

VOLUME #2

RUTHLESS MARKETING SECRETS

By T.J. Rohleder

**How to Get the Most
Disposable Income from
the Largest Segment of
Your Target Market!**

RUTHLESS MARKETING SECRETS VOLUME TWO

By T.J. Rohleder
(a.k.a. “The Blue Jeans Millionaire”)

Also by T.J. Rohleder:

The Blue Jeans Millionaire
How to Turn Your Kitchen or Spare Bedroom into a Cash Machine
The Black Book of Marketing Secrets (Series)
The Ultimate Wealth-Maker
Four Magical Secrets to Building a Fabulous Fortune
The Ruthless Marketing Attack
How to Get Super Rich in the Opportunity Market
\$60,000.00 in 90 Days
How to Start Your Own Million Dollar Business
Fast Track to Riches
Five Secrets That Will Triple Your Profits
Ruthless Copywriting Strategies
25 Direct Mail Success Secrets That Can Make You Rich
Ruthless Marketing
24 Simple and Easy Ways to Get Rich Quick
How to Create a Hot Selling Internet Product in One Day
50 in 50
Secrets of the Blue Jeans Millionaire
Shortcut Secrets to Creating High-Profit Products

Copyright © MMX Club-20 International.

All rights reserved. No part of this book may be used or reproduced in any manner whatsoever without the written permission of the Publisher.

Printed in the United States of America. For information address:
Club-20 International, 305 East Main Street, Goessel, Kansas 67053-0198.

FIRST EDITION

ISBN 1-933356-32-4

TABLE OF CONTENTS:

INTRODUCTION:	5
CHAPTER ONE:	
It's All About the Marketing	9
CHAPTER TWO:	
Just One Good Idea	33
CHAPTER THREE:	
Giving Them What They Want	59
CHAPTER FOUR:	
Raking It In	83
CHAPTER FIVE:	
The Most Valuable Lesson of DRM	107
CHAPTER SIX:	
Stop Being Too Busy to Make Money!	131
CHAPTER SEVEN:	
Getting It Started	157
CHAPTER EIGHT:	
The End of Your Wealth-Making Journey	179

INTRODUCTION:

T.J. Rohleder here! With my wife Eileen, I'm the co-founder of Mid-American Opportunity Research Enterprises, Inc. (M.O.R.E., Inc., for short) in Goessel, Kansas. My friends call me **"the Blue Jeans Millionaire"** — and for the last 21 years, I've been making my financial dreams come true in the marketing field. Now, I don't mean to brag, **but over the years my company has grossed more than \$110,000,000 using the methods, tips, and secrets that we've learned and put into play** — secrets that let my wife and I parlay just \$300 into a huge fortune. Not \$300,000: *three hundred bucks*, the money we got from selling off an old, broken-down carpet cleaning van. The fact that we took \$300 and built it into a financial empire ought to tell you something — if you'll do a little math, you'll see we multiplied our original investment by about 370,000 times.

So how did we do that? The short answer is this: we mixed a little luck and a heaping helping of hard work with the rigorous application of those secrets I mentioned in the previous paragraph. And you know what? **I'll happily share every secret I know with you.** That's why I've decided to create this series, the second volume of which you're holding in your hands right now. Hopefully you've already read Volume 1; if you haven't, I'd recommend that you get your hands on a copy and do so immediately, before you get started here. That's not to say that you can't learn a lot just by perusing this volume; I guarantee that you can. **But you'll learn even more by starting with Volume 1.**

By now, you might be scratching your head a little. After all, the title of this series is *Ruthless Marketing Secrets* — and if I really *were* practicing ruthless marketing, why would I share my secrets with you, even for a price? Wouldn't it be more

RUTHLESS MARKETING SECRETS • VOLUME 2

ruthless, and more logical, to keep everything to myself? In fact, wouldn't it be smarter to just crush potential competitors before they even got started?

Heck no, and here's why. First of all, I believe the more the merrier. **Competition sharpens everyone's abilities, keeps the marketplace jumping, and proves that the market I'm in is still vibrant.** Second, **I make a significant portion of my money by helping people just like you, and I honestly believe that by showing you these things, I'm enriching both of us.** I hold the opinion that there's abundance in the marketplace out there, and that there's a big enough pie for us all. And hey, the truth is that you probably won't end up working the exact same market as I do — but if you do, welcome to the club! There's plenty of room here for a serious marketer.

In every chapter of this book, **I'm going to talk about turning small sums of money into a fortune.** That's the theme of just about all of my books, reports, conferences, workshops, lectures, DVDs, CDs, audiotapes, and every other product I produce, and it has been from the beginning. There are plenty of people out there who have taken a small investment and turned it into many millions of dollars — and it's becoming more and more common. **We're living in a day and age where you don't have to start with a lot of money in order to make a fortune.** You don't have to have a strong line of credit, and you don't have to have been born with a certain net worth. You don't even have to have any unusual education or skills. **You just have to be willing to work hard — and you have to be able to develop a deep understanding of marketing,** which is simply everything you do to acquire and keep customers.

That last bit is particularly important. It doesn't matter how many customers you manage to bring in; **if you don't keep them** — that is, if you don't maximize the amount of money you can get from them over the longest possible period of time

— **then your success is only going to be a blip on the radar screen, here today and gone tomorrow.** That's the way it is. Ironically, though, **very few if *any* business schools will teach you the kind of things that I'm going to talk about here.** In fact, most academics would refuse to believe it's possible to go from absolutely nothing to making millions in no time flat — and yet we know differently. Remember: you're talking about professors who are making *maybe* \$50,000 dollars a year to teach people business concepts out of a textbook. Well, I ask you this: If they're such hot stuff, how come they're not out there in the business arena raking in the dough? Altruism, perhaps? Sure, maybe two or three out of a hundred are like that. The rest are huddling in academia because **a) they're scared to take a risk; or b) they don't really know what they're talking about.**

Again, we've made millions of dollars by using the marketing methods I'll teach you here. That's pretty decent proof, **I think, that we know what we're doing.** And here's the thing: There are so many people are out there who make our story pale by comparison. Instead of bringing in millions of dollars, some of these people are bringing in *billions* — despite having started out without anything special. This is the most exciting time in history to be alive, because **it's a fact that the average person has more of an opportunity today to make more money than ever before.** If you were born a couple a few hundred years ago — or even 100 years ago — and you were dead broke and didn't come from a family that had a lot of connections, and you didn't have the right schooling, then your chances of achieving any kind of real success were virtually nil.

So often nowadays, people are coming up through the ranks without any of the traditional qualifications. So I want to encourage you to get rid of the idea that you can't make millions of dollars, because it *is* possible. **You *can* do it. I'm living proof, and I'm going to show you how, chapter by chapter.**

Yes, it'll take hard work and effort on your part, especially in terms of educating yourself, like you're doing here; but the more you subject yourself to this type of information, the more you're going to build the ability to forge ahead and succeed. **Learning all this information, absorbing it like a sponge, is an important step that all of us who have succeeded in this way have had to take.** Once these ideas become an integral part of your thinking, once you're comfortable with them, that's when you're able to fully implement and execute them. It's the implementation that makes you all the money, but this is the first step. So I congratulate you for getting serious and reading this book!

Like Volume 1 and the books that will follow, this book is based a series of weekly conference calls that my colleagues and I have been enjoying together for years. The participants in these calls have included various members of our One Hundred Million Dollar Roundtable and our Board of Governors: marketing experts like Eric Bechtold, Alan R. Bechtold, Jeff Gardner, and Chris Hollinger — and of course Chris Lakey, our director of marketing, and I participate in each one. We'll hear from all these experts and others in subsequent volumes. In this volume, however, we focus primarily on calls that Chris and I conducted with our close friend and colleague, Jeff Gardner.

Ready to get ruthless? If so, turn the page, and let's get cracking!

CHAPTER ONE:

It's All About the Marketing



As you're probably aware, **we here at M.O.R.E., Inc. have made most of our fortunes from Direct-Response Marketing (DRM)**, of which you'll hear a great deal more throughout this book. It's such a fabulously effective way of marketing. We're headquartered in Kansas, and recently, the thought occurred to me that there's something you can learn about DRM from the *Wizard of Oz*. You see, some direct-response marketers are like the Scarecrow, and the others are like the Tin Man. The Scarecrow needed some brains, and the Tin Man needed a heart. The direct-response marketers who are like the Scarecrow are all heart; they want it really bad, they know they need to make money, they want to be in business for themselves — but they don't have the head knowledge and the ideas they need to make it happen. They don't have the ability to actually put it all into action, because all they have is emotion. The need to acquire the real information, the solid know-how, the marketing tips, the strategies, to be able to get into gear. Then there are the direct-response marketers who are like the Tin Man: They have a brain, but they need a heart. They've got a lot of information, they have all the head knowledge required, they've attended all kinds of workshops and seminars, they've *heard it all* — but they don't have the heart to really make a go of it. They need to get out there and decide to take this bull by the horns and run with it; they need to get some emotion behind them.

You need to decide today whether you're more like the Scarecrow or the Tin Man. Too many marketers struggle because they have one or the other, when they need both. **But don't despair: It's possible to acquire whatever you're missing, so that you can move forward and make your fortune.** That's my intention with this book. I want to help you fill in the blanks, so you can put the head and heart together for the one-two punch you need to be truly successful.

So let's get this show on the road, and jump right in with a few key marketing concepts that can seriously increase your business and help you make a lot of money in a very short period of time. **Let's start with the three killer questions that can explode your profits and fill your bank account with cash.** Ignore these questions at your own risk! The good thing about these questions is that if you keep asking them of yourself, you'll be able to find some really incredible answers. But you have to ask yourself the *right* questions. For example, this one: **"Am I focused on the few things that will bring my company the largest amount of profit?"**

This is an important question for a simple reason: in the real world, **people tend to be focused on the minutia — the planning, preparation and execution of all the many minor things instead of the few *big* things that are the most profitable.** In almost every case, one of those big things they should be focusing on is marketing. That's actually getting out there and doing the selling, whether it's through magazine ads, sales letters, email, or whatever. According to the famous 80/20 principle, 80% of your profits come through 20% of your actions. **Marketing is the 20% you need to focus on** — not handling stuff that other people (whether employees or contractors) can take care of more easily and cheaply. Ask yourself, every single day: "Am I focused on the few things that will bring my company the largest amount of profit?"

The second question just pushes that first question home: **“Are you sure?”** The first question is so important that you must immediately reiterate it. After affirming that you are in fact focused on those few most profitable items, look closer and ask yourself, “Okay, am I *really sure* that the actions I’m taking are giving me the biggest bang for my buck?” **If they’re not, you need to re-tool what you’re doing immediately.** This is something top marketers always do, because it’s too easy to get caught up in planning or procedures, or brushfires below your pay scale. If you micromanage, you lose profits.

There’s a well-known, very wealthy marketer by the name of Ron LeGrand who likes to say, **“The less I do, the more I make.”** Now, that doesn’t mean he’s lazy; what it means is that he’s pulled out of almost everything that he used to do in his business, and has focused on those few things that make him the most money. In a typical week, an entrepreneur may expect to perform 100 or 200 different activities, but Ron’s pulled out the few things that give him the biggest bang for his buck, given the time that he’s invested. He outsources everything else. That’s what he means by saying that the less he does, the more he makes. By focusing on the few activities that make him the most money, he’s exponentially increased the amount of money that he makes.

Emulate Ron LeGrand. First, ask yourself, “Okay, is what I’m doing *really* bringing my company the largest amount of sales and profits?” Then double check that by asking, “Are you *sure*?” Do what you need to in order to pare down your list of responsibilities so that you can focus on what really brings in the money. Then go on to the third question: **“What did I do today to achieve this goal?”**

This is a kind of check-up. You can ask yourself the first two questions at the beginning of the day, and follow up with this one at the end. **That lets you review your efforts;** you

might say, “Okay, I did these three things, but I really should’ve done these other things as well. What can I do tomorrow to make sure that this happens?”

By always asking yourself these questions, you keep yourself on track. And believe me, **if you can focus this way, you’re going to achieve success** — whatever that means to you in terms of lifestyle or income — a lot faster than you would otherwise. In most cases, people live by just reacting to things, wandering from here and there on autopilot. But if you’ll focus your attention on your goals, if you’ll focus your attention on achieving the success you want, and do that *every single day*, you’re going to get there a lot faster than someone who’s just wandering around without any direction. **This ability to focus is so radically important** — but for some reason, it’s something a lot of those books on time management don’t really get, despite the elaborate systems that some promote.

You have to understand that you can’t really manage time; you can only manage yourself. That requires discipline, simply that and nothing more; but maybe it’s just so simple that it’s often missed. Here at M.O.R.E., Inc., all we do is write down the six most important things we have to accomplish every day, and then start with the one that’s the most important. Usually, that’s the most difficult one, too, but we home in on it and get it done before we go on to the other five. It’s a simple plan — too simple. I’d wager that only one of every 1,000 people reading this will implement it for more than a few days.

Are you going to be that one person?

Try. Just write down the six most important things you need to get done — and realize that they do have to be the most important things. **Then do the most difficult one first.** Now, some of those things you can break down into smaller tasks, and really, you have to; you’re not going to get ’em all done in one

day. The point is to devote a significant amount of time to them every day until they're done. It's about focus and intention, which in the business world devolves into sales and profits.

I don't care whether you want to make a million dollars a year or a million dollars a month: that money is out there. **It's in the marketplace *right now*.** All you have to do is develop the right products and services to reach your target marketplace, and a very specific strategy to get those services to the market — and then that strategy has to be broken down into doable chunks. No matter how complex or large the strategy is, you can break it down into manageable pieces, a series of methods and activities that you can perform in order to achieve your ultimate goal.

Other people are doing it, and you can do it too. Because get this: **All these successful entrepreneurs are no different than you.** I think that's the crux of the matter, the biggest hurdle that most people have to get over — and most people don't. But the truth is, by and large, successful entrepreneurs are just average people. **The only thing — and I mean the *only* thing — that makes them any different is that they know the secrets to making big money, and they're consistently putting them into play.** They're just doing these things I'm revealing to you in this book. The people who succeed the most are extremely focused on the sales and profits, and they let other people do what other people do best while they do what *they* do best. They don't waste their time running off copies, getting coffee, or stapling papers. They stay focused on where that money's coming from, and they're constantly asking themselves questions like the ones I revealed above, which lead to better answers. Again, these aren't questions you ask yourself once, or once a month; you have to ask them of yourself *every single day* that you're working.

Let me reiterate that you need to focus on the things that bring in the most money. Again, that means jumping into the

RUTHLESS MARKETING SECRETS • VOLUME 2

marketing with both feet and letting other people do everything else. Too many people get caught up trying to do everything. They're either shortsighted or they think they can't afford to hire other people to do all the legwork — or maybe they simply like getting their hands dirty with all the nitty-gritty details. Well, that's fine, but don't expect to make much money that way; if you're that into the details, you might make a better employee than entrepreneur. There's nothing wrong with that, but if that's the case, you'd better learn it right now before you spend too much time trying to carve out your niche in the marketplace. If you're bound and determined to be an entrepreneur, though, **you need to get people helping you.** Especially when you're getting started, the best thing to do is outsource all the duties that you don't need to control yourself.

