Cracking The Millionaire Code

Advice on How to Crack the Code.

This is a really cutting edge endeavor that Bob, and Mark, and his group are doing, and I‟m very honored to play a part in it. What I‟d like to concentrate the next two or three hours that I share with you on is not what to do in the next 72 hours, or whatever remaining time is left, but instead, what to do for the remaining 101 minus that days, and on into infinity. I feel like Buzz Lightyear in…

So in the unlikely event that you don‟t know a little bit about me, let me give you the three minute overview, not for egotistical purposes, but so you‟ll appreciate what I‟m going to try to do here with some of you specifically, and with all of you universally.

I grow businesses for a living --- large, small, complex, mature, technology, no- tech, low-tech, startups… I help people with ideas convert them to businesses. I do it through a similar process. I teach them the meaning of business life first. I figure out the highest, best, easiest, safest, fastest way to take their idea or their business, and get an incredible lift.

I then figure out how to perpetuate it with a systematic, strategic approach. I turn them from being tactical, meaning just thinking about doing something for the moment, to strategic, meaning getting a game plan that constantly advances, enhances, moves forward all the momentum and the income generating activities.

And what I‟d like to do is do a very condensed, and not fragmented, but compartmentalized version of that with all of you that I will generalize, and then I will individualize. And I want to make a couple of comments throughout.

And then Bob, if he"s here for the duration… Are you going to be here for it? Well, he can be my torque converter, my interpreter if I get too lofty or too tangential. He"s got my permission to smack me down, stop me, interrupt, either restate it… I don"t care. I"m here for you. But I want to take what I ---

I"ve got $7 billion-plus to my name. $4 billion of that was done not going into the conventional, treacherous waters that most people go into… not going into display advertising… not using salespeople… not spending much of any capital --- but playing off of other people"s assets, other people"s opportunities, other people"s resources. And I want to teach you a bit about that.

To start with rapidly, I"m going to give you Jay Abraham Business 101, and we"re going to go through a model. And Bob has very graciously created a copy of that that you"ll be distributing to them sometime at the end, right?

So take notes, because that gets your mind --- By the way, anybody who"d take notes, for whatever this is worth, I don"t tend to be as technology sophisticated as most people, but I"ve done lots of scientific research. Taking notes by hand, believe it or not, gets you a far greater outcome than doing it on your computer because you have to think about it and process it through a totally different part of your brain. But when you take notes, the key to it is to take a line vertically on the page, 1/3 and 2/3, split the page 1/3 and 2/3. The little third, you write down, literally, what the concept is. The 2/3, you force yourself in the moment to interpret and expand that idea to a specific application, because if you trust your mind to remember this, next week it won"t do it. OK.

So most people in business --- startup, existing… --- they try to build their business very traditionally, very laboriously, very slowly, very incrementally, little, short steps. I"m very much an opportunist --- an ethical one, but I want to basically spend the least amount of time, the least amount of effort, the least amount of money, the least amount of resources… and get the most amount of yield now, forever more, and even reclaim what I"ve done in the past. So that"s how I operate. You don"t have to, but I would suggest it"s a lot more productive, profitable, and enjoyable than the way most people strive and struggle.

So I"ve got a concept that I teach everybody I work with, and I"m teaching it to you. It"s called "The Power Parthenon Strategy Of Geometric Business Growth," and Phil, I probably… I think this one was set up backwards. I want to go to the Three Ways To Grow A Business model first, so you might have to advance forward.

When people come to me and say, "Jay, I want to grow my business, but I know there must be just an infinite number of ways," I say, "You"re wrong. There are only three ways to grow any profit-rendering enterprise, or even a non-profit enterprise. There are lots of variations, but only three ways, and they are immutable." (Do you have that slide? OK. So when it"s got that little block, can we get rid of that? Oh, OK, good. I don"t know those things.)

OK, so here"s what they are:

You increase the number of buyers, prospects, customers or clients. That"s #1. That"s what almost everybody focuses on.

A lot easier, a lot simpler, because you"ve already got their trust, is to increase the size of the transaction, which could mean either the price, the package of items you put together, or the qualitative category. Instead of going from the base, you go to the more deluxe. And there"s a lot of --- by the way, I"m giving you broad strokes. As you‟re making notes, you‟ve got to think how that applies to your specific situation, and if it doesn‟t directly apply, I swear to you, it indirectly applies, so you can translate it.

The third, and the most overlooked way to grow any enterprise big time, is increasing the frequency… I‟ll add, or the utility of repurchase --- meaning, if you‟ve only got one product to sell, you‟re going to say, "Well, I have nothing else to sell." Wrong. And I‟m going to show a lot of you, when we do the individualization today, how to do that. But the more times you get someone to come back over, and over, and over again… or you find ways to make money from them, yourself, or for others… or
you find ways for them to generate other referrals to you from the same, initial first sales effort --- that‟s leverage.

Now, I‟m going to talk about leverage because Bob, on the other side of his activities in his real estate endeavors, teaches creative leverage through real estate, and that‟s very impressive. But I‟m going to basically humble that. The leverage you‟ve got in business building, in marketing, it pales real estate by comparison. Let me give you an example.

No matter what you sell --- product, service --- how you sell it --- Internet, salespeople, display advertising, trade show… I don‟t care --- it costs you the same fixed (fill in the blank) time, effort, money, opportunity cost --- because there‟s an opportunity cost on everything you do, whether that effort produces one lead, ten leads, one sale, five sales, ten sales. Send a sales letter… do an email… It costs the same whether it pulls .5% response, 3% response, 10% response. It costs you the same amount, effort, opportunity cost, cash, to generate a $50 sale, $100 sale, $500 sale. It costs you the same to generate that client or customer, patient --- whatever business you‟re in --- whether he, she or it buys one time… never buys again… buys one time a year… one time every six months… one time every quarter… one time every month…

one time every week. It costs you the same to get them whether they refer nobody to you… one person a year… one person a month…

Now, do you start to see the kind of leverage you‟ve got? You all have that kind of leverage, but it‟s never been explained to you. They really don‟t teach this in this form, even if you go to grad school and business school.

So what I try to do is figure out the highest and best ways to get everything you do to pull the most, and advance the most to make all three of these ways to grow a business work. (Next slide…)

I‟ve got a model here, and you‟re going to get this, so you don‟t have to write it down, but writing it down is good for your brain. I‟ve taken a hypothetical business because I want to show you the power of geometry if you start focusing on these three ways, and then I‟m going to hammer all of you that are selling books and the like, and tell you what‟s wrong with this picture.

I‟ve taken a hypothetical business that‟s got 1.000 buyers. They‟re spending $100 when they buy. They‟re coming back and buying two times a year. The business does what? $200,000 a year in business, right? Now… (Next slide, Phil.)

By just increasing each of those categories 10%... and I don‟t have time today to get into the ways to do it, but I have done as a little primer for you, a little cheat sheet giving you a dozen or so of the best techniques in each of those three ways on the sheet that Bob‟s going to present to you, and it‟s going to be almost a verbatim of this so you can see it.

If you increase your number of clients from what you were doing just 10%... if you increase the size of the sale by just 10%... if you increase the number of times people come back by 10% --- that doesn‟t mean they come back ten times. It means one out of ten come back one more time a year --- a year. With this model, it doesn‟t increase the business 10%, does it? It increase it 1/3, and for a lot of businesses, there‟s a fixed expense in servicing the transaction --- the same staff, the same computer, the same fulfillment… Everything else is a direct expense, which is very small, which means that additional --- if you‟ve increased it not 10% --- that additional 23% could double or triple the money you bring home, or the money you have available to grow the business. (Next one, Phil)

If you increased across the board (I think this is a 33% increase) you‟ll see that the increases more than double. I‟m just trying to show you how powerful geometry is. I want to go very fast on this, and you‟ll get the page. (Next one.)

OK. This is a list of ways you have available of various techniques, tactics or applications you‟ve got available to grow your client list. And I use the word “client” for a very specific reason, and it would take an hour to explain it, but it‟s very powerful, and if you will allow, I will send you a document that is about 20 pages that is a transcript of a session I did on the Strategy of Preeminence, and you‟re welcome to distribute it.

OK, I‟m just going to go through a couple…

Referral generating systems. How many people here are in business right now, an active business? OK, raise your hand if that business currently can honestly say that 10 to 100% of your activities currently come from referrals or word of mouth. Stand up.

I‟m going to go around the room very quickly, and I want you to real quickly do a mental calculation. Calculate what the percentage is. Calculate what the dollars it means annually, and include the amount of repurchases that come from those first time sales. So if you do $100,000 a year, and 20% is referral or word of mouth, that"s $20,000. If you do $1 million, and it"s 50%, it"s $500–. I"m not going to do all of you. I"m just going to do random. Percentage and dollars?

PARTICIPANT 1: 100%

JAY: 100%. How much is it in dollars?

PARTICIPANT 1: $100,000

JAY: $100,000.

PARTICIPANT 2: 100%, $160,000

JAY: $160,000. As loud as you can.

PARTICIPANT 3: $100,000

JAY: $100,000. A lot of $100,000"s here.

PARTICIPANT 4: 50%, $500,000

JAY: 50%, $500,000

PARTICIPANT 5: About $80,000, 60% JAY: About $80,000, 60%. PARTICIPANT 6: 80%, $1 million JAY: 80% over $1 million. PARTICIPANT 7: [INAUDIBLE]
JAY: It doesn"t matter. You can do it.

PARTICIPANT 7: $150-

JAY: $150-, 150. 100%, how much of $150-.

PARTICIPANT 8: $80.000.

JAY: $80,000‟s that magical number!

PARTICIPANT 9: $150-

JAY: $150-. He beat it by 50%.

PARTICIPANT 10: 50%, $175-

JAY: 50%, $175-. Don‟t sit down. Stand for a minute.

PARTICIPANT 11: 75%, $700,000

JAY: 75%, $700-

PARTICIPANT 12: 100%, $200,000.

JAY: 100%, $200-. Now, remain standing. Everybody that can say 10, 20% or more represents referrals/word of mouth, I want you to remain standing if you have in place right now in your business at least one standardized, systematized, formalized referral generating strategy in place. The difference between a strategy and a tactic --- the tactic is something you do sometimes, occasionally… A strategy is something you do all the time if you have staff or activities that interact with a buyer at the point of purchase, and any time you have communication, this system is working 24/7. If you have that working, remain standing --- at least one. If not, sit down. If you have --- that"s pretty impressive. If you have two, remain standing. That"s very impressive. If you have three referral generating systems in place… four…OK.

The reason I"m able to do what I do is, it"s sort of the way my brain is programmed, but it"s really that I"ve been able to work with 450 unrelated industries around the world over the last 20 years, and I"ve identified all kinds of approaches that are unique to one industry that every other industry doesn"t know. And if you can take a concept that"s as common as dirt in one industry, and you start being the only one in your industry that uses it, it can have the power, the profit, the impact of an atom bomb.

With referrals, we found 93 unduplicated referral generating systems --- not tactics, systems --- that different kinds of people in different industries have used that can be translated. You"ve got to tweak a little bit, because a photo place that does babies, you"ve got to modify what they do.

But the point that I want to make (and if I had three days with you, or five days, I would make it more strongly) is a referral-generated buyer buys quicker, negotiates less, buys more things, is more profitable, buys more often, refers more people, and costs you nothing. But most people spend all their time on advertising, on search engines, and anything other than that, if you ---

And I"m trying to make a point. I was showing you three ways. Getting a 10, or 20, or 30, or 50, or 100% increase if you"ve got an existing business, starting from

scratch and engineering your new business for greatness and for enduring, compound growth starts by saying, "If we do well, and we produce value, and we can help the buyer identify, appreciate and value that value, he or she should be able to be ethically programmed to generate referrals for us 24/7 forever. Referral-generating strategies for anybody that renders any kind of good value that"s perceived and desired should be a key. But I just was going to show you that. There"s 93 ways to do it, and most people don"t even have one that they do currently. They cost almost nothing. That"s leverage big time, and off the chart.

BOB: So, Jay, would you allow me to send them the list of the 93?

JAY: I will. All I will say to you is we sell these. We use them. So it"s being gifted from me, to Bob, to you, but not for anybody else. I don"t want to see them freely distributed --- So Bob ---

BOB: Raise your right hand. JAY: Yeah, really, serious. BOB: I promise… PARTICIPANTS: I promise…

BOB: I will keep this to myself… PARTICIPANTS: I will keep this to myself…

JAY: They"re really cool things.

BOB: I will not copy this thing that Jay"s going to give to Bob to give to me…

PARTICIPANTS: I will not copy this thing that Jay"s going to give to Bob to give to me…

JAY: They"re serious. BOB: But I will use it. PARTICIPANTS: But I will use it. BOB: And I will do it. PARTICIPANTS: And I will do it. JAY: Good.

BOB: So help me Bob!

JAY: Yeah, and they‟re really cool. But there‟s something --- and now, there‟s an element to that that you‟ve just committed yourself to. One of the things that Bob knows about me, and I‟m much mellower at this point in my life… I‟ve done 70 seminars around the world with 1,000 people at a time, 500 people paying, low end, $5,000, high end, $25,000. And I‟ve not always been a fun, happy guy, because I saw my purpose to move people to action, enduring action. I don‟t want to be your intellectual entertainment. If I gift you something…

We studied them. These are driving about $200 million a year in sales just for the businesses that use them full time. If I send them to Bob, who resends them to you, and you go, "Wow, isn‟t that interesting! Gosh, I don‟t know how to grow my business…" It‟ll be the greatest disappointment, because I‟m here for one reason: To move you to action on a sustained, and systematic, and strategic basis, and to challenge you to not allow yourself to equivocate, to contemplate, to procrastinate, to do anything but move forward in a strategic way. So it‟s my pleasure to do it, but you just said you would act. The key to life is action, and transaction. So very important…

OK, so you can see, and you‟ll get the list, referral generating is the top… acquiring clients at a break even… I go all the way down it. I don‟t have time right now. The good news is, you will have it, and if you want, Bob, I can even do a follow-up conference call for this group, and you can ---

PARTICIPANTS: [CHEERS AND APPLAUSE]

JAY: Sure, I‟ll be happy to do it. I‟ll be happy to do it.

OK, so the point is this: The first step to making a mint with whatever business you have, or you own, or you get involved with, or you finance, is to master marketing. Marketing is the difference between mediocrity and millions. Strategic marketing is the mechanism of growth. It‟s the only real, definitive leverage you‟ve got left. You can‟t buy --- maybe you can go to India or China and get labor a little cheaper. Technology, unless you‟re brilliant and you have a patent in technology or software, you‟re not going to have a great advantage there. Maybe you can buy advertising a little better. Maybe you can convert it to a little more of a variable cost.

But marketing ability is where you‟ve got infinite leverage. There are going to be, no matter what business you‟re in, (I‟ll try to give you a little introduction to it) between 10 and 25, what I‟ll call impact or leverage points you‟re going to be able to take advantage of in what you do. In each one of those you have the ability to increase their performance from what they would normally do by as much as 21 times. If you can get 2100% increase on ten different areas every year, the compound dividend and the multiplied result it makes is off the wall.

And that‟s why I‟ve got so many businesses that have doubled, redoubled, and doubled again, and they think it‟s unbelievable. It‟s not. Most people don‟t use the power, the strategic compound geometry that I‟m trying to teach you very quickly. If you guys even use it halfway, it‟s going to be incredible.

So you‟ve got this list. This is how to grow clients. There‟s a whole list. (Next one, Phil.)

This is ways you increase the size, or the transaction… And by the way, in a lot of these, one of the keys is called “programming your buyers,” programming your buyers. It‟s not like Jim Jones in Guyana, for those of you old enough to relate with me, who told all his followers to take strychnine-laced Kool-aid, and die.

It‟s benevolently and nobly programming your buyers to get the greatest long- term benefit from either what you do, or the area that you‟re involved in. And that means from the very beginning of the relationship you program them for the long term. When I bring people to my seminars, I program them that if every time they come and they spend $25,000, they get a $100,000 payoff, they would be silly not to come back once a year and keep doing it, because the payoff would be compound. So we set it in their mind in the beginning.

The person that I go to to get my hair cut, I taught him to program his clients to come back to him the maximum time for the optimal look, because they‟ll feel their best. They‟ll be the most beautiful, the most handsome, the most effective in business, the sexiest to their people. And by doing that, he increased the frequency about five times a year, which put an extra $80,000 in his pocket. But it was in the best interest of his hair clients, because instead of looking ratty, and ugly, and unkempt, they all looked like a trillion dollars. And they‟re happier. Their love life‟s better. They‟re performing better. They‟re…

So you always put the interest of your client first. I don‟t have a lot of time to go through this, but if you see programming, it‟s a benevolent process of directing the buyer at the very beginning for what‟s in his or her long time best interest, and creating a blueprint for the beginning. Either you control the buying process, or the buying process controls you. I‟m all about proaction… strategic thinking… leading, not following.
(Next slide.)

OK. These are ways --- and again, I‟m not going to go through them all. These are how you get the increased transaction frequency. This is how you get people coming back more, and more often. (Next slide. OK, go back now to the first slide, the Power Parthenon.)

I‟m all about creating --- I‟m going very fast, because I want to do individual work here. But the key to everything I teach is everyone else you compete against tries to grow incrementally or linear. You can grow exponentially or non-linear by looking at the

whole scope. And the way you do it is taking advantage of the power of marketing and business growth geometry. OK.

The Power Parthenon --- most businesses out there… I‟m going to teach you two real quick distinctions. It‟s called the "Diving Board Theory of Business" vs "The Power Parthenon Theory of Business."

