, you must realize that it is a process. It is a process and everything is a process.

If you will submit and commit to the process, whether we ever trained you or not, whether it is for your business or whether it is for your independent entrepreneurship, <u>it IS the fastest, safest and easiest way to make a fortune.</u>

I can tell you I have made as much as much as $6 million in a year from doing joint ventures and I after I set them up, they just ca-ching, ca-ching, ca-ching, ca-ching, ca-ching…

I have taught people how to make hundreds of millions of dollars for their business or by recognizing, acquiring, controlling everything from the processes, go to businesses or going out of business buying their old buyers, their prospects, selling it to other people, buying phone numbers from companies that were going out of business that had yellow page ads and flipping them to other people.

I mean there's a broad spectrum of opportunity, and I don't have time today to get into even one hundredth of it.

But there is nobody on this call--I don't care if you have no business, no money, no education--who cannot do it.

Common Mistake #2:
Not Knowing How to Communicate

One of the other mistakes I see people make is you try to do it hiding behind the Internet, trying to do it by email.

It is a sequential process. It takes real communication--verbal, telephone, in person.

Another Interesting Twist…

But you don't have to do it. You can joint venture. Remember I talked about the "Tom Sawyer School of Business"? You can find somebody that is great at selling but doesn't have the wherewithal to put it together with the big picture that you can control, once you learn joint venturing.

You can control a deal, you can get someone else to present it, to sell it, to manage it and you can still keep the lion share of the money. I do that all day long.

Marc Goldman: Jay, couldn't you set up a collaboration where let's say you talk about people that are scared. They hide behind their email.

If you are too scared to go out there and speak couldn't you just form a collaboration with someone who is not, someone who is great on the phone, someone who is good at setting up relationships…?

Jay Abraham: Yes, that is what I just said.

Maybe I was unclear, but yes, absolutely. We have had people that couldn't sell who found people that were the joint ventures partners who sold it for you.

We thought people could sell like mad but they couldn't manage it. We put them together with people who could manage. We had people who could manage and sell but couldn't come up with the idea.

What Are The Limitations?

The only limitations you have are the breath of your creativity, your inventiveness, the scope of your sense of possibility and it has to be legal, it has to be ethical, it is has to be equitable.

Legal is very clear. Equitable and ethical is subjective.

It is pretty simple.

I mean as I said, I have a field day because I can look at any business and show them how to grow all kinds of revenue, more revenue usually than they make from their main business through strategic alliances.

I can show people within their business how to create a new profit center with a business owner by doing it for other companies.

I can show people who want to quit their business or business owners who are limited, how to use joint ventures as a transitional way to be either a middle person or to acquire other businesses.

I mean you can go…here's an example… It is hilarious…People today spend hundreds of thousands of dollars buying franchises. Right Marc?

Marc Goldman: That is right.

Jay Abraham: All they're buying is a system, right?

Marc Goldman: Yes, sometimes.

Jay Abraham: And in fact, if you stop and think logically there are always a leading independent in almost every market. Don't you agree?

Marc Goldman: Yes, there is.

The "Jay Abraham School of Franchising"

Jay Abraham: You could go to that independent, you could make a proposal to them that you licensed their success system that they already thought they had, you can go out and do a joint ventures with independent people and have the equivalent of your own franchised network for no money, just for a little effort.

I can go on and on.

You Must Have The JV Mindset…

But there are so many cool things you can do **once you get the mindset**.

And **once you have somebody, not even guiding you---although guiding you increases your success rate by multiples of 100% and your income level or prosperity or wealth probability by probably multiples of ten to hundred times.**

But, <u>you just have to have a mindset established</u>.

Marc Goldman: So you are saying, let me see if I could rephrase this because it sparks something in my mind.

Instead of somebody going out there and spending $150,000 investing in a Starbuck's franchise they could find a local coffee dealer who is doing something different or maybe a local tea shop.

Jay Abraham: And then be local. It could be the hot person in Milwaukee or in New York or in Hawaii and you can go to them and say, *"Hey, I will never compete with you but give me the rights. You are never going to go into California. You are not going to here. Let me license joint ventures your system and then you can license people, you can joint ventures businesses with people."*

You can say, *"How would you like to own instead of spending $200,000 for a Starbucks, if you will fund the thing, I will give you a turn-key system that is driving the most successful company in Honolulu and it has never been done here. The downside is $20,000, the upside is $200,000 or more and let's be partners, and you could basically set up 100 of those."*

Just one simple application, as I said.

There is a million, literally a million different ways to ethically exploit profit, monetize and prosper from joint ventures internally or externally, whether you have a business or whether just want to keep buy and selling, controlling and accessing tangible and intangible assets.

Marc Goldman: That is amazing.

Jay Abraham: <u>It is like a candy store</u>, man.

Marc Goldman: It sure is.

And when you talk about it is amazing because I like how you say, *"You would have a field day looking at every business and seeing what they are missing. What they are leaving on the table."*

Jay Abraham: And I can teach, Marc, and certainly you can too. In the program we are going to talk about, time allowing, we can teach anybody, not to be Jay Abraham, but why would you need to be?

Lots of people talk about it.

You have talked about it to probably tens or hundreds of thousands of people, but **I guarantee you most people on this call are probably the upper moved and motivated people. They get it intellectually and they have probably done one or none and <u>they probably are not</u>**

<u>executing anywhere close to fullest potential because no one has ever guided them one-on-one.</u>

But the truth of the matter is, in any market, in any business if you are in a business I can tell you that 99% of your competitors don't understand joint ventures, and how fast they can rapidly grow your profit, your market, your products, your sales capability.

If you are not in the business and you want to compete as a joint ventures expert, the sky is the limit.

If you get trained by us and you get deals you cannot handle we are always open to joint ventures, if they are big enough and lucrative enough. I mean there are a lot of ways to do it.

Marc Goldman: Jay, now you talk about something, you touched on it a couple of times tonight, and let's talk about this, because I think this is a big mistake as well. **People really fail to realize that the art of joint venturing is essentially an educational process because let's face it, there is say 1% or 2% of the world population that truly understands joint ventures…**

Jay Abraham: That is probably an overstatement.

And understand it intellectually too. You have to show them… Because it is so broad, it is so powerful, it can be so simple that it is unbelievable and it is intimidating.

Because most people want it but don't understand how to do it and you have to be able to share with people that you know what they are thinking, if you are trying to get rights to something, you are trying to bring a deal to somebody else's business, you are trying to get them to give you something it is a nurturing educational and trust building process.

How to Gain a Prospective Partner's Trust…

The first factor in building trust is having confidence, certainty that you are there to help, certainty that you have a concept that makes sense, certainty that it may or may not work.

But if you do all the work and you insulate them and they have all the control the downside to them is zero and the upside is profound and if it doesn't work, you are the loser.

If it does work they are going to be a big winner and you have to be able to come at from the kind of a mindset, Marc.

Marc Goldman: When I am doing these sort of things with people, I like to educate them by saying, *"Look if you are going to spend let's say $20,000 to $30,000 on that full page ad that is not guaranteed to bring you one sale, why not let me structure this joint ventures deal where you are going to be high end plasma TVs and sell them to somebody who is a luxury car dealer, sell them through them to their list and you only have to pay them when they actually perform and bring you a sale."*

That is how I like to do it. I am sure you can structure it in a more elegant way.

Jay Abraham: **There are a lot of different strategies and I don't have time today but when we get into our program we are going through all of them and help to figure out the proper beginning strategy and then we will call it progression, because as you get more proficient you want to go to higher levels of sophistication and financial pursuits.**

But one of the strategies is very logical. You do a lot of little deals knowing that some are going to be worth $100 a month, some are going to be worth $500 and a couple are going to be homeruns and be worth $5,000.

You don't try to discriminate.

Why You Should Start With Small Deals First…

You just try to do simple, safe, high probability, high viability deals to start for three reasons.

Number one, you need wins for your own success, for your own psychological ability to go forward and grow and expand.

Number two, you want wins so you can build your reputation. You don't care how big they are, you just care that they are, if that makes sense.

Number three, you know that as you get a little wind you can always bring somebody in on a revenue sharing, profit sharing or on a fixed basis to manage the little deals but you have a stable income stream that will allow you to take the time to build the bigger ones.

If you have a job right now, if you do it for your own business you can take time to do it. If you do it for your business you can do it three different ways. You can do it to build your own business, products, services, add new products, markets.

You can do it as a profit center, use some of your own profits to fund somebody else to do it for you as a profit center. You can use to acquire other businesses, other products, other Markets. You can use it as a transition to get into something totally.

There are just so many fun things you can do with it.

Marc Goldman: It really is amazing to me that as easy as joint ventures are, well again, not easy but simple, as you said, that so many people make the mistake, once they get started with them they make a mistake of assuming that every joint ventures is the same.

Jay's Recommendation to You…

Jay Abraham: Here's my recommendation to everybody.

I like metaphors and similes, Marc, because it is a good indelible reference frame that you can always call up when the going gets a little tough or you get a little anxious or anxiety prone.

Think of the fact that right now when you are off this call you are going to get up and you are either going to walk to your office or walk to the bathroom or walk to your car or walk to the kitchen for a drink, you are going to walk.

But when you were little and the first time you tired to walk you fell on your butt and it was a process, the same thing with a bicycle, same thing with combing your hair or brushing your teeth or dressing yourself.

Just think about it as a process that will pay greater rewards, dividends, wealth, creations, success and fulfillment, very fulfilling than you can imagine.

We have one joint venture that generates $400,000 a month. We have another one that generates between $200 and $400, totally different.

We have another one that is just starting that if it works they are projecting $40 million a year.

Do we make 100% of that? No, but it doesn't matter because it is all ancillary, incremental revenue.

I am talking to you and I have a $40 million company doing one thing. I am talking to you and I have five people at another company doing another.