Here's a story that I think illustrates the point quite well. It goes something like this: A fellow had contacted Russ von Hoelscher, one of my mentors, for some help on how to get started in marketing. The guy had spent his entire life savings, all the money he had, on renting an office space, buying computers and phones systems and the like, and doing everything else you'd need to do to get ready for business. And then he came to Russ asking, "What do I sell?"

He had *no clue* what his products were going to be, or even what his marketplace was! He'd spent all his time and energy focusing on the operational details of starting a business, all the little things other people should have been doing, rather than researching his marketplace and either inventing or licensing something that the people in his market really wanted and were willing to pay him for. Well, let me tell you this: **all those supportive things don't matter until you have a product to sell and somebody to sell it to.**

This may sound like an absurd "Just So" kind of story, but

it's absolutely true. In fact, in my experience, people often get stuck doing that kind of thing. They worry too much about all the details, while spending very little time thinking about who their customer is and what they're going to sell to that customer. It's hard to believe, but it happens all the time. **Budding entrepreneurs should realize instinctively that the way you make money is to establish a relationship with the customer and provide things that are more valuable to them than their money...** but a lot of people just somehow don't get it.

Let me say this to you once again: *spend most of your time doing the things that directly bring in money.* **Research and develop products, write copy, get to know your customer base and market, and do all you can to develop good, trusting relationships with people** so that they'll willingly spend their money with you again and again. Have other people do all the other things for you like data entry, paperwork, and shipping. Hire CPAs to do your taxes. There are *so many* companies out there that do those kinds of day-to-day or specialized things. You can even let people take care of fulfillment: you give 'em your product, they'll keep it in their warehouse, and you just tell 'em you need to ship another one out and here's who to send it to. They take care of all that, so that you can spend your time *only* working on the things that bring in revenue.

Our next strategy is actually attached to a story; I call it, **How the tugboat story can make you a millionaire faster and easier than you ever thought possible.** It's a simple story, with a powerful moneymaking message that truly can make you rich. Here's the gist of it: if you've ever seen a tugboat, one of those small ships that pulls huge ships in and out of port, you'll see that they have to use thick, heavy steel cables to pull those ships. But what you may not realize is that to get these massive wire cables tied from the big ship onto the tugboat, they've got to

start with a series of smaller ropes. At the very beginning, a small rope is thrown from the tugboat to the big ship — but attached to that small rope is a slightly larger rope. The people from the ship pull up the small rope, which is attached to the larger rope, which is attached to an even larger rope, which is ultimately attached to that massive steel cable. If you were to try to throw the cable from the tugboat to the ship, there's no way it would work. You've got to start with that small rope that's easy to throw and easy to pull in, and move forward from there.

The business lesson here is that **you've got to make it easy for your prospects and customers to take a series of small steps with your business before you ask them to take the big plunge.** And what I mean by that is you have to go to them first with free or low-cost products or services, delivering such high value with such panache that they have no compunctions about buying something just a bit more expensive. At the very beginning, they don't know you from Adam. You're just another person asking for their money, time, effort, and energy. That's why you need to make a very small offer to them initially. You can't go right to them immediately and say, "Hey guess what? I've got something for \$10,000. You wanna give me \$10,000?"

That's not going to happen. **You have to go to them and offer them a little something of value** — a sample, if you will. Maybe it's free, or maybe it costs a few bucks — certainly no more than \$100, with a better range of from \$1-20. **Once they've had a taste and realized the quality, you can go to slightly more expensive products,** in the range of several hundred dollars. Your ultimate goal might be to go to these prospects with a \$5,000 product, but you don't start out there. **You start slow.** You see, it's exactly like building any other relationship with another human being. You wouldn't ask a person to marry you after one date, would you? Of course not. You take it in small steps, even if you know from the beginning that you've met the

person of your dreams. You start with that first date, following up with second and a third date. Over time, things may progress to where it's comfortable to become engaged.

Marketing works in a similar fashion. Instead of just jumping right in and saying, "Hey, do you have \$5,000 for this product?" you work up to it with smaller sales. **This is the foundation that many very strong companies are based on.** So whenever you're thinking about developing your business or how to pull in more prospects, always think back to that tugboat story. In using this concept, you're going to be able to pull in a lot more prospects, and you're going to be able to develop those relationships and ultimately, over time, build up the relationship to a point where you can then sell them higher-end merchandise, which ultimately is going to put more money into your bank account. **You'd be surprised at how few people it can take to do that; my colleague Jeff Gardner has made a fortune by tapping into a mailing list of fewer than 300 people!** The bottom line is that Jeff developed strong relationships with those people who allowed him to win their trust to the point where they were willing to do a tremendous amount of business with him. He accomplished that by providing them with amazing value that made them want to give him their money, and by being there for them — by being someone they trusted, respected, and enjoyed working with. He never betrayed their trust with bad products just to make a dime. He knew from the beginning that **the way to make real money was to develop a long-term relationship that was profitable for years and years.**

That's the real secret here — and it's a secret because **most people just don't get it! That's especially the case with Internet marketers**, who happen to be my biggest pet peeve. They all want to hide behind a computer, making as much money as they can by spending nothing and ignoring their customer base. They don't understand the whole relationship

concept, so this particular strategy tends to fall on deaf ears. There are a lot of entrepreneurs out there who just don't understand that this is a relationship game. **It's all about people; that's it.** You have to go through a process to win people's hearts, so that they'll reward you with their business. People want to do business with somebody they like, but also with somebody they trust, somebody who has credibility. And then on top of all of those things comes a tremendous offer that gets people to salivate — and then they're willing to throw a lot of money at you, in exchange for what you have to offer. **The idea is for it to be potentially worth far more than what you're asking.**

Building relationships is important whether you've got five customers or five million. It's what makes you better than Wal-Mart. All Wal-Mart does is offer low prices and convenience — which means that if you're a local store, **you can win against Wal-Mart by building close relationships with your customers.** You hear a lot of people complaining about how Wal-Mart goes into a town and ruins the downtown business... but let's get real. If those businesses were run in an effective way, Wal-Mart wouldn't be able to kill them. They die because they're not building the relationships that would preclude people from abandoning them in favor of Wal-Mart. Business is about competition, okay? **If you're a local store on Main Street, you can offer personal service that Wal-Mart can't.** Sam Walton himself would have told you that.

The fact is that by having a smaller group of customers, you can actually provide more and better customer service. Jeff was working with a list of fewer than 300 people — but it could be even less than that. It all starts with wherever you're at today. If you'll work to build relationships with those people, then as your business grows you'll have a model of success built on that relationship factor. As you expand — let's say from 25

customers to 50, from 50 to 100, from 100 to 200, from 200 to 500, to 1,000, to 10,000 — people become attracted to you because you're known for quality customer service, for taking good care of your customers, for building relationships. You'll attract new customers, and the customers you have will continue to do more business with you. **It doesn't take big numbers.**

And don't let the fact that someone has thousands or millions of customers cow you; **you have to remember that they didn't start out with all those customers.** Let's say someone is a successful talk show host, like Oprah Winfrey. If you're just getting started in the talk show business you might say, "Oh, I could never be that big. Look at what she does; she's got this huge audience, and I don't have anything." But again, Oprah started small. She became the best at what she had to offer, built relationships and trust with her customers, and grew into a giant from there. You can do the same. You get there not by moping and being unhappy where you're at, but by building relationships with clients and serving them the very best way you can.

Moving right along: I'm going to borrow one of the great advertising catchphrases of our time to illustrate this next concept, because frankly, no one has said it better, and I don't think they ever will. It's simple but powerful, just three little words; but if you take it to heart, it has the power to change your financial future forever. You've heard it before. You've seen or heard the advertisements dozens of times. The three simple words come from the ad campaign used by Nike sports products for decades now: "**Just Do It.**"

In many cases, **we learn better through action than by reading books and taking classes.** That's a human strength that most people have. In fact, **you learn in a much deeper way by directly experiencing the pain of solving daily problems,** whether that involves working with your hands, developing new

promotions, dealing with challenges, setting bigger goals, or biting off more than you can chew. In many cases, direct action works much better than book learning for one simple reason: because **we know what we need to do, but we just don't do it.** Sometimes, to get ahead, you have to jump in with both feet and **Just Do It.** That's all there is to it.

Jeff Gardner tells me that when he was younger, he couldn't get himself started; you might say he Just Didn't Do It. He kept telling himself, "I wanna start a home business, I wanna start a home business, I wanna start a home business," over and over. Was he doing it? Nope. Oh, he was buying up moneymaking opportunities and dabbling, but never really had a home-based business. Now, he knew that if he would just get it started, that would send him in the right direction. But he'd built it up in his head to be this huge deal. So at the beginning of every year, he'd write down on his goal list, "I want to start a home-based business." And then he'd get busy, caught up in life, and he would put it off and wouldn't do it.

He would even discourage himself from trying — and this is something I've seen in other people. He'd get started with something and then think, "Well heck, I can't really do this because of these seven reasons." And so he'd talk himself out of it, because of potential problems that might have never happened. **Whereas people who are very successful charge ahead;** they don't worry about potential problems, they just deal with real problems that pop up in front of them, taking action and moving forward.

So take this to heart: Just Do It. If there are going to be challenges, well, there are going to be challenges. As long as you're drawing breath, I guarantee you'll experience challenges in your life. If you don't have a home-based business, you're going to have them in your career, or in a relationship, or *somewhere*. Life is one challenge after another, no matter what

you do, so you need to persevere no matter what — and you might as well be making progress toward your personal dreams as you mow those challenges down. **The world's most successful people are those who succeeded in spite of the challenges they experienced.** They never let challenges stop them, they never let them make them turn back; in spite of all those challenges, they continued forward towards their goals. And ultimately, they succeeded. Bill Gates, Abe Lincoln, Joan of Arc, Michelangelo, Leonardo da Vinci, Sun Tzu, the unknown caveman who tamed fire: Do you think they never faced challenges? Of course they did — but their successes *despite those challenges* quite literally changed the world.

So I recommend to you that you write down on a piece of paper — on an organizer, a sticky note, a bank deposit slip, whatever — the term “Just Do It.” And then, any time you’re thinking about something and your brain is telling you, *Weeeeee, there might be some pain there*, but it otherwise seems worth the effort, take a look at the note and follow the instructions. Anytime you think, “You know, I’m not sure how to do this,” or “I might be embarrassed,” or “Something might go wrong,” or “I don’t have enough time, or money, or experience, or skills,” I want you to look at that note that says **“Just Do It” and move ahead.**

The way you break through fears to become more confident in yourself and your own abilities is by doing the things that you don’t know how to do. That’s one of the key things I’ve learned over the years. When I was younger, I always thought I had to become an expert before I tried something — that I had to read every book about it, and go to all the seminars, and learn everything *first*, because I didn’t want to fail. Failure is pain. But what I realized over time is everybody who tries something new fails somehow at some level. Nobody gets everything perfect the first time they do it, whether it’s learning how to ride a bike or running a multimillion dollar company.

Everybody's going to make mistakes here and there.

I realized that I just needed to get out there and start making mistakes; I needed to fail forward. In doing that, and realizing that success means just taking action, failing, and moving past those failures, **I was able to get to success faster because I wasn't afraid.** I followed the three little words: "Just Do It." That doesn't mean to just do it if you know you can't fail. *Just Do It.* I've made so many mistakes now, I've had so many things go wrong, that very little fazes me. You can't let things bother you unduly, and I wish I would've learned that when I was younger. Just Do It. You'll learn from your mistakes — and the most important thing you'll learn is that **mistakes are not fatal.** You will face adversity, and though it's a cliché, it's true that what doesn't kill you makes you stronger.

Incidentally, don't let anybody tell you that there's no adversity out there, that even the sweetest deal can't turn sour. That's a bold-faced lie. The more money you want to make, the harder it is to make it. You're going to have to deal with adversity, you've going to have to deal with trials and tribulations, and you *will* become stronger. **You will also become wiser as you learn the things that you have to learn, and you'll develop all the skills that you have to develop.** I wish somebody would've told me 20 years ago that, yes, I could make all the money I wanted — but that I'd have to suffer significant adversity and develop extensive knowledge, skills, and abilities to do it. See, that's not what the plans I was signing up for back then were offering me. If somebody would've convinced me of the truth, like I'm trying to convince you now, it would've saved me so much grief in the long run. I have to say that I would have gone into business for myself anyway, but I would have done so with both eyes wide open.

"Just Do It" simply means get out there and go. Don't wait until everything's perfect; **it's almost impossible to have all**

your ducks perfectly in a row before you start. In fact, it's counterproductive. Oftentimes, when we mail out an offer, we're not really sure how it's going to take shape in terms of a fulfillment package. We might tell you that we're going to give you this, this, and this; and sure, we understand in general what the final product will be like. But will it come on CD or DVD, or as a book? Is it going to be in a flipchart, or in a manual... how are we going to put it all together? What's the website going to look like? **All of these details come later; first, we just get out there and do it.** You have to get going. You start building a mailing list or relationships, you just start marketing, and all those other things will come together later. When you're an entrepreneur, especially in the information marketing field, **the time to worry about those details is *after* the money starts flowing in.** There's nothing like money to motivate you; if you've made a promise, and someone has given you cash in return, you have to deliver.

So yes, there's a thousand things you could worry about instead of taking action; but if you have already have everything you need to get started, **overanalyzing it to death will backfire on you. Just get moving.** Don't be afraid of all the things that could go wrong, or all the mistakes you could make. Acknowledge that they're going to happen, because everybody makes mistakes. It's called being human; we all do it. Take comfort in that. We're all a bunch of goofballs, from the poorest person just schlepping by to the wealthiest person in the world; we've all failed multiple times. **Usually, if someone doesn't fail it means that they've never tried.** And who wants to go through life being the kind of person who says, "Well, I never had any failures, because I never did anything. I just sat here all day long and went about my business and kept to myself. And here I am at the end of my days and, well, I led a pretty boring life. I never failed... but I never really succeeded at anything either." No one wants that.

Everybody has to deal with challenges. We've all messed up. But you can't just give up because something might not work. If you run with the "Just Do It" motto, it doesn't mean you're reckless or careless, or that you intentionally make mistakes. What it means is that you just get out there and do it. You worry about all the things that could go wrong later, not beforehand. **Just Do It!**

Let's move on to **the one big secret that millionaire marketers use to create a rush of customers begging to give them money.** This method is so powerful it pulls in cash like steel to a magnet.

One of the things I love about marketing is marketing psychology. It's really all about studying human nature, figuring out why people buy things, and then figuring out how to get them to buy even more. Ideally, you want to get people to line up, begging you to let them give you their money. One of the factors that will help you do that is *scarcity*. **It's a reality of human psychology that if something is rare, people will want it more.** This goes back to the concept of supply and demand. If somebody wants something but there's a limited supply of it, the demand for it actually can go up.

I'm going to let you in on the results of a study in this vein that was conducted by psychologists. They took two separate groups and gave one group a pile of cookies, saying, "You can have as many cookies as you want, and we want you to rate these cookies based on taste." So the first group went in, pigged out, and made their ratings. Then they had a second group come in, and offered them a smaller amount of cookies — not really enough for everybody. Well, the second group shared out their cookies, and then they rated them on taste, just as the first group had.