Most businesses I ever look at… most businesses you compete against… probably, unfortunately, most of your operating businesses… and if left to your own devices, most of your startups… and God bless Bob, because he‟s trying to get you into whatever it is, six or eight different areas here. But most businesses depend on one approach, revenue generating activity for the vast majority of their revenue. In a lot of them it‟s sales force. Some of them, it‟s direct mail. Some of them, it‟s Internet…

I use just as a model direct selling. The pillar is the revenue approach supporting it. The revenue is the diving board, and I use it as a diving board because graphically, that‟s what it looks like. And I‟ve never seen a diving board be a permanent propellant upward. You do go up a little higher temporarily in your plummet down to earth. But if anything goes wrong and you‟re dependant on one activity --- and I use direct sales, but it can be anything --- the Internet, spam filters get more rigid; pay per click, somebody outbids you; somebody emulates you, plagiarizes you, or worst of all, innovates you --- does something better that‟s legitimately just superior, because they‟ve got a better ---
and that happens all the time. You‟re screwed. You‟re screwed.

If you have a sales force, and the cost of gas goes up… somebody else has a better presentation… One of the things I teach is risk reversal, very critical --- don"t have a lot
of time to get into it right here, but if somebody comes up with a killer risk reversal that makes your approach feeble, you"re just screwed. That"s if you depend on one thing. (Now give me the next one, Phil. Next one.)

That"s interesting. It"s supposed to be a pillar there, and for some reason the outline doesn"t look --- I said, what happens if you add one more, just one more, to the stability? And you can"t tell, but in the graphics you"re going to get there"s another pillar there, and you can see already it"s more stable. (The next one.)

OK. This is what I try to do, and to Bob"s great credit, and Mark"s, they"re trying to teach you that. I try to create a Power Parthenon that brings to bear multiple selling approaches that hit the same market from many different ways. And anybody been in the military? You know what "Force Multiplier Effect" is? Do you? Can you explain it? Yes, no? OK, who knows what Force Multiplier Effect is? OK.

When there"s a big war, and they"re trying to win, and they"re attacking the enemy, they will do it through a series of integrated processes. The first may be intelligence gathering. Then they may be dropping air to land whatever. Then they"ll shoot from the water. Then they"ll have the tanks, then the infantry, and all kinds of

combined activities, because they don"t know which one will deliver the final salvo. But
they know that one will.

Well, my concept is dual. You can take one market, and if you keep hitting them from many different points it"s a sequential process. It"s like a positive Chinese water torture. But each time you do it it"s a profit center too, because it makes money. But the marginal people who aren"t yet sold or convinced get hit from another, and another, and another area.

At the same time, it lets you penetrate areas you could never access. In my example here I just plucked eight. There are a number of different avenues you could pursue. Bob has many of those. There may be some different ones. But if you"re going after a market, and you"re going to go with direct salespeople, they"ve got to call, and they"ve got to get an appointment, or they"ve got a cold, and take their shot…

If you use telemarketing too, you could either go after markets that don"t cost- justify a salesperson. You can use telemarketing to set leads. You can use telemarketing after a salesperson goes and doesn"t sell. You can use telemarketing to go back to old, inactive prospects that didn"t buy. You can use telemarketing to go to people who bought to reactivate them. You can use telemarketing to invite people to come to specific events, whether they be live, or teleconference, or something like that, and on, and on, and on…

But what I try to do for every business I"ve ever engineered long term strategy for is build a Power Parthenon, and the reason is geometry. If your main business was driven by the left one --- it doesn"t matter whether that"s relevant right now, but just say you
were only depending on direct sales, and that was 100%... and we added telemarketing, and that was another 10%... and we added referral systems, and that was another, let"s say, 15 or 20% (because it should be)… and we added joint ventures… And that"s a biggie. I"ve done \$4 billion of my \$7- through joint ventures. We"ll talk about them in our examples.

If we added direct mail, and we added regular advertising, but doing it right…

And there‟s two ways to do it right. One is know how to write a great ad, and the other is make the publication your partner so you lower by about 90% the cost, and you raise
your chance of breaking even by about 10 times. You‟re developing a back end, which I‟m going to hammer all of you to sell a book to right now. Endorsements, it‟s going to be powerful, but I‟m going to demonstrate it.

But you do all these things, and each one only added 20%... Remember the example of 10%/10%/10%/33%? Well, I don‟t have my calculator, but if you did 20% more, 30% more, 10% more, 15% more, 5% more… It would be like 800%. Do you understand that? I‟m going to blow your mind, and then I‟m going to get into specific good stuff, but hopefully, this is a good starting point for you.

This is just the beginning. The first thing you do is, Three Ways to Grow A Business as leverage. Then you add revenue generating pillars leverage. Now, here‟s where it gets really cool…

Remember, I told you there are 93 different referrals systems that I have, because Bob persuaded me benevolently to gift it to you? Well, in each of these pillars we‟ve found, because we‟ve studied 450 different industries, there are between 40 and 150 different applications to each one of them. You can literally --- this is not necessarily in the next 101 days, but in your long term activities you can actually create a sub-pillar for each of these. As I said, telemarketing right away, you can use it to set appointments. You can use it to follow up. You can use them to resell. You can use them to convert people who didn‟t buy. You can use them to introduce new products. You can use them to get them back. Referral generating systems, you can have eight, ten --- you‟re not going to be able to use all 93, but eight or ten different ways to do this for people where each of these are going to bring revenue in.

So this is really --- and again, it‟s hard for me, because normally I would do this in about a day. But that‟s the key to really making your business soar. And the good news is…

How many of you guys already know real estate? All of you? Well, in commercial real estate do you understand what highest and best use theory is? OK, it‟s very simple. If across the street from this hotel there was a vacant, two-acre, just ugly lot, and on it was a teeny, tiny, 500-square-foot, two bedroom house, and it was for sale, and I wanted to buy it, and I wanted to know what it was worth, and I got a commercial appraiser (because this is a commercial area) to look at that, he or she wouldn‟t tell me what a 500-square-foot, two bedroom house in the general neighborhood was worth. He would look at converting that land to its highest and best use, whether it be a hotel, a shopping center, a restaurant… And that would be the basis for valuing.

So translate that same attitude in your business growth philosophy. You want to create the highest and best use, result-generating marketing activities, and you want to
put it all together into a master strategy. And your strategy has got to start with the end in mind. And you can‟t start with the end in mind until you realize the concept of back ending, because it cost you so much effort, time and expense to bring a buyer on. It costs you very much nothing to keep selling them over, and over again. And I want to draw a really clear analogy to a lot of you.

There are a number of you, when I was looking through your ads (and Bob knows this) who have a book. How many of you have a book for sale? OK. Well, I thought there were more. But a lot of people sell a book, and the book is $19, or $10, or $28… And that‟s all they‟ve got. And they‟ll come to me, and they‟ll say, “Well, I‟m frustrated. I‟m only selling 400 books a month on my website,” or whatever. And I‟ll say, “Yeah, but do you understand, that book is a lead for a back end?” And they‟ll say, "Well, I have nothing else to sell." And I"ll say, "But somebody does."

If you sell a book on organization, somebody"s here, and that"s all you do. Well, there"s like 30 additional extensions of that that are the logical progression that a buyer of that book might be interested in, from coaching, consulting, closet repairing, on site, a system… And all of you who are limited in your thinking about a singular item, a product or a service, need to extend your thoughts to add to it a perpetual series of back end offers… a sequential series of back end offers. And you don"t have to be the one that makes it, because you can find on the Internet hundreds, or thousands, or tens of thousands of people, not unlike those of you who are startups, who spent all their time, all their effort creating something they don"t know how to sell. And you can gain functional control of it, and 90%, or 80% of the profit just by knowing how to negotiate it. And hopefully, in the time that I have remaining with you, we can go through that.

Now, Bob walked away for a minute, I think, but was that clear, Pat? Anybody, before I go on, I just want --- Bob wanted me to give you a very short course, foundational education, and it"s like it"s a disservice to both my methodology, and to you guys. But at least you"ll have a basis. I"m very ruthless about demanding the highest and best yield, and not letting anybody be tactical when, by shifting your attitude, you can make the same effort, the same time, the same opportunity produce many times more yield today, but an incredibly multiplied repetitive, or sustaining, or residual yield ongoing in the future. And that"s got to be your target, and it"s much easier than you think.

Before I go on, any questions? OK. Bob, I know you were out for a minute, but did you have any --- ? And I"m getting ready now to get individualized… I did a real down-and-dirty… Did it make sense, what I said to you?

BOB: Let"s have a yes on that!

PARTICIPANTS: Yes!

JAY: OK, I just wanted to make sure. OK, cool. So ---

BOB: Now, what y‟all don‟t know, is what Jay said at the very beginning. He‟s trying to get you to strategically think about how to build your business. Yeah, you can make money in 72 hours. Whoop-dee-do. OK, you sold one of my tape sets. Big frickin‟ deal. How do you sell 10,000 of them? How do you sell 100,000 of them? How do you get those people to keep coming back, and back, and back? If you want to make a million… I don‟t know if anybody in this room might make $1 million in the next 101 days. That‟d be a stretch, I can tell you. But if they did it, they‟d have to do what he‟s talking about now.

So what --- so he‟s laid a foundation for you about what we call “The Power Parthenon.” And having laid that as a foundation, the strategy of it, the next 101 days you‟re going to be using this stuff. What we want you to do is watch now as he takes one

--- or two, or three, or four of you, maybe as many as eight, if we can get that through --- and how you go deep on one particular strategy. And he‟s going to pull out some of the

stuff that‟s right up here. And if you say, “Well, if you‟re going to make it in 101 days, you ought to do this, this, this, and this,” and all the other brilliance that he usually does during one of these. We call these a “hot seat,” so when you‟re on a hot seat, you‟re having brilliant minds kind of focus in on your particular strategy. Now, he‟s gone through --- and I think you have, have you not, Jay?

JAY: I think so.

BOB: He"s picked some people that he would like to bring up here and put on a hot seat. So Jay, are you ready to pick the --- tell the first one?

JAY: I want to do one other thing first.

BOB: OK, sure.

JAY: You"re online, right? You"re online?

BOB: Phil, are we online?

JAY: OK, I want to give you guys some leverage on copywriting, just in general, and I want to give you some leverage in building a back end in general.

BOB: Cool.

JAY: So I want to just take some hypothetical things, because I went through a lot of these, and I want to show you... First of all, your attempt at copywriting was admirable. That"s the bottom line.

[LAUGHTER]

JAY: Your execution was noble, but the impact needs improvement. So what I"ve done for you... Because again, copywriting, there is a formulaic, and Steve did a very nice job of giving it to you.

But I"ve taken the liberty of giving Bob two documents. One is called "101 Of The World"s Greatest Headlines," and these are – BOB: Would you like that?

PARTICIPANTS: [APPLAUSE]
BOB: OK. You"ll have that today.

JAY: These are ones that have always worked and pulled like mad. And every time I do a four- or five-hour session at one of my programs on copywriting, I make

everybody go through all 101 of these at least five times, and write five variations of each
one for their business, and then pick the best ones. But you"re going to get that.

And there"s another group (and some of them are included here) that"s called "37 Million Dollar Headlines." These are ones that have always generated millions of dollars. But what"s very important --- thank you, but I don"t need that. What I need is for you to do something with it. What"s very important is next to each one is a very clear, succinct, little two-paragraph, or one-paragraph explanation of the basis, the construction, the psychology of what makes that kind of ad work. Because you guys are missing a couple points, and I want to make a couple points with you.

BOB: In Steve"s defense…

JAY: Oh, no, no, no. Not knocking Steve.

BOB: No, no, I"m not knocking him, but he says, "I"ve got a list of 100 headlines that I"d like to pass them out to them." And I refused. I would not let him do it. I did not want you to copy somebody else"s headline yet. I wanted you to have your own stab at it, to try it and see, "How is this possible for me to do?" Now you"ve tried it. Now he"s going to give you the 101 best headlines. Now you"ll go through, you"ll see, "Oh, this is what I could do." If I"d just given you the headlines, you know what you would have done? You would have gone down and picked on, copied that, put your name in it, and then learned nothing. So that for --- and Steve wanted to do that, and I wouldn"t let him, OK?

JAY: You know what he did? Steve said, "I"m going to make Jay look good. I"m going to make Jay look good."

BOB: [LAUGHS] That"s cool.

JAY: That"s cool. But I want him to have them too. But let me give you a couple --- and again, I want to work individually, Bob, but if I don"t do these things… I"m just trying to give you a very quick, fast track catapult out of mediocrity, OK? So when I read all of your letters…

BOB: We don"t want that!

JAY: When I read all of your letters, there"s a couple of blatant oversights. The first thing is, the purpose of a headline is very simple: It"s to clearly, powerfully, provocatively denominate to the intended reader only the biggest payoff, benefit, advantage, relief enhancement you can give them. Most of your headlines were nebulous, they were abstract, or they were self-serving.

There"s a concept in copywriting, which I"m sure Steve probably introduced, but I"ve got to hit you with, because you didn"t get it. It"s called the "You Attitude." Let me give you the easiest graphic illustration.

I am taking up three valuable, expensive, and very strategically critical hours of Bob"s activity and of your time. If I used it self-servingly, or if I babbled incoherently, and I just basically gave you a bunch of jibberdy jazz, you"d be very upset. You were hoping and expecting that every minute that I shared with you would be in your best interest, and I"ll give you stuff that was going to benefit you, not me, really, aren"t you?

PARTICIPANTS: Yes.

JAY: That"s human nature. Human nature is immutable. It is immutable. Whoever you are reaching, it"s all about them. It"s not about you. You almost want to be transparent. But when you say, "I, I, I, I, I, I, I, I, I, I, I, I…" Do you think anybody really cares? Because --- and it"s being read by one person at a time. If you do it electronically it"s being seen or heard, whether it"s a teleconference… It"s all about you, and you, and you. It"s not about me. And that"s a big, screaming mistake.

Now, I"m going to make it easy for you because God bless Steve, and me, and all the other copywriters. I"m going to give you the fast track, short cut. I"m going to call it the "Amazon.com School of Copywriting." I"m going to show you how to get a billion… Well, actually, a $10 billion worth of copy written for you free. Would that be useful?

PARTICIPANTS: Yeah!

JAY: May I do that before we do ---? OK. So when you have a problem, and you"re trying to write copy, until you become masterful at it, there"s an easier shortcut, and here"s what you do:

You go to Amazon.com. (Phil, let"s go to Amazon.com.) You take the subject, and you start with the general, and then you go granular. By that, I mean let"s take, because there were a lot of people on "weight loss," and then you might have a specific one. Let"s take, look up "weight loss books" for me. You take the concept. You guys, I"m trying to shorten this. It took me, like years to figure this out. I thought one day, "God, they don"t realize they"re spending all this money so I can write great copy instantly," and you can, too.

OK, look up "weight loss books." OK, so you look up the topic in its general sense first. Go to it. You look at the top 100, and you look at the titles and the subtitles. Because if we did it correctly, many will be conveyed to the reader the big payoff. And as we know, Bob, titles can‟t be copyrighted. And I don‟t recommend that you use them verbatim, but they sure are a fast emulation and modeling tool. And if you go through these, you‟ll get an incredible list of headlines, sub-headlines, cross-headlines. Headlines that make sense. Sub-headlines, they precede, or they follow the main line. They are the embellishment of the parenthetical comment. Cross-headlines are the categories that you want to build your sales letter, your email, your website, your landing page. Does that make sense?

OK. If you have a long letter (I don‟t know, Steve might have taught you this) or you have a website, it‟s daunting for a reader to read --- 5, 10 pages. You want to have cross-headlines about every four, five, six paragraphs which summarize the payoff, or the content, or the benefit, or the big, screaming information that resides below, because a lot of people will skim through the whole thing and zero in on one part that resonates, and then they‟ll back up and read the rest. Does that make sense? Your job is to make sure I‟m not abstract.

BOB: No, you‟re doing great.

JAY: OK. Now, let‟s go to the top. Let‟s take another one, because there was a book on osteoporosis. Let‟s look up "arthritis" for a minute. OK? Stay here for --- let me do something different. Give me a book that‟s got a good title. Stay here, Phil, in weight loss. Let‟s find one that‟s got a good headline. Where‟s it at? My brain is the same.

PARTICIPANT: Eating For Life.

JAY: Keep going. Eating For Life… See, these, actually – this is not as good. Like, The Ultimate Weight Solution: The Seven Keys To Weight Loss Freedom. Eat Well. After Weight Loss Right Now. Absolution. Keep going. Oh, OK. Let"s go to the missing link for a minute. I wanted to use that. Let"s go to that. Hit it. Now I"m going to show you the next level of how to write great copy…

The key to great copy… And when I send you this document called "The Strategy of Preeminence," I"m not really like trying to tease you. It"s just that it"s like, a day and a half worth of instruction that I don"t have time for, and you can do it on your own, and hopefully be self motivated to do this.

The key to writing great copy… Bob and I were talking about the key to making great presentations... the key to being a great sales man or woman, the key to writing great emails… the key to amassing and sustaining a fortune is empathy. It"s having such a heartfelt need for --- I mean understanding, appreciation and need to help fulfill a problem, an opportunity that the intended prospect has, and your ability to put it into very
finite and clarified words that they"d never thought about.

And in the beginning, even though you might have that need, most of you, as I said, are so internally focused --- the "I" attitude, instead of the "You," that a shortcut to mastering it and to writing great copy, and to creating all the components that you"ll build into the body of your letter… and I think Steve gave you probably --- there"s a lot of formulaic approaches, and I also have a document on that. It"s got, like, every formula, and they"re all very overlapping.