Other "Side Benefits" of Doing JVs…

I am talking to you and I have a group of 200 people working on my account. I am able to capitalize on all of the assets, all of the effort, all of the capital, all of the staff, all their office expenses, all their health insurance, all that stuff and I am talking to you and from my home.

I am in my sweat suit. I have my slippers on. When I am done I am going to go play with my son who is home from school. I like that. You may not Marc.

Marc Goldman: No, I love that. Personally, I have the same thing going on Jay.

I have a partner, as I told you earlier, I have a partner out in El Segundo, he is in the middle of a deal right now of closing for us that when he raised $25 million in capital for this company we are going to split $2.5 million, and I don't have to do anything. I don't have to be on the call while he does that stuff. He doesn't have to be on the call.

He was just in Indianapolis closing another deal for himself while I closed a deal for us that is bringing on $30,000 for about ten minutes on the phone.

Key Principle of Doing Joint Ventures---Reverence for What You Bring to the Deal

Jay Abraham: **One of the things I want to teach but I won't be able to here, not because I don't want to just the time, it takes about an hour and half, is reverence for what you bring to the deal**.

Big problem I think with most people trying to joint ventures is deep down in the craw of their heart they don't believe that they are worthy.

They don't believe that the deal is going to work.

They don't believe that they are going to get what they want and they become a self fulfilling prophecy.

People ask me – How in the world can you charge $5,000 an hour or half of the deal when you may give something real simple.

I said, *"Because I bring them something they won't do on their own because I can basically… I have about an 85% success rate."*

I am not 100%. Nobody is because I know the value not of my time but of what it is worth if they execute it. If I can bring somebody an extra million dollars a year they never had and I want to charge them $40,000 for a day why should they care? Why should they care?

I don't deal with most of the time with people who are really not seriously committed to action and don't really want the result and aren't just passionately and purposely committed to an outcome.

I think we have to teach or if we don't have time or if they don't come on our program we have to be able to instill in people today one of the big areas you have to overcome is realization of what the value of what you bring to the other side is worth so that you will have the confidence, certainty, not arrogance but---

The attitude and the altitude.

It is those two things.

It is coming from an authoritative high level of certainty and of confidence and of expert advisory leadership that you handle all the written and oral and in person discussions and everything from a sense of – I can make this happen.

It may not happen but not because all the factors don't auger well and you also have to self efface.

Everything I do on a joint venture I say, *"Look man, it might not work, but here is the upside, here is the down, I am doing everything for you. You have none of the risk. Why in the world you being a business person, you being a speculator, you being a pragmatist, wouldn't you want to at least play that out when the downside for you is zero, the upside could be a doubling or tripling or quadrupling of your business, of your income."*

And that is the approach that I always take, Marc.

Marc Goldman: **And again, it only takes a little bit of experience, some trial and error. And I definitely believe that mentorship and the training is really important**.

Jay Abraham: And I have a list of things, I didn't get to any of them and we are almost going to probably not have the time, but I wanted to share with people some of the cool things that strategic alliance and joint ventures can do because I mean it can get you instantly established on a world wide or a national or an industry wide basis incredible.

More JV Possibilities and Benefits…

It can add so much more revenue and impact to whatever selling efforts a company does or you are the middle person you bring to a

company that can increase sales and profitable many times over for no cash effort, no extra people, no time on the part of the other side. It can lower the barrier of entry.

We can be in a market instantly that most people couldn't get in years without spending a fortune and can expand a company's client base and if a company sells repeat or backend products it can make them a fortune for no upfront risk whatsoever.

It can boost the market presence massively.

Let's take myself as an example. I have always done joint ventures with people, if we don't make any money on it, I mean you probably know this and anybody who has checked me out, I have 430,000 hits on Google. Plus, I have 300 "name brand" people that recommend me.

I do joint ventures for people all the time and sometimes it doesn't it make money but it makes me bigger than life. **I get posture on a worldwide basis on all kinds of places because I understand that the backend is where you make a fortune and it is a mindset we will and can teach but not on this call.**

It provides a chance to enter all of kinds emerging markets and harness other peoples' knowledge base efforts, learning curve, developmental research expenses.

It expands your horizons. When you realize the infinite number of ways you can make a ton of money either for your business or as a middle person or how you can acquire businesses for nothing, assets, licenses, distribution channels, sales forces.

Jay's JV Case Study #8

I mean I had a company one time, big computer company that was going out of business and they went into bankruptcy and the first thing they did was fire their sales person and the first thing I did was get someone to contact all the sales force and sell them to a third party for a fixed rate and an override on their production for two years.

It is a mindset, man.

I have so many ways I can teach somebody how to use joint ventures, strategic alliances for their business or as a middle person and you can make a fortune.

Interesting Role Models…

One of the ultimate experts in strategic alliances was **Marc McCormick** who made a $1 billion realizing he could take sports stars like an Arnold Palmer or Jack Nicholas or Andre Agassi and make them catalyst for other people. He basically negotiated deals.

Another was **MCA**, the talent and entertainment management company. They were the first. They realized years ago that they could do strategic alliances. They could tie up a writer. They could tie up a producer. They could tie up agents. They could go to a TV station and package it and take a piece of the deal forever, not counting the pieces they could get of everybody else's deal.

There are so many ways that you can do these things.

I mean I get so excited I have millions of stories I would love to tell but I think you want to talk a little bit Marc about the program that we are doing so that you can lay it out for people and if you want…

I just don't want us to run out of time, because we do have an agenda but we are trying to excite you if we never see you again of the possibilities and explain to you why maybe your first efforts have not worked and also allay your fears if you are a little scared or a little uncertain.

Because at some level whether you go out after little deals to start with and just build a portfolio of revenue money machines…

Whether you have little deals and flip them to other people…

Whether you go out and just build your own business up and use them for your own business to broaden markets and selling arenas and revenue streams and income streams and then after you do that you put someone in to run it and use the profit to go into bigger arenas and buy other businesses or do it for other businesses.

Man, it is the…<u>of all the avenues of wealth building, unless you guys have millions of dollars, if you have millions of dollars I'd put people out doing it for you because you can make billions literally doing this</u>---

Joint ventures are the fastest, safest, simplest, most limitless and joyous way I know that you can get control of millions of dollars, tens of millions of dollars, hundreds of millions of dollars, billions of dollars of assets without investing a cent.

Doing joint ventures are a really cool deal.

Jay Abraham's
93 Referrals System

1. Video Services.

I've been going to some of my competitors for referrals. One particular company in Texas does basically exactly the same thing I do. We were doing a job--a shoot up in our area--and the producer came back to us and said, "Do you know anybody down in Texas? I can't really afford to fly your crew down there to do this." So we went to the other company and they paid us a percentage of their price.

There was another production company down in Orlando, Florida. We asked, "What shows are you dealing with?" and we found out that we were doing business with a lot of the same network shows. We were so far away (1,500 miles) that their customers weren't necessarily going to hire us and our customers weren't necessarily going to hire them. So we were able to pick up the telephone and call their customer and say, "XYZ Production Company gave me your name." And basically we had an introduction to them.

A new thing I'm now starting to do is offer some of the people I have built relationships with my entire customer base, with the history, the pricing structures--everything I've done. Giving it to them with basically, "I won't step on your toes, but you give me back your customer base."

2. Hotel.

We've have a very simple referral program. For every nine people you send to us, we'll give you the presidential suite, valued at almost $200. Plus dinner.

They talk to an editor of a magazine, they write up an international article. That triggers another sequence of events. Two, three other national magazines pick it up, write about you. That one *referral* regardless of how much it cost you to give away that room, to give away that product, to give away that yearly subscription, for us easily translated into probably half a million dollars worth of publicity.

3. Land Sales Company.

I was involved with the sales of Rexford Plantation and Indigo Run Plantation on Hilton Head Island in South Carolina. Both Plantations were going to be released simultaneously. There was a pent-up demand and I knew that all of the established brokers would probably get most of the sales.

The first person I took out and showed property to in Rexford Plantation selected a home site *and* gave me a check. I refused to take the check unless he filled out a form and gave me at least five referrals and signed a release allowing me to call them that night and tell them about his purchase in Rexford Plantation. In 120 days I sold 113 lots in Rexford and Indigo Run Plantation. Of that, 74 were referrals over the phone.

4. Precision Heating and Cooling.

I've started a duct cleaning service. I went to my competitors who also sell heating and air conditioning equipment but who do not have duct-cleaning facility and I gave them a covenant letter not to solicit or interfere with their customer base, but to have access into their customers' base for the duct cleaning service. Then, whoever sold my service to the customer got a direct percentage on whatever the gross sale of my duct-cleaning service cost. Probably 30% of the work I've done from September until now is a result of my competitors introducing my service to their customer base.

5. Video Service.

Somebody dragged me into a National Speakers Association meeting, which now turns out to be a major segment of my business that is 100% referral. Once I got into the association and started taking an active role and doing good work, now out of this 3,500-member association over 500 are active clients. If you do the math, it's exciting.

6. Walk-in Medical Center.

With the schools, we would give tours to the kids, like the emergency room on career days. Then the schools starting sending all the kids who needed school physicals to us.

I took that concept and said, kids go to camp every summer; they need physicals. So we would mail and call the camps. And it was a service to them because they could tell them "You can get a physical today, just go right over here."

I built relationships with fire, rescue and police departments. We would do educational programs. And if they had accidents—I remember one that had someone hurt badly and sent to the ER, and they had one who was just walking wounded with a cut—they said "We'll go over there."

We did workman's comp. We gave cards to give out to all their employees. We gave them some discount for their own health care. They would come in a lot of the time and give us those cards.

7. Consultant.

I rely mainly 100% on referrals. I conducted several seminars for other consultants. I found journalists who understand our business well, and I asked some of my best clients to allow these journalists to interview them. The tape really gave me and my people deep insight about our work from the customer's point of view. We then offered these tapes to potential clients. Listen to the tape and make up your own mind whether you think it's right for you and for us. And it's given us complete understanding and another position to the customer, because he now asks us, "Well, does that mean that you have to decide whether you want me as a customer?" OK, it means we both have to agree. Not only you, we both.