Both groups got the exact same kind of cookies; neither of

the groups themselves particularly different. Therefore, the cookies should have been rated about the same by both groups — but they weren't. The group that had as many cookies as they wanted rated them as so-so, at about 5 on a 10-point scale. But the group that didn't have very many rated them high on the taste scale — at about 8 or 9. Now, if they were exactly the same cookies, why did the second group rate them higher? ***Because they were scarce.*** That's the only reason. What the scientists found was that, in situations where these cookies were scarce, people rated them higher, because **they believed that scarce things must be better than plentiful things.**

Now, you may be saying to yourself, "Huh, that doesn't really make much sense," but if you think about it, it does. I've been in situations where I've wanted to purchase something, and then I find out well there were only 10 of them — and 100 people were vying for those 10 items. All of a sudden I'm in a competition for scarce resources — so now I *really* want it. **In those types of situations, not only do people want that scarce item more, but they're willing to pay more money for it.** That makes scarcity a very effective marketing technique.

You know, there are people who offer high-end coaching programs for \$1,000 a month; but they don't sell them to just anybody and everybody. What they do is they make them scarce or hard to qualify for. You've got to jump through hoops to even be accepted into the coaching program; you've got to fill out this huge, long application and include references. Even after you go through this entire process, they still only allow a small group of people into the program — so if you're not in the first 82 or 97, or whatever that number is, you're locked out. Believe me, you might think \$1,000 a month is high, but I assure you that the people who want to be in the coaching program *desperately* want to be one of those 82 or 97. And those people who are locked out — boy, when slots open again, they're willing to pay

even more because they were locked out at the beginning.

Therefore, one of the things that you need to focus on is asking yourself, “How can I add a scarcity to what I’m selling?” Now, it may not be scarcity in numerical terms. You might have a product that you want to sell for many years, so you don’t want to say, “I’m selling just 100 of ’em,” or “I’m only going to be selling it for two weeks!” What you *can* do is say, “I’ve got a special bonus that I’ll give away to just the first 100 buyers,” or “The first 100 people to respond get a special consultation with me,” or, “Order right now and you’ll get to come to a special event!” **There are various ways to build in scarcity without killing the long-term viability of a product or service you’re offering.**

So I would highly recommend using scarcity — but don’t hesitate to go above and beyond that, and do some research on other aspects of human psychology that you can add to your marketing. There are some great books on this. One I’d particularly recommend is called *Influence: the Psychology of Persuasion* by Robert Cialdini. If you go to any bookstore and look up that book, you’ll see other marketing psychology books in that same area. Pick them up and take a look, and you’ll start finding aspects of marketing psychology in your own marketing efforts. **Do this, and believe me, you’ll increase sales and you will create a situation where people are lining up, begging you to take their money.** That’s a point where you’re really marketing from a position of power, versus chasing people and trying to get them to buy from you.

You see, most people like to buy things — but we hate being sold. That might sound like the same thing, but there’s a difference. When somebody wants to buy something, **it’s about them making the choice; people like to be in control.** Whereas when you’re being sold, someone’s trying to push something at you, to get you to abrogate your control by talking you into

buying. That's a simple difference, yet it's profound. You don't want to try to browbeat someone into buying something; you want to subtly convince them to do so, so they think it was their idea all along. So how do you do that?

Scarcity is an effective way to draw people in, but only if you make it real. We've all seen those businesses where the whole business plan is that they're going out of business. They end up "going out of business" for years, and people stop believing them, and their sales drop off to nothing. Then they really do go out of business, because we're back to the prospect feeling like you're trying to shove something down their throat. **People don't want to be high-pressured.** They want to be the ones coming to you — or they want to perceive that they are, even if they're responding to a marketing strategy.

All marketing boils down to applied math and psychology, and this is one case in which psychological factors very much come into play. **It's all about supply and demand; that's Economics 101.** Whenever you limit the supply of something, or create the perception that the supply is limited, you boost the value. And again, **it can't be obviously manipulative; it's got to be real.** If you can accomplish that, you'll make people want it all the more. Consider this: there are a lot of people out there who want to get rich. I understand this very well, because that's the market we're in, and that's where I started myself. But if everybody was rich, nobody would want to get rich. The truth is, the things that we want the most in this world tend to be limited, and that creates a kind of magnetic pull that makes us want them even more.

The last thing you want is to be selling is something that's available everywhere at a low cost. If you can find something that's in demand and in limited supply, you can often set the price. **In the information business, you can be in a great position because you control the supply; it's proprietary to**

you and they can't get it anywhere else. That may take the form of a coaching program, a report, an audio product, or a special book that you've written. They can only get it from you, and the price you're asking can be controlled by the number of copies you have in print. I've seen products in the past where the creator said, "I've only printed this many copies, and then I destroyed the masters. Once they're gone, they're gone forever." Or you can say something like, "We only have 15 copies of this program left, so because we're trying to clear out the warehouse, we're going to give you a super special price," and then slap on a premium price. There are all kinds of things you can do to use that scarcity principle to keep the price high or drive it even higher. **Just be sure that you build in excellent value when you invoke the element of scarcity!**

To conclude this chapter, I want to share a jealously guarded millionaire secret to happiness — the one thing money *can* buy you that will increase your enjoyment of life 100 times or more. Now, I realize that money can't necessarily buy happiness, though I guarantee you that there are very few problems in the human condition that can't be at least improved by the liberal application of money. **One thing it can definitely buy you is freedom; and freedom, if used correctly, can give you happiness.**

Now, that's not a guarantee, but I do believe that wealth gives you the ability to increase the enjoyment of your life. You might say, "Well, okay — but what does this have to do with marketing?" **I think it has *everything* to do with marketing.** I think it has everything to do with making money, and success, and every reason why you're reading this. One of the things I usually do when I'm speaking at a seminar is go to the front of the stage and declare, "You're not here to know about making money." And of course everybody looks aghast and confused. And then I tell them, "Look, if I gave you a million dollars, it

wouldn't make you happy." In the face of their confusion (because of course they think it would make them very happy!) I say, "If I handed you a million dollars, but at the exact same time, the United States government said 'Greenbacks are no longer worth anything. We're going to the duck standard,' what would you do? If money was worth nothing, what would make you happy then?"

The point is, what really matters is the things you can buy with money: food, a house, a car, a vacation. I tell my seminar attendees, "Okay, that's great and everything — but what does *that* give you?" And they tell me, "It gives me a sense of peace, or enjoyment, or joy, or happiness." That's ultimately what they want — not the money itself! After all, have you ever seen a happy miser? No! Money is good for bringing happiness, joy, good feelings. You want the monkey off your back; **you want some of that peace and calm.** In your mind, you've connected that category of good feeling with having money.

What I personally believe is that while money can do good, it also can do evil; but that doesn't come from the money itself. It comes from the person. Despite a common misperception, there's no biblical passage that says, "money is the root of all evil." The actual verse, from 1 Timothy 6:10, is "*the love of money* is the root of all evil." I'm not saying that you shouldn't have money; in fact, I want people to have as much money as they want, because it gives you the freedom to make choices and decisions that can make you happy — but again, **it won't give you the happiness you seek if you don't know how to use that freedom correctly.** That's why you'll see people who are incredibly wealthy and very happy in their lives, very centered, very balanced — while at the exact same time you'll see wealthy people who are hooked on drugs, or very depressed, or who just don't know what to do with their lives. It's not the money that matters. **Money gives you freedom, and that**

freedom gives you more choices than you had before.

For example, if you're dealing with a situation where you've got a lot of credit card debt, or you've got creditors calling, or you're living paycheck-to-paycheck, there's constantly going to be some level of stress at the back of your mind. If you had the money you could pay off all those debts and get the stress out of your mind, couldn't you? **The money gives you the freedom to enjoy the life you want** — the freedom to do more things, to go on more vacations, to have the things you want to have. **From that, you can create a life of happiness.**

To acquire that freedom, you need to do two things right now. First, **work on finding ways to make more money;** money is going to be a vehicle for the life you want to live. And that's the second thing: **you need to decide on the life you want.** Decide on the things you want to have, the things that are going to make you happy — whether that's paying off your house note, just being sure that all the bills are paid every month, or being a millionaire. Then try to live that type of life right now, as best you can within your means — and as you get more money, just ramp up the life that you really want to live. **Because I believe that you can enjoy your life right now.** Like everyone, I have people in my life who have said to themselves, "I'm going to postpone my happiness until I'm out of debt, or until I live in the perfect house, or I'm able to take the perfect vacation..." and they put off enjoying their lives until then. Sometimes they make it to that point; sometimes they die first. I'd hate for you to have to wait for 10 or 20 years to make the money you think you need to start enjoying your life. Start enjoying life now!

What I recommend is that you start building the skills you need right now, to enjoy your life as it is now. What money usually does is magnify whatever life you're living at the

moment. So for example, if somebody has very little money but they have a drug problem, what ultimately happens is if they come into a lot of money, they get a *massive* drug problem. It doesn't make the drug problem go away; it makes it even bigger. If somebody feels a little depressed when they have a little bit of money, when they get a lot of money, they discover that being rich doesn't cure their depression — and they become more depressed. On the flipside, if someone's already charitable, if they're finding ways to enjoy their life with the money they have, once they get more money they're able to give more and enjoy their life even more. So determine what makes you happy now and create happiness in your life now. **Then work to make more money, so that you can have more freedom; that will increase the amount of happiness you have a hundredfold.**

Look, problems are a part of life, and business is life amplified — so when you start making money with your business, you may get more problems, not fewer. **Your only choice is to limit those problems, and the difficulty they bring, by building your business around your lifestyle.** Try to find things that you love in your business — or learn to fall in love with the things that make you the most money. **Make a game out of it, and you won't be disappointed.** You know, games can be a real struggle; they can be very difficult and stressful. But at the same time, facing and defeating the challenges they offer can be very, very fulfilling. **See it all as a great challenge — and learn to love the challenge.** Use your success in meeting that challenge to build your happiness.

Remember, the money itself isn't going to make you happier; it's not going to do much more than pay off some bills and provide you with some toys. I realize it's hard to think of things that way when you're drowning in debt, struggling just to find the money to pay your rent or to put food on the table. **But if you can maintain that perspective, and if you can learn to**

be content in life outside of business and the specific financial situation you're in, then when things *do* turn around for you, you'll remain happy. If happiness was just about the money, you wouldn't have people in Hollywood committing suicide, strung out on drugs, living horrible lives. Think about that: These are people who do some of the least important work in the world, and yet they bring in gazillions of dollars! What do they have to be unhappy about? And yet they are: they're always struggling to be happy, because they haven't decided that they *can* be happy.

If you can learn to be happy wherever you are right now, then when you do finally become successful, you can retain that happiness. **It won't be tied to money;** earning money can be just a game for you, a way for you to keep score, to help people, and to buy the toys that you want. And you can buy 'em with cash, instead of putting them on the credit card and wondering how you're going to pay it off next month.

CHAPTER TWO:

Just One Good Idea...



Although you might perceive otherwise, given the standard Madison Avenue way of doing things, marketing isn't really about throwing huge amounts of money at something and then finding out later that it didn't work. You want to do the opposite: put small amounts of money to the test, cautiously building them into larger amounts. **It's all about seeing how many ideas you can come up with and testing on a small scale, in order to see which ones work the best. Then you take those winning ideas and see how far you can roll them out.** By rolling them out, I simply mean that you need to see how more mailing lists you can run, assuming you're using DRM (as I would certainly recommend). If you're in space advertising, how many more space ads you can do? If you're doing pay-per-click Internet advertising, how many more clicks can you buy?

There are plenty of people out there running small sums up into substantial piles of cash, and you can do it too. **All it takes is commitment and plenty of repetition.** That's one of the reasons you're going to hear me say some of the same things repeatedly throughout this chapter and throughout this book. If you're really committed to mastering marketing, **repetition isn't a bad thing.** Sure, I tend to teach a lot of the same principles over and over again — but those are the fundamental principles that can make you millions of dollars. So every time you read

something you've read three or four or a dozen times, get excited about that, and let it become a part of your permanent thinking process. Remember: I'm out there practicing what I preach every single day, using these same tips, tricks, and strategies to build my own fortune. I happen to believe that part of doing that is freely sharing these things, so that you can make your own fortune.

Now, I realize you can't use everything I'm telling you here; some of these points might not apply to you, and some you might not need to pursue, depending on your business and goals. But I firmly believe something that Russ von Hoelscher told me twenty years ago: **"All it takes is one good idea to make a million dollars."** Sure enough, since that time, we've had several good ideas that have generated many millions of dollars for us. I don't say that to brag on how much we've made; I'm telling you that to explain how well these marketing principals work. A single idea really *can* help you make a million, and that's the theme of this chapter. I happen to think that it's wonderful to know that at any given time, all it takes is one really good idea to become wealthy. **Of course, you may have to come up with 10 or 12 ideas, or even 20 or 30 or more, to find that one idea.** That's fine; if you're testing those ideas in a small way, you're not risking any big dollars; and when you do find that winner, it more than makes up for not only the small amount of money you had to shell out to do the testing, but for the emotional factor and the time element that it takes to test new ideas.

Believe it: you're just one idea away from huge success. Think of rock bands who toil for years; they play small, local shows occasionally for their buddies and family members, or maybe they have a gig at the night club doing cover songs. They may be really good musicians, but they haven't been discovered yet. Then they have a hit, and someone discovers them — and

that same CD that they couldn't move becomes an instant hit that everybody wants. They go platinum and launch their careers. They've been plodding along and putting in their dues for years; but suddenly, that one hit — that one idea — makes them a million bucks. Writers can do the same thing; they might have written several books, and then all of a sudden, for whatever reason, one has all the right ingredients and they become an overnight twenty-year success story. **Well, the same thing can happen in business.**

All it takes is one idea to make a million dollars, and you never know when it's going to hit. **That's why I believe that you should have a pen and paper handy when reading this book, so you can take lots of notes.** You never know; maybe your one idea will occur to you while you're reading today. Or maybe your one idea has already happened, and you missed it because you didn't write it down. Fortunately, ideas pop up all the time; and just because you missed an idea once doesn't mean you won't have a new one. You've just got to pay attention. You've got to be in tune to the ideas that flow through you and all around you. My closest colleagues and I joke from time to time about how we have too many ideas, but that's because we're conditioned to find them. We're like drug-sniffing dogs, except that we sniff out ideas. We've gotten more than we can handle because we've done the necessary things mentally, psychologically, to prepare ourselves to receive those ideas.

