

Master of Recessionary Income

Call #11

August 19, 2009

CARRIE: Welcome to today's Master of Recessionary Income. Here are your income masters, Jay and Spike.

JAY: Thank you, Carrie. Hey, Spike.

SPIKE: Hey, Jay. How are you?

JAY: I am very good, and I'm very anticipatory. We have a number of people on the call who have seriously reflected over the last few weeks, and they've thought about their targeted objectives, and their scenarios, and their optimum deal. And many of you have submitted the formats and the scenarios to us, and some of you have not, which is a little bit concerning to me --- not for us, but because you'll never get anything accomplished if you can't use your time to your greatest advantage. But what we're going to do is start by calling on people who've submitted, right?

SPIKE: Yes...

JAY: We're not going to do that. We're going to start by asking people who've submitted, because we've got a bunch of them here, but a bunch of you tried to get in in the last minute, which is, I guess, technically admirable, but you put us at a disadvantage because we don't allocate time to review anything in the last day or so, because we expected you to do it throughout the two week period. So if you sent us a written scenario...

SPIKE: Or criteria.

JAY: Or criteria, then you push "1" one time, get in the queue. We will call on you, because we want everyone on the call to be able to grasp the situation. We'll ask you to describe, define, explain, then we will ask interruptive questions, and then we'll interact with you, and let's see how it goes.

This is, by the way, the key... Keep in mind, we're now in the action mode of this program. You have been equipped with enough of the methodology. You've been equipped with the mindset. You've been equipped with the ability to think strategically. Your job now is to figure out where you're going to start... to share with us why and how... for us to give you critiques, course correction... for you to take that constructive critique, integrate it to your plan, and go out and execute, even if it's a small initial one... report back to us the result so that we can either expand upon it, improve upon it, replace it with and for you... But nothing happens if you don't do it.

So this is where the rubber meets the road, so let's get started. Give us the first person in the queue.

CARRIE: OK, the first person is Depo. Depo, your line is open.

JAY: Hello.

SPIKE: Hey, Depo. How are you?

DEPO: Well, hello, Jay. Hello, Spike. It's good to get on the call.

Well, my opportunity is based on the direct sales business. And the reason why I chose this was I did through about 10 different criteria. And well, pretty much just about the product, it's a financial educational product, and it's supposed to eliminate debt, and to increase cash flow.

So like I was saying, it's based on 10 different criteria. 1) is that it's sustainable. That is, with this financial product, you have the opportunity to grow very, very big, and that it can be transferrable. Because if I can get it done in one category of the marketplace I can go ahead and do this one deal just by turning to that category in the marketplace.

Another criteria was that it's controllable. That is, I have the ability to pull the plug on whoever I decide to do a JV with if I'm not happy with the performance. And so I'm certain of this company, the market is financial product, I have the ability to do that.

Another criteria is that it has a high viability. Because of the current economic times, everyone is high in debt, so this is a very, very viable product.

And other criteria that I've considered in selecting this business is that it has a good scalability. And when I say that, I mean if I have the opportunity to be successful, for example, marketing it to a financial newsletter owner or author, I can do the same thing for all the financial newsletters as much as I can get open access or direct contacts with financial newsletter owners of publications.

Another criteria was that it's a very, very doable deal because of the financial product, and also, once I can successfully visualize this opportunity to other JV partners, I believe it's something that partners would want to work with on with me.

Another criteria is the fact that I have good distribution networks for it. And once I can successfully have a distribution network, I can do it in other distribution networks. And the fact that it could be strategic through continued opportunity, for example, TV or radio stations. So these are my criteria for selecting this business as my opportunity, marketing financial educational product.

And for my actionable steps to go ahead and do this, what I wrote down was to write down the list of all the distribution networks that I will have to gain access to, or the people that I will have to contract in order to be able to channel this financial product. And I came with, 1) financial newsletters and publications. But what I did was I sent an e-mail to some financial newsletters I was able to access online, but they didn't really channel. But then I worked out what the problem was, because I didn't really get a positive response on that.

And another distribution network I thought of was contacting telemarketers, or looking for salespeople to do that. And based on my research, I found a newsletter company, but there would be the question to be able to put them out of that for salespeople. So I wasn't able to show whether or not it was a sensible thing to go ahead and do that, so I just want to get your input on that.

And another thing I did was I JV'ed with a newsletter column writer. And what I did was I put up my letter on his page with an initial letter from his page. He will get 20, I will get 80% of the sales profit.

And another thing that I looked at was Yellow Pages. Like Jay, you recommended one of the callers on the last call to look at the Yellow Pages. I checked out manufacturer's rep. I checked out sales training. I checked out marketers consultants. So that's kind of what I've done. So after so many calls, I was able to connect with one marketing consultant this evening, and she said that she was going to take a look at it in more detail. Another said he didn't think his own marketing company would be able to do it, but he said personally he found it interesting, and he would be willing to look into it in detail. And finally, his own contacts would be able to do the marketing for him.

So that's kind of where my research or my findings have been on this opportunity.

SPIKE: Well, Depo, a couple of things: 1) Congratulations on establishing what I think is a fine criteria. 2) I think you did a nice job of finding an opportunity that fit that criteria. 3) Congratulations on taking some action and getting a partner involved.

But based on where you are and what you've done to date, what is it, what questions might you have, and what areas might we be able to assist you in order to take it to the next level?

DEPO: Well, like I said in my actions, I tried to contact financial newsletters and financial publications, but I don't know where I actually went wrong. Perhaps you could be able to assist with that as to how I can effectively connect with them so that I can get a good response. And also, with the telemarketing services, for example, I really couldn't find any way to contact telemarketers, and I wanted to know if you have suggestions on that or comments.

And also, with the Yellow Pages, it's been very difficult to find someone I can trust. I'm glad I was able to finally connect with someone, but I guess where I'd really appreciate your help is if you could help me to identify a way by which I can connect effectively with other partners on this opportunity.

SPIKE: Well, let me just mention something to you that is probably a little bit different than what you're thinking. A lot of times, what people are looking to do is that they're trying to find partners to do promotions, or partners to do JV's or whatever, because they feel that they don't have the cash or capital, in many cases, to go out and get access to telemarketers, or get access to advertising on their own. And in many cases, it is more effective, and it is less costly in order to do it on a JV. But the bottom line is sometimes you can't get people to do it.

So there's two things that you need. 1) You need some proof and credibility that not only is the product good, but that the offer's going to convert if you're going to get somebody to do it with you on a JV. If it's a new product and you haven't done it, what you may be better off doing is bringing in a Tom Sawyer, bringing in an investor, or bringing in a partner to help do the funding so that you can get access to a list, telemarketing, or to advertising so that you can test the offer out. And once you have the numbers in terms of conversion, very often it's easier to get someone to promote on a partnership basis than it is just to go out to get them to promote a brand new product. Does that make sense?

DEPO: Yes, it does. Yes, it does.

SPIKE: OK, so I would look first and foremost to find a way to validate not just a product, but also validate the offer that you have if you're going to be asking someone to do a JV. If you can't get someone to do a JV to an entire list, or to an entire subscriber base, they may be willing to test it to a portion of the list, which is also another fallback option or position you can use.

DEPO: OK. And I do have quite a number of testimonials on this particular product, but I guess my difficulty also is being able to access all these list owners. I didn't know how to make my --- being able to do the research, or where to start in terms of research on these list owners, to be able to test this opportunity. I do have testimonials I can run by them, or I can give to them to see how good the product really is.

SPIKE: Right, but it's not --- Depo, hear what I'm saying for a moment. For the list owners, in many cases they're going to assume that it's a good product already. What they need to know is is the offer, or the copy, or the positioning of the product going to convert into a sale? Because if it doesn't, it doesn't matter how good the product is --- no one is going to make any money.

DEPO: Oh, OK.

SPIKE: So what you have to do is validate the offer and marketing and selling position of the product first.