8. Insurance and Benefits Consulting Group.

We serve a very narrow niche in the marketplace, people who are 55 to late 70's who have a net worth of $3 million or more. And so you can't just say, "Who do you know?" because the services don't apply to a broad segment of the marketplace. So what we try to do is make it as easy as possible for the people to refer us to people they know who fit that demographic profile.

First of all, your referral source has to be one of those people. Secondly, we, for example, have a list of all the landowners in North Carolina that own more than a thousand acres of land. And if we're dealing with somebody who is in the real estate business, and it's grouped by county, we can take them through that list and they'll say, "Oh yeah, I know so and so, you can use my name." We'll take a DMV list and we will sub sort that list prior to asking.

Another thing we'll do is, if I have a particular community that I'm targeting, I will first go to the key CPAs and attorneys in town and say, "I'm not asking you for a lead. I just want to know who the key, wealthy people in this community are." Then I'll go to my client base with a sub-sorted list and I'll say, "OK, bang, use my name, bang, use my name." That way, I have instantly sub sorted the list for them so that they just check off the names.

9. Computer Software Company for Retailers.

We get about 35% of our leads from referrals and about 35% from direct mail. Our market size is about 7,500 clients. What we do is a direct mail piece to all of our prospects every other month. In the interim months we send a personalized letter to our clients, our key prospects-people who are in the queue, someplace between demonstration and proposal enclosed-and industry consultants. And we try to do a value ad with that, whether it is an educational piece or a premium.

One of the best things we did was to send Howard Sewell's book Consumers for Life. Howard is a Cadillac dealer from Dallas. We negotiated to buy five hundred of them at about $3.50. But we mailed them out on our direct marketing list and we ended up with doing about $200,000 worth of business off of that base list of referrals.

So the way we get referrals--I guess we actually give people bribes. I guess we give them education. We try to position ourselves as a value-added resource. I guess also part of that is we teach all of our sales people to ask for referrals. I mean, I'm just amazed so many people don't ask. We ask people who elect to go with someone else for referrals, because they all know who is looking. So we found just by having a systematic method of communicating with key consultants or clients, which in our case is every other month. By the way, we have a budget for that of $5.00, on the average, over a year—per person.

So that's $30 per person times 500, or $15,000, which is probably one of the best returns we get on our marketing dollar today.

10.Photographer.

We have a three-step program with our high school seniors. I photograph about 300 seniors in an eight-week period every year. When the kids call in to initially book, we educate them about the whole process, but we also recommend that they bring in their friends at the same time.

About half of them bring in someone else. And we photograph as many as seven, eight kids at a time which makes it sort of a zoo in the studio, but each of the kids who come in then gets a free 11 x 14 of the group shot. It takes nothing away from our individual sale, but those 11 x 14's normally list for $94. We develop goodwill and get the kids in. Second stage in when the photographs come back, we put in a gift certificate either for a friend of the family or a family portrait. And then after that, when the photographers come back and they're in their hands for a few days, I do write them a thank you note. You'd be surprised how many people call us back with thank yous for the thank you note.

11. Unknown.

We do business with institutional investors so they're very hard to reach--how do you reach a CEO? How do you reach the top person? Very difficult for telemarketers to do that, direct mail or anything else. So by going out to retired executives--former regulators, anyone who has contacts with the decision makers--we approach them, show them the contract they can sign. We pay them 10% of the gross production we do because 90% of our business is now in non-regulated products where we're able to do that. We can't do it with the regulated products. They get excited. Now we've got referral people bringing us other referral people who are friends of theirs. About 20% of our business is from referrals, but it's growing rapidly. One customer will average $250,000 a year. So, you know, 20% of our business now is about $20 million a year.

12. Product Development and Marketing Company.

A source we discovered not too long ago was vendors. Vendors love to give a referral, because that gets favor in their column, and they also generate more distribution for their product.

13. Consulting Firm for Executive Information Systems.

We create graphic systems for executives. If you want to visualize it, Boston Chicken has a map of the U.S. with all the locations of their stores and they click on a location and the statistics related to that location come up. Currently, in our industry, a large majority of the marketing dollars goes towards educating our audience, executives, about technology--reducing the fear.

As a small start-up company, we really couldn't afford to educate our potential buyers so we needed a way to, in a sense, let our industry educate our buyers to the point of sale and then strike. We needed some indicator of companies that were going to make the shift to executive automation. One was the software they were purchasing in-house. A large expense that software companies don't like is having a field sales force go and do one-day demos. So we partnered with the software vendors to go do the one-day demos in our geographic area. In return, we get the first crack at all the companies who are at the point of purchase.

The cost of educating contacting and closing a sale for a customer in our industry is typically \$3,000 to \$5,000 per customer. But now, we receive ten qualified, ready-to-buy leads per week, and our biggest problem right now is a marketing campaign to hire people. So we reduce the cost of attaining a customer from \$3,000 to \$5,000 to approximately 30 cents in e-mail messages that go from our sales force to their internal sales force.

14. Bargaining Business.

One of the things that I have used successfully --- some of it Jay uses --- and he may consider it sales --- but it's offering two for the price of one. Or if you have a seminar, this applies to anything where there is participation. If you have a seminar and you're selling it for \$195, you say for three to four *it's* \$175 apiece. For five or more it's \$150 apiece. That way you have the people who get the brochure going out and doing your selling for you. Really, that's a referral system on the front end.

15.Tape Resources.

We had a system of referrals that seemed to be working and I did it rather unscientifically. Whenever somebody would call and say, "So and so told me about your business," I would send the referee a certificate good for 10% off. We have a certificate all printed up, and I would send it out. It would say “Thanks for referring your friends and associates.” But then, when I was listening to your tapes, you know, prior to coming here, I decided to get real scientific about it. I wanted to find out what it cost us to get a customer. We were figuring it must be about \$50 to bring in a new customer and an average customer probably spends \$300 at a crack. I don't know what the volumes are over the course of a year, but I was just looking at the \$50 figure and I was thinking that we could even instead of sending a certificate--which could be worth anywhere from \$50 to \$100, if they spend a thousand it's worth a hundred--we might just send them a \$50 bill in the mail every time they refer someone to us because we’re going to spend that \$50 anyway. So we were looking at relatively scientific ways to pay people to do what they're already doing, but to really get them excited about it and send cold cash in the mail.

16. Industrial and Homeowner Rental Equipment.

We deal in large stuff. Skid loaders. Trenchers. Back hoes. After I had spent all my capital budget, one of our competitors decided to go out of business. It was a father's business, and the son had a first love for training military and police. He wanted to set up a new company dealing with a new targeting system, so we bought some of their equipment.

I asked, "Can we send you and your family on a vacation to Disney World for your customer list?" So I got him a corporate American Express Card and told him he could spend \$5,500, and he gave us the list. Then I said, "I'll help you put together a new business plan if you'll help us implement this customer list. First, write a referral letter that we can send to all of them. Secondly, we'll follow up with our own packet, and third, we need your contacts and support. Since you really don't have anything for your general manager to do while I'm getting your other business funded, and I've got a real problem in terms of losing managers, can he work for me this summer while we're waiting to get you up and going? For about 60% of what he was making before?" Now, he's working for us as a manager and helping us in the purchasing area and some marketing, as well. It's working.

17. Automobile Dealer.

The luxury car business is a big referral business. We're about 60% new car referral and about 30% used car referral. Just to give you an idea, there are 180 Lexus dealers in the country and we're about number twenty. First, when we deliver a car to a customer, we ask them if it's all right if we send letters to the neighbors. We keep criss-cross directories and then we send what we call a beautification letter to the neighborhood and say "If you noticed your neighbor got a new car, here's where he got it. If you're interested we'll be happy to come by and show it to you."

All of our salespeople are totally computerized and have a bank of maybe l00 different letters available. And we do about 300 to 400 letters a day, just normal business.

Second, for people who buy, we send a big white thank-you cup to the office. They walk around with this cup that has "thank you" on it, and on the other side it has our name. So people are always asking, "What is the cup?" And we get referrals that way.

Third, after about the third week, we call the office asking for referrals. By that time the cup and things have hit, so they're using those as instigators to pull referrals.

We get and exchange a lot of referrals from other automobile dealers. We say, "If you've got somebody who asks about a Lexus, send them to us. We're not going to bury your product; we won't say bad things about you. We will just explain the thing." The other salesman who refers them looks good because be sent them someplace where they've been well taken care of. Everybody's polite and everything is nice, so he looks good and we're happy

We do the same exchange with them. We will send somebody over to them, and it's very effective. We get a lot of people here. We find that most people that refer to us just want the people to be taken care of. I mean, we do have programs where we pay referral fees, money and all types of things, but most of the people just want their people they refer to be taken care of. They want to be proud that they referred them to somebody that's going to take care of them.

We've done things like art shows for the community. We would bring in art galleries, hang three or four hundred pictures, keep them up and invite the community in that had nothing to do with cars. We don't allow any selling at that time. What it does is exposes people who are somewhat intimidated to come in and visit us, or someone who's never been in to visit us. We get people we normally wouldn't see. *And* they come in and they enjoy the art. But then people start saying, "What an experience we had there. We should talk to them."

We do golf tournaments. We do hospice. We're a big hospice supporter. Things like that.

Follow-up is the key. Referral is generated from follow-up. We've had some people we've followed for three years before they buy a car. You know, I have one guy that I personally waited on; he came in at least ten, fifteen times. I mean, we're real good friends now.