BOB: Would you like that?

PARTICIPANTS: Yes!

JAY: OK, you"ve just got to remind me when I get back. I"ll find it for you Monday. … Is to go then to the reviews. Go to the reviews. Now, this is so cool. There"s two kinds of reviews.

BOB: Scroll down to the bottom there, Phil, so we can see the… Below that.
Down there. There you go.

JAY: The first thing is the editorial review, which is oftentimes, if it"s a popular book, pretty good copy in its own right with verbiage you can borrow very generously from.

But I"m talking about the reader reviews. So go to some reader reviews, and if there are none here, find a book that has it or I won"t make the point. There are two categories of ---

BOB: Scroll a little further, Phil. Is there any more down there?

JAY: One of your greatest ---

BOB: Yeah, there you go. There"s it.

JAY: One of your greatest allies in life is going to be polarization. Bob may disagree, but years ago somebody said something to me that I thought was pretty profound. He said, "It"s better to be loved or hated than tolerated." He said, "Unless you rape somebody"s wife, or take their first --- they"re not going to really spend time putting you down. But if they love you… if they adore you… if they get an incredible outcome from it, they‟re going to tell the world as long as you guide them to do that."

And polarization is going to be your greatest ally in writing copy using the Amazon.com School of Business, because there are two decisively different kinds of reviews. There are the ones that love it, and the ones that hate it. And if you study NLP, NLC, the psychology of selling, persuasion, influence, motivation, people are trying to
get close to something, or away from something… they‟re either being wounded, or they‟re being salved, or whatever the opposite of wounding is.

And, OK, this is already done for you when you look at the reviews, because when you look at the 10‟s, the 9‟s, and the 8‟s, those are positive. If you look at the 3‟s, the 2‟s, the 1‟s, the 0‟s --- those are negative. In the most heartfelt, emotionally spontaneous expression from the "You" attitude of the "You" reader, they are up there saying what they love… what they got out of it… how it fulfilled a need, a problem… they‟re expressing what they were struggling with… They‟re giving you all the copy points you want. Does that make sense?

PARTICIPANTS: Yes.

JAY: And it‟s right there. And Amazon spent billions of dollars so you can just go there. And when I‟m writing copy for a client, I go through the 100 top selling books in the category. I go through the granular, more specific categories. I write out the headline, the subheadline. I list them. Then I go to the reviews. I put the positives for a bunch of them on the left, including the summary headlines that either Amazon, or Amazon‟s copywriters, because they pay hundreds of thousands of dollars to their copywriters, or the people themselves have used. I put the negative ones on the right. And then I amass them --- the things that I‟m going to do for you, the things I‟m going to eliminate for you. Does that make sense?

PARTICIPANTS: Yes.

JAY: Well, it works. Every time I"ve done this ---

BOB: So if you"d done this last night and just gone to Amazon.com to fill out the page you wrote, you would have picked it.

JAY: Now, does that make sense? I mean, let"s just look so I can show you a demonstration. (Go up to the top, Phil, of his reviews. Is that the first one? OK.)

"If you"re looking for a book to tell you exactly what to eat, how much to eat, and when to eat it, you probably don"t want this book. But if you want --- if what you"re looking for is the same insight on why these fad diets don"t work, and a helping hand, hands on, how to…"

OK, so you could go to that… I"ll just give you an example. You could go to that… And I always use a highlighter and just take out the key phrases that are stupid. So you"d say, "A lot of books are strategies to tell you what to eat, how much to eat… But it doesn"t work. You need to know (and then you build in) why it works, the strategy behind it, and the subconscious mindset." So you would translate that word… Does that make sense? Again, I"m not trying to write brilliant copy. I"m just trying to show you the translate.

Umm… And you can say, "After this one…" The guy said, "I read the book a few days ago, and listened to the --- And I find myself eating less, and…" So you could say, "After getting this simple, fascinating understanding alone, you will probably within days find yourself eating less and less, and picking healthier foods just because you understand…" And just take that. Does that make sense, Bob? Because I"m trying to be very quick.

BOB: Yup, yup.

JAY: This is like killer. This is killer.

PARTICIPANT: [INAUDIBLE]

JAY: Well, it works. Every client I ever worked for… I used to do what I used to teach, and it would take me weeks! Now I pay somebody a couple hundred dollars and have them go online and do all this, and there"s a… I"ve got templates, and then I sit down, and every word that I"ve got is gold.

Now, as you get proficient at copywriting, arguably, you"ll do better. But this is like infallible. This is infallible. So I"ve just given you a way to make, all due respect, poor performing copy great instantly. And at the same time, it"s psychological. It"s going to transform you, because by getting in touch with what people love, and what they were frustrated with, and what they think it doesn"t give them, and what they need, they"re going to get such an enhanced sense of empathy that you"ll be able to express yourself in everything you do --- emails, follow up, websites, copy, teleconferences, interviews with the media --- with such a greater sense of true connection and bonding to your marketplace… Does that make sense? OK, so I"ve done that.

I"ve got just a couple of loose ends, and then we"ll get to the interaction.

OK. Before I bring anyone up here, I said something to Bob, that I got started with

businesses that had no money, had a little staff, good products, good vision, no seeming way to manifest that on their own. But we turned one company from $20,000 to
$13 million in 18 months. We took another one from $800,000 to $9 million or so in eight months. We took another one from $300,000 to $500 million in two years… And none of those spent a lot of money. But they used a philosophy that I"ve got to at least… I want to use the word "inculcate." That"s too…

BOB: Esoteric.

JAY: Yeah. I want to instill, install, and forever embed in the deepest recesses of your mind, and that is to find somebody else who"s already gone through the effort, the time, the investment, to identify, to acquire, and to build a relationship with the same profile market that you want to reach, and persuade them to either joint venture, endorse, strategically align in some way…

I"m going to give you a couple of examples, just because I want to make it clear. Is that all right?

BOB: I"ll give you an example we did last night.

JAY: OK.

BOB: Last night we did a teleconference for 90 minutes, three people. Actually, how many people sold a product from that last night? We had five people, plus Bob. Six people were selling a product last night. Where did those things come from? There were
150 people on a conference call last night, and 500 people had registered. 150 showed up.

JAY: That"s amazing to me that people are that unattentive, but go ahead.

BOB: Yeah, that"s true. But these 150 people bought products from all six of those people, because they got there because they had a relationship with me, and because I have spent an enormous amount of time and money building this conference call system. So we just sent out one email, and boom! Six people can sit and talk to those people. I didn"t ask any of those people to share that profit with me, because that"s the only time I"ll ever do that --- ever!

But Jay"s trying to tell you, it"s because they had a relationship with me that they piggyback on me, on the work that I do, the love that I have with these people. You have to do the exact same thing as what we did last night.

JAY: And the reason you"ll do it when you get this other document that I"m giving you called "The Strategy of Preeminence" is that you will see that you are more important to their lives, and you need to be in their lives. And failure for you not to get them aware of you, and to extend to them the chance to avail themselves of your product or service is denying them a higher quality of life. And so you have a moral obligation to do what I"m going to say. And I"m not trying to be metaphysical or spiritual. I"m just telling you how it really is. OK, well, it could be metaphysical and spiritual, and go to an elevated plane.

So let me give you a couple of real examples that make what Bob just shared pay off. OK?

When we started out with this product, Icy Hot, we had no money, but we had a really cool product. And we understood that the back end was the game we were playing, because it treated arthritis, bursitis, rheumatism… It sold for "X." The cost was this much. The repeat factor was, every two people who bought one bought ten times a year forever until they died, or somebody cured arthritis.

We had no money, but we were able to realize what‟s called an "allowable cost of sale." Is that too sophisticated? It means you figure out what a buyer is worth to you in the first sale, (I‟m shortening a lot of sophisticated stuff.) and then all the other times you‟ll make money from him or her. And rather than spending dangerous money on advertising that may or may not work, if you can pay people in direct proportion to the results the effort generates, you‟re much better off, particularly if you know every time you pay out a modest amount, you‟re going to get a recurring income over and over and over again for life. And that‟s a mindset, and it‟s called "understanding the lifetime value of a buyer." And I‟m not going to get into that now, but it‟s very important. Oh, good, it‟s good if you understand it. Thank you.

So what we went to --- we went to all kinds of radio stations, television stations, magazines, catalog companies, people who sold any kind of product that had any kind of entertainment, or any kind of a relationship with --- and I can say it now, because I‟m 56.

Somebody 50 and over, geriatric, we‟re all that way, all of us that are over that. And we got them to offer our product, and instead of paying for advertising, we paid for results. We let them keep 100% of the money on the first sale, and people thought we were crazy. But every time they got us a sale we were accruing ten more sales a year for, on average, ten more years, and that company skyrocketed, and we got something like $20 million worth of advertising value for zero fixed expense in the first year. And the business became so successful that we sold it for $20- or $30 million to a pharmaceutical company the next year.

When I got into the financial services business, which is about the time I met you, I had as my client a brokerage firm. This was back in the halcyon days of gold and silver. And they were trying to build a business going in the outside market and wasting money on ads that didn‟t pull. They were doing lead generation --- get a lead, you convert them. All of you do lead generation, even if you sell something direct, because the first purchase is only the first introductory access to you if you have the right long term strategy and you‟re not tactically minded, you will use that transaction to sell to
more, and more, and more, and that‟s how you‟ll turn a transaction into an income stream
for life, which is what Bob advocates, and I‟ve been advocating that also for years.

We stopped going to the outside market, and I said, "Well, have you ever asked yourself the question, „Who already has access to what‟s called "hard asset investment""? They said, "Well, no." And I said, "Well, they‟re the newsletters that people are paying money to to get information. They are the seminars that are having people who are experts, economists, financial advisors. They are the tape and the book publishers selling direct, because they had a direct relationship."

So I targeted all of those people. I went to them, and I either structured ethical joint ventures where we could either give them a share where legal. If it wasn‟t legal, I structured deals where we bought leads for them at a certain, pre-agreed upon amount, because we had analyzed it and knew that a lead was worth a certain amount.

Now, in your online business… I guess you could call it pay per click, but that‟s a little bit more dangerous because it can be very promiscuous. But we were able to grow
160- or 170,000 buyers this way, and the only thing we ever paid for was maybe the hard cost of printing mailings. We always got everybody to endorse us. We became

the recommended provider. When somebody subscribed to a newsletter they would send out our information education. They would give people a chance to confer with us and see how gold matched against their long term investment strategy. We provided them with interviews they ran quarterly in their magazine. We would do special issues on hard assets that we would write for them so there was no risk.

When I wanted to get into the training business, I didn‟t go to the outside market and run ads. Those are expensive and very, very low yielding. I went to Tony Robbins. I went to Nightingale Conent. I went to Phillips Publishing, Agora Publishing with the biggest financial publishing that had all these investors, many of whom were entrepreneurs, and I got them to tell the world how great Jay Abraham was at business

building, and we generated $100 million worth of seminar attendees for a total of about
$300,000 worth of hard cost that was spent as we went, and variable compensation. Does that make sense?

So the key you‟ve got to ask yourself (and then I‟m going to get people up here) -
-- who already has the market you‟re trying to reach? And it can be somebody related. It
can also be somebody competitive. Why do I say that?

Well, I got my start --- I ran Entrepreneur Magazine years and years ago before I met you. And we did this fascinating research, and we found --- and I bet you guys who don‟t yet have your business up and running will validate this. We found that the average person didn‟t buy just one course, or book, or report, or tape set on money making or business opportunities. How many people here can confirm that?

PARTICIPANTS: [CHEERING]

JAY: So one time I made $1 million in two months, swear to God, going to a person when I was doing big training programs on being a marketing consultant, which I did back in the 80‟s. I went to another guy that was doing training programs on being a real estate tax reduction consultant, and I got him to give me the list of everybody on his list who had inquired and not bought. He thought I was crazy. And I wrote them all a letter from him saying:

We were flattered when you contacted us. We were disappointed you didn‟t go forward, but we assumed either our opportunity wasn‟t right, the timing wasn‟t right, you didn‟t have the money…

But if you‟re still eager to be an entrepreneur and have a business of your own and an unlimited education and professional that had the prestige of a doctor or lawyer without going to school for eight years, there‟s somebody who can teach you how to do it in five days, and he‟s a great friend of ours. And in many respects, he‟s got a better opportunity, because every business professional out there is a prospect, and he‟s willing to teach you and if it doesn‟t make sense, not even keep your money. And you ought to at least talk to him.

And we made a million dollars. And I‟ve given you about 12 cool little strategic secrets in one three-minute little demonstration, which I don‟t have time to… But I just want to make a point to you.

BOB: So he went to the people who didn‟t buy, so in a sense, it was a list that they‟d already gone through. It took an asset that they didn‟t think was very valuable, and he wrote a letter to them and split the profits with them, is that right?

JAY: I split the profits with them. And there‟s different splits you can do, depending on the back end. If you‟re selling a modest-priced product… like, Ethan was here the other day.

BOB: Right.

JAY: He sells a $39 introductory product, and I think he gives 100% of that, or he gives more than 100% away because his real goal is to bring quality people in the door so he can sell a small number of them a $2-, or $4-, or $5,000 program. But that all comes back to the fact, if you have no strategy, then you can‟t know what you can afford to do. You‟ve got to have a strategy. I also ---

BOB: Jay, tell them about their competitors. What would they do with a competitor?

JAY: Oh, God.

BOB: Someone who‟s competing directly with you, and you are a direct competitor to them. How could they make money from that?

JAY: Oh, God, you can make money three different ways. You‟ve got to look at three elements of competition: the level, meaning the depth; the duration, meaning how long somebody keeps buying; and the non-converts.

So you‟ve got three areas. You‟ve got people that contacted them and didn‟t buy. You‟ve got the people that bought one time, or one level, like a book or a set of supplements. You‟ve got the ongoing ones that are buying over and over again.

So the first thing you do is show them the following: There‟s a psychology to this, and it‟s called “reclamation value.” You show them that ---

BOB: Well, do it as if you"re going to… Let"s go talk to one right now.

JAY: OK, cool. Let"s say that --- I"ll give you three different examples of the same thing, because you"ve got a couple people here selling arthritis type things.

Let"s say that you had a book on arthritis.

BOB: I do.

JAY: OK? All right. So I contact you to say, Bob, I"m very impressed with your book on arthritis.

BOB: You are?

JAY: It"s very impressive, and I imagine a lot of people bought that.

BOB: They have. 100,000 people have bought my book on arthritis.

JAY: That"s impressive. And I bet that they"ve gotten a lot of benefit out of it. I"ll bet your ---

BOB: Yeah, it"s the best book on arthritis there ever was.

JAY: Well, you know, if I"m right, you"ve probably spent a goodly portion of the last two, three, five years of your life writing it.

BOB: I have spent 25 years of my life writing it.

JAY: Researching… And you"re probably spending a lot of time promoting it, marketing it… Right?

BOB: Absolutely. Every day of my life. It"s my purpose in life.

JAY: Yeah, you know, there"s a pretty powerful way that I don"t think you"ve thought about that you could get back and reclaim every dime you"ve ever spent, and every dime you"ll ever spend, and actually have a chance of making more money from what you"re not doing than you are from what you"re doing right now.

BOB: I don"t quite understand what you just said there.

JAY: Well, let me ---

BOB: I would make money from things I"m not doing? I don"t get it.

JAY: And things you"ve already done.

BOB: And things I"ve already done. Oh, OK.

JAY: OK. You"ve got a sunk cost in terms of time, effort, expense…

BOB: Oh, absolutely.

JAY: And you"re selling the book.

BOB: Well, I want to sell the books, as many as I can.

JAY: OK, but after they‟ve bought that book, God bless you, you‟ve done a great, noble job at getting them further towards relief or understanding of how to manage their problem. But if you could help take them further… if you could help do more for them… if you could make an even bigger, and better, and richer difference in their life…

if you could give them more mobility, less pain, more happiness, more fulfillment, more
active life…

BOB: I like this.

JAY: And it didn‟t take a minute of your time… it didn‟t cost you a cent, but it would put thousands, tens of thousands, hundreds of thousands of dollars a month in your pocket, and I did it all for you, would you be interested in trying it?

BOB: I… sounds good to me!

JAY: And I haven‟t done this for a long time. BOB: My arthritis pain is going away as we speak! JAY: So here‟s the concept, Bob.
BOB: Yes.

JAY: 100% of the people with arthritis have…

BOB: A little louder.

JAY: Is this working better?

BOB: Turn it up.

JAY: 100% of the people with arthritis have a problem we know that it"s going to last either until someone comes up with a cure…

BOB: Correct.

JAY: Or they don"t. I"m not trying to be cynical, but until they die. It"s just a clinical fact. There is research that shows that as many as 80% can increase their mobility, reduce their pain, and improve their activity by as much as 70% by taking a regular regimen of Acme Amalgamated Super X7. You might have even read the research on it. Because you had to in your work.

BOB: Oh, that"s true.

JAY: You get a lot of people who have written you their white mail thanking you for the book and told you about this. You"ve probably seen it.

BOB: Well, actually, I haven"t got into that business. I"m just an author.

JAY: The reason you wouldn"t be in it is it takes a lot of time, a lot of research, hundreds of thousands/millions of dollars staff, FDA compliance…

BOB: The manufacturing and all that kind of stuff. I mean, I"m an author. I…

JAY: But the good news is, that"s what I do. I"ve already done that. That"s what I do every day, and the people we do it for are, guess what? Arthritis sufferers. We spend all our time and effort going around the world trying to find those people who suffer so that we can help them. Guess what? You"ve already done a lot of our work for us, and I have a way that we can both be generously, richly, and sustainingly rewarded for helping them get an even greater outcome out of their life.