JAY: And you have to do it somewhere that has credibility. But if you go to somebody unproven and they're big, they aren't going to touch it. When we do JV's with people, we have to show that we've already tested it. We show the results. We prove it to them. Only then are they willing to embrace it.

Unfortunately, we have to be fair to everybody, so we're going to have to move on, but hopefully that helps.

DEPO: Thanks, Jay and Spike.

JAY: Next?

CARRIE: OK, next is Sara. Sara, your line is open.

JAY: Who is it? Sara?

SPIKE: Hi, Sara.

JAY: Hi, Sara.

SARA: Jay, hello Spike, and thank you for everything. And my goal is to bless Israel, and raise millions for Israel, and I have different ways of doing it. I really don't -- - I don't really want to set up a non-profit and do it the old fashioned way because the world is changing. I don't --- do you have any recommendations as to what you would recommend for this situation?

JAY: Well, I'm going to give you the first recommendation, and it's respectful, but it's going to sound ruthlessly opposite.

The purpose of this is to find situations that are the most appropriate for maximizing the recession. And really and truly, the only way that would be good, I guess, if you found somebody that had a list of donors, or a list of people who would be ideological, religious-sympathetic, and you could get that list, you'd have one part of the puzzle. I guess you'd have to then figure out somebody great who could write copy to that list, and writing fund raising copy is very difficult.

I think you're probably going to do a better job, Sara, finding something that's an absolute setup, and using the profits that you make from that that's more in alignment with what we're focused on and talking about, and just whether you want to tithe it, or fully give all the proceeds, or whether you want to give some portion of them... I just think the skills sets that you're going to require...

Again, if you want to do pure fundraising for Israel, which is admirable, you're going to have to find a target audience that is sympathetic. And the easiest one is to find donors, but donors' lists are hard to get from anybody else. You have to go to somebody else who's doing things for Israel, see if you can come up with a way that they can monetize their list more, but you're not going to have control of it. It'd be a de facto thing where they'd get most of the money, and you'd get some of it, and you'd figure it out. It just --- in my opinion, and Spike may disagree, it's a very... You're setting yourself up for a harder challenge than just finding setups, doing those, using the profit, and gifting it to the people in Israel.

SPIKE: Yeah. And Sara, Jay's absolutely right. I will share something with you, and this really extends to everybody...

When you're approaching something from a broad opportunity standpoint, or from a broad cause standpoint --- and I'm going to use the example that you brought up here, Sara --- it's important that you define it in such a way that it answers this question: For what purpose? And I'll give you an example of another charity.

If you look at Feed The Children, what does it say? It doesn't say it's a charity for children, and it doesn't say that, "Hey, I'm going to ask you for money for children." You're asking them for a specific purpose for children.

So if you said, "Well, I want to raise money for Israel," it's different than saying, "I want to raise money for Israel to help for defense, or to help educate, or to help feed, or to help stabilize..." or to do something for a purpose.

If someone went and said, "I want to raise money for seniors," the first question that most people are going to ask out loud or in their mind is, "OK, and when you raise the money for the seniors, what are you going to do for them? What's the benefit? What is going to be provided from that money?"

So regardless of whether you're doing it for philosophical or ideological purposes, or whether you're doing something for commercial purposes, you have to be able to give the reason why to someone if you're asking them for money, to partner with you, endorse you, or do a business deal with you.

JAY: And I agree. The only thing I want to keep saying, Sara, and it's particularly key to this program, maybe not other ones, but the whole focus to this program is to find situations that have a higher probability of working than not. You're approaching it for your purposes sort of the opposite. You're saying, "Let's figure some way we can raise money for Israel," and I think that it's just a really hard thing.

Again, the easiest way to do it in congruency with what this program is, is you'd have to find other organizations that either raise money for Israel, raise money for Jewish causes, had very large Jewish-based sympathizers, or lots of other organizations that had an ideological or philosophical, or philanthropic prejudice towards Israel. Then you

found a list, but you don't have anything to sell them. Then you've got to figure a way, something to offer them that's going to make them want to either buy, with the profits going there, or donate. And I can tell you that raising money... Fundraising is probably one of the most difficult copywriting chores ever, and it's even more difficult in a bad economy.

So you're far better advised, Sara, to do something of a more commercial nature that will make you money, and using those proceeds to donate, honestly. It could be a much easier road. And maybe then you can start your own charity for that, and then with the knowledge you gain, the copywriting prowess, you can afford to engage the right... And again, you might find a copywriter who will do it on spec, but unless you have a very high track record... And like you say, "I've already got commitment for a list of two million donors. I already have a half million dollars to mail the sales letters, or the fund-raising..." It's just a lot of variables in this that make it very difficult, and I think you're better off staying on point. That's my recommendation.

SARA: Well, that was an earful. I completely appreciate that. I didn't feel the piece of the cost, and you, I'm sure, do, and I'm sure you've been involved at different levels. So I appreciate everything you're saying, and I will take it to heart, and of course...

JAY: And if you still want to do it, use the vehicle of a recessionary favored transaction to do it. I'm just saying you're better off making money with something where you're going with the jet stream than against it, and then using the proceeds to donate or to seed. Start your own non-profit with some of the proceeds. You can do that, but if you have enough money, you can hire a copywriter...

But just go with where you've got the highest probability of winning first. Anyhow, thank you, Sara.

SARA: Yeah, bless you both.

SPIKE: Thanks, Sara.

JAY: Next?

CARRIE: OK, next we're going to hear from Jay M. Jay, your line's open.

SPIKE: Hey, Jay, how are you?

JAY: Hi, Jay.

JAY M: Thank you. Thank you, Spike and Jay. I'm working in Sydney, and want to increase my current client base to an easier approach to organizations like the Rotary Club, or Lion's Club who are doing wonderful service raising money for charity, and being an external, and I want to be part of their project work. The way I'm offering

is asking them first to give an affinity product any members of their association are looking for refinancing their existing loan as a cheaper affinity product, and we donate 20% of the income generated out of it to their charity.

JAY: Could you do that legally? It's not a problem?

JAY M: And I approached --- I didn't have much response. I wanted your guidance where...

SPIKE: No, Jay, the point that Jay Abraham was bringing up is whether you can do that legally, and in some countries, some states in the U.S. you can't do that. But when I read your submission, my thought was very similar to what advice Jay was giving Sara a few moments ago. Rather than going to someone saying, "Do a transaction with me and I'll take a portion of it and donate it," what you may want to do is demonstrate the fact that you're committed to a cause or something that's important to them, and therefore it gives them a reason to do business with you.

Especially when you look at things like Rotary, Rotary is very much a charitable-based, contribution-based organization, but it's also networking based. But at the same time, if you say, "Well, in order for me to give to the cause, you have to do business with me first," it's not quite as powerful a position than saying, "Well, look, I too, am just like you, and I believe in the same things that you do, and I contribute in the same way that you do, so therefore it makes me someone you should want to do business with." Do you understand the distinction I'm making?

JAY M: Yes, the distinction which you are pointing out is that the donation is coming only when they do business with me.

SPIKE: No, I'm actually saying... I'll give you an example. In the States, and I know in many countries around the world there's networking groups, OK? And the purpose of networking groups in many cases is that they come together for the purposes of doing business together. But there are also some groups that come together for philosophical, or political, or ideological purposes, and they network, they mastermind, and business happens to flow out of that.

So there's some that you go there that you only do the business portion of it. And if you go to Rotary and say, "OK, well, I'd like to do business with you and I'll give a portion of it to charity," it may not be as powerful as if as part of your association with Rotary or Rotary clubs that they understand how instrumental you are, and philanthropic you are in other causes. I don't know if I'm explaining it well, but in one case, you're doing it and saying, "OK, if you do business with me, I'll make a contribution." In the other case you're saying, "Look, I already make contributions, and I too am just like you, and I believe in giving back, contributing, and doing certain things on a time and money basis. And therefore, as a Rotarian, you should do business with me as opposed to my competitor."

JAY: So let me ask you a different question. Where are you based? Sydney?