18. Apartment Complex.

Our industry typically asks residents to refer other potential residents to the apartment communities, and generally pay somewhere around $100 to $200 for that referral. We made a game out of it and gave everybody a little card and said, "For the first one, we'll give you $100 and we'll go sequentially all the way up to $900. If you refer nine people, and every time you refer somebody after the ninth, you will receive $900 as a rent credit off of your month's rent.” That's worked real effectively. And we expanded that and said, "We're going to offer you a lifetime referral fee. So that if you live in one of our properties and then you move out-and assuming we didn't evict you-then we'll pay you a referral fee of $150 for as long as you live.” And that's worked also very, very well for us.

19. Consultant.

When the client is a large company, the client itself is a big market. Earlier this year, we made a conscious decision to start asking for referrals within the client organization. When someone came to us with a complaint like, "You know the work we do and we've really helped you. Would you be willing to recommend us to that other person in your organization and to formalize that process?"

It's worked tremendously. What we've found is that maybe the company has, let's say, a million dollar consulting budget, and we're getting $200,000 of it, but there's also these departmental budgets over which these people have discretion. And if you get through this referral system you can tap into that departmental budget, which is a completely different source of revenue within the client than the main contract you may have with the total organization. So if you're inside a big organization like that, it's a really tight referral system. Very lucrative.

20. Audio Tape-Set Publisher.

On the back of all of our business reply envelopes we have an area where we ask for referrals. It's something to the effect of "if there's anybody who you think would benefit from the types of programs we offer, give us their name and address and we'll send them a free catalog." We get thousands of referrals every year, a good portion of which turn into customers. They tend to be good customers.

21. Life Insurance Business.

I would have meetings with my clients for their birthdays, and I'd either take them out to breakfast or lunch. In those meetings, I'd sit down with them and ask them to tell me how they started their business. What makes it different? What are some of the things that are different about you? What makes it great?

I'd say, "Tell me one or two things I could do to really improve my business. Who would you call on if you were in my position? Do you know two, five, ten, a hundred people?" And they start listing people. "Tell me about them. Tell me about them." What happens is you end up with a referral system. And of course, you just keep going with that.

22. Optometrist.

I send very simple, blank thank-you notes, which I hand-write, to patients who have referred me to other patients. If you have "Dr." in front of your name, lay people are really not used to being acknowledged, much less thanked, by doctors for doing anything for them. And so, when you do it, it creates such a large impression on people.

23. Multi-Level Health Products.

I'm accredited by the State of California to give continuing education credits to nurses and now, certified *nursing assistants.* A lot of nursing assistants were calling me because the people in Sacramento, from the main office, refer people to me.

I also have a tennis coach who is now referring me to other people, too. And we've worked out a contract so he's getting a percentage.

24. Mortgage Banker.

I help attorneys close probate in about half the usual time by making loans to executors, administrators, and trustees or trusts. Referrals are more than 90% of my business. I consider the attorney my client, and I tell him or her so.

What I make very clear is that I have a selfish motive for doing a very good job. It's because I want you to be so impressed that you're going to go back to the attorney and tell him or her what a great job I did. Because I not only want your business, but I want that attorney to refer me to that second, third and tenth deal. And now I've been doing it about four-and-a-half years. I do a lot of other things to generate referrals, too. Even though I'm not an attorney I belong to twelve bar associations, probate sections and paralegal groups, and I do seminars.

25. Real Estate Agent.

Referral business is the biggest way to get clients. I try to educate them right from the first appointment how important referrals are to me. I let them know that when they list their house what typically happens is a sign goes on their house the next day. And they're going to go to work and tell their co-workers that they're selling their house. And they're going to come home and their neighbors are going to ask where they're thinking of moving. And their friends are going to ask the same kind of questions. Ultimately, they're going to run into other people thinking of buying or <u>selling</u>, real estate.

So what we've done is we've been asking right from the first interview for referrals, and we ask all the way through the process, not just at the end of the sale. And we're usually getting at least one referral from each one of our listings, because now they know how important it is. We do give them something to thank them after the referral, which is good. We give them a

500 minute calling card, good to call anywhere in North America. We don't tell them that until after the referral, then they get the gift. We kind of program them that they get something for every referral.

26. Holistic Herbal Medical Products.

My company is primarily mail order. I teach natural medicine through the mail. And I have a lot of students internationally. I'm also a private membership company, so that when you become a member with me you get a little number. Well, what I did with referrals is I made up "thank-you bucks." And all my students have to do is take my brochures and put them in health food stores in their local town, put their member number on there, and, any time that comes in, I automatically send them "thank-you bucks."

27.Dance Studios and Instructional Dance Videos.

We did a referral program last year. We gave away free dance lessons or money to people who brought me customers.

28. Mail Packet for Engaged Couples.

I capture the names of engaged couples. They're given to businesses that pay a certain amount per month to put something in a packet that goes to an engaged couple. I ask not only for referrals but for names of business that are interested. I've made a sheet, 8-1/2 x 11, and I've listed *all* of the possible businesses that are applicable.

While I'm filling out the agreement--or even if they don't become involved with it--I ask, "Would you help me with this?" because it's important who you're involved with in this program. So, it's just as important to know who not to go to as who you'd like me to go to. I just have a box, because if they have to think and write down names I'd probably only get three or four.

I have categories like florists, jewelers. You know, different *businesses* so that they just check off boxes. Then a lot of times I have blanks at the end of categories that they fill out. I do this before I go into an area; I look in the phone books where the bridal registries are and use different things to get those names. I also ask them "Would you please cross off those businesses that you've heard something about?"

29.Internet Publisher.

I started in business *on* the Internet in July of 1994, and in July of *1995* 1 had a little over 100,000 customers in 80 countries.

I wrote newspaper columns that, at the time, appeared in no newspapers. It's very entertaining--what I do is retell what are generally called "human interest" stories. I take stories out of the newspaper, I retell them and I make some nasty comments on them. I encourage people to forward them by e-mail to whomever they want. And every single piece of e-mail I send out has a marketing message saying, "If you want to get this every week, here's how you do it."

Just recently a reporter from the *New York Times* ended up doing an entire article on me and my product. Twenty-six column inches in the *New York Times*! It was very nice.

But the question is how do I get paid? Because I'm not using the traditional syndicate route, my first several clients were not in the United States. I used this international reach to expand locally from Day One, so my first client was in Canada, my second client in Sweden, and they're translated. They're paying me $3,000 a year to run my stuff. All I had to do was put their name and their e-mail name on my distribution list.

30. Cooking Food for People with Allergies.

Basically what I've been doing is cooking privately for people who cannot have any meat, wheat, and very little sugar in their diets. They have an allergy, sensitivities to them. What I've been doing is creating products by cooking all of their meals--everything from their breakfast items, their snacks, all the way through to their dinner items, their rolls and also dessert items. I've been taking that and creating products to put out in the stores, in the market and mailing. And from these couple of clients I started with, I've gotten more clients by referrals through them. People are calling me up saying, "I hear you have this, I'd like to buy it."

31. Insurance and Investments.

We have a genuine insurance crisis in California that was fueled by the Northridge earthquake in January of 1994. In June of 1994 there was a moratorium placed on homeowner's insurance within the state. I am also a licensed insurance broker and we created some markets for homeowner's insurance. As a result, we have people calling us front title companies from counties all throughout the State of California.

I market a particular investment. We take the investment and we put it in graph form, and I hand those out to existing clients. That way, a client can see graphically where they started with this particular investment, and this particular investment has increased by 950% in the last 15 years. So, when they can see where they came in it makes a significant difference. And we only started doing that about two months ago. Our sales are up ten times what they were.

32. Commercial Real Estate.

The Society of Industrial and 0ffice Realtors, about 1,400 elite, very accomplished and high-reputation realtors all over the country and now all over the world, exists strictly for referrals. And I get referrals from all over the country. I give them out too; we also have a referral fee format set up.

33. Coaching Program.

I know someone who is a master of getting referrals. He really focuses on his client base and works only with twenty relationships. He just works on those core clients. He spends all the time with those twenty people and he does such a good job for them, he becomes so valuable for them, that they automatically give him referrals. Take a look at all of your files and pick out the twenty people giving you the most business. And then go hire someone to look after the others who are giving you minimal business.

One thing I do that I think is valuable: I spend a lot of time with my core clients. I'll sit down with them and say, "Let's go over individually who are the people you can recommend to me." Then I have them personally call the people they put on that referral list. I get back to the people who gave those referrals so they know what happened in the process. If we get a sale or a new client from their referral, we send them a nice gift.

34. Recruiting Consultant.

I depend on having people to place and of course, companies and people to place them at. So I started giving away names of people I trusted and knew were good to other recruiters who I knew also needed good people that I couldn't place right now, because you turn up an enormous number of names percentage-wise that you can't use. I place maybe one percent or less of the names that I actually generate. So what ends up happening is I've started this reciprocal process where I was giving away stuff. And then when I got in a jam, I could call the same person back up again and say, “Here's some more.”

On the client side, when the contract was winding down, I would ask them, "Who would you like to see me work for?" which implies “Who don't you want to see me work for?” which is namely their competition. So I would get all of these high level referrals to new clients from existing clients because they didn't want me to work for their direct competition.

35. Antenna Company.

We built about a $40 million business that started with referrals. We wanted to *sell* the top twenty cellular phone companies in the country. Each one had about 100 locations. We tried going to the twenty buyers and I got thrown out of about twenty offices. So what we did is we went into their markets. First call, competitors had no problem. Second call, maybe they had a few. By the third call, I had listed ten things.

Every single branch of every single carrier wanted the same thing. So what we did is we went back and basically gave them what they asked for. Each one of them thought we custom-designed a product based on what they told us. And what we did is we'd go in and say, "Here, is this the product you described?" They would say, “Absolutely,” then, were so thrilled that they wanted to help us. When we asked them if there were any other markets where they might know somebody that might give me an opportunity to get my foot in the door. They'd give a list of names, and when we'd go there they had already called, because in their mind we were marketing the product they "invented."

36. Training Company

I've heard people say how important referrals are. The statistic is that one referral is worth 15 phone calls. And what we teach is that most people agree on the value of referrals, but they have an unfounded or founded fear of rejection for asking for them or what they do with them when they get them.