They're not all million-dollar ideas; in fact, most aren't. But by working through ideas and paying attention to them when they come, and developing them as they warrant it, you'll eventually hit a few that make you a lot of money. **You have to be in the right frame of mind, maintaining the right mindset and the right knowledge, so that you can seek out those ideas and find the best ones.** Ideas only happen when you've got the ability to grasp them and benefit from them. Like I mentioned

before, you have to sniff them out sometimes — but they're everywhere. Maybe other people can't see them, but once you know what you're looking for, you can; and often, the perfect million-dollar idea isn't one discrete idea. **It's actually a combination of several or many *different* ideas, even a recombination of what's already gone before.** Even when you test something and it doesn't quite work, it's not a good idea to dismiss it completely; often we'll take certain elements of failed ideas and incorporate them into newer ideas and test those, eventually finding the right combination that works. It's like a safe. Let's say you've got four or five different numbers that need to be in just the right sequence; you know the numbers are right, but they're not going to work if you don't put them together properly. When you do, the tumblers click, you open it up, and there's a pile of money for the taking.

Earlier I mentioned the twenty-year overnight success story — and it's so common, especially in the entertainment business, that it's not even funny. **If you want to make millions of dollars, you just have to hang in there.** Stick with it. Don't give up; just keep going at it, keep thinking, and keep hatching out those ideas. Sure, some will go over like lead balloons; that's unavoidable. But some may very well pull you straight up into the sky. Just one good idea, one *killer* idea, can make you a millionaire. You see this fact presented over and over again. If you look at famous success stories and well-known companies, you can usually find that kernel of a really great idea that someone presented to the market — whereupon they were rewarded with a fantastic amount of money. It's happening even faster with the Internet; look at companies like eBay or Google. In a very short amount of time, they went from literally nothing to multi-billion-dollar companies, from just the kernel of a good idea. **That's one of the things that really excites me about being self-employed these days: that if you can find that one killer idea and run with it, you can make a lot of money**

very quickly.

People ask, “Well, how do I come up with that one idea?” What I usually tell them to do is to come up with as many ideas as possible. Sometimes people think and think and think, and they come up with just one idea. They throw it out there in the market, and maybe nothing happens. Maybe it’s a complete failure, and they don’t make any money. As a result, they say, “If this whole concept of making millions with one idea is so great, why didn’t I make money with this idea I thought was great?” Well, maybe it *was* great — and maybe it wasn’t. **The way to be sure you come up with great ideas is to come up with a large number of ideas.**

Another part of this strategy is to **put those ideas into action very quickly.** One of the challenges that I think we face as a society is this idea that it’s bad to fail. People don’t want to fall on their faces; they only want to succeed, so they never try anything. This is a terrible mistake. If you read the biographies of some of the most successful people in the world, you’ll discover that they didn’t become instant overnight successes. In many cases, it took them years, usually decades, to become successful — because they kept trying one thing after another and failing repeatedly. **Failure isn’t a bad thing, as long as you don’t give up! If you really want to succeed, you have to take that risk.** All business is calculated risk, after all — so be willing to fail forward and fail *quickly*.

If I knew that my 100th idea was going to make me a multimillionaire, I wouldn’t tentatively try my first idea and then balk on the second one. If I knew I was going to take ninety-nine failures to get to that hundredth success, then I’d go through all those failures as quickly as possible, one right after another. So instead of being tentative about trying things because you’re afraid to fail, **just recognize that you *are* going to fail — but not every time.** You’re going to do some things that won’t

work; you'll end up wasting some money, time, and effort. Well, fine. When you do that, you're going to get yourself closer to those ideas that are going to be successful, and *they're* going to make you some money. **Instead of being fearful of failure, fail fast! Fail forward.** Move ahead and try as many things as possible. Over time, you're going to learn from your failures, and you'll eventually hit upon that idea that's going to make you a fortune.

So don't spend all your time crafting this one little idea, trying to make it perfect for months or years before putting it out in the market to see if it works. What if it doesn't? ***Get something going now! Get it out there and see if it works. If it does, great! If not, move on to the next thing, and then the next thing.*** That's what my colleagues and I do. We just throw things against the wall and we see what sticks. Eventually we'll get that homerun. But you know what? Even if that homerun turns out to be a multimillion dollar idea (and yes, we've had 'em), we keep moving forward, because we realize that there are *more* great ideas out there.

Our colleague Chris Hollinger likes to say that **massive action is the key to all success**, and I agree with him. That's what gives us our purpose, our passion, and our excitement for being in this business, and I'd suggest you do the same. Come up with a lot of ideas and put them into action very quickly. Be willing to fail forward, learning from your mistakes, and be willing to do whatever it takes to get to that one winning idea that can make you a lot of money very quickly. Don't let the word, or the concept, of failure stop you. The only real failure is finally when somebody says "I'm done. I'm never going to try again." **As long as you're moving forward, as long as you're trying to sharpen your skills, you'll continue to learn.** Stay in the game, stay deeply committed, and eventually you'll find those few ideas that can turn everything around for you.

One of my favorite success stories is that of Ray Kroc, a salesman who didn't know how to say die. At 52 years of age, his business was failing. He'd had some good years, but the market was changing, and his business was drying up. He only had one real customer left: a manufacturer that made something called a multi-mixer that mixed as many as eight different milkshakes at one time. Well, one of his distributors had a client, this little tiny restaurant in San Bernardino, California, that was owned by a couple of brothers named McDonald. He noticed that they were buying more multi-mixers than 12 or 13 other accounts put together — simply because they kept wearing them out. This little place called McDonald's had great shakes for a great price, so they always needed new multi-mixers, and they always wanted to make sure they had a back-up.

Ray's business was suffering, and he knew he had to do something. He took a look at the account, and decided he had to find out what in the world this company was doing with all these multi-mixers. So he flew out there and visited at lunchtime — and saw that the place had huge lines of customers. That's why they were wearing out their multi-mixers. **But unlike the owners, he looked at that restaurant and saw the future.** Eventually he partnered with the McDonald brothers so that they could start franchising McDonald's restaurants throughout the nation. He figured that hey, if he could get a McDonald's in every city in the United States, he'd sell a tremendous number of multi-mixers! As you can see, even then he didn't quite have his idea right — but he eventually refined it, and Ray's bright idea evolved into a multinational corporation that became so much more than just a scheme for selling milkshake mixers. At 52 years of age, you'd think that most salespeople would be more focused on retiring, but look at what he did. **He just kept hanging in there.** If you study his success prior to that, you'll see that he really paid his dues. You're probably paying your dues right now, just like Ray Kroc. So don't give up! Success is

out there waiting for you, if you just don't give up. All it takes is one hit to make a lot of money.

Here's an example of that. I grew up in a little town called Great Bend, Kansas. It's an oil field town. When I was 17 years old, I worked at an oil field supply store, and I got to know these oil field guys who were my customers. They were all just regular guys too, the most average kind of guys you can imagine, and yet some of them were multimillionaires. A couple of them just told me that the oil business is pretty damn simple. You drill ten holes. Nine of them might be what they call dry holes, which means they produce little or no oil at all; but that 10th hole, it's a gusher. That 10th hole could make money for decades. That's the whole oil business in a nutshell. It's definitely affected by the demand of the market and price fluctuations, of course; but if they drill 10 holes, **they're just looking for one winner. We do the same in the Direct-Response business.** We're constantly trying to test 10 different things as fast as we can, knowing that just one of those things might really be the winner that makes us money for years.

Here's another example. Do you know what the biggest difference is between an amateur photographer who takes a few pictures of his family, and someone who sells photos to *Time* magazine or the *New York Times*? **Besides education, of course, it's persistence — and the knowledge that only a few of their pictures will be good enough to be used.** A professional photographer will snap hundreds or even thousands of photos to find the few pictures they're looking for. They're not terribly concerned with what each individual picture looks like, because when they take enough photos, they know they'll find the few that turn out to be the exact shot they want. If they're working on a photo spread for a magazine and they need, oh, a dozen photos at most, they'll take a thousand to get those few pictures that they really like, the ones that bring out the subject in the

best light. On the other hand, the everyday individual taking pictures snaps a few shots and calls it good. Later, they may hold them up or put them up on their computer and look at them side-by-side and say, “Yeah, all right, we’ll go with this one,” and that’s that.

The same kind of thing separates the million-dollar entrepreneur from the part-time entrepreneur. It’s generally not their knowledge; it’s not their background; and it’s not their history. **It’s usually the number of ideas they’re working on and processing at any given time.** Since you maximize your income by maximizing your idea output, that means that you’ve got to constantly be looking for new and different ideas. Most people just don’t have enough ideas. Most people struggle to find ideas. Worse, they haven’t mastered the art of getting those ideas by processing them.

The thing to keep in mind is that **you don’t want to kill an idea too early, and you also don’t want to try to limit yourself to only the very best ideas.** If you spend all of your time worrying about finding that one idea that’s going to make you a million dollars, you’ll miss all the little ideas that it takes to get there. Even if an idea doesn’t have the potential that you feel it requires to become a million-dollar idea, it can still earn you some money — and in combination with one or more other ideas, it can evolve into a million-dollar idea.

So as you work through your ideas, remember that at least in the beginning, there is no bad idea. Write down every idea that comes to you, even if you think it’s a stinker, because you never know. **Keep a journal of ideas.** That’s where most of your products, services, new ideas for making money, and joint venture opportunities will come from. That idea journal is invaluable, because, as you well know, it’s easy to lose an idea if you don’t write it down. That’s what happens to most people — they don’t hook their ideas with a pencil and pin ’em down.

RUTHLESS MARKETING SECRETS • VOLUME 2

Ideas pass across their desk or their brain, and then they're out the door and on to something else — and that idea never had a chance to take shape. So you've got to get them down on paper.

Chris Lakey and I have taken to using little digital voice recorders to record ideas. They're smaller than cell phones, less than an inch thick and just a few inches long. If you keep one in your pocket all the time, you can use it to record all your ideas instead of having to write them down. These little things can hold up 72 hours of audio; and when you need to put them in your computer, you just connect it to the USB with a cord and it'll dump all those audio files into a folder. Then you've got a recorded history of your ideas. From there, you can work through the ideas and figure out which ones you can turn into workable ideas for new products, new services, new programs and new opportunities and profits. **You see, the key is in the quantity, not just the quality — though you do end up with the quality ideas by paring down the rest to what really matters.** You'll get there if you start by just jotting down all your ideas, and keeping a flowing journal or an audio file of all the ideas that cross your mind. You've got to be that idea sniffer, constantly on the lookout. And here's something else to remember: Once you get into a groove, your mind will naturally filter your ideas for you. **That's part of why goals work.** Even at a subconscious level, your brain will pay attention to the things you really, really want.

Now, let's talk about what you need to do once you've had one of those million-dollar ideas. **The most important thing is to get it out there to the market.** After all, if nobody knows about it, nobody's going to buy it. Money's not made just by hatching out great ideas. It's made by selling things: products, services, opportunities. And before you can really sell anything, **you need to be 110% sold yourself on what you're selling.** That's really the key, you know. If you're excited and passionate

about your idea, the way you're going to sell other people isn't by cajoling them, it isn't by hyping them up, it isn't by trying too hard to sell them; it's simply by transferring your level of emotion about the idea to them. That's what really sells them.

And that's a key point that I want to make, because a lot of people say, "I've got an idea, but I just really don't know how to sell it." What they're really saying is, "I don't know the 14 steps to sell something. I don't understand the sales process," or "I don't understand copywriting." They're convinced that there's this complicated process that they don't understand, so they can't sell their idea — **when in reality, if you have something you're passionate about, you can have poor salesmanship and copywriting skills and *still* effectively sell it, based simply on your enthusiasm.** I often tell those who are reticent about their copywriting skills, "Look, you've got a hot product that your market wants. You're excited about it, because you know it works, so you're going to find it a lot easier to sell that type of product to your market with poor copywriting skills than if you had the world's best copywriting skills but you had a product you weren't excited about, you weren't interested in, and you weren't passionate about." Do that, and you're just trying to basically shove it off onto your market.

Now, I do tell people that good copywriting skills are important — because they really are critical! — and I would certainly spend a lot of time, effort, and energy honing them. But they aren't everything. It's more important to have something that you're passionate about, that you're excited about, that you *know* delivers results and that you know is going to connect with your marketplace. **So start there, understanding that once you have that hot idea we've been talking about, the next step is selling yourself on it.**

When I go through my own idea journal, that's what I look for. **When it's time to come up with that next idea, I always**

go for those ideas that I'm personally excited about, the ones that I know my marketplace is going to be equally or more excited about. That's how I choose the ideas that I decide to sell. Then I just have to find a way to transfer the emotion that I have for it to my market — and again, that might be in written copy and sales copy, or it could be on an online video. It could be during a teleseminar. If I speak at a live event, it could be from the stage. The whole point is to transfer emotion that I have for the product to my prospect, getting them excited about it, getting them *passionate* about it. **When they have that same emotion about it that I have, in many cases they take out their wallet and buy.**

I think some people look at selling the way a car salesman does: that you're really doing some dirty deals, and you're trying to figure out some way to get the people to buy something that they don't want or need. That's not how it should be at all. You should be coming up with a great idea that you're excited about, that you know your prospects are going to be excited about, and finding ways to transfer that emotion to your marketplace. That's one of the reasons we've generated millions of dollars of income over the years here at M.O.R.E., Inc.: **we've focused on things we've been passionate about.**

Let me re-emphasize that you don't have to figure everything out from the very beginning. **In fact, in marketing, you often have to figure things out as you go along.** A couple of years ago, Chris Lakey and I came up with an idea that's extremely long-term and very powerful — and it's very complicated. It involves lots of different challenges and problems, so we're figuring it out as we go. We know this idea is capable of generating tens of millions of dollars. We know it's long-term. We're excited about it, and we're making money with it right now, working it hard as it exists — and yet we realize that our best strategies for handling this idea are going to come

down the road. **This is something we're not going to just figure out all at once.** Our big years are still ahead.

Too many people want to get everything right *first*. They want everything to be perfect; they want to already have figured everything out before they even get started. Those people are really hurting themselves, for several reasons. **First, if you want everything to be perfect from the outset, you'll never get started — because things will never be perfect. Second, you simply learn more through movement than through meditation.** That was something the late, great Gary Halbert used to say, and I like that. You learn more through action, through getting out there. There's another quote that says, essentially, that **action contains its own form of magic and genius and power.** When you get out there and you're excited about your ideas, you don't necessarily know how you're going to put everything together. You may have the haziest of ideas of how you're going to pull it all off — but if you're deeply committed to doing it, there's great power in that. **Your enthusiasm will keep you in the game.**

So many people ask us, “Just tell me how to make millions of dollars in the fastest period of time!” Well, guess what? That's what I'm doing here. **You have to realize that it won't happen overnight** — overnight riches only happen in fairy tales or with the occasional lottery winner, or maybe if you choose your parents right and inherit a bundle. Well... there *is* one other option. At one time, we were working with a marketing guy named Luther Brock — he's retired now. But whenever somebody asked him how to make a lot of money quickly, he'd just say, “Go into the porno business!” He would say it sarcastically, of course, because most people don't want to get into the porno business. His point was, it's not just about making money; **it's about making money by doing something you really enjoy, that you're really enthusiastic about, that you**

really love the most. We have the power to fall in love with certain things. We can't love every aspect of our businesses, and yet we have the power within ourselves, if we chose to tap into it, to fall in love with the most important aspects of our businesses and get passionate about them. I'm talking about love in all its best aspects. It's something that really connects us to our businesses, something we feel at a deep emotional level, something that does make us excited and engenders other positive emotions.