JAY M: Yes, I'm based in Sydney.

JAY: OK. And do you have really great rates on mortgages? Can you be as, if not more competitive than most other providers?

JAY M: Yes. What I'm proposing is for their members or their associates and affinity product with this cheaper and more complicated than anyone else in the market. So just like medical associations and other bodies, they give a special rate for their members. I'm offering the same facility for their members or their associates. So the members who are taking the ---

JAY: OK, and the reduction of the 20%, would that be a reduction to the members, or would it be donated to the organization?

JAY M: They came --- I approached them. I'm approaching a few of them, intend to approach 20 or 25 different organizations. I've got a response from two of them. They are not invested because they are basing that they are interfering in the privacy of the members, and they are not in the business of financing.

JAY: Well, but ---

JAY M: So that means ---

JAY: OK, I understand. But here's what you could do: You could go to organizations... And again, sometimes they'll say no. You can say, "Part of your value added to your members so that they will keep paying their membership is to get them other significant financial advantage in other areas of their life. I'd like you to do a test. I'd like you to say, 'We have a new provider we are strongly considering making our recommended provider. He and his organization claims they can reduce almost any one of our member's current mortgage by a significant amount. More importantly, they want to become the recommended provider of our organization badly enough that they are willing to dramatically reduce their profit because of the economies of scale, meaning if we generate for them 100 mortgage transactions a year, they don't need to make the kind of profit that their counterparts do.

“ ‘We want you, as a member, to do one thing for us: Contact these people with no obligation and get a quote. See what they are willing to refinance your mortgage for, net/net, including all fees. If it really is at least 20%, or 10%, or 3% or whatever per month less, then we encourage you to go with it. If it's not, don't. But make sure that you ask all these questions...’”

And ask them to do a test. Maybe that's an approach. Are you there?

JAY M: OK, so that is, I'm approaching the rest of them and find out what is their reason why they are not getting...

JAY: But I just said a nuance, Jay. It's taking that objection and turning it into a positive.

SPIKE: Right. What Jay is doing with the position... He's recognizing objections, concerns, obstacles, fears, skepticism that they may already have that they're not expressing. And by addressing it up front it does two things: 1) It allows you to demonstrate that you recognize that they may have some questions or skepticism, and 2) You've already addressed it for them.

JAY: And Jay? If you --- this is where it's a copy problem. You've got to write copy, but if the copy from the organization and the thing you say to the organization is, "If you want your members to constantly respect the value of their membership, one of your responsibilities and opportunities is to provide them with significant, decisive, and clearly definitive advantages in various transactional aspects of their life or their business.

"I can make a huge difference for this organization. I can make available to you one of many services you'll probably offer, and you can test it very conservatively. If there's no demand and interest, don't go forward. If there's significant demand and interest, go forward. If you want to take a trial group and have them just get quotes from me, let me prove it.

"You owe it to yourself not just to do this with me, but to do this with me as a first stage validation, experimentation and test to see how many other really valuable, tangible and intangible services you can add to memberships so that people will be eager to keep paying their dues, sustaining, being active, appreciating, recommending it to others." And use that approach. That might be a stronger approach.

We have to go, Jay, but I hope that helps.

JAY M: OK, then thank you, Jay and Spike. I appreciate your help.

JAY: You're welcome.

SPIKE: Thanks, Jay.

JAY: Next?

CARRIE: OK, next we're going to hear from Jim. Jim, your line's open.

SPIKE: Hi, Jim, how are you?

JAY: Hi, Jim.

JIM: Hi, Jay, Spike. I'm fantastic. Thank you. Hope you guys are doing good.

JAY: We are. What's your scenario and your exact deal?

JIM: OK, my criteria are fairly simple. I want it scalable. I want to start small with the possibility to go huge. I want it repeatable. I want something that works on a large scale. I want to be able to use the same system for other products and markets. And I need it measurable. I want to be able to monitor the effects and results for optimal use of the resources and time.

SPIKE: Yup.

JIM: And the one JV venture I'm looking at right now, it's a new type of advertising that targets neighborhood businesses. And one business in the area is kind of the host for the advertising, and receives a portion of the advertising revenue so it's an income stream for them. The other businesses in the neighborhood will be able to get in front of a highly targeted audience with their advertising message, and be able to measure the effectiveness of the advertising. And the gross advertising revenue could range between \$2,000 a month and \$25,000 a month per host business, and the host business, as I mentioned, would share in this revenue.

SPIKE: Mm hm.

JIM: Now, I plan to be the middleman and hire Tom Sawyer salespeople to sell to both the host and local businesses.

JAY: Has this concept been validated, or is it all theoretical?

JIM: Yes, no, it's been validated, not to a great extent, and that's a problem. They're small, and they want to grow, and...

JAY: But there's some installation that's working and validating your projections.

JIM: Yes. That's correct.

JAY: And they don't know --- what's the deterrent that keeps them from growing?

JIM: Time, people, they just have other businesses, and they just really haven't been able to devote much time to this. They've been...

JAY: And you run with it --- what kind of profits are involved?

JIM: Well, it can be very good. We're talking about as much as \$25,000 a month per host business, and my share of that would be considerable.

JAY: And who has to do what? So the host does what?

JIM: They simply provide the location for the advertising, and for that they get a share of the revenue, and they also get their own advertising on it.

JAY: And what would the location be, for example? Like what?

JIM: Well, it could be a real estate office, a beauty salon, a restaurant, bar, doctor's office...

SPIKE: Anyplace that has traffic.

JIM: Anyplace that has traffic, particularly with people waiting --- tire repair, where they have the reception area where people are waiting, and would be viewing the advertising.

JAY: And who sells the advertising?

JIM: Well, that's it. That's what I would be doing, trying to be the middleman.

JAY: So you'd find the Tom Sawyers.

JIM: Right.

JAY: And how much goes to the host, and how much goes to the other company, and what do you need the other company for?

JIM: Well, they're the ones that have the program. It's kind of a special type of advertising. They have the technology and the program set up for that part of it.

SPIKE: Right. Well, you know, the first thing that I would say, Jim, is that I would go to the supplier of the advertising and see if you can get some type of an exclusive distribution agreement or representation agreement based on performance. Because even if you go out and find Tom Sawyers, some are going to be better than others, and what you don't want is to have them go around you directly to the source, and then all of a sudden you're not the middleman anymore. You're the outside man.

But if you get that, there's lots of ways to do it. You can hire commission only salesmen. You can bring people in on a partnership basis. You can figure out people who already have relationships with the tire store, the car washes, the beauty salons, and all that type of stuff, because many of those suppliers or salespeople are independent contractors, and in many cases they have the ability to offer other services or products as long as they're not competitive. And in some cases you might be able to find salespeople

that sold beauty supplies in the past, and now they're laid off because the beauty supply business may be down, but yet they have relationships still with those salons.

But unless you have some type of exclusive representation or control over the supply, you can find a lot of distribution and make a lot of people a lot of money, and all of a sudden you find that your deal turns out, instead of being a three year deal, turns out to be a three week deal.

JAY: Yeah, you should get sustaining, perpetual... As long as you have your people set an account up, you get paid forever as long as ---

JIM: Yes, exactly. It's recurring income, it's definitely recurring income.

JAY: Yeah, it's got to be contracted. So I like the concept. Now, where are you geographically?

JIM: Well, geographically it's starting out in one state, and it can be spread throughout the country, throughout the United States.

JAY: And that model's not being operated anywhere else?

JIM: No, it's just being operated in one part of one state right now.

JAY: And what are they making on it right now? Do you know?

JIM: Well, no, I really don't know their bottom line, what they're ---

JAY: That's a different question. This is a very critical question.

JIM: Sure.

JAY: Are the advertisers getting a result?

JIM: Yes.

JAY: That's a key to sustaining advertising.

JIM: Mm hm. Yes, and it's a measurable result.

JAY: And you've talked to the advertisers, and they will confirm that?

JIM: No, I haven't yet.

JAY: I think you need to to make sure.

JIM: OK.