First, you've already got reciprocity by getting value to your customer. That allows you to go back and ask for something in return. So you go to those customers and ask, "Did I provide value for you?" If they say yes, say, "Here's what I would ask in return. Give me the five names of like-minded, similar customers,

When you call that person, you say, "So and so asked me to give you a call, and I hear you're very talented at X." And then you *can* say, "Is that true or is that just a rumor?" That gets them to laugh.

You introduce yourself last, because if you introduce yourself first, then they're going to want to know, what this is all about and they feel sold. So add value, get the referral by giving more than he expects to receive, find out what they like about the referral and then follow through with a phone call.

37. Painting Contractor.

A customer asked us to strip all the paint off her house. I said, "I can't really do it with any estimate. We'll do it by the hour." I gave her a very low, rate, and I said, "I think it will take four or five days." On the ninth day I said, "I don't want to make any more money from you," and she almost cried. I said, "I just want you to pay this particular worker by the hour." We came to a fee that was two dollars more per hour than he was earning. So she said, "You're going to get a lot of referrals."

38. Health Club.

Fifty percent of my business is based on referrals. When I join up a member and I sit them down, the first thing I do is tour them around and sell them on service and results. I say, "There are two things I *ask* of you. First thing is that you come consistently to the club and use it. And the second thing that I ask of you is that when you have friends, make sure you refer those friends over to me so I can take care of them."

After I get the results, the key thing that I ask from them is, "Can you write me a letter of recommendation? Can you take five minutes of your time, since I've taken my time to make sure you get your result?" Out of a hundred people, fifty people will do it.

39. Mortgage Business.

The referral system is 100% of our business right now. I am in the top one percent in my industry in the country.

When I sat down I transferred my knowledge to them. I shared with them. I made a point to tell them that I expected to get referrals from them if my performance is what I told them it was. And so it was very important to us that we did deliver the service that we promised them. After nine years I noticed that I was only getting the transactions other people in town couldn't figure out how to put together. And the first time through we'd go ahead and put the deal together for them. Then it would be three or four months before we heard from them again.

So I informed them that we're not going to be able to do business together because the quality of leads they were giving us was not fair to those other people that we were doing business with. I had explained to them that there are a lot of judgment calls that go into making loans to people. And the relationships that I have with underwriters and judgment calls that I have with our staff as to how we put together those packages play a very important role. If we were to start submitting these tougher deals, then the quality and the respect we would receive from them would go downhill.

So I would explain to them that we're more than happy to assist them get through the transaction because we are probably one of the few people in town that could get them into that home and let them know what our value was. From that time forward the growth of the company has just been tremendous.

40. Fitness Club.

Our clients are our friends. We really pamper those people who come to see us. We give to each one of our members, and many times we get requests from our older members as well--invitations. Two invitations to invite a friend of theirs to come to the club with them. This is very effective for us because rely 100% on referrals.

41. Stockbroker.

Clients are hesitant to give you referrals because they fear that you might not do a good job for a friend of theirs, or they may lose a lot of money even though you've made money for them.

Once or twice a year, I go from A to Z to every single one of my clients and say to them, “Almost my entire day is spent managing your money and taking care of your investments and keeping track of what's going on with everything you own, and then disseminating that information to you. I don't really spend a lot of time bringing in new customers. By referring someone that you really feel would benefit from my service to me, I will have more time to spend doing what I do, which is servicing your money.” So, I would ask, "Who do you think would be in the league that you are in, or higher, that would benefit from the type of service that we do?" And people would just start giving me a list.

The quality was phenomenal and the closing ratio was extremely high. The guy that just started reading names out of a Rolodex, a lot of times you did not convert maybe more than one out of the ten, but the guy that gave one or two I would close a higher percentage of them. The average commission per client per year, worst case, is about $3,500 per person take home.

42. Complimentary Medicine Practice.

I’m a medical doctor, and it was essentially 100% referrals through word of mouth--patient to patient, family member to family member. We took information on what we did and brought it out to the media, to the politicians, to the legal system. We then were essentially invited into the system by the physicians.

Now I get referrals from the president of the Canadian Medical Association--very high-level physicians with very, very tough cases. At first they were test cases to see if we could produce. And now, we've got so many cases that it's impossible for me to see these patients on my own. We have a waiting list that is well over a year.

43. Dentist.

We wait for the compliment before we do any type of asking for referrals, because if we do it any other way it's pushy. So, we have our referrals in holders at every work area and every room on the counter at arm's length on both sides.

When the patient says, "Gosh, that didn't hurt at all," we say, "That was very nice, thank you for the compliment," and we reach to get a card. We put it in the patient's hand and we just clasp the hand and say, "You know, we do no advertising. It's only through word of mouth that we get real nice patients like you. If you have a relative, friend or co-worker that you'd like to refer to this office, it would be really nice."

44. Service Business.

We have high-volume consumer bankruptcy offices. We're seeking to sell our system to other attorneys elsewhere. Most of you know what Chapter 13 trustee is. Basically, a person pays their debts out of a Chapter 13 bankruptcy, to some extent anyway, and they pay a person called the trustee who distributes the money. Well, that trustee works with attorneys and creditors. He's basically a conduit between the two, and the attorney, of course, represents the debtor on the debtor's side.

We have contacted trustees in other cities to refer us--to give us names of attorneys who they believe in, that they can trust, that they have rapport with. Then what we do is contact that attorney and say, "You have been referred to us." We write them a Jay Abraham-style letter, a very long and voluminous, extraordinary adjective-filled letter --- Jay Abraham style --- to the attorney. We already have three in the *process*, and I've written three letters. So those are potentially probably half a million to one million dollar deals. Each of them.

45. Furniture Store.

We have a multifaceted store in which we sell retail refinishing. We don't ask for referrals, but that is our backlog of work. It's just referrals. People come to us because we delight each and every customer. I have four guys working in the back and we have approximately six weeks worth of work for them, and I don't advertise at all when we refinish.

We do send out questionnaires and we ask, "Would you recommend us to a friend?" Whether we sell a new piece of furniture or refinishing, we really believe, from the guys putting their hands on the work to getting it in to the customer's hand, our purpose is to absolutely delight them. Whether I lose money on a job or not, it goes out the door right or it doesn't go out the door.

46. Chiropractor.

Most of my practice is referral. I haven't treated a patient in four years myself who hasn't been directly referred to me. I have associates who treat the ones we get from other things, but what we have found is that you can have many, many satisfied patients who don't refer.

We have what we call regiment reaction. We have something that we say specifically, or a topic that we cover specifically for the first fifteen times we see the patient. And it just takes them through a whole bunch of things. It's basically education, and you modify it to the patient and the situation. But the beginning of it is built towards building your confidence. The second phase of it is geared more towards educating them. And then the third phase is more specifically asking them for the referrals, because by then they have confidence in you. They know what it is you do.

We have a game we play with our staff called "Gotcha" game. I have patients who are begging you to ask them for referrals, and they don't even know it. For instance, they may say, "Boy, you're busy today." Normally a doctor kind of downplays it. He doesn't want to look too busy. Well, my line immediately is, "Yeah, I am. You know, I've got lots of great patients just like you, and they're constantly sending in their friends and their family. Who are you thinking about sending in?"

They say, "Yeah. I've been talking to my neighbor," or, "I've been talking to so and so." Or they'll ask a question, "Well, do you treat headaches?" But they always have someone, because we've raised in their mind the idea that we really appreciate referrals, that our patients get a lot of attention for referring. And they want recognition. They want attention. They don't just want to be helped on a health basis.

You'll have to be extremely consistent. You've got to never stop looking for a chance to ask, or what I call "plant a referral seed." You've got to be so excited about what you do that the patient also feels that excitement. That it's a natural occurrence to want to ask them to send other people in. You've got to be so excited that you couldn't possibly feel bad about asking them for a referral. In fact, they should feel great about referring people to you. But if they don't feel that from you, they're not going to do it.

47. Management Training Seminars.

I get names and addresses and then I call people and ask how they're using the materials. I'll make a comment like, "Well, I don't suppose your senior management would be interested in any of this," and they'll say, "Oh, no, they really would." Then they start selling me on the referral.

48. Trainer for an Advertising Agency.

I train realtors on how to do personal marketing. What I discover is at the end of my presentation--which is in essence a sales presentation--they are excited about what I do. When I look at them, I say, "Guess what, I'm still in the area. I'd still love to visit some more people. Who do you know, that would really enjoy this presentation?" I make them look good to their peer group, because they're able to say, "You've got to hear this." Usually, I get between two or three referrals out of each person.

If I get a person who is that excited about what I do, they feed me into other people. I pick up the phone and say, "I talked to so and so. They told me to call you. They were really impressed. Let me tell you what I'm doing here. I'd love to do the same for you."

49. Unknown.

What I've noticed in my practice is that a lot of the results that I've produced come out of where I'm standing and the direction of the conversation that gets generated from that position. At times, when the practice was down, what I noticed was that if I was speaking from a position of need--really, coming from a past event--no matter what I said, no matter what I communicated, came out really unclear with very little result. When I'm speaking for the possibility of something greater in the future, and talking to them about what can be generated for their families, what's possible for people they know, and it's something that has yet to happen, the results that get produced are much greater.

50. European Skin Care Business.

We basically placed ads and said, "Free facials, limited number." Since it's empty anyway, when you start, you just give away free and it results in $75. For every ten people who come for a free facial, a finite number will go forward. So in total, the average person coming in for free is worth $75.

Fifty percent of the people who come buy at least a hundred dollars worth of product. If you buy a program--which is six facials with a 33% drop in price--we give you four referral cards. We put your name on the back, and they're for your friends. For every friend that comes in, you get a free facial if they buy a program. We also do that with all the women who work in the department stores who sell skin care and cosmetics. When the cards come back through, we track back to who had gotten it and we notify them. Anybody that sends in a referral, they get a nice note saying “Thank you for the referral,” and if they sell a program they get a different version of the note saying that they did buy a program and they have a credit toward a facial.