So if you've got a great idea and aren't yet certain how you're going to market it, hang in there! Don't think that you have to have everything figured out from the word go. You can cross the bridges as you get to them. **As long as you have a general idea of how you're going to do things, you can get started, and then you'll figure it out as you proceed.** Enthusiasm for a project can go a long way. It can drive you through the difficult times as you're working on a promotion, working on a sales letter, or otherwise trying to take something from an idea to its logical end: where you've got the entire promotion ready, and later, when you've got money in hand and you've delivered the product or the service that you've created through that enthusiasm and excitement.

Even when you're not sure of how you're going to proceed, if you're excited about what you're doing and you're spending a certain level of emotional energy working on the project, it can really carry you. That's why when we get a brand new idea, we won't always just write the idea down and wait for it all to come to fruition; while the idea is fresh, while we're still thinking it through and still excited about it and the energy is flowing, we may write some sales copy based on the idea. **We'll spend some time at the computer fleshing out the basic idea,** writing a headline, maybe blocking out what we think the offer might look like. Then we save that whole file — and maybe it doesn't

go any further. Maybe we just spent an hour learning to write better sales copy or headlines.

The truth is, sometimes ideas don't make it very far, or they end up being impractical or unworkable for some reason. It's hard to tell that when they first come to mind — but that happens to be when the enthusiasm is at its highest level, **so it's a good idea to put some energy into getting some thoughts down on paper while you're at your peak of excitement.** You can set it aside for a little bit and come back and see if that idea is going to work, if it's going to be something you can run with. That initial energy can help you focus later on, moving you through the difficult times where the copy isn't quite coming as well as it should and the ideas aren't flowing as well as they might. **Enthusiasm is important in all levels of marketing; a great acronym for the last four letters in the word enthusiasm, in fact, is *I am sold myself*.** Keep that in mind! Everybody knows that a good sales rep is enthusiastic. Even when a sales rep is new at their job and doesn't really know anything about the company's customers or products, they can do very well if they're enthusiastic. Enthusiasm is being sold yourself. That's the foundation of every good, worthwhile promotion.

Enthusiastic yet? Are you feeling that energy running through you? Are you pumped up and excited? Well, here's something that'll get you up there even higher, if you'll take it to heart. We call these the *Three Simple Words That Can Make You Into a Lifelong Millionaire*. These three simple words are: ***perception is everything!*** I think that's the basis of most of life, actually. Perception: in terms of what we can accomplish, in terms of what people want, in terms of who people think we are and who we *actually* are. Edward DeRopp says that man inhabits a world of delusion; basically, we walk around every single day, day after day, in a little world of our own creation.

It's all based on our own perception of reality: the things that we see, the things that happen to us, or what we believe happens to us. **In most cases, things aren't intrinsically good or bad; it's how we perceive those things that matters.**

If you're thinking, "What does that have to do with business, and selling, and making a million dollars?" here's how: **the way people perceive you makes them decide whether or not to do business with you.** It's all about their perception of how easy it is to use your product, how quickly they can get results, and the size of the results. Remember, I'm talking about perception; the reality doesn't matter as much as their *perception* of reality does.

So whenever you're developing and marketing your ideas, **you always need to be focused on the perception you're offering.** What kind of concept are you putting out there for your customers to hold on to? What kind of story are you telling your customers? What kind of facts are you providing? You have the power to shape the perception of yourself, your company, your products and services, so you can't just blindly throw your ideas out there and say, "Okay, this is what I've got," and bare everything, letting people pick and chose what they want to believe about your company. **You need to formulate your sales message to give yourself the best opportunity to make the most sales.**

There are many different ways you can do that. As I mentioned in the last chapter, one of the things that I recommend is that you pick up a book by Robert Cialdini called *Influence: the Psychology of Persuasion* before you get too heavily into marketing. **Cialdini talks about creating and building perception in prospect's minds, so that you enhance your ability to make sales.** Cialdini says that there are 13 basic perceptions that all people have as part of human nature that make them want a specific product, service, or opportunity as

opposed to a similar one offered by another company. I've already told you about the cookie experiment, which demonstrated the value of using scarcity as a marketing principle. People simply value scarce resources much more than plentiful ones; so you can create a different perception of a product just by making it scarcer.

As you can see, it's possible to use psychology in a very basic way to create perception — and scarcity isn't the only way to do this. That's why I recommended picking up Cialdini's book; because once you understand that you can create perception and mold the perceptions of yourself, your company, and your product, that gives you additional marketing power. **That lets you take a little seed of an idea and give it the best opportunity to become a multi-million dollar idea.** Now, to be perfectly honest, I *don't* believe that an idea necessarily has a million dollars in it, no matter how good it is. **It might have a million-dollar *potential*, but that's stored energy.** To get the maximum amount of profit out of that idea, you have to do certain things to bring the product to the market, to make it connect with the marketplace, to sell it and to tweak the perception of it so that people really want it.

This is one way to translate your excitement for an idea to your prospects. **By shaping the perception of that product, and maybe even of yourself, people can come to value the product and you more.** They connect with you more, and they really do want that product more. So if you want to make the largest amount of money from your idea, you've got to think all of these things through and figure out how to alter certain perceptions that your prospective buyers have, so that they view everything that you're selling in the most favorable of all lights.

I've told this story before, but it's worth telling again. Early on, when we first got started, there were all of these get-rich-quick ads in the moneymaking magazines — ads where people

were standing in front of nice mansions, or getting out of limousines or other fancy cars. Well, my wife Eileen and I didn't live in a mansion at that time, and we didn't have fancy cars; but we thought that in order to have our own full-page ad, we had to go and have a picture taken in front of somebody else's mansion, and go rent a limo, and do whatever else it took to lead people to believe we were absurdly wealthy. That's what the people were doing in the other ads: they were manipulating perception to make it look like they were wildly successful, whether it was true or not.

We said something to Russ von Hoelscher about that and he told us, "Guys, if you do that, you're out of the business in a few years — because that's what everybody else is doing. And besides, that's not who you are. You're just an average couple from the Midwest, like the American Gothic image. **Why not just be yourselves? That's the part that people will connect to: who you are, the fact that there's really nothing all that special about you. It will greatly inspire and motivate them.**" And sure enough, that's been our unique selling position all along now! We've kept it to just being ourselves — and it *does* separate us from those other people who try to be something other than what they are. There's nothing wrong with tweaking perceptions, folks. Just don't tweak them so much that you distort reality completely out of recognition.

You've got to find reasonable ways to position yourself and your products. **It's all about psychology, and it's all about influencing certain things that people have within them that causes them to value one thing over another.** Scarcity is a good way to do it, and so is comparing your product to others; but there are many other ways, as Cialdini points out in his book. Another good book on the subject is *Maximum Influence: The 12 Universal Laws of Power Persuasion* by Kurt W. Mortensen. That's a book that Chris and I have studied a great deal.

Again, it all comes down to putting everything in the most favorable light, and it has a lot to do with understanding what the best prospective buyers in your market want and value the most. **Again: in marketing, as in life, perception is reality.** Think about when you meet someone for the first time, the perception they have of you face-to-face. Maybe you become a friend to them; if so, that perception is their reality. If they perceive you as being snotty and standoffish, that's probably the way you'll seem to that person forever. **It's very hard to change that initial perception.** This is just as true when selling and crafting offers. You can use that to your advantage, because if you can get the perception you're trying to create, if you can get your customers to see things the way you want them to see them by changing their perception or getting them to perceive something to be a certain way, you've gone a long way towards making that sale.

That's not to say that you're lying to people; let me emphasize that. **It's not being deceitful.** Some people might say, "Well, if you try to get people to perceive something a certain way, you must be lying — or you must be trying to get them to see something that's not really there." But that's not what getting your customers to perceive your offer properly is about! Again, **you're just putting it in the best light.** It's about presenting the benefits that you want them to see. It's about showing them the good side, all the best reasons why they should be doing business with you, why they should respond to this particular offer right away.

So you want to make sure that you use your sales copy to present a story, the right story, the kind of story you want to tell your customers, so that they see your product as being the ultimate solution for what they're looking for to ease their pain. That's critical. **In all selling, no matter what the product or service, you have to convince your customer that they're**

hurting, and that they need your solution. Now, hurting may mean many different things in different contexts. It could be that they're hurting financially and need your business opportunity. Maybe they're hurting by being overweight, and so they need your diet solution. They could be drowning in debt, so that they need your debt counseling solution. They could even be in physical pain; that's why headache pills sell so well. Ultimately, you've got to get people to recognize the pain they're in because they don't have your solution. **You want them to perceive that buying your product is the only way they're going to receive relief from their pain.**

So you've got to build your customer's perception around that goal. Perception is based largely on that first impression; **what people perceive in their mind to be true is their truth, and that will be the truth that they stick with.** You need them to perceive those things that you want them to perceive, and you need to do that as quickly as possible, so that they can begin to see themselves receiving the benefits of your offer.

And remember: people don't want cheap stuff. **They want things that they perceive as being very valuable and very expensive for a dirt-cheap price.** That may sound like splitting hairs, but it's important. Part of the whole perception thing is to build up the perceived value of what you're selling, so the price looks small by comparison to the money that you ask for in exchange for it.

Let's finish up this chapter with one final point — and it's a pretty short one. This is just kind of a marketing life lesson, because we talked about getting ideas; we talked about selling; and we talked about creating the perceptions required to effectively sell your products. This is simply a valuable warning that I believe can save you a lot of time, money, and energy. **It's just this: it's always easier to get into something than out of it.** Think about that. Whenever you're looking at your idea and

getting excited, step back a bit and think ahead. Visualize what it's going to take for you to put it together, what the process will be like, what the business will look like in six months, a year, two years, five years out. It doesn't hurt to do that, and you may find that it doesn't temper your enthusiasm one bit. In any case, you have to ask yourself: **"Is it worth all the time, money, effort, and energy to put that idea out there, in terms of the results?"**

You can't tell for sure, of course, but this is one way to keep from getting cut off at the knees. Many times I've had a great, multi-million dollar idea — and I've jumped face-first into a hole. Then I realize that I want to extricate myself from it, and so I start the process... but it always takes longer to get out than in. Sometimes it takes much, much longer to extricate yourself than you think. So before you commit all that time, money, energy — anything — to an idea, **really analyze it closely, and decide if this is something you really want to get into.** Because again, it's easy to get excited about the potential money you can make, and then fail to sit down and analyze the amount of effort required. This brings up opportunity cost, too: what other ideas might be able to make the same amount of money with less energy, and less time, that you could be doing instead?

One reason many entrepreneurs are self-employed is not just to make a lot of money, but also to have a lot of time as well. **We don't get into this business just to work 80 hours a week or more and be filthy rich, but not have time to enjoy it.** There are certain ideas that can make you a lot of money, and make you very successful and fill up your bank account — **but can really rob you of your time and your life.** That's why I think it's important to weigh whether your great idea is worth all you'll have to put in it. This is a factor that a lot of us don't realize going into the business, which is another reason I wanted to point it out now. We've learned it the hard way by taking on any and every idea, and then dealing with the consequences later on.

Nowadays, I always look at the potential challenges involved with an idea. **Do I have an exit strategy, in case there's a downside?** What is that exit strategy? How quickly can I get out? You should always analyze the potential downside and challenges you may face along the way, before you jump headfirst into anything. **I think it all comes down to knowing yourself.** The more you know yourself and what you value the most in life, and what you *don't* value, the easier the decision will be. There are several examples of different things that I almost got involved with, ideas that I was disappointed with at the time because they didn't work out. Now, I look back and I say to myself, "Thank God!"

Here's an example: about six years ago, I was approached by a couple of people about getting involved in a business opportunity with them. We got excited about it. We saw the potential to make lots of money — but one of the reasons they wanted to take me and another guy on as partners was because they were already fighting amongst themselves. They wanted us to get involved in the deal because they thought that *maybe* that would be a way of easing the war between them. It was potentially a multi-multi-million dollar deal — and yet, it would have cost me so many frustrations, so many headaches, and so many hassles. We'd probably all be in court right now, right this very minute. And then there was another deal back in the summer of 2007. I approached a couple of guys on this business opportunity that I wanted so much, and they turned me down — and I was so disappointed. Now I look at them and at the whole situation, and I'm relieved they did, because I realize now some of the things I would have had to do that I didn't know about at the time.

I also know myself enough now to make better decisions. I know that I value my independence—that's the most important thing to me. Twice in the last several years,

I've been ready to join an opportunity... and stalled. Both times, I had the paperwork already filled out, ready to be faxed in—and both times there was something that stopped me right before the fax went. I swear I'm not making this up. Right before I hit the send button I'd decide not to do it, and I didn't know why at the time. I just knew that I wanted to do the deal; I saw that there was money to be made, but there was something stopping me. It took me a long time to know why I wouldn't allow myself to do it, but now I realize what it was.

It's all because I value my independence too much. I knew that if I went ahead and got involved in either opportunity, I was going to have to give up too much of my own independence. I just couldn't do that. I think making the right decision about an opportunity does come from knowing yourself, knowing what you like, knowing what you don't like, knowing what's most important to you, knowing what you're willing to do and what you're not willing to do. **Sometimes it comes from making mistakes and getting your rear end kicked a little bit.** Then you say, "Man, I'm never going to do that again." I think sometimes, unfortunately, the way to make good decisions is to make some bad decisions first, and go through the painful process of learning from them.

I feel that this concept is a great way to bookend this conversation about ideas and where they can take you. So let me repeat it: **You need to spend a lot of time thinking about where an idea is going to take you, and what your end goal is, and how you'll get out of that idea if you need to.** Maybe this is less true when you're first getting started, because you're jumping out there with nothing to lose. You can just take ideas and run with them, because you know you'll just figure out stuff later, and you just need to get the money to start coming in. That's not a bad way to go; but if you can, **you should still be a little selective**, especially once you've got something significant

to lose. You should analyze the possibilities for profit and all the other things that come along with well-cultivated ideas.

Good ideas always lead somewhere, and they usually lead to obligation as well as possibility for profit. Remember that. You've got to think those things through. Think about who you'd be working with, what kind of results you'd be experiencing, and what kind of demands there would be on your time and your resources and energy. How long will this obligation be? Will this be a 30-day idea? Will it be a six-month idea? Will it be a lifetime idea? What happens if it succeeds, and does everything you hope it will do? What happens if it fails? What are your liabilities and obligations?

You can be selective in choosing the ideas that present the best opportunity with the least amount of effort. You can choose ideas that require as little of your time as possible; you can also choose ideas that require a lot of your time. **It's all determined by what you're trying to get out of that idea, and how that idea meshes with your goals.** At M.O.R.E., Inc., we've had lots of opportunities presented to us that might have made us a lot of money but didn't fit within what we were trying to accomplish for the company, and so we had to pass on those ideas—even though it hurt sometimes. But sometimes there are other factors that are more important than money that you have to consider. You've got to consider all angles.