JAY: Just say, "I'm looking to get involved in this concept. You're an advertiser. I'm very, curious isn't the word. I'm very ---

SPIKE: Diligent.

JAY: Yeah, just say, "As my due diligence I'd like to ask you candidly, are you getting a great payoff for that advertising?" If they say yes, ask them, "How do you know that?"

JIM: Excellent, excellent comment.

JAY: That'll help you sell it, too.

SPIKE: Yeah.

JIM: Excellent. And the other thing I need is more direction on finding the Tom Sawyer salespeople who will do it on a performance basis. You mentioned some ---

JAY: Well, you've got to have your deal first.

SPIKE: Yeah.

JAY: You've got to know what your deal is so you know what you can give them.

JIM: Well, I do know what my deal is.

JAY: You might want to give them a load up front. Most of these people who've been out of work need money, so if somebody buys three months --- You've got to figure, know what your deal is.

JIM: Mm hm. I know that already.

JAY: OK, because the revenue part --- so if you don't get a really great deal on this, it's not going to work because you're going to have to split it out. But presuming you get a good, rich deal on it, then you've got to figure what the price is going to be for selling it, and what's going to motivate and incentivize the Tom Sawyers the most before you can even go after them, don't you think?

JAY: Naturally.

SPIKE: Yeah, and honestly, Jim, salespeople, especially in a tough economy, you can almost have your choice. Sometimes it's difficult to get people to do things on a contingency basis, or to get them doing it strictly as a Tom Sawyer. But if you can

demonstrate 1) that it works; 2) that it sells; 3) that people who are doing it such as yourself are already making money, it makes it a heck of a lot easier.

But I would go to someone who's a sales trainer, sales coach, sales manager who had to let go some of their salespeople because their product or service no longer sells, or there's no longer a demand, or people can't afford it anymore. Because in many cases, especially with sales managers, they have personal relationships with their salespeople, and when things get slow and they have to let those people go, they keep their eyes and ears open for other opportunities.

But if you're going to offer it to them as a Tom Sawyer, where you're not going to pay them something, you want to make sure that you can have some validation of what the opportunity is, because it could be tough sometimes for salespeople who've gone through a commission only type selling experience and didn't make any money, and they spent two months, and now they're starving.

But if you can demonstrate, "Look, here's what sold last month. Here's how much was made, and here's how much you could potentially make if you do this," it makes it a heck of a lot easier not only to retain them, but also to get the best ones and to keep them.

JAY: Yeah. And I'm thinking, but I don't know this, you're going to probably want to front end load their compensation.

SPIKE: Yes.

JIM: Yeah.

JAY: They're going to need it. In other words, if you think the average advertiser's going to stay six, eight, nine, ten months a year, or two years, you might want to give them 100% of the first month, 80% of the second month --- whatever. And you've got to have a deal with your partner where you recognize without the salespeople being massively incentivized, nothing's going to happen. It really isn't.

JIM: Yes, I recognize that.

JAY: OK, well, there's your concept. Good luck.

JIM: OK, thank you very much. You've got some good insights.

SPIKE: Thanks, Jim.

JAY: Next?

CARRIE: OK, next we're going to hear from Carl. Carl, your line's open.

JAY: Hi, Carl.

SPIKE: Hey, Carl, how are you, buddy?

CARL: Hi, Jay and Spike. Doing fantastic. Just giving you a quick update on what's happening with the last criteria setup I sent you.

SPIKE: Yup.

CARL: We have --- I completed the first interview, of course. That's where you got the criteria list. The second interview I have on August 10th I did a variation on your 87 questions, Jay. I modified them and discovered, of course, in addition to three or four products that they have, there were eight to ten other back end products that were kind of dormant. It's amazing that once you get diagnostic with these people, how they start to -- - their creativity starts to open up. They realize there are things that they're not using.

And we already have another diagnostic setup for August 27th with the general manager, and I call it the "intense diagnostic audit, where we get into looking at, once I was satisfied with the 80 question diagnostic, then that took me further into developing some deeper questions. It's based on your 200 question questionnaire, but again, I created different variations because the wording is a little bit different, depending on the organization you're dealing with.

SPIKE: Carl, can I interrupt you just a second, please?

CARL: Absolutely.

SPIKE: Jay and I are very familiar with what you're doing, and some people that were on the call two weeks ago are familiar with it, but without revealing anything that's confidential, can you just give a little bit of background so that the other people that are on the call have a sense of why you're doing what you're doing with the assessments, diagnostics, and questionnaires.

CARL: OK, certainly. Just to go quickly through the flow, what I did was essentially went to my 13 point checklist, which, it's a 13-point criterion that I used to determine whether or not the organization or business was a setup. If they qualified for a setup, then we would set up another meeting, and it could be just in a short interview. It could be over coffee --- whatever. And then once I was satisfied to that, I said, "OK, now it's worth my opportunity cost to go further, and let's take a look at some deeper questions." Because if they don't qualify for the setup process, I'm just wasting my opportunity cost, and of course, I don't want to waste their time either, because in a setup or a startup, it's going to take me too much time to get this thing off the ground with them, and that could lead to frustration on both our parts and loss of money --- not that it couldn't be a good thing down the road.

The second thing is, we want to identify what could be the quick payoffs immediately so that we can hit some successes right away. If they're underutilizing, for example, direct response --- they've got a database of 5,000 people --- I can say, "Hey, great. You're not even doing any product offers. You're not doing any back end offers. You're not even offering your client base anything." Even if they didn't have a product, with the diagnostic I would know that, and I can say, "Well, let's look at a complementary product we could use to introduce it to your marketplace while we develop some of these other back end products that might make sense. Does that make sense?" And of course, they're in agreement with that.

So Step 1, I do the setup. Step 2... And by the way, this isn't the only one. I'm just using this as the example because I want to stay on point. So Step 1, I did the setup. Step 2, now I'm getting into the diagnostic. In the diagnostic, now I want to assess what sort of marketing methods they're using. I want to assess with the setups what kind of referral programs they might have in place.

I want to assess and determine whether or not they're actually doing any selling. Maybe they have one or two methods of referral streams, or one or two methods of selling. Where is the major amount of money being made? And if they have one or two streams, that stream dries up, that's why a lot of businesses are crying today. Then what I can do is say, "Hey, this is great, because it may have dried up over here, but you have opportunity over here. You have even touched or tapped into these markets here.

So by going into the second step, which I think is critical, after identifying a setup, evaluating where they're at, and just like I have to do the setup, and I really got the revelation on why you had us go through this, Jay. Because if I can't do it for my own business and identify those things, how can I identify it in someone else's business, and identify the opportunities?

The third point to it now is as a result of having done the variation on the 87 questions, I'm now comfortable, and even confident, saying, "Hey, I can bring greater value. I can dimensionalize this. I can actually create profit centers very quickly in certain areas because this is my area of expertise, and now I can get into the diagnostics of the audit, and what that'll tell me is, how can we use endorsements? How can we use any testimonials they're underutilizing which they're not even touching? So they're an expert in their field. They've got a pretty good sized database. They've actually been in business 15 years, not 10 years. Anyway, the list goes on.

But I do want to say one thing in terms of an insight I garnered, and I do have a question on this. As you study the material, and I just wrote a point down here... The more we immerse ourselves in Jay's materials and reread the material, and do the preparatory process, and do the assignments, what I'm finding amazing --- I had two conversations a couple of days ago. Both of them were presidents of large organizations. One of them's doing \$2 million a year. He knows that they should be doing at least \$10 million a year. They have no clue on how to use their database. They have no clue on

direct response. They have no clue on Internet marketing. And we have a meeting scheduled for Tuesday of next week already.