BOB: I"m a little worried about somebody selling to my database, though, because I have a reputation to maintain, and who the hell are you?

JAY: And you know what, Bob? I am so thankful you said that, because if you didn"t bring that up, I wouldn"t want to do business with you. Because the kind of people that I want to work with long term have to have as high, if not higher, integrity… a very rigid sense of protective concern, and respect, and connection with their market.

So anything we did together, I wouldn"t even allow you to try unless five things were in plaCELINE: 1) If you read at least 100, 500, 1,000… how many letters of testimonial were you comfortable with from my files ---?

BOB: 34.

JAY: OK, 34 is a good number. Then I would insist that you talk to at least 10% of those people yourself without me being on the line. Ask them in their own words to share their experience, their improvement…

BOB: Got it. We"ll do that.

JAY: Then I would only want you to work with me if first, we could do two things: 1) Set up a rigid and a stringent way that your people could try out my product for themselves for a reasonable enough period of time that it either worked, or it didn"t. And if it didn"t, the risk, the loss would be mine, not theirs. In other words, I would not allow them to buy it... I would not allow you to sell it unless we took 100% of the risk away from them, and let them, in essence, test it out to their fullest satisfaction for the most generous and reasonable time, long enough for them to get a positive

outcome or not.
And if they got a positive outcome, the product performs, and they"ll want to sustain. If not, we don"t deserve to keep their money, and I wouldn"t even consider it.

And finally, I wouldn"t even want you to try to do this until you first chose five or ten people of your own who you know suffer arthritis. Pick them out of your book, and put them on a regimen. We"ll get back to them at the end of 65 days, and you tell me.

BOB: That sounds very interesting. So how would we make money together?

JAY: Here"s the way it"ll flow: First thing, I have to prove the performance of my product to you. Second thing, I"ve got to prove the integrity, and the deservedness, and the suitability of my company. Third, we"ve got to prove the viability of the proposition. This is the great part. I will do everything for you, turnkey, if you will always maintain 100% of the control, 100% of the editorial. I will create for you communications to your list, depending upon how you reach them. If you reach them by email, we"ll do email. If you reach them through package communications, you put in with them. The book, when it goes out, if it"s hard, not electronic, I will give you that. If you send them ongoing letters, we will give you those. We will pay all the hard cost.
You will control it.

BOB: I"ll get to read those letters to make sure that they ---

JAY: You get to approve them, and if there"s one word, one iota that"s incongruent, that"s too aggressive, that is different than you would express it, we"ll take it out. We"ll take it out, because it"s got to be an extension of you. You"re committing to them, looking out for their interest, extending them a chance to try out a product at no risk to them for a longer period of time that they"ll receive results, or not. If they do, their life will be improved. If not, it‟s no cost or risk to them. We‟ll take all that away from them. We‟ll do a small, controlled test. How many buyers have you got?

BOB: I have 75,000 buyers.

JAY: And how many are coming in every day?

BOB: Usually 50 to 100 people a day.

JAY: So we‟ll do three things: We‟ll take a representative list of people who are current buyers, meaning the last six months; people who are older buyers, meaning six months before; and people who are immediate buyers. And we will test an experimental communication marketing approach for each of those, and we‟ll calibrate how well they do so we can project forward what it will mean to you long term to put this into full
blown action and implementation. But we can usually tell after doing 50,000 past names.
We‟ll do 100 people a day for, well, for ten days. We‟ll have a calibration.

I can demonstrate to you in tangible, dollar rendering proof whether it makes sense or not. If it does, it would be foolish, not because of the money you make. That‟s a wonderful, and a delightful bonus. But the fact that we will be enriching and enhancing and improving their life. And until and unless I convince you of that, I would even want to do business with you.

BOB: Now, you have a product, and you‟re creative. And there are people who are already selling to those people that you‟re trying to reach. And you could run a very

expensive ad in the newspaper trying to find them, or you can go find someone who‟s already found them and do what he just did. Is that not brilliant, or what?

JAY: Now, I"ve got to apologize. I"m not trying to --- I"m better than this, but I haven"t done it for a long time.

[LAUGHTER]

JAY: Well, no, I mean, I"ve set up thousands of joint ventures, and when you ---

BOB: Thousands of joint ventures.

JAY: Or strategic alliances, or endorsements where I"ve either been the back end for somebody who didn"t have a back end… I"ve gone to people who"ve bought that I knew would buy other, exactly competitive things. I went to their list, and went to their leads, their prospects, their visitors. I added an upsell to their transaction, something else that --- And by the way, again, I wish I had more time. Of 100% of the people who buy anything, you can usually get 40-80% to buy something additional with it right then and there, because they"re already buyers. And that"s just understanding the psychology.

BOB: So billions --- not millions, but billions of dollars" worth of joint ventures, he has arranged because of one word. And we had you do all this other stuff first until we get to the one word we were trying to teach you, and that word is leverage --- leverage. He"s already got the leverage with his people. If I can just get to those people using
his… do you know what I"m saying?

JAY: So the short way to do it now… I mean, the Internet is your marketing godsend for three reasons: Most people selling on the Internet aren"t very strategic or sophisticated marketers. They are tactical. They are static. They sell one thing and stop, or they sell one thing on an ongoing basis and stop.

Bob sold $495 seminars, and then he realized you could sell a certain number of those people at $5,000, and a certain number of those $5,000 people a $10,000… and a certain number of those $10,000 a $25,000. The same ---

BOB: No!

JAY: The same dynamics ---

BOB: No! No!

JAY: No, but you understand, that is ---

BOB: $25,000! What are we talking about, here?

JAY: Do you understand, that"s human nature. And the key to all this is not avarice. It"s not mercenary, selfish…

BOB: Talk to yourself!

JAY: It"s all about knowing that what you"ve got brings greater --- whatever --- benefit, performance… Like, I don"t have any problem going to somebody who sold --- I mean, you can talk about the better… This is true. I made $1 million in six months going to Australia one time and finding a little version of Jay Abraham. They did seminars for
$395, and they had 5,000 people who thought they were the next best thing to sliced bread. And I said, "We"re going to sell a $5,000 program to those people," and they

thought I was crazy. And we sold 400 people the first time, and I made $1 million net/net in six months by going to 5,000 people and extending their ability… extending their prospects of prospering by taking their knowledge base deeper, broader…

The key to everything is enhancing somebody"s life. And that"s what it"s all about, but we don"t want to make you --- And I"m sorry to take all this time, but if I do a couple people I won"t make --- Because I looked at all your stuff. It takes forever to sell the conventional way. You go out, and you pay money for advertising which may or may not work, and you spend money to reach $1 million looking for 300 people… Find somebody who"s already done it.

BOB: Well, and the way you found it is online, for those of you who are going to be doing online work. Like he was just trying to tell you, there"s thousands of databases, and a lot of them don"t sell a thing. But the ones who do still don"t know what they"re doing, and they"re trying to find all these people who"ve come in and clicked, and they"ve got these email addresses, and they never called them.

JAY: And here"s the cool thing: Again, I"ve made you (and probably Steve) probably a 50X better marketer in a couple hours than most people are in their whole life because they don"t get it. You can go and search by categories and related categories, and you"re going to find three things: Usually the top couple, if they"re really good, are going to be pretty good marketers, but they may be single product or service marketers. You could be a back end to them, or you could be an alternative to their leads.

Then you go down, and you"ll find people who are building big databases, and don"t have a clue how to monetize. Everyone comes to me and goes, "I"ve got 80,000 emails, and no one buys from me." I look at their offer, and their marketing, and their website, and it‟s terrible.

You can be the back end from that. You can be the primary product. Flip it. You may have a product that you‟re doing OK, and not making a lot of money because you‟re selling $19 and stopping. Don‟t go to the top listings on the search engine. Go to the bottom 1,000, because they‟re men and women who‟ve spent their life creating a product, and don‟t have a clue how to market it, and they‟re sitting in their garage. You can take

them over for a little royalty, or for a very modest --- I‟m just telling you what I do for people.

BOB: Let‟s create the Google marketing process for them.

JAY: Sure.

BOB: We want to have them become joint ventures with somebody. This makes sense. We‟re going to find on --- Go to Google right now, Phil. Pull up Google.

JAY: Yeah. This is so cool. Just trying to coordinate it for you, guys.

BOB: We are going to instantly create a way for you to go to Google right now, and for you to find the person that you‟re going to joint venture with, the product that‟s in your head right this very second without you having to figure out where to find those 80,000 emails. They‟re already there. Somebody‟s already found them.

JAY: And totally undervalues them.

BOB: Totally.

JAY: The key to what I‟m trying to teach you, and what Bob‟s trying to teach you is, everybody has overlooked assets, underperforming activities, unrecognized distribution channels you can take full ethical advantage of. All you‟ve got to do is do that. And the other stuff that most everybody else struggles with, that can be something you do ten years from today. But you don‟t have to do that to make a lot of money. Catapult, capitalize, leverage off everybody else.

When I went to Tony Robbins, Guthy Renker had spent $200 million on infomercials getting people to buy his regular program. Tony had spent countless hours mastering his presentation, and millions of dollars putting together his platform to present to people he got from that list to come to his cheap seminars to sell his expensive ones. He spent millions of dollars putting them on.

I was able to go right down to them for the cost of a letter to get that core of the core of the core to come to me for nothing.

Nightingale Conent was spending $25 million a year on marketing sending out 20-, 30 million letters trying to find the small quantity that were business owners, or growth oriented entrepreneurs. I was able to go to them by catapulting off of their coattails for nothing. That‟s, to me… Opportunism…

The melding of what I want to teach you… There‟s two schools of thought. There‟s strategy, and there‟s tactical opportunism. If you can put the two together, what you end up with is very, very powerful.

BOB: He‟s talking about leverage. Do you have a database? Well, we have a lot of databases here, but let‟s go find some. Jay, all right, let‟s --- We‟re just making this up on the spot.

JAY: OK, so take a category.

BOB: How do we find this? Pick a category. Pick one of these categories and ---

JAY: Sure, let‟s do that for somebody right here. Good deal. Umm… Well, this is probably good and bad. The one on top is a weird one. It‟s luggage, like luggage things. But let‟s take travel. You go from the gloriously global to the grand. We‟ll take travel.

BOB: OK, read your headline.

JAY: "Black is black… I want my luggage back." It‟s basically something

BOB: Where is she? Come on up.

JAY: Now, what is it? You‟ve got… what is it? Is it a…?

BOB: Stickers, stickers.

JAY: OK, so this is probably not the easiest direct example, but that‟s fine. So we go to travel. We look on all the categories. We‟d go to somebody who‟s got a travel magazine… who‟s got business travel… who‟s got --- I can do it short without doing it. Who‟s got travel services… who‟s got travel books… And you would use…

And something else you would do, and I‟ve got to tell you this: For some inexplicable reason, most people I meet in business or with a new idea in the beginning, they come into it from a marketing standpoint, brain dead. Logic 101: Ask yourself, why would you want to go to somebody who‟s got general people, when somebody else has got people that travel ten times as often? Who"s got more of an inclination to suffer the problem: Somebody who travels weekly, or somebody who travels once every ten years?

So Logic 101 says you are pragmatic. Highest and best use, remember? So you go through all these searches, and you find those people selling information, or services, or things to frequent travelers first. Then you find --- and after you"ve explored all of those, you basically go to the general ones that are more difficult. But again, I don"t have time, but we can go look at travel, but it"s going to daunt you, isn"t it? You"re going to probably get two million activities, and then I would have a mental screen that basically said, which one of these has services for the highest frequency of travelers, because that"s going to do it. Does that make sense? Because that"s not a great example, but it"s…

OK, let take another one. And I"m just trying to tell you how to shorten the process for all of you. But there"s two elements. Shortening a process by itself doesn"t enhance your success. But we"re combining both of them. In other words, if 100% of the people ---

Most people who run ads… even Ethan does emails. He sends out 20 million emails looking for 8,000 buyers. But if you can know that 100% of the people that you"re communicating with are already a highly qualified prospect, not a maybe suspect, that"s enhanced your success rate already, hasn"t it? If you know that the copy you"re using to express to them has already been used in the best selling books, and is expressed as the most desired outcomes, or the biggest frustrations…

By the way, there"s two things to remember: frustrations and desires are opportunities. There"s your categories. People have frustrations. Something else --- very important, going back to this Amazon.com. Sorry, I"m all over the place, but I"m

trying
to give them universal principles.

When you get this Strategy of Preeminence, one of the other keys to it is not just feeling what they feel, but putting into words what everyone senses, but has never verbalized. If Bob did this earlier, when I have a seminar, the first thing we do is we spend three hours asking people, "What are your frustrations? What are your challenges? What are the goals you"re after?" And they babble things that are so abstract and protracted.

And then the first thing we do is we define it somewhere. We write it down. And you can see their body language change, and their posture, and their facial tonality glow, because for the first time in their life, someone put words into a nagging feeling… or somebody put words into a desired outcome.

Well, when you use this Amazon.com process, you"re getting those words already expressed with passion from the people that are writing the reviews, and there are two kinds: They"re the things that are frustrating as can be, trying to get away from, and they"re the desires, the outcomes, the goals, and the opportunities. And I"m sorry to deviate, but it"s a very important distinction. So that --- and I"m sorry. I"m not doing what you wanted, but I hope this is helpful.

BOB: Is this helpful?

PARTICIPANTS: Yes!

JAY: Be successful without a college degree.

BOB: OK, let"s have him up here on that seat. Get up here on that seat.

JAY: Who is it?

[APPLAUSE]

stool.

BOB: Sit right over there. There you go. Right over there. Sit right up on that

JAY: So I read this when I isolated it, but in all candor, I don"t remember what it is. What"s the product or service you"re selling? A book? OK. And let"s look at a couple things. Let"s start with your strategy, and let"s then --- let"s start with two strategies. The content strategy of your book, and then your business strategy, because two totally different things. And ultimately, if I had every one of you to work with, first thing I"d do is figure your strategy, and then work backwards and have the product fulfill that. A lot of you are doing it ass-backwards, no disrespect, but you"ve got a book or a product, and you"ve got to make it fit a strategy, which is really not optimum, but…

BOB: So say that again. How would you do it?

JAY: OK, I"d start with ---

BOB: Let"s do it back ass forward.

JAY: You want to do it the right way?

BOB: Yeah, how would you do it the right way?

JAY: OK, so give me your long term goal. If you"re selling a book, why?

PARTICIPANT: Because I want to reduce shame in people who haven"t gone to college.

JAY: OK. But after you reduce shame, what"s the next level of involvement or benefit that you currently had in mind? Anything?

PARTICIPANT: Yes, I want to have a workbook and a tape that will help people --- Oh, actually, what I want to do is have a teleconference call that will attract people, and I will create a program.

JAY: Do you have the expertise from your life work to do this?

PARTICIPANT: Yes.

JAY: What do you do by day when you"re not doing ---?

PARTICIPANT: I"m a coach.

JAY: OK, and do you specialize in coaching people who do not have a college degree?

PARTICIPANT: I work with teens who don"t have a college degree, and I have worked with executives.

JAY: So you have experience in both?

PARTICIPANT: Yes.

JAY: OK. So the first thing I would do --- and let me tell you why people screw this up: Again, remember I told you you"re all in lead generating? Well, when you study lead generating, there"s a lot of interesting nuances to it. But the most important nuance is, literally, timeliness. A lead is hot when it"s hot. The longer you wait to go back to them, the more two things have happened --- three things: 1) They found an alternative, because they"re not waiting for you like an ostrich; 2) They"ve tried out something in that, and they"ve failed, and they"ve decided that it"s not as much lucrative hope in that area, whether it"s money making, or arthritis relief… ; or 3) They"ve had some other beneficial or deteriorating activity in their life that diverted them from even being interested.

So you have to look proverbially --- Strike while the iron is hot. To say, "I"m going to do this someday" is really a disservice to yourself and to them, because by the time you get around to it, they"ll be cold. So you"ve got to start with saying, "OK, my goal is to bring people in to buy my book. If they don"t buy my book, to get them to at least get on my list. If they get on my list, they get my email. After they buy my book, I want to be able to offer them a series of logical, beneficial, expanded products or services. I want to create those, but right now I don"t have them, and it might take me a year, and if I wait that long all those leads will be fallow.

"So instead, what I"m going to do is go online and look up a lot of quality people who I"m going to put through a due diligence and make sure that their stuff really works, and that they"re really honorable. And I"m going to make a deal with them at least temporarily until I can make enough money to either get someone to help me create the back end or permanently use theirs so I"ve got an integrated strategy, because I know it costs me a lot of money to get someone to raise their hand for my $15 or $20 book, and it"s going to be expensive. It might cost me 100% of that $15 to get the sale.

"And if I limit my business to just that, I might do a lot of good, but not being able to do more than just a very noble, altruistic hobby. But if I add to it a series of back ends where I take people progressively along, 1) I"ll make a bigger difference in their life, because I"ll do what Bob"s trying to do for you. I"ll move them to action; and 2) I"ll make a lot more money for myself, which will let me expend a lot more money reaching a lot more people with my book, and really sustaining and perpetuating the process." Does that make sense?

BOB: So what"s the first step?