51. Heating and Air Conditioning Replacement Business.

We step them through a process that's very orchestrated, very scripted. We show them referral letters and we explain to them exactly what we're going to do for them with their heating and air conditioning system. As they're looking at these referral letters, we say to them, "Now isn't that the type of letter you'd be willing to write if all of the things that we’re saying were absolutely true?" And, of course, they answer yes.

At the end of the presentation, after we close the sale--and we're used a lot of assumptive techniques as we close that sale--the last thing we do is hand them a business card and say thank you. "Now," we say, "I have a surprise for you. Your business has been referred to us by such and such, and you get fifty dollars off of the price that you've already negotiated and that you thought was a good price. And further, if you get to do this with one of your friends, we'll be paying you fifty dollars for the referral and also giving the same fifty dollars to your friend."

52. Unknown.

When I do get referrals--which are the majority of my sales--I call them personally and thank them. I offer ten percent off to any of their clients who are referred to us.

53. Shooting Range.

We give our customers business cards with "free range time" printed on the back. They can put their initials, and we encourage them to give three or four at a time, because people like to come with their friends or their family.

So I'm known and my business is known. This very liberal radio personality mentioned on the radio today that he's going to go out tomorrow to really find out what *guns* are all about. So the members and the customers really do excellent PR for us.

In addition, we let our members bring 24 guests a year at no charge. Of the 24, probably one-third ends up becoming members. Those who don't buy memberships just pay as they go. We make more money on that, anyway

One of my members called me up and asked this liberal, anti-gun, left-wing radio commentator to come and shoot with him on Saturday, and he wanted to know if we could reserve a lane for them. Now, I do a business report for this radio station every month, which I don't get paid for. But I don't pay for the air time, and that puts my name and the name of my company in front of the public every month for free.

54. Financial Planner.

I explain to people up front the first time I meet them that part of our fee is that I need to get five introductions from them. I explain to them that I need five because out of the five, two people will probably say no thank you., one person will probably already be working with somebody, which leaves two people for me to sit and speak with. This is what I really need from each person because out of two, I'll get at least one, or in most cases two.

But the second part, as I explained to them, is that the vast majority of the people in my business spend a majority of the time cold calling people. So once I get in front of you, the pressure is on. You know, "You've got to buy something" or "I've got to sell you expensive products or higher fees," or what have you. I spend probably less than 10% of my time doing that.

Only 1% of my time is spent on the phone trying to get appointments. Because of the success that I have calling people who have been referred to me, probably about 65% or 70% of my business comes from referrals--a vast majority of it. Then they understand the reason, the rationale. The additional time I save that I'm not doing the marketing or the cold calls I can spend doing the research and the planning and things.

55. Bar Code Company.

We have two referral programs. One of them we call Happy Letters. These are endorsement-type letters, and we blatantly pay our sales reps SI for each one they can get.

We tell them, "I'd like to have a referral letter. I'd like to have you write down how to use our product"--and they do. I've been very successful at just asking. We take extracts from those and put them into collateral sheets by market segment so that we can send out a piece of paper to an industry.

Our second referral program is for our resellers. We have a very complex product to produce and a very long lead cycle to close a sale, sometimes six to eighteen months. And most resellers, if they get into something they don't want to handle all the way through the process, will just turn it over to us and we'll give them four percent of the revenue for the first year.

56. Plastic Surgeon.

We send out letters quarterly to our old patients, and in there we describe a case history, someone who's interested in a type of surgery, what they've had, and how they felt about it. Then we enclose a certificate for them to give a friend with a free consult to come in and see me about a cosmetic procedure.

57. Life Insurance, Annuities and Mutual Funds.

Most insurance and annuities I sell have, as an investment feature, mutual funds. I get probably 60-70% of my business as repeat business because I've been in the business about 30 years. And I got a lot of referrals from my present clients primarily because I've helped them make money. It's not hard to get people to give you recommendations when you've helped them make money themselves. Any time I make a sale, I ask for a referral, but not just for anybody. I ask for the referral I want--that might be the fellow down-the-street who is his competitor--and I usually ask the direct question.

Like, "Do you have a brother?" Or if you're in the plumbing business, for instance, "Who is your biggest competition?" But I never ask the vague question for a referral. I always ask a question that a man has to have an answer to. And then usually I ask him, you know, to do some follow up--either make a phone call or to write a note.

58. Sales Rep for AT&T

I use referrals 100 % of the time. I have two referral systems I use in order to get business. And I don't have to do a lot of cold calling. The first one-externally I do a referral system where I'm a member of the Chamber of Commerce in my area. Because I'm really involved in the Chamber of Commerce and people know that I have successfully helped other members of the Chamber of Commerce, they automatically give me referrals. About four times a week I get a referral from the Chamber of Commerce. I have about a 75% closing ratio.

Then my internal referral system is within my sales organization. I have built a certain niche of expertise. I handle certain customers who are with resellers, like a customer, a reseller named Syntex. I have a certain expertise in selling against Syntex, including implementation that's less than twenty minutes. But because all of the other sales reps had heard my success with Syntex, they are willing to split the commission just to have me come out and do a call with them in order to have implementation go so quickly. I usually do about seven to eight calls and normally close seven to eight.

Another thing I do is network with the other AT & T sales reps who sell data and hardware equipment. They'll call me for referrals. So I've been around for a while.

59. Unknown.

There are several different businesses that we ask for referrals. It's probably one of the easiest methods of sales we have. We offer premium incentives to the individuals who give us referrals. We're very aggressive in asking for them and training our sales people to ask for referrals. About 80% of our business comes from referrals.

60. Carpet Cleaning.

For years, we had our technicians trying for referrals as soon as the customer starts to ooh and ahh over how well we're cleaning their carpets. They pass them a strip of three postcards to address and fill in and sign to send off. I've made one change. My sales staff is now alerting the customer that we will be asking for this when they see how good a job we do. I get a 20% return on this. At $20 a person per year, times 500 people a year, that makes a big difference.

61. Festival Promoter.

When we do our follow-up calls after a festival, we have our telemarketers request a referral from each participant. The best telemarketer can usually do about 75 out of 100. About 30% of our business is referral generated. Each client can earn between $3,000 and $30,000, so the income is not inconsequential.

62. Positive Thinking Seminars.

I give weekend seminars. People can reattend if they pay $50, which is an advantage over all other ones because usually they have to pay the whole price again. If they refer somebody new, then it's free for them. I also have 10% value that I give them if they bring new customers without being asked. It's been going very well. It moved my business from $125,000 a year to double in a single year.

63. Unknown.

I get referrals from car dealership salesmen, without compensation. What they achieve by doing this referral is give the customer a lower price and give a favor to the customer, does that make sense? I don't make as much profit through this referral, but I get a referral which I never would have seen.

64. Seminars.

We have a very low-key but very profitable referral system. At our seminars we have a hand-out sheet in the folder, and we offer a free one-year subscription to the network-marketing seminar. We'll say, "Is there anyone in your organization who wasn't here today, whom you'd like to get a one-year subscription?" For each hundred people, we probably get 60% who turn in at the seminar with at least one name--usually ten, twenty. We get another 10% who will send us hundreds, and sometimes thousands of names after the seminar. We convert 30% to 40% of those people.

65.Seminars.

There are a number of different ways that we've done this over the years. We have something we call the 14 gold sheets that we use at the end of a seminar. In a large group like this we would ask each of you to suggest people who would be able to come to us and we could help them. We find in one-on-one sessions that more often we get a larger list.

I was in an elevator the other day and I had a ten-second window of opportunity to pick up a client. He just looked like he should be a client. And he happened to be an environmental attorney and we met just this past week. Not only can I help his clients, but he wants me to talk to his managing partner, as well as his marketing director. So I think all of us need to look at everybody as being a potential referral source.

66. Customer Appreciation Gifts (helium balloons).

My business is all about generating referrals. I realize that referrals were leverage because I could close twice as many of them as a normal cold lead.

I started having balloon packages delivered to my customers where they worked after they bought their new car. The balloon didn't have advertising, but they're sitting at work with a balloon floating overhead. Everybody thinks it's their birthday, asks about it. They would start bragging about their new car and what a nice person I was for sending it.

Within nine months my business from repeat referral customers increased about 50%. Now, we work with about 800 companies around the country delivering balloons.

67. Personal Injury Claim Settlements.

Typically we deal with an insurance company's claim office and our referrals will usually be within that same office. If we're doing business with an adjuster, we will ask for a referral to somebody else within that company or that particular office. That is usually immediate because it will be somebody who's sitting over here. Not only does it work, but you get the endorsement of the person you're working with immediately. So you've got the referral and the endorsement.

68. Workshops and Seminars.

I ask people for referral letters before I do a talk. Customers could say to his or her friend, his or her colleague, "This person is good. He did a good job fortune and I as a customer will benefit by sharing the association." And that's become our full compensation. I do the very best job I can of making my old customer look good. They appreciate it, and now I get people calling me out of the blue with referrals. That's the compensation that works for me.

69. Orthodontist.

Our referrals come from general dentists. Instead of us going to visit them, taking them a basket of muffins or whatever, now we invite them to our office for what we call a “Lunch and Learn.”

We have about 25 dental offices usually about every six months. So a couple of times a year they all come. They come with their entire staff. We always provide a professional courtesy for the doctor’s family and for his staff. But the interesting thing was that we never told them. So now that we have them coming to our office for lunches we give them a tour of our office. We show them what we do there. During that lunch it's our opportunity to share with them all these things that we can do for them and, as partners with them, to be a team for their patients in orthodontic care. And the results have been incredible

It's very seldom that an office comes and, as a result of their being there, we don't at least start one of their children or their assistant's child, or their hygienist, or one of their assistants starting treatment. Our feeling is if we start their staff and their children and their families in treatment, then they're going to tell their patients “That's who I go to.” We give them preferential rates.