So my point is if we really apply ourselves and internalize this information, it's amazing how quickly, and if we're patient with the process, and we don't rush the process... I'm very excited. I have constrained enthusiasm. I mean, I'm chomping at the bit, but at the same time, I can't rush into this thing because if I miss some important points... And Jay, you made a very important point to me the last time that really affected me, and it was, if you do this thing right, you're going to hit a home run, and there are going to be other things opening up. There are already starting to open up, but I'm still staying on task and on focus with the first one. Because if I have 15 of them going, and I don't do the first one right, it could mess up these others. However, I do have them in the pipeline, and I can determine kind of like as a governor, or as a gas pedal, how fast or how slow I go, what other resources I need to pull in... So I'm just giving you a testimonial on that side.

So I think it's important that as we internalize the material, we apply the information no matter how small, or how large the opportunity might seem to be. You gain confidence. You also start to impact people on a large scale. I'm amazed at the networks that have opened up even within the last week.

SPIKE: Yeah, and Carl, I just want to make a follow up point on a number of things you were saying there, and that is, obviously you're a talented guy, and you're a bright guy, and you're very motivated. But had you not had the criteria, a lot of those opportunities you wouldn't have been able to see, or you might have been chasing the wrong ones. And I share that not to validate to you what you did. Obviously, you don't need that. But it's for everyone else, because of the people that we have on the call, a large number of people submitted their criteria, but some people were struggling with it, and some people haven't submitted it. But the criteria is key.

CARL: Yes.

SPIKE: Because the ability to see opportunities is not the challenge, is not the constraint for people that go through this program. Finding the right opportunities, and being able to act on the opportunities in the right way, at the right time, with the right people is really the key. So anyway, congratulations with it. Is there something that ---

JAY: Do you have a question?

CARL: Yes, yes. I do have a question here. And I already know how I think, and that doesn't do me any good sometimes. And I would like to know your insights, your input on how you would take this now as I go into this third diagnostic. It's really the final one, because Step 4 for me is going to be laying out a succinct strategy. I have some things in mind already, but I would just like to get your feedback, your input, just so I can kind of maybe validate some things, but also put some things together that I may not have thought of.

SPIKE: Well, you know, I'll start it off, Carl. I'll give you three things, and they may not be revolutionary to you, but I think they're certainly valuable, and they'll be valuable to other people.

#1, Anytime that I go into a situation where I'm moving from gathering information to making recommendation is that as I'm gathering information and finding out what people want, what it is that they need, I ask a couple of questions, and one of the questions is, "If we solve this, or if we take advantage of this opportunity, what does that give you?" And the reason why is that you want to know what their motives are. You want to know what's important to them. You want to know how to track and measure. #2 is the obvious question, is, "How will you measure that?" and #3 is "Why is that important to you?"

Now, in some cases it may be obvious. "Well, if we do this, we'll make a million dollars." "OK, and why is that important to you?" The reason why you want to ask that question even after they may quantify it is it may be that they have a million dollars tax lien that they have to pay, and if they don't pay it it's going to shut their business down. It may be that they're looking for capital; that they have a great opportunity and they want to invest it. Because that gives you not only a way to ingrain it and track it, but it also allows you to have the opportunity to satisfy their next strategic goal after you're successful with the first opportunity.

So those are a couple things that I always try to build into the transition from investigation assessment to recommendation, because you want to make sure that it's continuing the relationship.

CARL: Excellent, excellent.

JAY: And, yeah... What I try to do, and it's a little bit challenging, Carl, but I want to make sure they're more motivated than I am.

CARL: OK.

JAY: Because if they're not, they're not going to engineer. They're not going to collaborate, cooperate. If they have to do anything, they're not going to do it. So you've got to be able to establish the payoff to them, sort of what Spike said. But look: You've got to establish whatever deals you're making, they're going to probably come out better. And I always show them what coming out better can mean to them.

And Spike came at it from a different point. If I know what the need is, it's great. If not, I'll say, "There's no guarantees in life, or in business. However, based on everything I know and everything I see --- and it will have to be validated and verified, but if I'm right, this activity, this profit center, this revenue source should be worth somewhere between 'blank' and 'blank.'"

And then I'd say "I don't know your --- " If I knew I'd ask, but if I didn't I'd say, "Let me tell you what that means. If you took it personally, after taxes it would pay for you to service the mortgage on a \$5 million home. If you use it for your business, you can hire 15 more salespeople. If you use it for your business, you could run 500 more online ads a month. If you used it for your business, you could build an entire new production plant. If you used it for your business, you could hire 17 more technical..." You see what I'm saying, Carl?

CARL: Yeah, absolutely.

JAY: And I always try to denominate it in something that takes the money and translates it to a more tangible and desirable outcome. And I usually go back and forth between personal and business, because I don't know what turns them on.

SPIKE: Yeah. And Jay's right, Carl. But also, with your assessments, a lot of that information is going to be contained within that assessment that you do. They're going to tell you what they're doing and what they're not doing, and what they're doing already with what they have. So you'll be able to pick up a lot of those key points.

But Jay does that better than anyone I've ever met, and part of the reason why he does it both in terms of personal and business is because he recognized that it's going to be the people taking action. It's not the business entity, or the corporation, or the LLC that takes the action. It's the people that are in the business.

JAY: And you don't know yet. I mean, even if you ask them, they're not always going to tell you what's really most --- Maybe they can't afford their house. Maybe they've got more kids... I've got four kids getting ready to go to college --- \$200,000 a year.

CARL: Wow!

JAY: If you said, "You could send seven kids to the best college in America, and have an extra \$300,000 left over to take them on a vacation afterwards, or to put them into business." You have to be able to analogize it, not one way, but in so many ways that the person goes, "Wow! I can't say no to that." Does that make sense?

CARL: Absolutely. And in addition, am I moving too fast or too slow in your estimation?

SPIKE: In my opinion, Carl, for you it's perfect.

JAY: You're doing great. We're very impressed with you. We think you're going to be an absolute winner for us. But it's --- you're in Canada, right?

CARL: Yes. I'm about 45 minutes to an hour from Toronto, in the [KITCHENER] area.

JAY: Here's the thing you have to realize, and it's what I'll call the --- and it's going to sound flip, and arrogant, brash and rude. But my life has always been like a bus stop, Carl. I think we mentioned that at the program.

CARL: Yup.

JAY: And yours will too. So if you move too fast or too slow on this one, it really doesn't matter.

SPIKE: No. And Carl ---

JAY: You've got so many opportunities you'll be able to pick and choose once you get into your stride. Does that make sense?

CARL: Yes, absolutely.

SPIKE: But the key is, Carl --- and I'm saying this to you, but I'm saying it for everyone else, and that is what's the right pace for you may be the wrong pace, may be too slow or too fast for someone else. But there's a couple of reasons why I think you're on the right track.

#1, you have a very strong criteria in terms of what you're using to source, and sort, and manage your deals. #2 is that you're not taking on too many at any given time. #3, you're working with relationships and expertise that you already have.

So for me, that pace is going to be different for everyone, but for you and based on what you've submitted... And just so that other people know, you're actually part of this program, and you're also part of another program. You have the ability to move at a different pace in many cases because you have access to different resources, and different materials, and you have different experiences than a lot of people. Some people are moving faster. Most people are moving slower. But I think for you, in my opinion, you're right on track, and right at the pace you should be.

JAY: And again, if it doesn't work, your system makes total sense, and the thing I would say to you, Carl, is you don't have to compromise. You have to collaborate, but if you don't get the deal you want, the collaboration you want, the buy in you want, then jettison them, because there's more than enough deals. You can't handle all the deals you'll uncover.

CARL: I'm excited about that, and I appreciate both of you. Thank you very much, guys.

SPIKE: Good luck, Carl.

JAY: Next?

CARRIE: OK, next we're going to hear from Danny. Danny, your line is open.

JAY: Hi, Danny.

SPIKE: Hey, Danny.

DANNY: Hi, Jay. Hi, Spike. Well, my criteria has to do with the ten pieces that I put. It has to be an easy, no-brainer proposition. I want to be able to present it, and have the people almost all ready to sign up. It has to be easy to set up and implement and track; require little or no continued intervention, possibly monitoring only; definitely I want to be able to delegate most or all of the responsibility to a Tom Sawyer. I need to be able to produce profits in the first 90 days; require a zero to minimal capital investment; be really easily clonable from one business to another, or different industries with little modification.