So let's summarize: **First of all, let all the ideas flow.** Don't shoot an idea down too early. The ideas will come more freely if you let them come early and often, and if you don't spend too much time worrying about killing them. **Later comes the time for evaluation, for reflection, for looking at an idea and analyzing it and determining whether it's going to be something that you want to invest your time and resources in.** If you determine that it's one that you want to pursue, pursue it with all your passion, with all your heart, with all your

emotions, with all your energy behind it, and make sure that idea has every chance to succeed. Earlier, I quoted from Edward DeRopp. Here's another great quote from Edward in his book *The Master Game*: **"Seek above all else a game worth playing, and play it as if your entire life and sanity depended on it—for it does."**

Think about that. Play to enjoy, but play to *win*.

CHAPTER THREE:

Giving Them What They Want



You know, there are certain basics that you have to go through in this business—and sometimes your emotions aren't always your best indicator of where you are in the game. You can put in years, sometimes, just struggling as I did, and then all of the sudden things just magically come together. I've already mentioned in previous chapters what I call the "20-year overnight success story." Hopefully, you won't be one of those! **But there is something to be said for having to struggle for a while.**

I have a niece who is a great musician and singer; the only problem is, she's young and dumb. She's going through that deluded stage of life where she thinks the world owes her something. She was singing in front of me a couple years ago and she has a beautiful voice, just beautiful. She was talking about her desires to be world famous and have millions of adoring fans and all that, and I told her, "Amanda, here's what you need to do, hon. You need to find a band, get on the road for about five or six years, and practice every single night—**just practice. Keep getting better and better.** After five or six years on the road, maybe you'll be discovered. Then lo and behold you'll be on TV, and you'll have your multimillion-dollar record contracts, concerts, and all these adoring fans. You'll be famous." But of course that advice fell on deaf ears.

Millions of people want to get rich. If you go out on the street and ask a hundred people, “Hey, you want to be a multimillionaire?”...well, most of them would probably think that you’re trying to con them or lie to them, so they’d back off real fast. But if they really believed there was some sincerity to your question, I’m sure that most would say, “Absolutely! I would love to be a multimillionaire; who wouldn’t?” **And yet, when you ask them to do anything on a regular basis, to pay any kind of price necessary, they’re not willing to do it.** True success often requires an investment of money as well as investment in certain actions and the willingness to do certain things—to go through a learning curve, so to speak. Most people, though, will not do *anything*. And if they do, it’ll be short-lived.

When you study the lives of the people who have made it in a big way, you’ll find that they all paid a price for success. Sure, there may be an exception here and there; but the problem is that everybody wants to be that exception. **The norm is that you have to pay the price.** With very rare exceptions—like rich heiresses and lottery winners—**the people who get rich are the people who make a habit of doing difficult things.** Sometimes those difficult things sound easy, when in fact they can be difficult. That’s often (but not always!) true of this chapter’s theme: *Making Money by Giving the Customers What They Want*. Not what they need, but what they *want*! Sometimes most of the difficulty lies in remembering this. You’re not here to give people what you think they need. **You’re here to give them what they want.** For many of us, it takes a while to crack that part of the code. That’s part of the price we pay: that struggle to finally get it, the understanding of which finally opens the floodgate to real wealth.

It was like that for me, and it was like that for my colleague Jeff Gardner. He struggled for years, and it really didn’t look

like he was ever going to pull it off. Just like me, he had some people in his life who thought he was a little bit crazy to think that he could make millions of dollars. And yet, he's doing it now! **And part of what makes him so great is he really *does* love to help other people.** If you've seen him live at a seminar, you know it!

Jeff's story starts back when he was about 15 years old. Even before then, he knew he wanted financial freedom. He didn't know it was called that, but he knew that he wanted to make money, mainly because he saw his parents struggling all the time. They certainly weren't what you would consider poor, but you certainly didn't want to be around the table on bill night, because there was a lot of stress and a lot of unhappiness there. Well, Jeff just didn't want to live his life that way.

So Jeff tried to figure out a lot of different ways to make money, primarily by going door-to-door and selling this and that. But ultimately, he stumbled onto mail order. In mail order, it didn't matter how young Jeff was; he was able to sell things to people all over the nation—and later, all over the world. He started out selling other people's products, but eventually shifted to his own products that he'd put together. **Over time, he started making some money.** He wasn't a 20-year overnight success, but it did take him a number of years to become successful—nine, I believe.

That's because he took a shortcut by learning from other people. **He found people he could model: that is, he examined their methods, figuring out what they were doing the right way and the wrong way.** You should do the same as Jeff, and in fact you've made a good start! Instead of trying to figure it out yourself through trial and error, you're doing the easy thing by reading this book and hopefully acquiring some workable ideas you can then apply in your own business.

The other thing that really helped Jeff was his persistence—his stubbornness, if you will. He knew other people had made a lot of money working for themselves, and he was going to do it one way or another. Now, you may be thinking, “Heck, I’m very stubborn too, so I’m sure I’m going to make it,” and that’s great! **But you have to attach taking action to being stubborn.** If you’re just stubborn, you’re not going to really be super successful; but if you’re *persistent*, if you take action and you’re constantly getting out there, doing things, marketing, coming up with products, different marketing ideas, seeing what other people are doing and taking the best of what they’re doing, putting it in your business, **then I do believe that you’re going to shortcut your journey to success.**

That’s my intention with this chapter, so let’s move straight on to the first topic, which we call **How to Create Super-Selling Power That Can Make You the Fastest, Easiest Money Possible.** We all want fast, easy money, don’t we? **The way to get it is to become a power-seller.** Now, I know some people think, “Wow, these people who make millions of dollars selling products and services are well-trained, skillful people,” and yes, that’s one way to do it. If you have to sell products that there’s a lot of competition for, or even products that people really don’t want, then yes, you’ve got to have some super-selling skills to get people to buy. But if you want an easy way to get people to buy, if you want to create an almost magical super-selling power in a very short amount of time, **here’s the key: You’ve got to have something that the buyer wants badly, even desperately.** If that’s the case, then you, the seller, has all the power. But keep that in mind: **the power isn’t really in you. It’s in that item that the buyer wants so badly.** That’s why you have to look for the hottest possible products and services to sell.

You know, I talk to a lot of people about writing copy. People really get stressed out about writing sales letters. They’re

worried about things like, “How do I write a headline? How do I write an opening and a close? How do I write a guarantee?” Even starting out, they think they have to be perfect at it. They’re so worried about writing the best sales copy that they’ll sometimes go out and spend \$10,000, \$15,000, \$20,000 or more hiring a professional copywriter to write their sales letters for them. **What they fail to realize is that you can sell a ton of a hot product with a poorly-written sales letter, as long as you’re enthusiastic and have something that a market desperately wants.**

And conversely, I honestly believe that if you’ve got a product that nobody wants, it doesn’t matter how great your copy is—you’re probably not going to sell very many. So the key, in my opinion, isn’t having the best killer sales copy. It’s great to have it if you can, and you should always work to hone your skills; **but I would much rather have the best, hottest, most in-demand product than the best sales copy.** So when people are looking for products to sell to their market, or they’re just getting started and they don’t know what to sell, I always tell them, “Find the hottest offer. Find the hottest product, something that people are desperately going to want to buy.”

If you do that, and you implement everything right, you’ve made the whole situation of selling so much easier... because now you’re not really selling. **You’re giving the buyer the opportunity to buy something they want already, which really does give you amazing super-selling power.** It’s like the money just rains out of the sky. We’ve experienced that a few times over the years—money came faster than we could intelligently spend it. We still knew how to spend it of course, but not intelligently!

To really sell that hot item, you’ve got to create an irresistible offer. This starts with matching your offer to the right marketplace. **You have to begin with the end in mind,**

sometimes, and work backwards in order to create that irresistible offer. I know that that sounds a little complicated, and sure, it *is* somewhat advanced. But it's necessary, especially if what you have sells for a high ticket amount. With few exceptions, you can't just ask people who have no relationship with you to give you a lot of money, and actually expect that they'll buy in large numbers. One way you can build that sort of relationship, though, is to **work up to it by starting with lower-priced products and stair-stepping your customers to higher-dollar items.** That's one aspect of it. **The second is knowing that it's the back-end products that produce all your real profit,** so you'll want to think some of that out in advance. Because, you see, nobody gets rich by making one sale to one customer one time. **The secret is to resell to your customers over and over again;** so before you sell a single thing, you've got to think that through, in at least a general fashion.

Most businesses just sell people what they need: razor blades, socks, bread. That's one of the reasons they struggle so much. If you want to get rich, **focus on selling people what they want.** Now, be careful with this; sometimes what people want really badly is stuff that will put you in jail. In fact, the most profitable things in this world, it seems, are questionable or even downright illegal. Exclude those from your equation, unless you're really into living dangerously; work within the universe of things that are legal. And realize, too, that sometimes people want the craziest things. They can get typical stuff anywhere. **They're really looking for things that are different; things that are *unique*.**

So how do you figure out what people really want? **Market research, of course.** One of the things we tell people in our seminars is to find a marketplace they understand very, very well. We often talk about how to get rich in the opportunity marketplace, for example. So if you're a fan of the opportunity

market and want to enter that marketplace, **you need to find the things that excite you the most.** You understand the market; so if things get you excited, then you know that they can get other people excited, too. Create an offer like the one that excited you, and make it irresistible. You've got to stack things up, giving people so much value that they just say *holy crap!* and jump at the chance to become a part of it. They just can't help themselves: they all just start giving you their money at once.

Generally speaking, the more someone wants something, the more money you can make selling it to them. **It's not about need; think about it.** If all people needed was transportation, they'd buy a super cheap car that gets great gas mileage. Or maybe they'd just buy a moped. All they really *need* is transportation. But what they *want* is something else again—which is why when you're a car salesman, you can sell people convertible sports cars and SUVs that will get them from Point A to Point B in style. If someone wants to buy a home and they're just filling a basic need, there are plenty of inexpensive homes on the market. You're not going to make a lot on a product like that; the real money's in selling a home that someone really wants—a high-end house that sells for many times the price of basic shelter.

It's the same way in most businesses. If you're selling what people need, you're probably making small profit margins. **If you're selling what people want, you're probably in a high profit margin business.** The greater the want, generally speaking, the more profit is available in that marketplace.

Again, the best way to know what people want is to determine what you're excited about yourself. Chris Lakey likes golf and other sports. Though he's never been in such a business, he could probably get into one fairly easily with a little basic research, since he's a consumer in that marketplace. He knows a lot about golf, he knows what makes him crazy on the

golf course, and he knows the parts of the game that he struggles with. He knows the things that tend to frustrate all golfers, no matter their experience level. You may be the same; maybe *you* know your hobby very well. **Any hobby can be turned into a business if the marketplace is right—and if you offer your prospects something they want *really badly*.** The bigger the want, the more money there is to be made.

So you don't look for the biggest needs; look for the biggest, hottest wants. If you know your marketplace well enough, you can easily discern what these are. Those form the foundation for your sales success to that marketplace. They become the basis for your sales material, because you specifically address the wants people have. The bigger the want, the higher in your sales copy it should be placed. **That's why you should take a look at your competitors and determine which ones are making the most money.** Study what they're doing. Get on the other side of the cash register; think like somebody in the business, rather than a consumer, who *doesn't* think. Consumers, especially the most rabid ones, are buying for subconscious reasons; they're not really able to think in a more logical, holistic kind of way.

So many people are beating their heads against the wall because they're trying to sell people things that *they* want to sell, rather than things that the customers want to buy. That's a path to business failure! **You've always got to know where your focus is—and your focus should almost *always* be on your customer, very rarely on yourself.** You're not necessarily your customer; in fact, sometimes you and your customer are two completely different people. But if you know what they want and are willing to deliver just that, you're going to be more successful than if you decide, "Well, I only want to sell this," and try to sell it to people that don't want it. You'd be surprised how many people do that. **Sell people exactly what they *want*,**

which you find by studying the hottest products in your marketplace, and you'll be a super-seller in no time.

Let's jump to a related topic: the **Magic Formula for Making Millions Selling Virtually Any Product or Service.**

Now, this is a key item, and it definitely connects to my earlier topic. **The concept here is that we must find people who are very hungry for what we sell, and then feed it to them.**

Finding an endless supply of hungry prospects is the golden key to becoming wealthy—and there are some markets that really do have an endless supply of new prospects coming in all the time. Here's an example: the matchmaking market. Look at companies like eHarmony.com or Match.com, companies that focus on this market and are making millions of dollars by doing so. This is a market that will always be there; there will *always* be a fresh, new supply of people looking for other people to date and, ultimately, to marry. And once they're ready to get married, they enter what's known as the wedding market. During the short period of time they're engaged, they become prospects for wedding cakes, dresses, invitations, announcements, and wedding bands. That's another market with a constant stream of fresh prospects.

The dieting market is a *great* market. There are always people who want to lose some extra weight, so in that market you're always having new people come in. You're having people drop out and come back, too. They want pills and potions and diet plans. They want to go to Weight Watchers and Jenny Craig, and are always trying new things. The business opportunity and moneymaking market, the one me and most of my colleagues are involved in, is the same way. **There will always be people who want to make more money, who want to know how to ensure their financial freedom.**

Those are both pretty general markets, but there are markets that are as specific as something like back pain. It's a

niche market, though; while there are plenty of people in that market, they can be difficult to reach. After all, they don't all read one publication like *Back Pain Monthly*. Nevertheless, it's possible to reach the market—there are plenty of companies that offer pills, potions, and lotions for back pain sufferers. They know, as we do, that there will always be people who really want relief from back pain.

Focusing on a market with a constant, never-ending stream of prospects is necessary if you want to have a strong, growing business. If you're trying to sell to a group of seven people, and once those seven people are gone that's it, then you aren't going to have a very strong business, are you? It doesn't matter if the number is seven or seven thousand; eventually the pond will dry up. So you need to focus on a market that's fresh and has lots of new prospects, and simply go out and find what they want to buy. Do your research! You might go to their seminars, events, or organizational association meetings; read their magazines; or even conduct surveys or interviews. **Find out what their common problems are, and deliver the solutions.** That's the magic formula here—but it's almost a common sense formula, really. Once you've done all that, it's easy to figure out what to sell.

Let me reiterate: **Making a lot of money in the marketing field is *not* about what you want—unless you're able to make yourself want what your market wants.** A lot of people miss this somehow. They say, "Well, I want to sell X," whatever X may be, and that's the end of the argument. They try to shove it down the throats of the people in their particular market—if they even have a market to sell it to. That's the wrong way to do it. You need a vibrant, dynamic market that new people are coming into all the time, one where the buyers are rabid for new products. **Find out the problems they want to solve, and then create or find products that solve their problems.** Deliver

what *they* want, and you're going to find it a lot easier to make money than if you're delivering only what you want. And even if you do find a good market, try to home in on that one niche that's more vibrant than the others.

Let's use the opportunity market as an example. It encompasses many different segments: everything from niches where companies sell dirt-cheap, flimsy reports, to people selling a whole bunch of cheap stuff, mostly to each other, to companies that sell million-dollars franchises. Then there are the big companies like us that are selling what I think is top-notch information, and others that are just doing Internet stuff at one scale or another. Some of the niches are unique. Recently, someone handed me this business card. First he told me that he's involved in this business opportunity where they're making candles—and I had no interest, believe me. But as soon as he handed me his business card, I knew that somebody involved really understood marketing. It was a beautiful three-panel card that did a great job of selling and really got my attention. The next day, he gave me one of his candles, which I later burned as part of my morning quiet time. It's supposed to be a healthy candle, really good for you, and it really is a superior product.