JAY: Well, the first step is to figure out the back --- you already have the book written, OK? There"s two parallel universes. First step is to --- because writing your own copy, unless you"re brilliant, is going to be an arduous process, and you"re probably going to be, at best, mediocre at it. So let"s go to Amazon and start building that. And if you"ve got the money, what I would do is have someone else build that for you, because your concurrent, your parallel goal is to start searching Google, or Yahoo, or whoever you search, and building relationships with other providers who have the back ends, or other related products which will enhance and advance.

Now let me stop. When I used to do --- and God bless Bob. He"ll introduce me to his people through emails even though he teaches you marketing, because theoretically, and I hope I deliver, I take it to a bigger, broader, more actionable advanced level.

When I used to sell a lot of products (I don"t do it anymore) I would sell both ends that

I didn‟t reach. I would sell --- I have one guy who had a $5,000 program on processes, systems, strategies, and key linear stuff that I didn‟t teach. And I had Jay Levinson, who was very tactical, because I was more strategic, because I thought those filled voids that I didn‟t, and I did gloriously profit very handsomely, but it wasn‟t the reason I did them initially, because they filled voids in the pipeline. They gave a greater dimension of outcome to… Am I being clear? OK. So your job is, first of all, to find who these guys are.

BOB: Jay Levinson is the guy who wrote Guerilla Marketing, so…

JAY: Yeah, I‟m sorry.

BOB: He‟s ---

JAY: Yeah, he‟s a tactical guy. He sells more tactical, short term, static things, but they can make you money. It‟s like we have a program --- I was just telling Bob, we have a program we‟re doing called "Power To Profit" right now, and all it is --- it‟s for all the people who can‟t afford to be strategic, because they don‟t have staff. They don‟t have any time. They don‟t have any money. It‟s just to get them short term breakthroughs.

Well, you bring all the different things together, because your job is to step back. And there‟s something called --- I‟m giving you a lot of stuff here. I hope it‟s not too confusing --- "The Continuum Of Life." You try to figure all the progressive things that the person you‟re trying to reach and help is, will, has, and most probably will continue to go to.

So the first thing is they‟re frustrated. They‟re not making money. Their lifestyle is suffering. Their marriage or romance might be suffering. Their self esteem is suffering. Their fulfillment is suffering. Their future is onerous. The odds of them ever being financially independent, unless… And you think of all the other things that are related to that, because once you bring them in there‟s a lot --- And then there‟s a lot of

paths to, when I say "prosperity," I don‟t necessarily always mean financial, because wealth is denominated in many different ways --- psychic, financial, etc.

And you make a list before you ever go randomly and promiscuously out on the search engine. You make a list of all the categories. Does that make sense?

BOB: All the things that the people with shame are going to have in their life when they get rid of shame.

JAY: And you can help them. And not that you don‟t have to bear the burden to be Atlas. Other people have already done it, and there are educational. There are training alternatives. There are psychological. There‟s self image. There‟s skills training. There is money making. There are relationship building… All those are factors, aren‟t they? All of those are back ends.

When I went to Tony Robbin‟s list to promote my business growth activities he thought I was crazy, and I said, "I‟m very smart. A few people come to you to make money, but most of them come to you because they want a better relationship. They want better health. They made money now, and they realize there‟s a void in their life." And 10% of his people that came for that were that.

And I understand very clearly how to take a deep breath, isolate and identify that continuum of life. And you want to return? Because I don‟t want to confuse it. OK.

BOB: Can you interface --- Roll it down there. Shame… there‟s all kinds of positive shames. There‟s negative shames. Gay shame, dirty shame…

JAY: You can look at self esteem. It might be easier.

BOB: Well, self esteem is the thing you‟re trying to find. Shame would be a person who doesn‟t have it.

JAY: That‟s great. But look at all these. How many searches? Do they still list the number of…?

BOB: 11,300,000.

JAY: So do you think you could find some either lists, or products, or people…?

BOB: They already have the databases.

JAY: And by the way ---

BOB: All your customers are right there!

JAY: Or joint ventures…

BOB: Do self esteem now, Phil. Google "self esteem."

JAY: So my message to everybody, in case I don‟t say it again, is that it‟s not as hard as you make it to be. It‟s much easier. Most people work a million times harder, and accept a fraction of the result because they approach it in the traditional mindset. And what I call “The Indiana Jones School of Business…”

Do you remember the first Indiana Jones movie, all those that aren‟t too young, where he was somewhere like in Turkey, and he was in a bazaar, and he was being chased by the bad guys. And he escaped only to go down a dead end alley, and there was that 7 ½ foot giant twirling all those swords. And for a pensive minute, everybody thought Indie was a goner. And after about a minute he thought, “Screw that!” and went pow! Well, that‟s sort of the metaphor that I hope I stand for.

[APPLAUSE]

JAY: You don‟t have to do it as --- Everybody else does it the old way. I mean, Bob knows me. You don‟t have to do that. You don‟t need a staff. You don‟t need money. You need ingenuity. You need ---

Nobody in life --- well, most people you‟re competing against, they don‟t have 100 times your capital. They don‟t have 100 times more hours in the day. They don‟t have 100 times the intellect.

Your biggest asset is change the marketing approach you use, and the strategy you follow. And make everything you do strategic, and use other people‟s opportunities… other people‟s assets… other people‟s activities… other people‟s resources… Because in
a funny way, they need it more than you do. They‟ve already spent it. They just know when it‟s verbalized. “Hey, don‟t you want to get a return on that investment? It‟s just dormant. Don‟t you want to help them more?”

And again, I gave you a very rough explanation, but that explanation will work in about 80% of the ---

BOB: 99% of the businesses that are out there right now are break even. They‟ve spent all this money to find all these customers, and they don‟t have a clue on how to make a profit from them. They are break even. Only 1.5% of the businesses today gross over $1 million. Of all the businesses that are on that line, less than 1% of them will take in over $1 million.

JAY: And I‟m going to challenge this on these people. You may not think you‟re going to make a lot of money, but you may, relatively --- it‟s like, everyone thinks about affiliate programs. There‟s nothing wrong with affiliate programs, but they‟re pretty static, and they‟re depending on visitors to a web site. There are so many more proactive ways. Most people don‟t go and do things to their email list. Most people

don‟t do add-ons to their sales transactions. Most people don‟t try to give them something for the people that are moving out and not buying, other than go to them and --
- And think about that.

But when you think about the cycle of life, and the question you ask… Your job -
-- and this is where it gets a little metaphysical --- you‟re a creator of greater value for other people, and there‟s two very rich dimensions to that. The first is the market you serve. All the other business owners who accept a lesser payoff and outcome from their effort, and that‟s two very parallel tracks you‟re on. I don‟t want to be confusing, but…

BOB: No, you‟re not.

JAY: OK, so does this make sense to you?

BOB: OK, so she"s got a… This is her… this is you…

JAY: You"ve got a strategy now, and it"s a lifetime strategy. Oh, I"m sorry, Bob. I hate to just ---- one other point that I mentally made when I was up there that I didn"t, I"ve got to make.

BOB: Make it. I"ll be getting ready up here.

JAY: OK. Remember I told you that you"re all lead generators, even if somebody pays $39, or $5,000. We get people that pay $5,000. When we do $15,000 training programs, which we do --- $15-, $20-, $25- about once a year, we"ll get 40 people, 50 people. Six of them will become $120,000 clients. But it"s progression. It"s a concentric circle.

Years ago we were talking about this investment firm that I helped. We were selling rare coins, collector coins. I created for them an introductory offer that was $19, and… do I have two minutes to go through ---?

BOB: Yeah, sure.

JAY: It was killer copy points. There were a lot of people promoting coins, and everyone was apprehensive. We took… I always try to figure out what"s the fear, and how to turn the… Anybody know martial arts? Who ever studied Jiu-Jitsu? Anybody? What"s the key to Jiu-Jitsu? Pardon? It"s using your opponent"s force to your advantage. OK, so the key is to use negatives to your advantage. Most people don"t realize that. Negatives are positives.

So we were trying to figure out why people wouldn"t buy coins, and they wouldn"t buy coins because they were afraid to make a mistake. They didn‟t understand them. They didn‟t get it.

So we created an offer where we had two rare coins, two Morgan silver dollars, as I recall, that would normally sell for about $50 that cost us $21, that we sold for $19. They sold it for a $2 loss, and there‟s a reason for this.

We ran ads saying, “So many people out there are promoting rare coins. But if you‟re like the people we know, you don‟t want to just dissipate money. You don‟t want to make a mistake.

“So we want to introduce you to rare coins in the safest way possible. We want to give you a chance to own two majestic rare coins, and see for yourself firsthand when they‟re in your hand why all the excitement, mystique, the history, the glory, what it is that makes people so excited about owning precious metals that have a history and lineage to it.

“We also want to give you a bunch of reports that give you a firsthand explanation generally about the case for owning coins, but also in their own words, tell you what a bunch of respected experts say, including three experts who think it‟s stupid, because we want it balanced. Then, if after reading it you feel like rare coin investing is right for you, we want to spend ten or fifteen minutes going through your issues, giving you the case, and working through with you a potential strategy.

“But if you are unhappy and you feel uncomfortable, we don‟t want your experience to be negative. So if you send the two coins back to us that you paid $19 for, we‟ll give you back $21, which is what it really cost us, because that‟s what it costs to replace it, because we want you to be able to say, even if you never buy it again, your first investment in rare coins was a profitable one.”

Now, that was the strategy, but that was only the first strategy. Our strategy was that I had analyzed backwards what I‟ll call the “concentric circles.” And I had looked at what the dynamics, what the historic buying trend was for every “blank” --- for every ten, or 100 people that bought the first time, how many bought a second time… how many bought a third time, and what their average, worst case units were. Here‟s what happened:

I sold 60,000 people in about six months a $19 set of coins, and we lost a little bit on it. Of the 60,000 people --- and I‟ve written this before. I may be off, because I have so many stories, I don‟t remember, but the essence is the same. About 20,000 bought $5,000 worth of coins from us that we paid 20% on. You do the math. Of the 20,000 people that bought $5,000, about ten bought $25,000 more. Of the 10,000, about five bought $50,000, and of the five, about 1,000 bought $100,000.

But then --- and this is the point I was going to make, because I‟m attention deficit. Of the approximate 35,000 that didn‟t buy, instead of saying, “Screw you, get out of our life,” we amounted what I teach everyone to do, which is sequential, ongoing marketing, which is like a positive Chinese water torture. And we kept writing them a sequence of letters, each letter addressing a different psychological, or fear, or desire

area, like a hot button, and we got 7,000 more of them to come into the fold and go back through the process later. And all told, I think we made, I don‟t know, like $40 million by losing $2, but by understanding what I was going to make. Sequential marketing.

We did a seminar three years ago. I can tell the story with pride, because I didn‟t write the copy. We did a letter announcing it to 20,000 people on my list, and we got not one response. Everyone was just devastated, but I said, “Let‟s try an experiment,” because we were already so invested in it. We had created the methodology and the process.

We sent out 26 additional communications over the next five months. We got the email list of the same people. Each effort either advanced the premise from a different point of view, or hit a different hot button, a different interest, or gave a free --- but we sent 25 sequential communications. Of those 25, half were just exploring and expanding different areas of impact, or importance --- hot buttons, different ways of doing it.

I want to make another point. I"m sorry, but I"ve got to make some really colorful points here. And the other half gave free samples. We ended up making $6 million with one salesperson, because it just advanced people forward, because people aren"t always ready to buy the first time.

Think about it in your own lives. How many people in this room, either in your business, or in your personal life, have something important you want, need, and have promised yourself to do that you haven"t done? Whether it"s roof your house, or join a gym, or trade in your car, or get your oil changed… That if somebody who you trusted with your best interest at heart continuously, gently, nobly, but benevolently harassed and harangued you until submission, you would really appreciate it because it"d get you to do what you needed to do.

So the key that I"m going to tell you is part of your strategy has got to be sequential marketing. Passive, tactical, reactive marketing is dumb, because when you go forward and continuously communicate for life… Now remember, I"m bringing fast forward that concept of polarization. If you are grounded in what I call "The Strategy of Preeminence," and you"re committed to the best outcome for them, and you"re establishing yourself in terms of service as their most trusted advisor, and you"re communicating with them because you really believe in your heart of hearts that the various products, services, or the product or service they‟d originally inquired about, but not purchased, is really going to make a big difference in their life.

You‟re going to polarize them. Some portion of them who don‟t get it are going to delete or send you a letter and say, "Stop." But that‟s OK. But the bulk of them are going to appreciate. They‟re going to continuously evaluate. They‟re going to see another facet, another kaleidoscopic dimension to your product, or importance to them.

And each time you do it, you‟re going go to get a real group response. Bob emails his list

constantly, and each time you do it, do you do it because it doesn‟t work?

How many people here subscribe to any publications? Did you ever unintentionally let it lapse, not because you wanted to, but you just forgot about it? Did they just drop you and never call you? They don‟t write you, or call you 7, or 12, 24 times? Very sophisticated marketers. They do what you‟ve got to do, which is analyze and measure. They know that every time they communicate, a certain number of people are going to profitably come through.

So what I was going to say in my very protracted example is part of your strategy, you are going to be strategic now. You‟re going to start with the end in mind. And the end doesn‟t mean when you die. It means where are you trying to get these to, the big, long term game plan. And unless you have that game plan, everything else you do is going to be erratic, episodic, tactical, and it‟s going to give you a fraction of a fraction of the long term payoff for the leverage you could get.

Now, am I confusing you? Because I don‟t mean to ---

BOB: In other words, you‟re not just trying to sell a book, a book about, "Let‟s go to college." That‟s a lead generator.

JAY: You‟re a lead generator to find people you can help in many ways. So you‟ve got to expand the umbrella.

BOB: So what is your back end? What are you going to sell? OK, I‟ve got the book, and they went to college. Now what? What are you going to sell them that‟s worth $1,000.

JAY: And you shouldn‟t discriminate, because some of them are going to be sophisticated. Some are going to be technically oriented. Some of them are going to be happy if they can learn how to make $25 an hour. Some are going to make $5,000 a week. Some of them are going to be happy if they can just feel good about being who they are. And your job is to help all of them be the best they can. And if you discriminate and say, "Well, I only want to help the ones that don‟t want to go forward and get training, or the ones that don‟t want to…" Then you‟re limiting, and restricting, and impeding your chance to impact so many more lives. Does that make sense?

PARTICIPANT: Yes. Can I just say one thing? I got a huge "aha!" in all these areas, is that I learned a big lesson in skiing, and I could even open it up to sports, like learning through sports. Like, I never even thought of that.

JAY: Great.

PARTICIPANT: I mean, I just, like…

JAY: Your mind is going fast.

BOB: Was shame your issue?

PARTICIPANT: Yes.

aware.

BOB: When did you learn you had shame?

PARTICIPANT: I think I --- especially in like the 11th or 12th grade I became

BOB: And it was debilitating for you?

PARTICIPANT: Very.

BOB: It costs you millions, and millions, and millions of dollars?

PARTICIPANT: Yes.

BOB: It has. And you decided that you want to have people go to college so that they will help overcome their shame by having a college degree?

PARTICIPANT: No. I"m working at them feeling great without going to college.

BOB: Without going to college.

PARTICIPANT: Right.

JAY: But you should expand --- Now, this is where I challenge every one of you. Because you"ve got a higher, what I call "causal value." That"s great, but now that you"ve found all those people who you want to convince it"s not a problem, you can then, once you solve, salve, abate that problem, then you can say, "But there is nothing wrong with raising the bar, and there are a lot of neat ways. You can take your inherent intelligence, your motivation, your outgoing personality and translate that to a higher degree of success, of fulfillment, and yes, of economic gain." And you"re just taking those amongst those who don"t deserve to just be dropped, and helping them along the
path. Does that make sense?

PARTICIPANT: Yes, and I also thought I could have Bob and Mark"s book. It"s like, [OVERLAPPING CONVERSATION]

JAY: And that is great, because it"s a great book. But my job today is to smash that rigid limitation.

BOB: So here you are, here you are. You"ve Googled them. You"ve Googled all the people who"ve had shame-related products, or self-esteem related products. How many of them are there? How many people on their databases are there?

JAY: And you look at it so many ways.

BOB: Millions, and millions, and millions of names. Right now, this very instant, and a lot of people don"t know what to do with those names. They"re already collected. They"re sitting there waiting for you. You"re you. You don"t even need a book. Start writing a book.

JAY: You can access them other ways. There are people looking for business opportunities.

BOB: Right.

JAY: They"re looking for advanced training. They"re looking for technical training. They"re looking to join network marketing. These are different doors the same people are coming through. That"s where you"ve got to stop, take a deep breath, and don"t just go half-cocked into one direction. Get strategic. Figure out who you"re going to bring in, how many different pillars you can reach them, funneling them into one…

And by the way, something else I was going to say, and Bob and I are great examples. Research, I"m just giving you scientific research.

For your business, the more you can build it on your personality, they can relate to, because you show, "I feel what you feel. I"ve been where you"ve been."

It"s like when I started, I don"t have any education. I"m very proud, I"ve taught 600 MBA"s and like 300 PhD"s, and I finished high school, but that was it. But it was never a problem, because I didn"t have time to.

BOB: Oh, darn it. I thought you had a college degree. I don"t respect you anymore. [LAUGHTER]

JAY: But the point is, you can help so many different people in so many ways. And you"ve got to see yourself as a lead generator, a conduit, a membrane through which all kinds of life changes, improvements and aspects can, should, and must pass.

BOB: Jay.

JAY: I hope I"m not being too abstract.

BOB: Yes, you are.

JAY: I"m sorry.

BOB: These people have nothing. They don"t have a product they can sell. They can"t find a person to sell it to. That"s them, right there in the middle.