When we started eight years ago we were producing about $300,000 a year and had 27 employees at that time. Today we have ten employees and we had our first million dollar earnings this past year.

70. Marketing for Cosmetic Surgeons.

One of the things I’ve done especially in the field of hair transplants, one of my specialties, is send a letter out to the client base offering free transplants. You pay by the transplant. Say, "If you would bring in a friend, I'll give you thirty free grafts. No charge.”

It's worked very well. Out of 600 pieces of mail, we got 100 new clients. The 600 pieces cost Penn because they're all computer generated. Each client is worth over the long term $30,000.

We look at referrals in two ways. One is our client base and the other is a professional referral salon. We can't pay them any commission, but we can buy advertising. We can pay them a monthly rate. We can't split the cash, but we can pay them a rate to advertise. Basically what I did was start my own organization and paid the salons as a rental fee to keep my brochures there. It has worked well. Most of our upper-level clients, especially in the entertainment field, came through that venture.

I rented space from the hair salons and that rent could go up and down depending on the viability of the advertising medium.

71. Mortgage Business.

On our quality control letter that we send out asking them to grade us on how well we did or didn't there's a place for three names, referrals. A couple other things we do is send out a letter once a month to all of our old clients educating them about something that's going on in the mortgage business. I call them approximately once a quarter to see what's happening. if they have any needs and, again, to give them some value for the phone call--not just to call them up and bug them.

Probably the simplest and most effective way is when I get done taking their loan application, after everyone has shaken hands and is getting ready to leave, I'll say something to the effect of, "By the way, who else do you think might be in need of my services?" And it's real simple but it's very, very effective.

I would say right now probably 70% or more of the business we get is referral. And it's better business too, because it's what we would call "warm call." The referrals say good things about us. People aren't going into the situation blind. Plus, referrals cost next to nothing.

72.Photographer.

Over the years we built a wedding business that did thousands of weddings by using two referral systems. The brides would come in and we would tell them they could get a couple hundred-dollar wall portraits for $20 if they sent us two more couples who hired us to do their weddings. Now, most of the couples would take a year or so to do this. So a year later, they would not want a photograph of their wedding. They would want a new one and they would buy copies of that for their parents. They would buy frames, etc., so we would actually make more on the referral gift than it cost.

The other referral that came from that was to have every bride and groom bring us a list of the names of everyone in their wedding party. All the girls, all the guys. We would send each one of them thank you letters saying "Thank you for helping us that day, for putting up with us and being there early. And to say thank you, we would like to give you a portrait of your family."

73. Business Centers (instant offices).

We realized that it wasn't really owning the distribution that was important. It was having the ability to find the client or the prospect and then create the distribution around that. So, in addition to the centers we own, about a year ago I formed what we call Alliance Business Center Network, which is essentially a group of people in our industry I used to think of as competitors that have come together. We just closed a deal out in Europe where we added over 50 locations throughout Europe.

We have 150 locations all over the world right now of people like us in our industry. We're getting them to focus on who the key decision makers are in the organizations that they are doing business with because we realize that a lot of the companies that are going into centers all over the country in multiple locations. If we can identify multiple-office users through people who are already predisposed to using our product, it's very powerful if we can try to control that account.

So what we've done in essence is gotten all of these people that used to view each other as competition all operating under our trademark and referring business and identifying who the key decision makers are in the various organizations they are doing business with. And then we've got a centralized national marketing department that contacts these accounts, contacts the key decision makers and tries to explore a little deeper on a national basis what their needs might be. Often, the local operator doesn't think beyond just their center and they haven't even identified the opportunity. They don't even realize that this company might be in 30 other locations all over the country.

First of all, we're making a lot of money on it. People are paying us a monthly fee just to be a part of the network because there are other benefits besides referrals that we built. We are also getting paid fees for bringing the sale back to a central individual center. It's basically funded an entire national marketing program and allowed me to build a brand name and get a great distribution on my trademark risk free and without any real investment.

74. Executive Recruiter.

I specialize in placing engineering and marketing talent with our client companies all over the country. I handle companies up to maybe a thousand people. I like to work directly with the decision makers who are actually doing the hiring. Our business is based entirely on the referral system. I am always asking people, "Whom do you know who would be qualified for this opportunity?"

There are two sides to my business. I'm talking to managers making the hiring decisions and I'm talking to candidates whom I hope to place with my client companies. So I have two sides to every sale, if you will, that I'm working on. Every placement. The two principles that are really fundamental to my being successful are that first of all, people want to be helpful. They want to give you referrals. It makes them feel good. Everybody wants to be helpful.

The second principle is that you don't have to only get referrals from people whom you know who are happy with your services. Because you can say, "John, who do you know whom I should be talking to, who can point me in the right direction?"

Then John will point you to Bob, and you can say, "Bob, I'm calling you because John referred me to you. This is the purpose of my call. Whom do you know?" This is short-cutting the whole phone call, but, "Whom do you know that would be qualified for this opportunity?" And you ask that of just anybody.

75. Physical Therapy

We started a care enough to share program. Say somebody comes in and they have a back problem and I've worked with them for a few days and they're feeling better. And I say, "Oh, Mrs. Jones, your back is doing much better now. Do you have any friends or relatives who also have a back problem, or neck problem, arm problem or leg problem? We have a screening program here. We can give you a little card and they can come in within the next couple of weeks, and I'll give them a 15-minute screening and it won't cost them anything." Often, of course, almost everybody knows somebody with a neck or back problem.

If I do it, say, five times a day, two or three people will take cards and one or two win come in. And of those one or two-by conversion rate when they come in-we get about 30% of them.

76. Public Relations Firm.

We've been built almost exclusively on referrals. Most of our client base is conservative, political and Republican-type organizations, and all of our account reps came from the political community. So what we developed early on with our initial clients was a very trusting relationship. Our account reps have a very high passion for the work they do. It's the same passion that our clients have. They're both heavily involved in these political issues. Because of this passion that the employees have for the client's work, we've gotten a tremendous amount of referrals. And they haven't hesitated to talk to other organizations about us because they know we go the extra mile. A retainer client can be worth $50,000 a year to us.

77. Professional Speaker.

Most of my business is referrals. When I do any kind of program--be it a keynote or a seminar--I always stop right before the end and have them fill out an evaluation form for the meeting planner. The key part is at the bottom of the form. There is a space for the name and address block, phone number. There is a place they can check off saying, "Yes, I'm interested in having Jerry come speak to my organization. Please send me a pack of materials." Under that it says "Here is somebody else you can contact," and a place for them to fill out that person's name and address, phone number.

So I follow up on the phone after finding out what their needs are, finding out what they really meant in checking the box. We will then ask them if there are any other associations they belong to, any other organization, any other people.

If a meeting planner can't meet my full fee, I'll ask if they will agree to send a letter out to all the other state associations or whatever if I do it for a lower fee.

78.Land Sales Company.

We sell affordable land in Arizona or in Colorado to the people in Hawaii.

But we did find that we wanted to encourage our sales people to get referrals. What we came up with was an idea where at the time of purchase, we would tell the client, "If you are like most of our clients, you probably want your friends and relatives to find out about this opportunity, because most of our clients want their friends and relatives to end up owning property close to them. Would you agree?" And of course, they say yes. At that point we say, "We have a special program we'd like to make available to you. If you give us the names of ten such people, ten referrals, we will give you a discount of X number of dollars right now." And we found that 99% of the people take advantage of the program and they give us ten referrals right there. Possibly about 30% to 40% of our business then comes from those referrals.

All it takes is the actual following up, which some of the salesmen are excellent at, and some are not.

“Your friend or associate Mr. So and So asked us to call you. This is regarding an opportunity to own affordable property. It will only take a few minutes to explain. Mr. So and So felt that it was a great opportunity and he wanted you to be aware of it."

We meet with 30% to 40% of the people that we follow up on. Some will say that it's not a good time, and unfortunately a lot of those people are not dealt with as they should be.

What we've picked up from being here is that if we had a series of letters that we could give to the sales people so that they could just immediately start corresponding with those other people, a lot of them also could be converted to sales.

79. Mortgage Company.

Probably 60% to 70% of my business comes via referral from about five to six different sources. My two primary sources are real estate agents and previous borrowers I've worked with. A lot of my real estate agents call and pass on a lead to me to have me either pre-qualify or pre-approve them. And then nothing would ever happen with that borrower. The agent would never find them a house.

A lot of them didn't really want to work with that particular buyer. I asked if I could continue to keep in communication with that client. I'll find an agent who does want to work with them. I'll get you a 20% referral fee. And then I get the buyer as a client. It worked.

I contacted a lot of the listing agents that I worked with knowing that they get calls on all their houses. They don't like to work with buyers, but they're always getting buyers calling a lot of times without agents. I said, "Well, why don't you give me those clients? I will get them pre-approved. I will refer them to an agent who does work with buyers. And I'll get you a twenty percent referral fee."

I expect to see probably somewhere between a 30% to 45% increase, minimum, in my business this year from that plan.

80. Association.

One thing that was very successful in getting referrals was a discount off our annual convention. If we get a referral, the person who sent us the referral will get a gift. And the gift is $25 to any charity they choose.

We had a membership base of about 1,200. The membership dues were about $275 to $300. We would generate between 40 to 50 leads and convert those into between 30 and 35 memberships.