Then I started studying the market niche that he's in. It *is* an opportunity, but it mostly reaches the stay-at-home mom market, a specific segment of the opportunity market. A lot of housewives want to supplement their income and have a little bit of freedom so they don't have to beg their husband for money; that's a big thing. And they want to get away from the kids for a little while, to have something else going on. They may not want to go into the work force full-time, but they want to do something that feels productive. **Well, when I started investigating, I found that with about 500 hours worth of work, you could make a go of it.** That's always the joke, you know; "Hey, I got a multimillion-dollar idea for you, and it's

only going to take 500 hours worth of work!”

But the truth was, with 500 hours of work, somebody could actually put something together that’s very similar to this deal. As I’ve pointed out, you think about the market first; in this case it was the stay-at-home mom type of market. And then you look at all of the companies selling business opportunities to that particular market, and you plan accordingly. It’s got to be a large market, and it’s got to be reachable. **There should be a lot of competitors already in the market, and they have to be doing well.** By the way, this company out of California doing this candle thing is publicly traded. Usually little rinky-dink companies aren’t—so this should make you smell some money there somewhere.

Whatever you come up with, don’t copy what the other companies are doing; but do use them as models. **A big part of marketing is differentiation, what separates you from everyone else.** These other companies should serve as your maps into new territories. Take a little from this company, a little from that one, and put them together in a new way to form something that is totally unique that will serve the marketplace.

One of the points I’d like to make here is that too often, people get caught up in worrying more about the product than they should. They focus on creating a product that sounds good to them or, for one reason or another, they come up with a product and then, after it’s developed, then they think about who they should sell it to. Or they never really think about who to sell it to at all; they just invented something, and now they want to figure out who might want it. That’s a huge mistake! **Find the prospects first.** Find the group of hungry people, and then offer them something to eat. That’s the golden formula: Start with the marketplace. **Too many people try to do it all backwards.** Find the group of customers *first*, then make money by filling their wants—not their needs. It all starts with the prospect, not the

product. **And be sure the group of people you start with is large—the bigger the better.** Sometimes you can get into a niche that's too small, where there wouldn't be the opportunity for profit because of the number of people in the niche. But you know, ideas are everywhere. There really are too many ideas and too little time, so as I pointed out in the last chapter, you have to pick and choose. That's one place where defining your marketplace, your niche, can really help you.

Let's move on to the third item on this chapter's agenda: **How to Create a Never-Ending Stream of Money By Always Doing One Simple Thing.** We're still sticking with this theme of giving customers what they want, and the idea here is to always strive to fill the deepest unfulfilled desires of your customers. How people are, deep down, is very interesting to me—how our egos work, especially. **People constantly *want things*.** We're never at a state of peace where we feel like we have everything. Maybe you want a new car, a new home, more money, better health, better looks—but you want *something*. Usually we want multiple things. What happens is that we take actions to fulfill those wants, and in most cases those actions include buying things. So if we want a new car, we'll buy that new car. If we want a new house, we'll buy a new house. If we want better health we might buy better food, eat at healthier restaurants, get a gym membership, and go to Jenny Craig. We've been conditioned as consumers to know that if we have a want, we can fulfill it by buying something. Which is great—as marketers, as business owners and entrepreneurs, you want to applaud the fact that consumers have been conditioned in that way. **When people decide to fill those wants, they're willing to pay you if you've got a product or service that will fill their wants.**

Now, the great thing about filling people's wants is that **their desire will, in many cases, be satisfied only very briefly**

by buying something. This happens a lot in the business opportunity market. Let's say somebody has the desire to make more money. They want to be filthy rich and live in a beautiful mansion, have fancy cars, and purchase everything that catches their fancy. To fulfill that desire, they might buy a course called "How to Make Money in Real Estate." They send away the \$500, they get the course, and they feel like they've taken action and fulfilled that want a little—until they start going through the course, and discover they've actually got to take some real action to make their dreams come true. Well, they're busy in their lives, and so what happens is that they set that aside. They put it on their bookshelf, and then—maybe very quickly, maybe very slowly—that little voice in their head starts telling them they still want the money, that house, the trip, the vacation, and the lifestyle that was *not* fulfilled with that first purchase. So what do they do? **They make a second purchase, a third purchase, a fourth purchase and a fifth purchase—and on and on.**

It's the exact same way in the weight-loss industry: someone has that desire to lose weight, so they'll take action to try to fulfill that desire, to fill that want, and they will not get the results that they want. **Most people want instantaneous results, which is unlikely to happen.** If they get that book on "How to Have Super Abs in Eight Minutes a Day or Less" and they read through it, and they've realized, "Yeah, eight minutes a day *for the next twenty years*," but that want hasn't been fulfilled—so now they have to go out and do the next thing: buy the pills or potions, or go to Weight Watchers or to the gym. **They just keep on buying things.** That's how human beings work.

So don't worry too much about over-fulfilling their wants. What do I mean by that? Well, here's what I *don't* mean. Some people say, "Well, I don't want to give them everything, because if I fulfill this desire completely, then they're never going to buy the next thing and the next thing." No, that's

absolutely not the right way to think. **Don't hold important information back; make it all available.** Here's a good example: there's a gentleman who sells books and courses on how to have more and better dates. He's got this great eBook that he sells for \$20, and it's got all of his best information in it. He's had thousands of people buy that book, and you'd think that would be the last thing that they would buy from him. Well, no, they're unsatisfied. They want still more information. They feel like they've got to have more information, because certainly this simple formula can't be all it takes to get more and better dates. So what they do is buy his DVD courses; they buy his audio CDs; they go to his live events for hundreds and, in some cases, thousands of dollars. They end up having spent thousands of dollars. In fact, some of these people are on continuity programs with the guy.

It's because they have this constant desire that is very rarely completely filled. Don't be afraid to fulfill people's wants, because what's going to happen is they're going to be satisfied very briefly, and then they're going to want some more.

Understanding that at a basic level will help you generate a never-ending stream of money—just knowing that people are constantly wanting, wanting, wanting, and your job is to continue to fill that wanting. People are insatiable, and thank goodness for that. They just can't get be satisfied. I realize that this causes some real misery in some people, but that's not our purview here. We're marketers, so we take advantage of the fact that people are obsessed with the kinds of things that we sell.

Incidentally, let me repeat something that I'll certainly say again: our consumers don't want the products themselves. They never want the products; **they want *the benefit the product brings***. If you need a hole in something, you don't really want the drill you have to buy or borrow to make the hole; you just want the hole the drill makes. You're looking for the benefits of

the drill. Well, guess what? For many products and services, the associated benefits aren't real in any way; they're just perceived. **In fact, some of the best benefits are perceived benefits. It's the fantasy in people's heads that matters**—and I'll give you an example from my own life. For years, I fantasized about having an RV and traveling all over the country; and I still do, a little, though I realize it's a fantasy. In my fantasy, one day I'll look out my window and there's a big beautiful set of mountains out there. Next week I look out my window, and there's the blue ocean. Then I'm down in the desert the next week, and then I go off to Canada and I'm in the forest. Occasionally in the past, especially when I was having problems in my life, I would, in my mind, jump in my little RV and take off; and in my mind I would be content, and life would be perfect. I wouldn't have any problems.

Then a few years back I went to an RV show. It was my first show ever, and I sat in a bunch of RVs. That's all I did—I just went from RV to RV, and I sat inside each one and I fantasized a little and tried to picture myself driving it. Somewhere along the line, I realized that's not really what I want—not at all. I don't want, for example, to have to dump the toilets and flush out the “brownwater,” as they call it. That's part of the reality of an RV; and that's not what I want. It's the fantasy that I want. Now I kind of wish I hadn't gone to that RV show.

People sometimes want the perceived value more than they want the real value. For example: most people who buy into business opportunities don't really want a business. Who wants a business? Some days, I wouldn't wish a business on my worst enemy. People don't really want to have to put up with all the crap you have to deal with to have a business. No, what they want are the *perceived benefits* of the business! They want the dream to be true. They want whatever they envision a business can bring them; and generally it can, if they're willing to work

hard and deal with the reality of business life. So if you're selling biz ops, you're not really lying to people; but you're not telling them the whole story, either—that sometimes, owning a business is very stressful.

People want the fantasy, and they want it to be real. They love the benefits and so they focus on those, and they just can't get enough of the dream. Pursuing that fantasy becomes an obsession; they end up buying more and more of whatever it is that promises the benefit of eventually, somehow, fulfilling this insatiability that they have. **The marketing lesson here is that the more people buy, the more they buy. It's a hunger that just can't be satiated.** If someone's in the marketplace for certain types of products, the more they get of those types of products, the more they want those and related products. The buying frenzy continues because they're buying.

And keep this in mind: you have to be right there to offer them more. The longer they go without buying, the more the hunger wanes; and over time, it goes away. Chris Lakey tells me that golf is like that for him. He notices that when he gets busy and can't golf as often, he doesn't miss it as much. That desire wanes because of his lack of participation. He's also an avid technology junkie: he always watches for the latest cell phone, and likes watching the latest high-definition televisions on the marketplace, and reading technology blogs. Now, frankly, he could get by with the old technology if he wasn't out there in the marketplace, always looking for what's new. But he is, so the more he looks, the more he sees other things that he thinks would be cool to own. It's the same thing with any business or product or marketplace: **the more someone is active in the marketplace, the more they want to own things that are related to that marketplace.** And, again, the opposite of that is true. If someone's out of the market and they haven't been active in it, that desire wanes.

So this insatiability is actually a good thing for us. Sometimes entrepreneurs are worried about competition, about prospects buying things from other people in the marketplace. Well, the fact is, people are going to spend their money in that marketplace, and if they're buying something from your competition, it means they're still feeding their hunger for those kinds of products and services, and so it means that they're still hungry. **Therefore, there's still a chance that they'll do business with you.** So don't worry about someone buying something from somebody else, especially if you have consumables or products that people tend to buy a lot.

There are obvious exceptions, of course; for example, if they buy a car, they're probably out of the auto market for a while. But most marketplaces aren't that way, so there should be no fear of them buying from the competition, because that means they're still hungry. Even if they've already bought something very similar to what you have to offer, they may very well buy from you, because **people will continue to want other types of products and services in the broader marketplace you serve.** That hunger keeps them going; the more they buy, the more they feed that hunger, and it's just an endless cycle until someone gets out of the marketplace for some reason.

Remember, too, that some markets are seasonal, so someone who's in a certain marketplace may not always be in that marketplace. **There is a season, a specific period of time, when they are hungry and are buying.** It's the same as any other market in that respect: while they're hungry, while they're in that moment, while they're interested in those types of products and services, the more they buy the more they want to buy. **It can form a continuous cycle, a type of feeding frenzy that can last a long time** and give you plenty of opportunities not only to make sales once, but to continue making those sales, and to continue serving your marketplace by offering them more

of what they want and more of what you know they've already bought from you the first time.

This leads to *The Number One Mistake That Costs Inexperienced Marketers Millions in Profit*. It's a simple mistake, and I can certainly understand how people who are just getting involved in marketing would make it. It's in selling logically. **This happens quite often when people are selling something they think people need, and they try to explain why they need it.** They don't realize that people buy based on what they *want*; that is, **purchases are more likely to be based on emotions and desires than on what someone should logically need.** Oh, they may justify that purchase through logic; they may say something like, "I really need that," or "I can use that in the future because it's going to do this, this and this." It doesn't matter; the purchase is almost always based on their emotions and their desires.

Even we marketers, who ought to understand this stuff, are all blinded by our desires. **It's those things that we want that really control us.** I've already mentioned the quote by Edward DeRopp that says, "Man inhabits a world of delusion." If you were to take away the things that we attach to the facts or to products and services, you would have a whole different perception of the world. **But what happens is that people identify products or services with being healthier and happier.** We desire certain products or services because of the results they're going to give us, or how they're going to make us feel, or how they're going to change our lives or our lifestyles. If you realize that most people live in this world of delusion, then that really does give you the opportunity to make more sales.

There are ways to train yourself to see how that delusion works. If you study psychology, you can come to understand, somewhat, how the human mind works. In knowing how it works, you can you create products, marketing campaigns, and

sales copy that really does generate an incredible amount of money. I've already mentioned an excellent primer on that: Robert Cialdini's *Influence: the Psychology of Persuasion*. It's a great book about the different types of persuasive methods that you can use to get people to perceive your product as the best in a particular market, especially if you have competition. Now, we're not talking about a product that people don't naturally want; **we're talking about persuading them to go ahead and buy the product they *do* want.** Remember, you should already be selling things that people want, just to make the selling process easier. With the information in Cialdini's book, you're going to have them buying it faster, and paying you more, with less hassle.

The second book that I would recommend is *The Science of Influence: How to Get Anyone to Say Yes in Eight Minutes or Less* by Kevin Hogan. Again, it's all about the psychology behind people's emotions, their desires, their thinking, and how to influence them to see you, your company and your products in a certain way, and to get them to take action.

You have to realize that we don't live in a world of reality. **We live in a world of perceptions, and unfortunately, most inexperienced marketers focus their attention and marketing on the features of a product.** Basically, what they're doing is saying, "This book is hardback. It has 237 pages. It's got a blue cover." People aren't out to buy a 237-page document with a pretty blue cover. That's incidental. They want what's between the covers: the information that a non-fiction book provides, or the thrills and excitement they can get from a novel. People don't want a thing to have the thing; **what they want is what that thing will provide, or what they perceive it's going to get them.** They want results!

Even though people buy because of the results, once they get the product, oftentimes they still don't take action. They

don't do whatever additional thing they have to do to get the results they want—so they're soon back in the market again, looking for that next product that they believe is going to get them that result. **Really, this is the foundation for successful marketing — understanding that people buy based on emotions, desires, and wanting, and that they're never going to be truly satisfied.** If you spend even the smallest amount of time learning the basics of psychology, especially by reading these books I've mentioned, you're going to become a powerful marketer who can get large groups of people to give you amazingly large amounts of money.

When I was 25 years old, I had a chance to spend some good, quality time with a man who, at that time, was about 82 years old. He came to visit me and was only going to stay for about a week; but then he got sick, and so he ended up staying seven or eight weeks. It was seven or eight of the best weeks of my life, now that I think about it. We would talk for hours when he felt well enough, and we talked many times into the night, just on and on and on. He was just such a smart guy and he taught me a lot of things. One day I asked him what the perfect business was. He told me, “You know, I've seen all these companies running these small classified ads in national magazines year after year, and I've thought about it a lot. I think that's the business you should be in.”

Of course, I didn't do anything with it for a few years. But then, one day, I asked him this question: “Bill, what's the most important thing you ever learned in your whole life?” And he goes, “Well, let me think about it for a few days.” I forgot I'd even asked him — and then one day we're driving down the road, three or four days later, and all of the sudden he says, “I got the answer to your question. Everybody in the whole world is crazy.” Of course, I thought he was kind of joking with me. But you know what? The more I understand human psychology,

especially as it affects marketing, the more I realize what Bill was saying. Emotions bring out the best and the worst in people — the best *and* the worst. **People often buy for unconscious reasons, especially rabid buyers.** They're the ones who buy the most, and most often the ones that are totally obsessed. It's all about the emotions.