JAY: OK. What do they need?

BOB: How would they make a $1 million in the next 101 days with nothing?

JAY: The key --- it"s really simple. It"s really so simple. I"m sorry. You do what I just said, but you do it reverse engineer. You find a couple of huge markets. You go, and you pick up products, and you control them, and then you just set up deals like that with as many other people as you can because… See, the beauty of life is most people ---

BOB: No, no, that went over their heads.

JAY: OK, so let"s say you do a search. You find a couple of categories.

BOB: Find me one.

JAY: OK, we already said, weight loss, arthritis, self improvement…

BOB: Huge market, Weight loss. Stick there. Weight loss.

JAY: OK. So you go through the search engine. You find a bunch of people… see, you do what I call… Let me give you another thing. You do… no, but it"s The Tom Sawyer School of Business.

BOB: Ah, there you go.

JAY: You"re the Tom Sawyer School of Business. You"re the middle person. It"s like, you"re the middle man or woman who controls the deals. You consider --- you install yourself in the toll position. You orchestrate the whole thing. You find people who have products or services, and you find other people who have markets and lists or access. You get control of the products or services where you keep the lion"s share. You make deals just as if you owned them, but you don"t have to worry. It saves you the year
of creating it. It saves you the $10- or $20,000. You take advantage of somebody --- you leverage off somebody else, and you just put people together.

BOB: Give me an example of someone who has done that. And give me another example of someone you"ve taught, who started with nothing and kind of got it, and went out and found a product, that they didn"t own…

JAY: OK, I"ll give you three.

BOB: …joint ventured it with someone over here who had a database that they owned that the person in the middle made money from that. Give me an example of that.

JAY: He"s a different story, but that"s a cool story, but it"s not appropriate. The guy --- well, I"ll start with a big company, then I"ll take a little one.

I had a guy one time who learned this from me. He came to a program. He went to a company that had a piece of software that was really cool, but they didn"t have a sales force, and they had no access. He had worked for Simmons in Germany, for IBM, for… He went to them, and he put a deal together where they made this a value-added add on. He went to the company. He negotiated 40% interest in ownership, plus 25% of the profit, and he made $8 million a year starting in about six months. That"s a true story.

BOB: Not having a product at all.

JAY: No. He was a middle man, matchmaker. Nightingale Conent went to… I taught him this. Nightingale Conent had all these $39 and $59 products, but didn"t have any other source other than direct mail, went to Fred Pryor seminars and said, "You get all these people to come, and you"ve got nothing to sell them. We"ll pay to bring manpower people in the back of the room and give you a script for your seminar people to present it, to say, „We"ll ship in our products. You sell them. We can back end them."" Does that work?

BOB: Yes.

JAY: Somebody else went to Nightingale that I taught. They got all of their programs. They got them transcribed and turned them into reports, and they went to different websites and they offered the reports as back end… Does that make sense?

BOB: Well, speaking of that, we have a deal with Nightingale Conent that you can buy any of the programs… We"ll give you a whole list.

MARK: Only the Protégé.

BOB: Yeah, we"ll give you a list of all the Nightingale products. MARK: $15 each, no matter whether it"s Jay"s, Mark"s, Bob"s… JAY: I mean, and truthfully… Here"s another thing:
BOB: Would you like that?

PARTICIPANTS: Yes!

BOB: We"re going to give you all the list, the entire list, printed out by the end of today. You"ll be able to check and go down, "Which one do I want for $15 instead of $60," and then you can use that as upsells…

JAY: Yeah.

BOB: And add them to bonuses, and things like that.

JAY: Yeah.

BOB: And now you"ve got ---

JAY: Well, let me give you another one. I mean, I did this, but I taught three people to do this: Anybody who sells anything that"s renewable, or anybody who sells anything that gets boring needs to goose it up, and Bob just hit on it.

Purists want to sell by the value, and the veracity of the product. Marketers don‟t care why they buy. They just want to start a relationship, and then give it a shot for the product to work.

I made for myself, but I taught a bunch of people how to do this, millions of dollars (that time with you…) I went to all kinds of newsletters who had expired leads or soon to expire subscribers who were bored with their newsletter… I went to other people who had tape sets, seminars, transcripts of expensive seminars, products, services… I bought the rights for almost nothing. I sold them to the newsletters for triple what I paid plus 25% of the renewals that they got, and I made over $1 million in six months renewing people for them.

It‟s really not hard. What you have to realize is most people don‟t have good ideas. Some of them say, “Oh, I need a way to renew the people, or I need to get more people to buy.” If you go to somebody who‟s selling something boring… Well, let me give you an example:

Anybody ever seen the Sports Illustrated ads, both the ones with the swimsuit calendar and the ones where you get the radio? Well, they‟ve tested that and they‟ve seen that by adding those bonuses it doubles… it triples… it quadruples the number of people that start a subscription, and they‟re in the business of selling people over and over again.

By adding the right bonuses to a transaction you can double or triple the sales. If you went to people who sell anything, you found other products or services, you went to them and said, “Try this as a bonus. I‟ll give you the copy,” and just wrote a little copy that they added in the middle of their sales letter, and tell them to measure how many people are buying right now versus visitors for every 100 letters, or for every 1,000 they spend and just give you half of the profit on the increase… I‟ve done that over and over again. There‟s so many ways to do it…

I apologize, Bob. My brain is always cluttered with so many very sophisticated examples of this.

BOB: You‟re doing great, Jay. Is he doing great?

PARTICIPANTS: Yes!

BOB: You‟re in the presence of genius, I‟ll tell you. And both Mark and I have to thank you. When I was nowhere, and I was nobody, and you never heard my name, I got in my car and I drove down to Palisades, CA, and I sat at his house, and he was nobody, and nobody knew him either, but he was making millionaires, and he certainly made me. There‟s no doubt about that. And everything I know about marketing comes from this guy‟s brain, right here.

JAY: He‟s very gracious. But he‟s actually being too laudatory, because he‟s actually a very bright marketer in his own right.

BOB: Well, where did I learn it? I learned how to think this way through your…

JAY: And he just set you up for what I was going to say.

BOB: [LAUGHS]

JAY: No, he did. I knew he would, because I‟m a psychic marketer. What he just did saved me from having to give you an illustration. Don‟t get cluttered with the specifics of what I say, because I‟m trying to condense five days of a program, or a lifetime of me consulting with people into two or three hours.

It"s all about a different slant on life. It"s a mindset. It"s a possibility-based mindset that looks for connections… looks for implications… looks for correlations… looks for gaps that nobody else is looking at. Does that make sense? And you don"t have anything…

The good news is when you operate in the safe harbor of leverage zones that we"re talking about, you don"t have to be brilliant because somebody"s already wasted all
the millions looking at ways to find the thousand that have the problem, and they"re going to respond more passionately than you could image if you just make a decent offer to them, because they feel the need. Does that make sense?

BOB: So you find somebody who has a Product X over here, and you go to that person and say, "Would you like to sell two times of your product? Would you like to double your sales? If I found you twice as many sales for you, would you share some of that profit with me? Like, 25% of that profit?

PARTICIPANT: Absolutely.

BOB: I mean, you"re going to do whatever you"re going to do without me, but if I can find you double the sales, would you give me 25% of the profit? You will? Good.

You have a list of people that you"re selling this newspaper to, or this newsletter to. You"re getting subscriptions, right? Are you selling it with advertising? But with this list, if I could get a product that people might come to your list and then have a lot of sales happen, it would increase your bottom line and add 20% to your bottom line, would you like that? You would like to have your bottom line increase by 20%? And how many thousands of people do you have? You have 100,000 people that are receiving this on a regular basis? Oh, OK. You! You! Get together! But don‟t tell them yet.

JAY: And I‟ll challenge you. When we do it… See, this is another… Again, I‟ve got so many people and layers… If you revere what you‟re doing you don‟t have to take 25%. I would do a little

[GAP BETWEEN CDs]

JAY: …a lot of time, a lot of investment. But if you‟re willing to let me make
the lion‟s share for the opportunity cost I‟ve got to spend, I‟m willing to sell them for you
in all kinds of markets as long as I have the right to keep doing it as long as I can to all the markets I set up, and give you a guaranteed certain profit above and beyond your cost, and reimburse you your cost for every one I sell, and do it all for you.

BOB: Wow! Wow, I would love that!

PARTICIPANT: [INAUDIBLE]

BOB: He just did the scripts. You‟ll get a copy of it. You just heard it.

JAY: So then I would just say… And if you say, "Well, I want half," then I‟d say, "Well…" Help me here, and not being offensive. How many have you sold this year?

BOB: 17.

JAY: You‟ve made 100% of that. How much is it?

BOB: 100% of the profit was $297.

JAY: Well, I"m going to tell you this. There"s no guarantees, but I"d like to think I"m not stupid. I"m only willing to do this if I think I can sell a lot of tonnage, which is going to get your name, your reputation out there and touch a lot of people, which is what I suspect is what he did.

BOB: Oh, well, you know, I want to do good for people.

JAY: And you like to maybe get a little bit --- At least get your $10,000 back.

BOB: Yeah, that money back.

JAY: And maybe get your garage, be parking back in it.

BOB: That"d be cool. I"d like that.

JAY: So here"s the deaLAURA: The book --- what did it cost you each? $2, $3?

BOB: Yeah, $3 a book.

JAY: Now, I"m willing to give you double your money. I"m going to sell the book, and I"m going to give you $6 a book, and I"ll take care of shipping. And I"ll take it out, and I"ll figure how to sell it. I"ll figure how to market. I"ll go through the God- awfully hard time, effort, expense of figuring how to market it. And I"m not doing it because I think that I"m going to sell three. I"m hoping I can sell 1003, 3003, 300,003. But the key to this, Bob, is it"s going to cost me a lot. I don"t know if you"ve ever studied book marketing, but you‟ve already seen how hard it is.

BOB: Yeah, yeah, yeah.

JAY: I expect that it‟s probably going to cost me upwards to 80, 90% of that profit for me to sell that book. And I‟m going to make a little profit, but if I sell a lot of tonnage, we‟ll both benefit. Aggregate, we‟ll get a big check. Maybe I can send you $1,000, $2,000, $5,000 a month. You‟ll get rid of that inventory. You‟ll be able to get repaid all the money you sunk in it over the years and get fulfillment, and after that you‟ll never have to sink another dime, because I‟ll arrange to conveniently have it produced for you at my expense, but you‟ll get checks automatically. And if I fail, how much worse off are you?

BOB: I still have a garage full of books.

JAY: So it‟s up to you, but…

BOB: If you fail, it‟s more math.

JAY: The way I look at it, a year from now you‟ll just be more frustrated, and the books are going to be more dog eared unless…

BOB: OK, you got my attention. I‟ll do it.

JAY: OK, cool.

BOB: OK. Now what are you going to do with that?

JAY: Well, now I control it. I"m going to bring it to a lot of people.

BOB: Oh, OK.

JAY: The letter"s going to give me two things: It"s going to be a binding letter agreement, but it"s not going to be intimidating. A legal contract, it"s going to say that we have an agreement. There"s no guarantees. It"s best effort. I"m going to perform a Herculean effort, and it"s all my expense, my effort, my time. We"re valuing it. That"s not inconsiderable.

In exchange for that you agree that I have the right to buy the existing inventory from you for "blank" including the cost, and when that is gone or if you can"t make it available in a timely way, I have the right to get it produced and pay you a profit on top of it. And every source I set up, I get exclusive access to it, profit from on that basis for as long as it ---

BOB: How much money did it cost you to get that letter?

JAY: That"s an asset you can sign.

BOB: Nothing. Nothing.

JAY: You understand, Bob, the thing that I want to teach you, because I"m going to challenge another precept. And we"ve got some other things we"re doing I told you about so we"ve been really deep in this.

Everyone thinks that more millionaires are made in real estate than anything else, and it"s technically true, but it"s really, it"s transactionally incorrect. More latent millionaires are in the process of being made if they can just make their business systematic and sustainable. Because the little transactions like that turn a one-shot transaction into a perpetual asset that, let‟s take what I just did.

BOB: Yeah.

JAY: They could do the same thing with that person. BOB: Well, let‟s do that. Let‟s do the other part. JAY: OK, so we‟ve already showed how to, so ---

it.

BOB: OK, I‟ve got the book now. It‟s sitting in his garage. We have control of

JAY: Functional control is… Somebody asked me one time, “If you could have anything you wanted, what would you want?” And I said, “I‟d like to have the rights to everything and figure out what to do with them later.” Serious. Because the rights…
Who wants to pay the warehousing? Who wants to pay the right? Who wants to spend… It‟s already been done. Somebody already… I‟m not even calculating the expertise, the sweat equity, the time, the revisions…

You get control not only for nothing, you get control of the lion‟s share of the profit for your ingenuity. You‟re bringing the intellectual capital.

BOB: Connections, is what you‟re bringing. You‟re looking for connections, someone who needs it, or has a product that they don‟t want. They don‟t want this garage full of stuff anymore. It‟s like they don‟t want real estate --- well, they don‟t want their products. Now we‟ve got to find a wanter. We have to make a connection here somehow.

JAY: So it‟s sort of semi-similar to what we did earlier, but you go to somebody who‟s got --- and it depends. You‟ve got those three areas. You either have names, leads they don‟t convert. They‟ve got buyers who are multiple topic buyers, like biz op, or real estate, or arthritis, or they‟ve got single product or dimension that don‟t have a back end.

And by the way, you can get control. What I did for Nightingale one time, Nightingale‟s got a bunch of $39 products. Well, that‟s not very deep, so I put about 20 of them together and created a $1,000 package. So you get ingenuity about, it‟s all creative connecting. Does that make sense?

BOB: That was a connection you‟ve got right there. I‟m not going to tell you what it was. You should have gotten it. OK, you got it. OK, so we‟ve got a connect over here. How do we get this garage full of books, Jay? We‟ve got the rights to them now.

JAY: OK, you‟ve got your website… or you‟ve got your mail order business…
or your publishing business. And I go to you, and I say… I‟m going to shorten the whole line, because I‟m going to basically show you, "Hey, you‟re doing a nice job. You‟ve got a lot of leads, a lot of inquiries, a lot of email lists. But you‟re selling one thing. And
you may not have thought about it, but those people have a need, an interest, and desire to get a lot more. And without being disrespectful, in the worldwide expanse of the
Internet, or of brutal, ruthless competition, while you‟re sitting there working so hard and investing so much, and caring so deeply selling this, there‟s 100, or 1000, or

10,000 people accessing those same people in the same areas you"re doing it, and selling them similar things, more things…

You should profit from your effort by being the preemptive one who blocks all those other people by being the first and the only one to access them, because #1, many of them are going to be benefited. Your product is going to be good for some, but not for others. You know they"re buying other people"s. You should be able to control and selectively approve of the quality and the content they"re getting. You should want to expand their life, and in the process, there"s no shame in making…

BOB: No, he has a list of 100,000 names that cost him a whole bunch of money to get. It"s going to cost him nothing…

JAY: Those might be inquiring, or emails. He has a list of maybe 10,000 buyers he"s doing nothing else with. That"s it. Tony Robbins had a list of mastery people that paid $10,000. He had nothing else to sell them. He sold mine, and it was all incremental, found money that helped those people, because he didn"t take his training and methodology.

So you"ve got to start with a focus, and fortunately for you I"ve done it for you, because when you get this document called "The Strategy of Preeminence," it"s going to kill you.

BOB: It"s great. I read it. He sent it to me. You"re all going to get a copy.

JAY: It really, it"s cool. It explains ---

BOB: He sells it for thousands of dollars. You"re all going to get a copy of it. You"ll get a lot out of it.

[APPLAUSE]

JAY: But then you replicate that. And here‟s where most people fall down: I‟m going to make a point. I‟ve got to use an example.

Years ago, before the advent of the Internet I did a mail order class one time, and we were taking very little startups. And I was trying to show people the power of bigger thinking and leverage. And I had a bunch of magazines, and I wasn‟t talking about dangerous, expense, full page or display ads. I went to the classified, and I said, "OK, let‟s look at weight loss." And maybe there‟s two pages of columns. And I said, "Most people would get one weight loss ad and run one little $25 ad that would make them $100. If I were doing it, I‟d tie up 100, and I‟d compete against myself, because all those people are running ads, because they all work." It‟s a mindset.

And what I‟m trying to teach you guys, if I have any impact to contribute to Bob‟s intent and outcome this weekend, it‟s change your mindset. Don‟t be limited. Don‟t do one thing if you can do 100. Don‟t tie up one thing if you can tie up 100. If you can make a deal with him and it makes you $1000, what happens if you make…

For example, I created years ago an early renewal program for Howard Ruff, the head of --- I went out and I… This was funny. One was early renewal, one was reactivation --- two different things. Early renewals, I got all kinds of other newsletters they would normally buy. I made a deal with those newsletters that I showed them if I got them subscribers to their $100 newsletter and they didn‟t spend a dime, some of them would renew. I got their newsletters for $6. I charged $12 against 25% of the profit. Howard Ruff renewed about $10 million worth of people. After the funny accounting I got about $800,000. I‟m not --- people who do funny accounting… I still made $800,000 for that connection.

But then I didn‟t stop and say, “OK, I‟m done.” I took the same letter. I took Howard Ruff‟s name out of it. I went to Personal Finance, World Market Tax Avoidance, because these are all other newsletters. I did the same thing and made another $2 million replicating it.

The key here is don‟t be lazy and limited. The only reason that you‟re limited is you. The ceiling is glass. Does that make sense?

BOB: Absolutely.

JAY: I‟m just trying to hammer you guys with a mindset.