SPIKE: Mm hm.

DANNY: Provide a continuous income stream for a minimum of six months, maybe six to twelve months; easy to test and validate; and have a minimum profit potential of \$10,000.

SPIKE: Danny, before you go further I want to make a point to the general group if you don't mind.

DANNY: Sure.

SPIKE: The purpose of having a criteria is to help you not only identify, but also to help you sort out many of the opportunities that you get presented. I will say, and with your criteria now, I think it's really well defined, and when you find opportunities that fit that criteria, you should be all over those things like anything you could believe.

But one of the things that I want to share with criteria --- I will tell you that often the deals that Jay and I do will have somewhere between a 75 and 90% fit on the criteria. But I just want to share with everyone, not every deal and not every criteria is going to be 100% match. But all things being equal, when you have a choice between deals, you want to pick the one that fits your criteria most closely.

You want to look for deals that fit that criteria, but at the same time, if you find one that fits most of the criteria, you want to figure out, are there ways that you can either supplement the resources that you need, or overcome the obstacles that may be present in one or two points of the criteria that don't fit.

So I share that with the rest of the group because I like your criteria, and I think that when you see deals like that, those are as slam-dunk as slam-dunk can be when you

find them, but they're not always easy to find. So anyway, go ahead and please continue. I just wanted to share that and make that point.

DANNY: No problem. Makes perfect sense. Well, the first opportunity that I'm planning on concentrating on is customer reactivation, and I'm specifically targeting automotive repair shops, since that is most of my background.

SPIKE: Yup.

DANNY: Basically, the opportunity consists of helping clients reactivate customers that have not purchased within the last 6-18 months. By providing customers a method or process to reactivation, we in turn hopefully will get some of those revenues. Basically, I'm thinking that this is probably going to be very easy to sell on a performance basis since it's found money for the business.

SPIKE: Yup.

DANNY: I'm expecting the clients would be eager to participate. It should be fairly easy to set up and replicate once I have a particular template that we could establish, depending on mailing or e-mailing. And so I'm expecting that that's reasonably easy to set up. I'm expecting that perhaps --- also I'm seeing that I would believe that this is something that I can pretty easily have it handled by a Tom Sawyer, somebody that enjoys selling with not a lot of overseeing or guidance once they're trained of what we're looking for.

SPIKE: Mm hm.

DANNY: It should also produce immediate and measurable results in the first 90 days. I'm thinking once we mail we should take and see some activity right off.

SPIKE: Yup.

DANNY: My capital investment here should be minimum. I'm hoping to pay the JV partners purely performance-based too, although I'm expecting that maybe it'll have to be front-loaded just to take and get somebody. Since I don't really have it validated yet... I have ideas, but I don't actually have proof. I'm expecting the process should be very easy to transfer from one business to another once I have a set method. With just little tweaks, I'm expecting that I should be able to move it from one business to another.

SPIKE: Mm hm.

DANNY: Because not all the prospects are going to take immediate advantage, I'm assuming that the income stream is going to be spread out over three to ten months, so again, it's going to meet that part of the criteria by basically breaking up the money coming in.

SPIKE: Yup.

DANNY: It should be very simple to validate with a test mailing, so in going into a client and saying, “We can do a short test mailing and see what kind of results.” And then, once we take and evaluate those results, then we can go further if it works out good.

And so the actionable steps I have here are basically, my plan was to send this out in a sales letter, and so I’ve created a sales letter that I think is doable. I also created a white paper basically so that they can take and go to a website, which either I would host on my server, or they could host on their servers, which might give some information, or gives information as far as how to extend the life of your car. And basically, that might be used in tracking response just to see how many people are actually opening and actually going, even if people don’t take advantage of the offer.

SPIKE: Yup.

DANNY: The next thing that I need to do is develop some form of tracking process or criteria, and that’s one of the sticking points that I have, because I’m not 100% sure how to do that. The next step that I need to do is create, or have created non-disclosure statement and agreements for both the clients and the JV partners. Then we’d be looking at sourcing clients and JV partners to take and do this, and decide who is going to be responsible for what.

SPIKE: Yup.

DANNY: And pretty much, that’s about it.

JAY: OK, well, my, not concern, but suggestion is you add another... Just because you send a letter doesn’t mean they’re going to call you.

SPIKE: Right.

JAY: So you’ve got to have yourself or a Tom Sawyer interface and basically follow up. And your letter should say, “I’d like you to call me after you’ve read this, because if I don’t hear from you it’s so important to me that you reactivate as many of your inactive buyers, clients, patients... whatever they are --- that I’m going to follow up. Because I know nobody in, whatever profession --- the medical profession, the whatever it is --- that can afford to let the investment they sunk in that segment of their business go idle.” You’ve got to have something that has them either getting on --- You’ve got to stimulate them to call you, or tell them that you’re going to call them, or if you don’t feel comfortable, get someone to do it.

SPIKE: Right. Danny, I’m going to make a few points, and I think most of them will pertain to the situation you just brought up. But also, I’m going to broaden it a little bit for some of the people that are on the call.

A lot of times, when you get into reactivation of a client base, one of the objections that you'll run into is that people either can't or don't want to share client data. Now, for an auto repair shop it may not be a problem. For a doctor or somebody that handles confidential information, it could be an issue.

So #1, you want to give them the option of controlling the process, meaning that rather than you taking access to the data, you work with them to approach the data. If you do that, you want to make sure that anything you give them in terms of sales letters, or processes, or recommendations are controlled as part of an agreement so that they don't just take your sales letter if you have a letter that reactivates the clients, that they don't just take your sales letter and start using it on their own without compensating you.

#2, as far as tracking, in many cases what you can do is that there has to be something that they take advantage of that becomes an incentive for them to be reactivated. It could be a queue. It could be a number to call. It could be a code to enter. So in many cases, you could do the tracking there.

Another way that you can do it is that you can use some of the affiliate software that is out there, not for online marketing, but just customer relationship management software that's out there that allows you to control, and manage, and monitor the activity or data.

The next thing is --- and this is something that was not for you, Danny, but it's a point that you mentioned that I think is very important for other people that are looking at doing separate things, is that you mentioned setting up doing a test so that people recognize that, "We'll try it first, and there's a limited risk." And if it works, you roll it out. If it doesn't, you either don't roll it out, or you adjust it or make a change.

The final point that I wanted to make, not just for you, Danny, but for the other people, is that in a lot of cases, what you can do is that you can approach something like that on a contingency basis, but it doesn't mean that you have to fund the activities, meaning that --- and from your circumstance, I understand what you're doing is that they would actually be funding the test. But sometimes when people get into doing contingency activities, they say, "OK, well, you know what? There's not going to be any cost to the client."

Well, in some cases there is a cost to the client, and that could be the cost of the mailing. It could be the cost of the test. It could be the cost of the ad. But what you're saying is that as a contingency person, you're not taking a fee. But it's not unreasonable for people who are pursuing similar types of opportunities to stipulate that the client has to fund the mailing, or fund the ad cost.

JAY: And the operative word, Danny, is hard cost only.

SPIKE: Right, right, right. So I knew that you knew that, Danny, but I wanted to share that with other people who are thinking of similar things.

JAY: Good.

SPIKE: With that being said, what question might you have, and what can we help you with?

DANNY: Well, the biggest problem that I'm having, actually, as silly as it sounds is trying to find somebody to sell this. I'm just not quite sure how to go about getting a Tom Sawyer to do this, and explaining it in a method that they're going to see the potential.

SPIKE: Well, and this might be a little bit off-putting, but it's my experience, and Jay's experience may be different. It's always easier to convince a salesperson to try to sell something once you've sold it yourself.

DANNY: Sure.