81. Vacuum Cleaner Sale.

We sell a $1,200 machine, and our business depends totally on referrals. We do about $7 million a year. But our best customer, we've found, comes from customers. We require eight names to close a deal called a "first call special." As far as qualifying the leads, we have a contract where we ask for certain qualifications. We ask for the customer to be 21 to 65, married, with a full-time job, and homeowners. We have what we call a 14-day special on the referral program. If they'll call their friends and ask them to look for us and introduce us, we'll give them a gift that has a retail value of $200. After we've shown the four presentations, whether anybody buys or not, we also super-qualify them by using a letter program. It's “A-H", so the dealers can remember what is it they're asking. “A” for people with allergies. "B" for people with better housekeeper, picky housekeepers. "C" for people with small children. "D" for people with pets, dogs. "F" for people who buy everything. "F" for people who their vacuum just broke last week. "G" for grandparents, older people who can show during the day. And the "H" for people who work odd hours who we can show during the day. We also have another vacuum program. If they'll clear four names within 48 hours we give them a separate gift. We've found that the quicker they do it, the better chance we have. Our business is based on the principle that the more we recruit, the more we sell. We have a second gift if they buy and come into our open house to check out the opportunity.

82. Photographer.

We've implemented a service referral system in our business. There are about five different steps to completion of the delivery of a finished photograph or portrait. In the box with the finished portraits, we include a "How did we do?" kind of business reply for them to either tell us we did great or tell us we didn't do great. On the back of that we also ask if there are any other friends or relatives who would be also interested in having a portrait made. And if so, could they put their names on there--names and addresses--so we could send them a certificate good for a $90 photography session in their name? We get the two names of the referrals and the name of the referee, and enter those into a computer, which prints out every nice, personalized letter. The data base will also printout a very nice looking certificate saying "Good for a complimentary session." It's dated for "90 days from today." So whatever today is, it automatically adds 90 days. The teaser on the envelope--if Suzie Cream Cheese gave us the name of Bill Smith, we'll say at the bottom of the envelope it will say, "Bill, a gift for you enclosed from Suzie Cream Cheese." So it gets opened every single time.

83. Chiropractor.

The first day I see a patient, after I've gone through the consultation exam, I explain to them, “We don't accept everybody as a patient. But if we do accept you as a patient we expect you to refer other patients to us, too, if we're able to help you. Is that fair enough?” Then the next day I give a report of findings and I go over everything with them and I give them a little pamphlet to take with them. I also give them my business card with my home phone number. So if they have any problems, they call me. This way, they've got my business card with them all the time. If they haven’t referred anybody lately I'll just say, “Are you mad at me?" And they'll say, "No, why?"

"Well, I was just wondering because you haven't referred any patients to me lately. Haven't we helped you?" And then on down the road maybe we’ll say to them, "Well, do you have any friends with problems over the years? Anybody in your family have any health problems?" And they'll “Yeah, OK,” or if they don't I just leave it at that. But if they do I'll say, "What seems to be the problem?" They tell me and I'll say, "OK. Give me their name and address and their telephone and I'll send them some material." Of course, I don't mention who told me about the condition because that's patient privilege information. We probably run about 25% to 30% referrals, and I want to increase that now, too. Also, if they say they have some friends or relatives who need some care, I'll give them a free coupon.

84. Hearing Aid Dispenser.

When I sell a hearing aid, I tell them they can get all their money back if they refer four other people. The referrals have always run a fairly high rate, 25%, 30%, but now they're running 50%, *60%*.

85. Network Marketing Company

We recruit and train people to set up their own businesses--affiliated with a multi-national company. Network marketing is a vilified industry. It really takes a paradigm shift for many people to start thinking of a company within that industry as different from what their concept of Amway, or any other company that they've heard of is, and their own ideas about it. So, the way I approach many people is just to specifically say, "This probably isn't for you, but who do you know who might be looking for another career? Who might be dissatisfied in their job? Who might be looking for some part-time income along the way?"

It's a multi-step process and what ends up happening is that once people really see what the company is all about, their preconceptions drop away and they see what a tremendous opportunity it is.

86. Consultant.

I help small businesses improve their profits through a number of various techniques. One of the ways I get my future business and keep it going is through referral technique. Every client I get, I analyze their contacts and their sphere of influence. For example, I'll look at a company, and if I've done a good job for them and they are selling to other businesses, I immediately say to them, "Listen, I just helped you with your business; we can help all your customers who also happen to be businesses. What's that going to do for you? So why don't we set up a marketing program where you endorse me to all of your clients?" That generates a huge amount of business for me. Likewise, if they don't service other businesses. I sit there and look at them, "Well, what about all your vendors? What about all your suppliers? They’re all businesses." And I demonstrate to them the benefit it will have on their business by even benefiting and doing good things for their suppliers and vendors, because it all adds to the relationship and the profitability and the effectiveness of their business.

87. Financing to Probate Estates and Trusts.

About 70% comes from secondary referral sources. On almost of my printed material that goes out, I ask, "Is it all right for me to refer business to you?" That gets them thinking that this guy's looking after their interests.

I offer a certificate to an attorney that says "I'll offer a one-hour consultation and I'll review up to three of your cases." One of the things that I've learned in surveys is that about 80% of the probate attorneys do between one and ten probates per year, which is a surprisingly small number. So after I've pretty well exhausted the number of cases that will fit the conditions of which I tend to like to loan, what I try to do is to push them or to see if there are other attorneys who have similar types of clients. I recently learned that by asking the right question and me shutting up and listening, I can hear some pretty good things.

88. Investment Capital for Real Estate.

The majority of homes that we buy are not financed through bank financing. They're financed through investors. We offer the investors a real good deal. They usually get an 11% or 12% return on their money. And that's backed 100% by real estate. But when you're asking somebody to loan $50,000 to $100,000, even if it's backed 100%, they tend to be a little hesitant--especially if they don't know the company that well. So we find referrals by far are our biggest source of new investors. So what we've set up is, for any investor who has got money loaned to us, we give them a one percent finder’s fee for their first year of that money that's loaned. So if somebody loans us $100,000 and they bought that new investor in, they get $51,000 up front. And what we found is--well, we have one lady that came in and invested with us and she was really happy with what we were doing. Next thing you know, seven of her family members were also investing with us. She was helping them out because it was a good investment. And she was also helping herself out because of the referral fee we gave her.

89. Sales Training

About 75% of my business currently is repeat and referral business. It's a very strong part of what I do. What I have done as a matter of practice during my training is find out a lot about the clients who are in the training and seek out leads I can give to them. So throughout the program I'll say to somebody, "You know, I've thought of somebody who might like to do business with you. Would you like that name?" And then I'll generally be seeding the audience with leads throughout the training. So they're pretty receptive to the possibility of giving me leads. I'd certainly recommend that.

Also, at the end of each half day just before noon and then also at the end of the day, I'll do an evaluation to see how I'm doing and get some feedback from the group. Some of the questions would be, "What are the three best ideas that you've heard since you sat down here today?" And if it's at noon I'll say, "What are the best ideas you heard this morning?" Then I'll also ask them to announce to the group one action item that they plan to take action on--so it's not just a theory but it gets used in their day-to-day work.

I also ask them to announce to the group how they're going to benefit personally, so they really have to search through some of the things that we talked about and focus on how they’re going to apply it. Then I ask them to rank the value of the program on a scale of one to six. It’s a little different than one to ten, so they have to think a little bit more about it. One of the questions on the evaluation is, "If you were to recommend this program to someone else, what specifically would you say about it?" and I give them some space to write.

At the bottom of the page there is a spot for them to write down three names. I just ask the group if they could think of three people or more, and ask them to put down the names and phone numbers of those people. And I promise to call them before I call the individual, and would it be OK to use their name? The reason I say “I'd like to call you” is that one of the things I teach in the program is that it doesn't do much good to call on somebody if they’re not expecting your call. I would much rather that they say to somebody, "You know, I went to this program the other day. It was really great. I recommend it and I've given your name." So, it's really clear up front that there's no surprise telephone call coming, no pressure.

Then, as a gift to people who give me the referrals, I give them a two-cassette audio album "22 Proven Ways to Double Your Sales." So there's a gift attached to it, as well. The referrals keep rolling in.

90. Financial Planner.

I think one of the things that we miss a little bit is that you don't necessarily just have to get referrals directly from your current clients, but you can get them indirectly from those clients, also. We specialize in the retirement field, retirement planning, 401 K's and profit-sharing plans. It kind of hit us in the face after reading some of your materials that some of the companies we work for--we deal with about 40 different companies that represent thousands of employees--can now be our clients. And we had never marketed to them before. We're in the process now of setting up mailers and newsletters, and everything else to go out to these people. What happened was, in the course of doing a great job for those employers, we got several employees coming to us saying, "Can you help us, too? If you're doing business with our boss, you wouldn't be there unless you were really good. So we want you to do it for us, too." So indirectly, it's a reflection from us based on their boss. Now we are basically going after those. It's just incredible. For everybody else in here, I mean the photographers or whatever, how about all the employees of the people you do business with, if they're business people, or where they work?

91. Reading genius Training Program.

As soon as I teach what I do, they meet it with a tremendous amount of skepticism, reservation, and withdrawal. I charge a very high price for it, as well. At the end of my seminar I say, "How many people here could see applications of getting the genius state into other areas of their life?", and everybody raises their hand. Then I say, "How would you like a free seminar on how to apply it to any area of your life?", and everyone raises their hand. So I say, “All right, next Tuesday night I'll give you a free seminar on how to do that, and I'll let you bring a friend." The room basically doubles or triples in size.

92. Transpersonal Hypnotherapy Institute.

We give trainings in certifications in LLP and hypnosis and personal transformation seminars in Sedona, Hawaii, and Boulder. We found our referral rate going way up. What we normally did was just pass out a form that said, "You get a $100 referral for every person you refer to the training." Referrals went way up.

The best way of doing a referral is to really follow through in the moment. We had at one of our programs a guy who at the end of the session has banks of phones in the back and he makes everybody--that's the conformation and he does it for their own good, so they'll be committed publicly--he makes them call four people. And three-quarters of his business emanates from that. It's aggressive and it's a paradigm-shifting approach, but you might even try that. That's good thinking.

93. Dentist.

Anytime I referred someone to my dentist, he sent me a written thank you note and a lottery ticket. I will never forget that. With every patient that was referred, you'd end up with a lottery ticket in your mail.