BOB: Now, the mindset you‟ve got me doing right now is quickly running to your rooms and checking out and being back here in the room in 17 minutes.

JAY: Yeah, I have to leave around 2:00, so it‟d be good.

BOB: 17 minutes from now he‟s going to get us talking again.

[APPLAUSE]

[OTHER SPEAKERS] MARK: Welcome back, Jay. BOB: Jay Abraham! [APPLAUSE]
JAY: Phillip, am I on? Yes. OK.

BOB: It‟s yours for the next hour. Do what you want.

JAY: All right. So, OK. Here‟s what I‟d like to do. I‟d like to take some other scenarios and go through them, but I want to teach you some other things that I think will be very useful in your current/future business activities.

Let"s see… Let me pick some of these, and we"ll bring a couple other up here. Let"s see…

There was one that was interesting to me. I"m not sure if we"re going to be able to do a lot with it, but I think it"d be very interesting, and that"s the person who had something for credits for enterprise zone activities. Where are you? Is that you? Before I bring you up here, I just want to make sure. This is not disrespectful. What"s an enterprise zone company, and how many are there, and what do you do? Let me get you a mike. Well, I guess I won"t get you a mike. Pretend like this is a mike.

PARTICIPANT: An enterprise… hello?

JAY: Yup.

PARTICIPANT: An enterprise zone has been set up by various government entities. The Federal government has enterprise zones. Each state has enterprise zones, and major cities and towns have their own enterprise zones over the states. So there are a myriad of tax benefits, to get loans…

JAY: So how many companies out of… If there are 25- or 30 million enterprises in the United States, how many would be eligible? Because do they know they"re enterprise zone? Because when I was reading that I was thinking, "How intriguing: However…"

Keep in mind, most people… I was talking about copywriting. You may have the greatest benefit, the greatest value and service… If I don"t instantly know you"re talking to me, and you don"t verbalize my problem or my opportunity… If you say,

"Your company may be entitled to $25,000 a person credit every year right off your income
taxes, right back into your pocket. If you have 12 people, it"s like I just gave you an extra
$40 million income. Get this report, and I"ll teach it to you." That"s a lot easier than saying "Enterprise companies."

PARTICIPANT: You"re right.

JAY: Because I was reading it, and I gave you a lesson, all of you. But does that make sense to you?

PARTICIPANT: It makes a lot of sense.

JAY: So tell me every state has some program. Federal has a program. Is there anything they can benefit from, can they get credit from being outside the country, too?

PARTICIPANT: No, these are all ---

JAY: OK, so what I just gave is a pretty good headline, isn"t it?

PARTICIPANT: It"s wonderful.

JAY: So if I read that… All right, now let me ask you this: Statistically, if you don"t know research… I"m giving you guys all lessons, and I"ll interpret what this means in a minute. But how many out of how many companies state or --- on average. If you looked at 100, or 1,000, or 10,000, how many would be eligible? On average? Worst case?

PARTICIPANT: In Los Angeles County alone there are tens of thousands of these companies.

JAY: OK, so if you said, “In Los Angeles County alone there are tens of thousands of companies who are entitled right now to tax reduction, money in your pocket, and they don‟t know it.”

PARTICIPANT: Four years of tax refunds immediately available.

JAY: Why didn‟t you say that in your ad? You‟re writing better copy right now, isn‟t she? I‟m helping her, but so what?

And then if you said, “Odds are higher than you think that your business qualifies, but to find out (you‟ve got to tell them what to do.) call… go… order this book… “blank”… What are you selling?

who ---

PARTICIPANT: I‟m selling the actual service and accountants and attorneys

JAY: Can you do it all?

PARTICIPANT: We do it all.

JAY: What do you charge? What do you charge?

PARTICIPANT: 25% of what they get.

JAY: But just respectfully, you didn"t say any of that in your offer. So if you say, "Let us help you determine whether you qualify, and if you do, how many tens of thousands of dollars we can get back for you. Our service costs you nothing. We only get a small share of the recovery if, when, and after we deliver." Think that might have more people coming to you?

PARTICIPANT: Yes, sir.

JAY: OK. We"re done. Thank you. Oh, no, you"re not. Do you think maybe there are a couple of people who have websites, or newsletters, or communications, or sell any product or service to business owners in this country that you might be able to joint venture with? And if you said, "On average, our average client is $200,000. We get
$50-. We"ll give you 40% just for getting us access," that maybe they might do that for you?

PARTICIPANT: What an intriguing thought. Yes, I think they will.

JAY: Thank you.

PARTICIPANT: Thank you.

JAY: Phil, get the mike. Let"s knock out a couple more of these, because I"ve got to leave right at the time. What do you think are the lessons I just taught her? Who wants to try to find and list --- Right here, Phil. Are you the mike man? Change your name legally. Mike Mann.

BRETT: Jay, hi, Brett.

JAY: Hi, Brett.

BRETT: Instantly identify the benefit that they have.

do?

JAY: I verbalized it clearly and enticingly for the right market. Then what did I

BRETT: Then you expanded the opportunity by looking for other revenue sources in…

JAY: No, but let"s finish the --- Because what I did was much more subtle. I quantified the opportunity and showed what it might be worth. I expanded the qualification, then I disclaimed it. "Find out. Maybe you"re right. Let"s find out at no risk." I took all the risk of contacting me out of play. I eliminated it all, and then I showed that I got nothing until after I delivered, so it was totally performance oriented. Didn"t I?

BRETT: Yes, you did.

JAY: It was a little more complicated.

BRETT: Yes.

JAY: Then I expanded the horizon of where to take the offer.

OK, what I‶d like to do, because when I do big seminars I drive people crazy, anybody who‶s ever seen one, because they all think they‶re coming to see me. But what you‶re really coming for is an enduring breakthrough. And when I came here to contribute to Bob and Mark, I didn‶t really know what I was going to do because I didn‶t know what they were trying to do fully, and it was a work in progress for me to --- as far as what I do.

But what I‶d like to do before I leave is give you a greater benefit than just me pontificating my insights. There are 140 people in this room. You‶ve all been exposed to me for two or three hours. You‶ve all heard your interpretation of what I said. You‶ve
all factored and processed that through the lens and the filter of your life, your

experience, your intellect, your linear or nonlinear background and mental structured formulation.

It would be very interesting to me, but I think more vastly beneficial to you if I interviewed maybe five, or ten, or 15 different people who come at life with totally different experiences and get what each of you got out of this different than one another, because that might help all of you at a higher level, don‶t you think? So if you‶ll bear with me, I can give you hours and hours of more philosophy/ideas, but I think you‶d be better advised to hear what somebody else got out of what we‶ve already done that you didn‶t, because then I can compact and dimensionalize the experience.

So who thinks --- I‟m going to give each of you right now two minutes to take your paper and write down what you think the big message --- Again, you guys, a lot of you, God bless your spirituality. God bless your abstraction. That doesn‟t fly with me. I want you to be able to express in two minutes or less what you think the big message that I gave you was; what the implications are to your specific business; name the business; and what‟s the big action step you plan on taking from what you‟ve already experienced right away when you get home from this, and why. And you‟ll have all of about four minutes or less to do it in, and if you‟re abstract, I‟ll be the most diplomatic person and
go --- Because it doesn‟t help. The quality of your life is really determined by the quality and the clarity of your questions you ask, the answers you get, and the communications you express. And that‟s one of the things I stand for.

There‟s a lot of nuances I wouldn‟t have time even today to build on for you. But the big lesson is get clear on the payoff. Get clear on the impact. Get clear on the action to take. I say that to you for yourself. You‟ve got to use that in your marketing communication. So write it down so we can ---

Your goal is to express it in two ways: 1) so it‟s much more dimensionally clear to you, yourself, so you‟re publicly declaring it, so you‟ve got to do it; and 2) your job is to instruct the other 139 people who have a totally different mindset… who have totally different history, totally different experiences, totally different reference frames so that they see what you saw that they didn‟t, so that if I do it with five or ten people before I leave, I will dimensionalize, and expand, and refine, and define, and electrify your understanding of what just took place by maybe ten or twenty times, OK?

Who‟s ready? Nobody? OK. Well, no, I didn‟t say you had to be ready. OK. So whoever‟s ready, Phil, give a couple people the mike and stand. Does everybody already know who everybody is so names aren‟t that important? OK, name. Name, what you got out of it, the impact to you, what kind of business you"re in, what you"re going to do about it, what you think everybody else should have gotten out of it, whether they did or not.

LAURA: [INAUDIBLE]

JAY: Hold it like this, angular.

LAURA: OK, my name is Laura, and basically the big thing I got out of it --- It"s not about the money. It"s about what you, your product can do for them. The money is secondary.

JAY: What"s the action step for you?

LAURA: I"m trying to implement it in my writing.

JAY: How?

LAURA: By getting in touch with other people"s feelings and emotions, and…

JAY: How are you going to do it? I"m merciless. I love statements, but I want to know action. How are you going to do it?

LAURA: By putting myself in their place.

JAY: How are you going to do that?

LAURA: By getting in touch with their feelings.

JAY: How?

LAURA: By interviewing, communication…

JAY: Are you going to go online and seeing if there‟s anything like Amazon or anything else that has views or comments? Are you going to go on forums and read those, and see what people say from the passion of their heart?

LAURA: Yes.

JAY: Are you going to basically look at letters to the editor in publications where people write about those things, and try to look at words, feelings, and then think about them?

LAURA: Yes.

JAY: That‟s good. What do you think everybody else ought to do?

LAURA: Same thing.

JAY: Good. I like that. OK, thanks. Pick randomly, and vary it, Phil.

KAREN: Hi, Jay. My name‟s Karen, and I‟m a fitness trainer and a seminar leader. And what I got --- I was trying to figure out how to do my own product, and it

was stupid. So what I got is that you were saying, “Hey, leverage it by going to a company that would like to expand their profits, make more money… take another company who has a product that would enhance that first person‟s profitability.

So for example, a magazine --- and we‟ve all done it. They send you a thing like, what, 10, 20 times? And they keep lowering the rate. So what I do, I wait until they give you the rock bottom rate, and then I renew it, OK?

But that‟s silly on their part, because what they could do is actually keep the rate they want --- they have a certain number, I‟m sure --- and then take a product that everybody wants, a trendy product --- anti-aging, whatever… lose weight. It doesn‟t matter.

JAY: Pack it in.

KAREN: Pack it in --- you bet. And then put them together. I would make the money bringing that together, bringing the idea, because in the beginning I wouldn‟t put it in the back end. Damn right.

saw?

JAY: That‟s good. I like that. And what‟s the lesson to everybody in what you

KAREN: That you don‟t have to do it yourself. You can go ahead and get a product, get the idea and go for it. So I‟m getting on the phone Monday, and I‟m going to make it happen. First I‟ve got to get on the Internet, look at a hot product…

JAY: Good, good. Now, let me give you another lesson. You guys, stay standing, because this won‟t take long.

This concept of lifetime value or marginal net worth, as it‟s called, is very important for you to understand whether you have your own product, or you want to be a middle person and control others for yourself or to pass on to lots of other businesses as their back end, or as their lead generating converter.

You‟ve got to be able to go to the person that owns the product and show him or her. You‟ve got to incrementalism, that incrementally, if it‟s sitting idly, it‟s making them nothing. But incrementally, it may sell for $100, but cost them nothing. And if you can get them 1,000 new buyers they didn‟t have, or if you can get them revenue…

And it‟s very important that when you present that, you present that with confidence, with authority, with certainty, and with really, their best interest at heart, because if you go, "Oh, I don‟t think it‟s really…" and you‟re real timid, or you‟re… He ain‟t going to do it.

When I make deals I control lots of stuff for very little not because I‟m a ruthless economic scoundrel, but because I think I‟m doing them a service, and I also value very highly what I bring to the table. Because without me, they‟re going to sit with a garage full of stuff, or with no buyers, or no back end. And so don‟t minimize that. OK, that‟s great. Thanks. Phil?

JANE: Hi, my name is Jane, and based on what you said, I see myself as being a television or radio spokesperson for various people that would tie into my book very well. And some people know that my book is about Never Be Helpless Again, and how I flew around Kenya with my father, and that‟s the basic story line. So I thought I could approach people like Piper Cherokee, Lexus Hybrid, Travel Magazine, South African Airways, Burger King, because they brought out the first veggie burger… I like Lexus Hybrid because I"m into, you know, global warming and that kind of stuff.

And then putting all these people as like my main corporate sponsors, and then just really, really promoting them and having my core group that exemplifies what I"m promoting in my book.

JAY: That"s good. Yeah, I think that"s good. What do you think the lesson that you"re trying to express would be to everybody else?

JANE: To never be helpless again, and that includes enhancing our earthly paradise.

JAY: OK, but I think that"s admirable, but I want it to translate to actions they can take over, not about your issue, but about your insight. The insight. You"re going to go to these people. What do you think the lesson to these people to apply that same mindset, not about your theme, but about their… ? OK.

JANE: The same way I market them, they market me. They call me, and the bank says, "You know, we"re going to give away one"s of Jay"s free books with every account that"s opened." You could do that in reverse ways with people like Lexus Hybrid, where you give a book away if you ---

JAY: OK, good. OK, good. Now, I have a point… and that"s good. A really good point.

The key to monster success, whether it"s your own business… whether you"re a middle person… whether you take control of other people"s products, services, or businesses… You can do the same thing. You can have somebody who"s got a terrible business because they don‟t know how to use it as a front end. You can take control of it, give them a little share of the profit, and control websites… You can do all kinds of things, because most people are very, very, very meager or unsuccessful.

But keep in mind: The world is starving for great ideas that will make more things happen. You are, aren‟t you? People are looking like, you say, "I can get you twice as many buyers. I can get people to visit you." It‟s such a cool concept, but I don‟t want to get too deep for you.

Lead generating, I said you‟re all in the lead generating business. A store --- a store gets visitors. They never look at it this way, but visitors cost money. The store pays rent. The more premium the rent location, that‟s a marketing expense, really. And if you get 50 visitors, or 500 visitors, fixed cost is the same.

If you can give them something that will attract more visitors, and you can then ask them to test whether those visitors convert to purchasers, you can make so much money for others, and ultimately, for yourself by showing them ways they can enhance their goal, whatever their goal is. And a lot of them don‟t know their goal.

Remember I said, putting into words? I‟m very gifted. I may be esoteric today because I‟m trying to torque down to very basic levels the kind of stuff I do by day for other companies. But you‟ve got such a clear, broad path you can pursue. And that woman had a really cool idea, but you can go to anybody in any field and say, "Try this. Try to get more people to your website. Try to get more people to buy. Try to get more people to buy other things. Let‟s add something else to it. Go out and negotiate. Acquire somebody with a high perceived value with a low cost.

Do you think that book clubs really have figured out how to sell four books for

$.03 and make money? Or do you think they‟ve tested that that kind of a premium produces so many people in the front door, and enough of them keep buying over and over again, and enough of those people buy other book clubs, or video clubs, or DVD clubs? This is a very powerful distinction. Next, Phil?

SUE: My name is Sue, and we have an ecological farm in Virginia. And I‟ve been discovering this week --- well, I knew this originally, but my vision is bigger than where this event goes. I‟ve got a vision for an ecological community, or a group of ecological communities set up across the country, possibly the world. Also, the idea, that work with farmers that could provide local produce.

JAY: So specifically, though, what‟s…?

SUE: What I‟d do ---

JAY: I‟m trying to help you. I‟m not trying to hurt you.

SUE: What I‟m discovering is that all our lives we‟ve thought outside the box. And what I hear you saying is, think outside the box. Take the ideas that we‟ve heard, and look for other people who are doing those same things. And it covers a whole gamut of different things. Our life has been a variety of different connections with different ideas that are different -

JAY: I like that, I like that.

SUE: And being able to take those ideas and network them together, and then be able to have a way of processing those ideas to a variety of different people. They can pick and choose their ideas. They don‟t have to be interested in every one of the things that we have an opportunity to introduce, but be able to network with other people who have alternative ideas.

Talking to Kim about her --- she"s not here. The prepaid legal that she has. I heard a company mention alternative health care, wellness care... There"s so many different ideas out there, and the way to connect them and provide links to those things --- books and materials...

JAY: So what do you think the lesson for everybody in what you"re seeing, saying, and going to do is?

SUE: Well, the biggest ones, again, for me, is the continuation of think outside the box.

JAY: Can I challenge that, and give you the mirror image? Think inside somebody else"s box for things they don"t see.

SUE: Right.

JAY: Now, the key to this in my opinion for most of you at this juncture is to not put the burden on your creative mind to do it without support and reinforcement. Create for yourself some paper and ink, or computer templates so you can help yourself do inventories, and assessments, and looking at things, because it"s ---

I"ve been doing this for 25 years. I"ve done 12,000 companies. I"ve done 450 industries. I have a mind that is wired... My wife and family don"t always like it, because it"s in the ozone, but I can look at something from so many vantage points, and CAT scan perspectives... But most people get excited when they"re introduced to my mindset and my methods, and then they go and they try to not really squint, but define it all themselves. I think that"s very hard.

I think it‟s a piece of cake if you guys create some templates and say, "What are the resources? What are the assets? What are the relationships? What are their back ends? What are they doing with this and that? What can I bring to them?" Now you‟ve got a simple… And after you do it 100 times, or 1,000 times, then your mind will have a discipline and a learning curve where you‟ll have like, mental muscle memory. But I wouldn‟t suggest that you all try to be Jay Abraham right out of the gate, because I think it‟s going to be flawed. I think it‟s going to be frustrating, and I think it‟s going to be 100 times harder than you have to make it, OK? Thank you. Give me another one, Phil.