SPIKE: So I know that it may not be something that you want to do, but because of your experience in the industry that you're starting in, you have contacts, you have influence, you have awareness, and you have knowledge that a Tom Sawyer coming in in many cases may not have, or may not have utilized in the same way. But I personally, if it were me, because of your background I would say, "OK, who do I know that would be open to the possibility of allowing me to present this, or test this, or trial this?"

And make it relatively easy on yourself so that it doesn't become daunting, that you can go out and actually sell the opportunity. And "selling" may not be the best word, because sometimes people are put off by the term "selling." Who is it that I can engage in this opportunity? Is there someone that you've worked with in the past? Is there someone that you've interacted with in the past that has a database that would be open to doing a trial? Even if you did it for a smaller fee than what you normally would do... even if you did it on a very preferred basis, it allows you, when you go to a Tom Sawyer, to say, "Look, we did this. We did this test. These are the results that we got. This is what we do." It makes it easier for you. It makes it easier for them, but it also makes it easier for them to sell later on, because then when they approach someone else they have a case study or example that's already been validated that they can use to help sell the opportunity.

DANNY: Sure. Makes perfect sense.

JAY: I like that. OK, good luck.

DANNY: Well, thank you.

SPIKE: Thanks, Danny.

JAY: Next?

CARRIE: OK, next we're going to hear from Earl. Earl, your line is open.

JAY: Hey, Earl. How are you?

SPIKE: Hi, Earl.

EARL: Oh, doing great, Jay and Spike. How are y'all?

JAY: We're extremely well, and thank you for that testimonial. That was very appreciated.

EARL: Oh, well, thank you for all your help. So as I was telling you, my scenario was to basically apply your principles in my business, and so I started out with mindset, and opened up to my mind to some possibilities for geometric growth, and then I applied the principles and worked on my Power Parthenon, optimization, and working on the Nine Business Strategies. And so my plan is to use that growth as a model to use with other physicians' offices, but with really any business, because the basic principles are the same.

And so the minute I got back from L.A. I was on the tennis court. I had to go do an emergency tracheotomy, and then another emergency surgery, and it's been really wild since I got back, so I haven't done too much. But...

JAY: Did you save them both?

EARL: What?

JAY: Did you save them both?

EARL: Thank God for that, yes. But yeah, they were both very sick ladies. But anyway, yeah, they're both doing well now.

So I have a colleague about 100 miles away that I'm going to use my business process on and let him help me fine tune that from that perspective. I have a local friend who just kind of knows everybody in town, so I think that he'll be a good resource for maybe trying to figure out who else locally would be good to approach regarding this, and then also I could probably get him to kind of refer me to other people.

And then I guess the other logical step is to get --- I haven't really set up my criteria, or finalized my questionnaire, so it looks like those are some things that I need to do at this point.

SPIKE: Well, Earl, I wouldn't be too hard on yourself for a couple of reasons. One is you already have a testing ground and a practice which is your own business. But sometimes it's easier, especially if you're a business owner, to sit down and kind of develop a questionnaire that would be meaningful to you in your business. Because even people who are in dissimilar practices, or even dissimilar industries in many cases are going to have the same concerns and challenges. And if you formulate the questionnaire based on the answers that you would like to know about yourself, about your business, and maybe about other things, sometimes you can come up with a much more personalized questionnaire.

The one challenge that I think that people run into when they're creating questionnaires is that they almost make them too broad. And if they make them too broad, it does a couple things. They become very long, and sometimes that's daunting, and #2, it collects a lot of information that's not necessarily very pertinent to the opportunity or the thing that you're presenting. So #1, I wouldn't be too hard on yourself.

The second is that if you're going through the process, especially with a lot of things that you learned at Protégé for your own business, think of who else that you know may have the same challenge, opportunity, or questions that they need answers to, and it makes it much easier to approach them, because now you're approaching them as a colleague, or someone who has common concerns and challenges. And you come across not only as an expert, but you come across as, "Hey, I'm ---" There's an old selling saying that people used to say years ago, that "I, too, used to be just like you until I found this. I know how you feel. I felt the same way until I found this." And then they would offer you some kind of a product.

Well, when you go through it and you do that with your own business, you can say, "You know what? Brother, I've been there, man. I know the challenges and opportunities, and here's how I solved it for my own business," or "Here's the questions that I've had about my own business, and here's how I've answered it." It puts you in a position of not only being an expert, but of being a relative expert because you've faced the same challenges.

EARL: Yeah, that sounds great. Excellent.

JAY: Yeah, no, I agree. I agree wholeheartedly. All right, but we're proud of you. And balance, because the more you apply it first to your practice and codify it and document it, Earl, you'll be able to then take it to as many other professionals in the same or related businesses. And there's so many cosmetic and dermatology physicians there that are desperate for marketing and growth, that you might find that your biggest play is to license or share your own programming with people outside your competitive market.

EARL: Sure. Yeah, that's what I was kind of ultimately thinking about as one part of it. Absolutely.

JAY: Good. That's great. All right, good luck.

SPIKE: Thanks, Earl.

EARL: Thank you.

CARRIE: OK, next we're going to hear from Wayne. Wayne, your line is open.

SPIKE: Hey, Wayne. How are you, buddy?

WAYNE: Pretty good. Good evening.

JAY: Hi, Wayne. What's up?

WAYNE: I have one question which is very critical to me. In the meantime, as far as discussing my case in detail tonight, I've got half a dozen meetings between now and the next conference call that can make some big differences, so out of respect for the class time, I think we should hold off on that. But I do have a question, and that is, is there a resource that addresses cold calling? You know, whether it's better to do it on the phone, or in person? Whether to send a letter first? Something that's written by someone who's been in the real world?

SPIKE: Well, I'll make it both simple and complicated for you, Wayne. The answer is yes and no, because it depends on the type of sale, type of opportunity, industry, geography, and lots of other things.

I'll give you some personal experience, and some personal biases. And there's lots of resources out there, but I don't know of any of them. And I know a lot of selling resources, and I know a lot of selling processes, and I know most of the selling books that are out there. Many of them are colleagues of Jay's and mine, and many of them, I read just to stay on top of the field.

It really depends on the circumstance. My bias is always this for me: I like to do things in person, and I usually like to try and motivate the person to meet with me in person through either a personal introduction --- is there someone that I know that knows them... someone that I know that they would have respect for... someone that I know that they would recognize... or someone that I know that they would be willing to endorse or recommend me to them, which makes it much easier?

The second is that I generally like to do it on the phone or with a letter, and preferably send it in like a FedEx envelope, or at least a priority mail envelope, as opposed to just an e-mail, or just a general mailing piece. Because in many cases, especially if you're dealing with an organization or a corporation, it's not going to be opened by the owner or the decision maker. It's going to be opened by a secretary, an assistant, someone who mans the front desk.

But it really does depend. If someone is around the world, in many cases you're not going to want to hop on the plane and make a 6,000 mile trip to make an introduction. So it really depends. I don't know that there's a solid answer for you, but think about it from the perspective of the other party: That is, if you were a busy person and someone was approaching you that you didn't know and recommending something, or asking questions about something that you didn't think was any of their business, what would have to be said, or what would have to be done in order for you to at least have an open mind about it? That's going to be your first indication.

But I would say stay away from e-mail. Five years ago e-mail worked a lot better. Now people get so many doggone e-mails, they can't tell whether it's junk. They can't tell whether it's somebody in Nigeria trying to raise funds by telling them they won a million dollars. They're not going to take it seriously.

WAYNE: OK. I have two books on job hunting that I think will give me some hints on how to reach the decision maker so I'm not held up by the gatekeeper. So I'll pursue that. I would like to say, before I leave, so to speak, just to help the other classmates out there, there's some really good material I haven't read. I've just printing it so I can take notes, but I just want to make sure that my classmates are aware.

I'm going back to the 502 Incredible Case Studies and reading those in conjunction with what I'm doing now, and there's some other stuff. I've just printed some pages, but they're definitely worth my while to go through. One is called "How To Think Like A Marketing Genius."

SPIKE: Yup.

WAYNE: And then there's three volumes of "How To Grow Your Business Geometrically."