JULIE: I‟m Julie, and one of the things I realized is it‟s not enough to have the headline be a real driver. It also has to include the killer benefit.

JAY: To…?

JULIE: To the consumer.

JAY: To the intended prospect and no one else.

JULIE: And no one else, right.

JAY: Because the rest of the people don‟t care. And let me keep a point. I don‟t know if Steve said this yesterday or not. You love whatever you do. It‟s your passion. It‟s your hope. It‟s your life. Everyone else is bombarded with 5- or 10,000 distractions, interruptions, advertisements, spam, email… every day. If they have to think one iota about, "What in the heck is that saying? What do they mean?"

When I was reading some of your letters and all, I thought, "What is it? What are they saying? Who is it for? What is the product or service? Who is the market?"

I"m working hard, because I"m here to help you. Your target market, if he or she doesn"t get it, is not going to give you the time of the day. They won"t. They don"t have any interest in that. You"ve got to grab them. You"ve got to demonstrate. There is a formula. Steve may have given it to you. There"s a process, and Bob, you would do them all a great service having… And I don"t really do good advertising instruction, because it"s been so long since I was at the granular level. But you ought to have somebody teach them, and then make them do things, and then do some copy clinics.

Because headline, God bless everything, is 80 or 90% of the --- you"ll get their attention. But if you lose the "You" attitude… if you don"t dimensionalize… if you don"t have a conversation with them… if you don"t preempt and think about the negatives, or the issues… if you don"t take them to action… if you don"t relieve the risk… if you don"t future pace them, and take them into the future, and show them what life"s going to be
like once, if and after they have your product or service working --- it"s like you"ve brought them to the ten yard line, and you dropped the ball. And I don"t think you can really get to that here, but I think it"d be a very worthwhile thing to do.

So what do you think the lesson for everybody here is?

JULIE: That you have to really look closely at what it is you"re doing, and not just be in love with it, but to understand (you used the words awhile ago) get into the box with the audience that you want to ---

JAY: Yeah, getting outside and inside. Good. JULIE: And what do they want? And ---

JAY: Good, that"s good. This is good. I"m enjoying this. I"m liking what I"m hearing, and I"m really liking the connections we"re making by refining and defining. Let"s do a couple more, Phillip. Is Phillip here? Just pass it around, and we‟ll do…

RHONDA: Hi, my name is Rhonda, and it‟s wonderful that Joyce went before me, because what my “aha!” was, was that, I have an Internet business. And you know when people leave your sales offer, and there‟s… I thought to myself, “Well, why are they leaving?” And then, with relationship building, if I can give them a benefit to reason

---

So if they have not bought my products, I thought that I can provide a report to help them want to buy my product. I think I should explain what the product is.

JAY: What is it?

RHONDA: It‟s a visualization tool. They can make a recording program. They can make their own CD of their own vision.

JAY: So you can take a vision for anything?

RHONDA: You write your vision out. You write your ---

JAY: For what, though?

RHONDA: Whatever they want in their life --- a visualization.

JAY: OK, but --- see, I‟m going to help you. This will be good for you. You‟re saying ---

RHONDA: My target audience are people who know what visualizations are.

I‟m marketing to ---

JAY: So only the people that know that.

RHONDA: Yes, I‟m marketing to ---

JAY: So they already know that, and you‟re saying, “You know what it is. I can make it a lot easier than anybody else.”

RHONDA: Exactly.

JAY: “I‟ve got a tool that‟ll shorten the timeline, tangiblize or make clear ---”

RHONDA: Well, you can make your own CD so you can listen to it while waking up, going to bed, etc.

JAY: Oh, that is interesting. OK, and they‟ll already know that.

RHONDA: They already know that. My target market are people who ---

JAY: OK, got it, got it, got it, got it. OK, so it‟s an inside type product where it‟s a very ---

RHONDA: It‟s kind of the end product of a whole bunch of ---

JAY: OK.

RHONDA: I was confused, and going, “OK, well, what‟s my end product?” Well, my product is an end product, but then I just created another product on it, because if they"re not buying the product, then maybe they"re not ready with their visualization. So why not provide them a tool? So serve them and help them. Ten things you need to have in your visualization.

Or even better, I thought, how about I send them to one of my joint ventures or affiliates to learn how to write better, or whatever? Give them more of a service.

JAY: We"ve had a number of our partners create lesser introductory products, and if they didn"t have it, acquire somebody else"s, and even make a deal where they weren"t an affiliate. They actually just used their website. They actually had their own. And they used that to get more people into the process.

But I think you"re thinking right, but now take what you"re thinking and visualize and translate it for everybody else. What do you think the lesson here is?

RHONDA: Taking a perceived negative situation, and turning it into a positive situation, and building a relationship with them. And so giving them a benefit to… It"s OK if they don"t want my product. "Well, I"ll give you even more of a benefit," and helping them out.

JAY: Good. And keep in mind this: People that aren"t quite, or aren"t even close to being there yet, you know, will be there someday. So one of the things that I think a lot of people miss out on… And there"s nothing wrong with having a business that exploits --- and exploit is not necessarily a negative word, if you look up the definition --- opportunitistically the moment. But because you"re understanding the Power Parthenon approach, it"s pretty cool if you also have a migration or gestation program that"s
bringing people along progressively on the progress, too. And they don"t have to be exclusive. You can have both of those running a parallel bent, and they all can

converge together at a certain point.

RHONDA: I have two different websites, one for people who know how to visualize, and the other one to help them visualize.

JAY: Exactly, and...

RHONDA: Send them over to that one.

JAY: Exactly, exactly. And keep in mind, one of the things in the Strategy of Preeminence is to establish yourself as the most trusted advisor. And I apologize. I always favor the right side, not intentionally. But when doing that, it‟s like me. I know, and I believe in my heart of hearts that I have your best interest totally at heart, but that I know probably more of what you need than you do. And my job is to first of all, verbalize what you need so you go, “Aha! He‟s right,” and second, lead you down the path, and third, not walk away and have you have a good feeling, but make damn certain you really got something out of it, and you know what you‟re going to do; and fourth, help everybody see that what you‟re going to do is not what you‟re going to do, but by expanding your sense of other people‟s interpretive possibility, it‟ll broaden your own.

But what you‟re saying is good. That‟s good. I like that. OK. We‟ll bring it over here after this woman. This is interesting, isn‟t it? It‟s a powerful process, because I don‟t have to say anything else. It‟s good.

CELINE: I‟m Celine, and the business I talked about a couple of days ago had to do with fund raising. But today I would like to speak about the business I do day to day, because that‟s what --- one of the things ---

JAY: What is it?

CELINE: I publish a newspaper, and I also produced the largest event in the African American community in the Bay Area.

JAY: Really? What is it?

CELINE: It"s called "The Black Expo." And two things I want to say. 1) I don"t visualize very much, but when I do see a vision, it"s meaningful. I feel like we"re all on Star Trek, and you know those futuristic ladies with the huge heads? I feel like my head is expanding, and the brain expansion going on, and it"s a good thing, you know? And I just want you to know how I appreciate this, and I"ve actually seen you before, and I have
your book. And every time I see your name I do it, and I"m working up to $5,000.

But I feel like when I was skiing, and I would tell my body to do this, but it wouldn"t, and I would tell my body to do that, and it wouldn"t. So each time I see you and do this stuff, it gets better.

One of the real valuable things I heard, and I reiterate all the things that people said before, but I wanted to say something a little different. I realize how much money I"ve been leaving on the table.

I have a tremendous, tremendous network. I have a website, but I don"t capture the people like I should. I have a sense that there"s all this money, and I have a sense of contacts, and multiple sources, and I"m just saying this because I think that any of us who are not… It"s almost like you have to have an email, and a fax line, and a phone. You
also have to have a website where you can capture information about the people

you‟re contacting, because otherwise it‟s tremendous money that you‟re leaving on the table. And you just helped me see that I have this huge… Because I‟m already a trusted advisor to a lot of people, but I couldn‟t tell you who they all are, because I haven‟t captured that information.

JAY: That‟s great, and I think that‟s profound. I was just thinking about something, and we used to be in the event business, not seminars, but expos. And I don‟t have time to get into barter, but I‟ve done hundreds of millions of dollars of bartering.

And if you don‟t sell out your expo, every booth is a commodity of exchange.
We used to trade $50-, $100,000 worth of perceived value. I‟d put valuation on all kinds of intangibles. We would get commodities and services we either needed, or if we didn‟t need it, we‟d turn it into a profit center by trading it for something worth $1, selling it for
$.50 to somebody else. The incremental cost of what we traded --- the booth or the list --
- was like $.10, and we‟d make 500% on our money. So you have another exchange commodity there, too, you‟re probably not thinking about.

rate.

CELINE: I actually trade already, but what you‟re taking it is to the exponential

JAY: It‟s a profit center. I‟m talking to a profit center.
CELINE: It‟s a profit center. JAY: Not just as a --- CELINE: I have sponsors. JAY: Yeah.

OK…

CELINE: And I get money from those sponsors. But now I‟m like, OK, now,

JAY: You‟re going to do a lot of this. That‟s good. I like that. That‟s good, and that‟s a good lesson. What do you want everybody to get? But make sure, though, that everybody gets what you said.

BOB: Can you hold that thought for just a moment? Another one of our stars is leaving, catching a plane. David White has worked so hard. Would you give him a hand?

[APPLAUSE]

BOB: So hold that thought, Jay, everybody. How many got your websites up and running?

[FAREWELL FROM DAVID]

BOB: Jay, back onstage!

JAY: Is it on?

PARTICIPANT: Hello, and along with my partner, Kathleen, we run a consulting business called “Clarity Works,” and we also do a lot of public speaking. My big “aha!” was that a book we‟ve created called Looking For The Good Stuff we thought was a back of the room product to augment the speaking business, and just perhaps that it may hit it big and become a stream of income.

I realized this week that it is a lead generator, and it is a huge lead generator for that consulting business, because the subject matter of the book is directly related to the process we use. So I‟m going to be able to… I guess I just didn‟t realize how the back end deal worked, and the lifetime value of a customer, and that was just a good job, and…

JAY: That‟s great. Thank you. Got a couple more? OK.

CARLA: Carla, and I have a product called “Clean Cat” which is a cat box that will never, ever smell again. And we‟ve beta tested it. We‟ve had it at the patent office for 22 months, and we‟re ready to roll, but we have been looking for investors. And what you did for me today is to think about the folks that are already in a similar business in the cat business. Because this cat box, it doesn‟t matter whether you have the cheap cat litter or the fancy cat litter. And we didn‟t want to alienate any of those companies, thinking… because we didn‟t want to alienate them.

But why not go to those companies that --- one of those companies, at least --- that make that cheap cat litter and see if they don‟t want to help us produce these cat boxes so they can sell a lot more cheap cat litter.

JAY: Great. That‟s a great insight.

CARLA: So…

JAY: That‟s great. Let me interpret, because that‟s a powerful realization. There‟s always somebody else who needs you to be successful at what you do worse than you. You‟ve just got to take a deep breath, don‟t try to divine it, but analyze it. You might have to put it together for them. Don‟t expect them to always embrace it the first time. You might have to go to the next one on the line.

Everyone is hurting in a different way. You might be hurting trying to make your mortgage, but the #4 cheap litter company might be losing market share massively to the big one, and by them giving free forever this litter box, as long as you send them 25 proof of purchases and showing them you‟re going to spend $7, but you‟re going to get people locked into yours, and you having the ability to show it… And then, reducing it down and saying, “Let‟s beta test it and see.”

That‟s a very powerful insight. Always somebody that needs it more than you; always somebody whose main product is dying; and even sometimes you might be better off selling it or giving somebody the right to buy it or a portion of it if it does well in proportion to the amount of revenue, volume, sales or worth their assistance, collaboration, endorsement, recommendation makes you. So there‟s a lot of ways to do this.

The good news is also the bad. It‟s infinite. And I tell people, “Don‟t get hung up with the infinity of possibilities. Just start somewhere and work through it.” But that‟s a profound insight. Anybody else? Go ahead.

BRAD: All right, my name is Brad, and I learned joint ventures using the power of endorsement; control products for a lifetime of residual income; go for the big order, because it takes the same amount of effort (we learned that from Pat the other night); and take your clients through the life cycle.

JAY: Now, I‟m going to give you one qualification: The big order is true, but there could be a sequence. Because everybody isn‟t ready to jump in full force. It‟s like, you can‟t --- well, I guess you could take someone to bed, but you probably first have to take them and wine them and dine them. And there are probably some that you can do that, but there‟s a process. Excuse my vulgarity. It shows you my carnal lust.

But there is a process. I would just amend and say, have your strategy go for the biggest sustaining payoff you can get by implementing the most viable, successive or progressive strategy you need to. And I‟m not being very clear, but don‟t get yourself confused and think… because --- I‟ll give you a great story, which is a good conclusion. That‟s a good point.

I have two friends that were very good copywriters, and one was opportunistic, and one was strategic. And I tell this story a lot, so some of you who‟ve ever listened to my stuff might have heard it. Both of them wanted to be in the business of selling simulated diamonds, cubic zirconium.

And the one that was a far better copywriter was very short sighted. He ran an ad in The Los Angeles Times, full page. It cost him about $40,000, and he called his business "The Beverly Hills Diamond Company," and he coined a proprietary name to his little stone. He called it "The Beverly Hills Diamond." It was $39 for a carat, and he

ran his ad, and it cost him $40,000. It brought in about $50-, and after all expenses he made about $3,000, and he was bummed, and he threw in the towel and left.

Friend Two was somebody that I‟ve learned from, and I‟ve taught. We were like mutual mentors. He was totally strategic. He was not as good a copywriter, but he understood what I‟m trying to say to you. He sat down and modeled --- didn‟t

plagiarize
--- modeled the tactic, not the strategy, the tactic of Friend One and created his company. He called it "Van Pliss and Tissany," which was a hilarious play on Van Cleef and Arpel and Tiffany‟s. And he created the "Van Pliss Diamond," and he sold his for $39, and he bought a $40,000 ad.

And when his ad ran, instead of bringing $50- like my more talented copywriter Friend One, Friend Two‟s brought in about $40-. He actually lost some money. But instead of saying, "Damn," when he sent out his loose stone, there were two other items accompanying it.

One was a letter, and the letter came from him. He was the president, and it said, "I want to thank you and congratulate you for buying your Van Pliss Diamond. And as you open it a couple of things are going to be evident:

"It‟s even more fiery, and brilliant, and shining and spectacular than we could even describe in our copy. And it‟s smaller. It‟s not smaller because we took advantage of you. It‟s smaller because the density of our diamond is more than a regular diamond. It‟s got more brilliance, more spectacle.

"When most people see how magnificent and majestic these are, they‟re eager to get larger stones, and then they‟re eager to get them set. But unfortunately, if they take a larger stone to their local jeweler they‟ll charge them an arm and a leg, and we don‟t want that to happen. So we have a standing policy that anybody that comes to us and buys an introductory one carat can trade it in for double its value for any 5, 10, 20 carat stone, or grouping of stone. And we‟ve already taken the liberty of setting them in beautiful 18,
14, 22 carat bracelets, necklaces, earrings…

"And the catalog is enclosed, and because we don‟t want you to ever have any doubt, we ask you first of all to go to your jeweler and ask him what they charge to set two carats, or five carats, or 20 carats. Get a price, and then look at what ours cost preset. And when they come, go back and check it out. And if it‟s not double the value, we‟ll give you your money back."

And he did $25 million of profit in the first 18 months. So you might want to get there a little slower, but… So I just wanted to amend what you said. Good. One more, and then… Yes, Bob?

BOB: So one more?

JAY: Yeah, this is it. Then I‟ve got a summary comment that will take a minute.

VEE: My name is Vee, and I teach redirecting children‟s behavior. And I just realized what you‟re taught me, that I can connect all the people that influence children, and connect them with products that help them influence the children to self motivate and recognize their value a lot quicker than me going a group at a time.

JAY: What‟s the lesson to everybody else?

VEE: The lesson to everyone else is that instead of going at a slow pace, that I can connect by going to Google or wherever the search engine takes me. I can connect a whole bunch of people that are already looking for the… like-minded people with the products that will help them do what they‟re already trying to do.

JAY: Good, great. Great, thank you. OK. I‟m done with one exception: I want to summarize with a story --- or actually, just a restatement of somebody else‟s story.

Somebody that I know has a really cool saying. He says that most people in life struggle silently, tormenting themselves with the wrong question. The question that they struggle with is, "Am I worthy of this goal? Can I really make my product successful? Can I really make enough money in this business endeavor, or any business endeavor, to have the independence, the lifestyle, the house, the car, the whatever --- the freedom, the retirement?"

Absolute wrong question to ask. The right question is this: Is the goal worthy of me? Because when you realize how much higher, and bigger, and better the opportunities, the mechanisms available, the market, and the income stream is, you‟re going to set and hold yourself to a much higher standard.

And I hope that in some meager way, I‟ve been able to take you a little further along in your thinking, and a little more confirmed in your commitment. But the most important thing you‟ll do for me is to take action on whatever it is you got from me, because that‟s really, that‟s the commodity that gives me the greatest compensation. Thank you.

[APPLAUSE]

BOB: Jay Abraham, everybody. Thank you, Jay.

JAY: You‟re very welcome, Bob.

BOB: Have a nice ride back. Be careful.

JAY: Thank you very much.

BOB: God bless. Thank you. Thank you. Thank you, Jay.

[CLOSING COMMENTS FOR MORNING SESSION]