SPIKE: Yup.

WAYNE: And that's 2,607 pages, not counting the blank ones.

SPIKE: [LAUGHS]

WAYNE: But...

SPIKE: You totaled it up!

WAYNE: Yeah. It takes over five reams of paper to do that.

SPIKE: Well, you know, Wayne, I would tell you that --- and this is not to slight the interaction that we have, or the time that we spend on the calls. If someone really just picked that up and they went through those documents and just really studied them,

most of the things that we're talking about, and most of the questions that come up would be answered.

But Wayne, when I was giving you my answer it wasn't to be evasive in saying, "OK, you can go pick up this." I can recommend a dozen books to you, but it almost depends on the person. But my bias is always to try to start with someone who either has access, influence, credibility, or recognition with the person that I'm trying to reach, and then ultimately someone who either has a willingness to either introduce me, recommend me, or help connect me. And if you can find that, it makes life infinitely easier.

JAY: Great.

WAYNE: OK. Well, I have an appointment with a Score counselor on the 31st, and I'm going to bring this to his attention. Also, my mentor in the product that I'm selling is a Gold Member of the Chamber of Commerce.

SPIKE: Well, right there is some credibility. I don't know if he's got access or a connection with the person, but he certainly would have credibility with the Score counselor, I would believe.

WAYNE: Yeah. OK, well, wish me luck, and when I go to these meetings over the next week and a half, I'll update the material that I've already sent, and then I'll bring it up at the next conference call, again, out of respect for everyone's time.

SPIKE: That'd be great. Thanks, Wayne.

JAY: Bye.

WAYNE: Thank you.

JAY: We've got time for one more.

CARRIE: OK. Our next one, then, is going to come from [IOFON]. Iofon, your line is now open.

JAY: Whoever doesn't get included tonight, we'll just get on the line next time and we'll ask for people who didn't get included tonight, and you'll be first on the next one, because we're just working through scenarios and reports of how the scenarios fared. Hi, how are you?

SPIKE: Hi, Iofon. By the way, thank you for the infusion.

JAY: OK, I just had two of them. They're good.

IOFAN: Thank you. Thank you very much.

JAY: They're not real intense. They're very good. They're subtle. I like them. Thank you.

IOFAN: You're welcome.

JAY: OK, what can we do for you tonight, or what can you do for us?

IOFAN: OK. So when I got back from Protégé, I listened previously to CD 20 of the previous Protégé, and also, I've just, I listened to the Japan DVDs, and I'm now finishing DVD 3. And what my scenario is, is that I'm thinking, I've made a list of people I know in order to get some endorsements from them, and three of them are accountants. And I've been to one, and one is taking part. Another one has declined the offer.

And I've also got a business in mind which actually sells businesses, and I'm thinking of writing a letter to them tomorrow, and I suppose what I was thinking about is I'm planning to do some sort of a free workshop for the accountants to recommend to their clients, and I really liked, Jay, what you were saying, like the approach to the accountants in terms of my letter of being offered to them or being recommended to them.

And what I was thinking was because at the moment I'll be trying to go to my first clients, and I haven't got a track record, and I have in the back of my mind that there might be some hesitation on behalf of the accountant, which may have been the reason for one of the accountants to maybe decline. And...

SPIKE: Right. Well, can I just respectfully... I want to make a requirement for you, because I know you're in a couple of programs. But because we have Protégé calls, in the future, if you would, make sure that if you're referring to something in the Protégé Program, that you save it for the Protégé call, and stick with scenarios that are related to MRI just because we want to make sure that we keep people engaged.

I will address your question a bit because I think I can not only address it in the context of MRI, but also address it so that it's beneficial to other people.

It's always easier to get a recommendation or an endorsement from someone once you've done something for someone. If you just go to someone and say, "Would you give me a recommendation, or would you endorse me to your list?" in most cases, people are going to say, "Well, yeah, maybe." They're not really going to give you a firm or definitive answer.

But if you've done something with them, something that you've done for them, ask them to quantify that in their own mind. "If I provided a service to you, what did that do for you personally? What did it do for your business? What did it mean to you in terms of dollars and cents? How much did it increase your profit? What things did it solve for you in terms of problems? What opportunities did it help you take advantage of

that otherwise you wouldn't have been able to? And if you would be so kind, could you write those thoughts down on a piece of paper so that we can discuss them?"

That way, #1, it's based on personal experience. It has more credibility. People are more comfortable in doing it. But also, in many cases, it's much easier to roll out than if you just go to somebody and say, "Would you endorse me, or would you provide a letter of recommendation?"

And with the people that you've approached before, I don't know that you've had existing relationships with them in the past, or if these are just people that you're familiar with, know of, or that you'd just like to have their endorsement.

IOFAN: I think the accountants, I didn't really know them very well. However, I appreciate what you are saying, because I know one IT company owner very well. He's like my best friend, and I've spoken to him a few times, and I think there's more chance for me to do something for him.

SPIKE: Yes.

IOFAN: He's pretty good on some things like SEO and converting traffic, and he's quite savvy. But I think there's still some things that I might be able to... And I'm going to ask him outright if I can do something for him.

SPIKE: Yeah. And with that, Iofan, I would mention also for you, and also for the rest of the group is that when you do something for someone, and when you ask them for a recommendation, ask them to try to quantify it. What did it mean in terms of dollars and cents for their business? What did it mean in terms of strategic impact? Because a lot of times, when people say, "Well, would you write me a letter of recommendation, or would you endorse me?" they'll say, "Well, you know what? He was a great person. He worked really, really hard, and he did a nice job." Well, that doesn't really tell anybody who's reading the letter what that means, or what it would potentially would mean for their business should they choose to engage you, or use you as a JV partner, or work with you in some type of an endeavor.

JAY: And if you can, start with your own accountant. If you can't, and you're meeting an accountant, you've got to say, "Let me help you with your practice first. Let me prove to you that I can make a difference in your practice, growing your practice." And you show the accountant that he or she should go to all of their clients, everyone who's got business to business clients that they serve, and they should invite their clients to a breakfast, or a lunch, or a dinner that the accountant does, where the accountant shares some tax ideas, or some accounting improvement ideas that really impress them as a value-added that their clients offer to their own clients, and the accountant get accounts.

You need to endear yourself to the accountant if you don't know them, and that's probably the smartest short term thing I can say to you. And thank you again for the infusion. It's good.

IOFAN: I think that was great, and I'm going to take that approach. Yes.

JAY: OK, good luck.

SPIKE: Thanks, Iofan.

JAY: OK, we're out of time, but this is the path we're taking for the next few calls. You've got to get your scenario... get your focus... figure your target... get some feedback.. go out and execute... give us feedback. Did it go well? Did it not go well? Get our feedback back. Go out. Course correct...

Because we've got to get you to transactional mode, and we need to really have you collaborating. Spike?

SPIKE: Yeah, three things that I would say between now and the next call: 1) You need to make sure that you submit either your criteria, the opportunity that you're either working, or are about to work on if you haven't started it yet; and 2) if you're working on it, how the progress is going, because we're working with people who are actually actively engaged in the process.

2) If you submitted your either criteria or scenario and you didn't get on the call today, not only do we want to get you in the queue first next time, I need to ask you to submit to me at mri.com the fact that you were in the queue. I just got something from Mike just awhile ago, who I know is in the queue. So if you're in the queue, and you've submitted your scenario or criteria previously, send a note to mri@abraham.com, and just say that "I was in the queue and submitted my homework" so that I know that it's there.

And then for people who are hoping to be in the queue after that, we need to make sure that you submit your scenario, criteria, or the progress on your scenario.

JAY: OK. That's about all I've got. So anyhow, Carrie, it was fun. Spike, it was good. I hope you all got ideas, clarification, and the most important takeaway is now it's up to you to take responsibility to go out and start implementing. Implementation, even if it's small and conservative, is very critical, and if it goes great, we'll celebrate it. If it goes good, we'll make it better. If it goes not so good, ---

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