Back in the 19th century, there was a woman named Madame Blavatsky who was into the weirdly spiritual, and had thousands and thousands of followers. Basically, she conned a lot of people. On her deathbed, she said that **people believe what they want to believe, and they see what they want to see.** I've thought about that a lot. It's as true now as it ever was. There's a very popular book that sold millions of copies recently, and now they're doing seminars all across the country. The promoters are making a fortune. Basically, the idea behind that book is that if you just sit around and get your mind right, you can command the universe to bring money and riches and all the wealth that you want. You could just sit in your living room on your couch, even in front of the television, and you could command money to come to you. People are buying those books by the millions. I'll admit that I bought the stupid book and the audio CDs myself. *Shame on me!* The crazier the idea, sometimes, the more people gravitate to it — almost like a child who wants to believe in fairy tales.

I talked about this earlier. **People just don't buy logically.** If we did, we'd all drive Hondas and live in cheap houses, using thrift-store furniture. We'd have no use for televisions, because that's just a waste of money. We wouldn't have two or three cell phones to our names; we might have just a home phone. We'd live very frugal, basic lives — almost like the Amish do.

The reality is that we don't live that way because we don't want to. We don't think through purchases and decide whether they're needed or not; **we buy based on emotion, and a lot of**

the reasons we buy are subconscious. We don't even know why we buy, but we do — and we buy often. We spend lots of money doing so. Imagine where our economy would be if we only bought what we needed, how little money would be spent in our marketplace. Of course, that would mean fewer jobs, because most jobs are provided by companies who sell what people want. The truth is, the world economy is driven by emotional spending. We buy what we want, and many times we buy what we want with money we should be spending on things that we *need*. Think about that one. A lot of people will go without health insurance — but they're probably eating out several times a week. They probably have a big screen high definition TV in their house, with cable or satellite dish. They probably have a couple of cell phones — and yet they're among the 47,000,000 Americans living without health insurance.

People *always* spend money on things they want over things that they need, which is why you want to be in the business of selling what people want. That assumes, of course, that you can figure out what they want. Sometimes, they themselves don't know; people don't typically think about it like that. They just know that they're buyers. And sometimes, people don't really know what they want until you sell it to them. Or they know what they want, but really don't know *why* they want it. So it's up to you to determine the psychological angles, and to figure out what they want. **Once you can figure that out, you can sell to people's emotional buying habits — and that's going to make you the big money.**

CHAPTER FOUR:

Raking It In



What is marketing?

If you ask a thousand different marketing experts that question, you're going to get a thousand different answers — and if you ask most college business professors, you're going to walk away totally confused. Some of those guys could go on for hours, and you still wouldn't get a good clear idea of what marketing is, because all they know is books, and most of their theories apply only to Fortune 1000 and 500 companies. And in any case, if they know what marketing is, why aren't they out there doing it and getting rich?

Here at M.O.R.E., Inc., **we define marketing very simply: it's all the things you do to attract the best customers and then resell to them repeatedly for the highest possible profit per transaction.** That's it! You could put that on a single 5x7 index card, because it's such a simple explanation. Just attract and resell, looking for the highest percentage of the *best* prospective buyers who can offer you the highest profit per transaction. **Do that, and the question is not *will* you get rich, but how rich will you get?** It's all mathematics. It's about having relationships with people who love what you're doing so much that they're sold on you, and they just keep coming back.

In this chapter, you'll find that a lot of what I'm telling you will seem repetitive, for two basic reasons: **1)** Many of the subjects I'll discuss here overlap with other subjects I've discussed (and will discuss) on a very basic level, and **2)** It *is* repetitive, because I believe that repetition is an excellent way to learn. The things I re-emphasize here are the things that need to be re-emphasized. As Robert Bly likes to say, **you have to really learn the rules well before you can break them.** I think that's profound, because you can learn the basics rules of marketing in a few days — but it takes long-term study to master the science and art, if you will, that's involved. I've been in the field for decades and I'm still learning new things.

Wherever you are right now, I've been in your shoes. I realize that it's frustrating to go over the same ground repeatedly, but it's necessary. You may discover something you haven't noticed before, right under your feet. You may be a lot closer to success than you imagine, and I guarantee, if you'll keep at it and keep emphasizing the basics, it'll all come together for you. When it does, the money will start flowing in, and you'll say, "*Holy crap!* Where was all this money before?" Well, it was out there in the wallets, purses, and credit card authorizations of millions of people who have problems they need solved. **It's just a matter of you using the right methods to connect with those people and sell to them initially, and then conducting enough repeat business with them over a long enough period of time.**

My director of marketing, Chris Lakey, is a news junkie: he constantly follows the news, reading articles both online and offline. He pointed out to me an interesting statistic back in February '08: For the first time in their history, the U.S. Postal Service was cutting jobs — on the order of 40,000 positions. In a different article in the *Washington Post*, it was noted that the USPS was projecting that they would carry nine billion fewer

pieces of mail in 2008 than they had in 2007. Nine billion pieces fewer! Most people wouldn't even think twice about that; they'd read those two articles, and they'd probably think, "Well, the postal service is suffering just like everybody else. I guess that's what's happening in our bad economy." Chris, of course, thought instantly of Direct-Mail, and everything he knew about Direct-Response Marketing and about mail order. Clearly, the big mailers were cutting back, if not much. But falling back to 98%, as Citibank did, and 96%, as Merrill Lynch did, really adds up. Chris connected the drop in the amount of mail sent through the postal service with the job cuts at the USPS, and started thinking about the opportunity that gives those of us who are serious Direct-Response Marketers. **Less mail is getting into people's mailboxes, so the direct-mail we send will get through to them more easily.**

The other thing that Chris was thinking of as he was reading these two articles was that **they just prove the need to specifically target the people you want to reach.** Of course, the post office serves all kinds of people, and they're cutting jobs, and that's a separate issue; but why are all these billions of pieces not getting mailed by all these companies? Well, under normal circumstances, Citibank is probably flooding the market, hoping that enough of their credit card offers stick; apparently that's not working as well as they like, so they're cutting back. But we're in the business of targeting smaller groups of customers, people that have proven that they want to spend money on the kinds of products and services we have to offer. If you'll stick to these proven formulas of target marketing — first finding a group of people that have a common interest and then creating products and services that give those people what they want — you don't have to be afraid of getting through. **Now, of course you want to test, but you can be confident in using the mail to deliver your message to a group of clients, because you're specifically targeting your message to a certain marketplace.**

You don't have to be fazed by the fact that the Post Office cut 40,000 jobs. You don't have to be fazed by the fact that there were nine billion fewer pieces of mail out there in 2008. You can be confident in going to your marketplace with your message, because you know you sell the exact kinds of products and services they want. Don't believe all the bad news — because one person's bad news can be another person's good news. **The drop in mail volume is a real opportunity to people like us.** Sure, everybody's focused on the Internet these days, and the Internet is great — but it has many weaknesses that the Internet marketing gurus will never tell you, because then you wouldn't buy their courses.

The biggest weakness, of course, is that we're all inundated with email. We go online and there are a hundred email messages — and we ignore most of them. Either we only answer the ones that are from people that we know and trust and want to hear from, with the occasional marketing message thrown in — or we delete all the marketing messages, period. So how do you get through to people if they're deleting your emails? That's no way to build a fortune.

But that's exactly what we've done, and what we're still doing. There aren't really a lot of secrets to doing that; in fact, there may only be five, ten, or twenty really good, hot secrets. All the other stuff is details, and figuring out how to implement those big secrets. I really do think that if you can find out the key secrets to making huge amounts of money and put them in action, you can literally go from zero to riches in a short time. **And that's what we brought to the table in this chapter: another handful of the best of the best marketing tricks and secrets that can have the biggest impact on your bottom line.**

So I'll jump right in with one of the biggest. In fact, I think that if you really lock this into your brain and you truly get it, if you really understand it, you're going to be able to make money

for yourself for many years to come. You're going to have total financial security. Now, let me mention a quick example before I reveal the secret; it's one I've mentioned already, in fact. Let's say you work in a Home Depot and someone comes up to you and says, "I'm looking for a drill." So you take them to the drills and ask, "What do you really want? What are you really looking for?" And they tell you, "I want a Makita 18-volt compact lithium ion cordless ½" driver drill kit." Well, that may be what they're *telling* you they want. But what do they *really* want? Do they *really* want that drill? No! ***What they want is a hole!*** That's why they've come to get the drill. The drill is really a tool to get the result they want.

This is one of those things that I warned you I'd be re-emphasizing, because it's so very, very important. If you can internalize this at a deep level, you're going to make a whole pile of money. ***People want results. We don't care how we get those results.*** We don't really want the manuals and the courses and the pills and the potions and the lotions; all of those are just the *tools* to get us a result. We want to be happier. We want to be thinner. We want to be better looking. We want to be richer. We want to be more successful. *We want, we want, we want!* We want results! What you need to do is identify a group of people, also known as a niche, who all want the same results, and cater to their wants. Again, as I emphasized in Chapter 3, ***their wants matter more than their needs.*** Does that sound cynical? Sure it does. But it's the truth.

For example, I just mentioned that people want to be thinner. That's a niche: a group of people who are interested in weight loss. It's a big niche, but what you have to do is understand that these people all want the same thing. There are a lot of companies serving that particular market, and they're helping people get their results by using different tools. Those can be books, reports, courses, live events, hypnotherapy, acupuncture, and programs

like Weight Watchers and Jenny Craig. Those are all tools that help people achieve the results they want.

What you should always be focused on is finding a group of people who have a very strong desire to achieve a particular result — whether, again, that's happiness, losing weight, being in better shape, living longer, having more retirement money... whatever it is — and you need to give those people what they want. That might sound incredibly simple, but it's the key to riches. **You just sell them the tools that they can use to achieve that result**, whether the tools are products, services, or training. Let me extend that, and make this even more powerful for you. Not only do people want results, but **they want their results as quickly as possible, as easily as possible**. You can give somebody a book on how to lose 100 pounds, and you can show them how to do that through strenuous exercise and a diet of bark and twigs and everything that tastes bad — and in three years they'll lose that 100 pounds. They won't be happy about going that route, though. They're going to get the results they ultimately want, but they're not going to be excited about the way they're getting it.

What they'd rather have is a magic pill they can pop every single night right before they go to bed — a magic pill that tastes good, slides down easily, and gets rid of that weight in about three days. Now, they'd *prefer* for it to be gone in 24 hours or less, but three days sounds a little bit more realistic, doesn't it? That's really the key. **People want their results, and they want them fast and easy — and the faster and easier you can help them get their results, the more money you're going to make**. If you had that tasty magic pill that could help people lose 100 pounds in a couple of days, and all they had to do was take it every night without exercising or changing their diet, you'd be a multimillionaire in no time. That's why there are companies out there generating hundreds of millions of dollars

selling weight loss pills and potions. That's why the Acai berry spam is flooding your email: because millions of people want that result, and they want it fast and easy.

One of the things that I would have you do as a new entrepreneur is to look closely at the group of people you're focused on, look at the result they want, and find a way to help them get that result fast and easy, in the exact way that they want it. They want the minimum amount of effort, the minimum amount of time, sometimes the minimum amount of money. That said, you'll find that if you can give people a magic pill that makes them *not* have to change their behaviors, *not* have to do anything different, but still get the results they want very quickly and easily — well, some will be willing to pay a lot of money for it: hundreds, even thousands of dollars. That's the overall formula for getting rich very quickly, and it's not just true with the weight loss market. **It's true in all markets. Everybody wants the result, but nobody really wants to pay the price to get it — at least in terms of changing themselves.** But they may very well pay you big money to develop the products and services that do it all for them.

I attend a lot of marketing seminars, and I've discovered that almost every one of the presenters that I see include, as part of their close, **an offer for some sort of done-for-you services** for the first 20-30 people who meet them when they get off the stage. Of course when people hear that, they all make a mad dash to the presenter. You have to kind of dumb things down a little bit. You have to realize that this is a trend here; I see it more and more. People are just so lazy nowadays it's not even funny. That's not a judgment; it's just an observation. I'm lazy too, in some ways. **We only have so much time and we want it all, so we're all looking for shortcuts.**

I used to keep a quote from Gene Schwartz, one of the greatest copywriters who ever lived, up on my wall. It's tattooed

on my brain. What Gene said is **what people really want is a miracle** — and when I read that and realized that Gene had made many millions of dollars, it connected. I hope it resonates with you. **Once you've found out what people in your market are looking for, make them the biggest, boldest promise possible, and then dumb it down. Simplify it.** Remember that when it comes to getting people to take action, don't even think of the people that you write to as people at all. Think about them as if they were greedy dogs and write to them *then*. Again, that's not a judgment call — it's recognition of reality. **People are greedy.** They want it all, and you've got to be able to promise them they'll get it. If you don't, somebody else will. **The one who gets the money is the one who makes the biggest, boldest promise and then can back it up — or provide the perception that they can back it up.**

I like the analogy of the drill versus the hole, because it really sums up the difference between selling a feature and selling a benefit. **You have to sell benefits, not features.** The only reason a normal person would want to buy a drill is to get a hole. So you've got to give people what they *really* want — and to do that, you've got to find out what that is first. **You've got to know your customer base and your marketplace very well.** That means you've got to do research and brain sweat and figure out what those true wants are. Not what they *say* they want — what they *really* want.

It would be handy if you could get into their wallets or checkbooks and find out what they're spending their money on. Absent that possibility, you need to use other means to determine what they're buying. Hopefully you're doing Direct-Mail, and can rent mailing lists of people that you know have purchased other things. **You can rent lists that are very targeted,** providing you with information about people who have bought products or services that are similar to the kind

you're selling, and you can create products based around what they're buying. You can get pretty specific when it comes to mailing lists and demographic or psychographic information, such that you're *really* targeting in to a specific small segment, a niche marketplace of people who all have very similar buying patterns. **You know that if you're selling something similar to what the company was selling when they got that person to buy, then at least you've got an opportunity to sell them something they want.**

Once you know that someone is interested in what you have to sell, then you at least know you're in the ballpark in terms of reaching the right person. We often have people ask questions about where they should advertise. Occasionally, we'll have someone tell us that they'd like to avoid business opportunity magazines, even though they're selling business opportunities, because they're just jam-packed with ads for biz opps. Instead, they'd rather advertise in the local newspaper where there are no other biz opp ads. Well, you don't want to advertise where there's nobody else advertising! **You want to advertise where there are all kinds of other ads, because you know that those ads are reaching people interested in the product you sell.** They're interested in making money, after all; that's why they're reading that magazine. That's what makes it a good place to advertise. To do otherwise would be like deciding to open a fast food restaurant, and instead of putting it downtown where all the other fast food restaurants are, you decide to put yours three miles outside of town where there is *nobody*. There's no other competition, and maybe you'd think that would be the best place to go — if any hungry people pass, you're the only joint around! But of course, you soon go out of business.

You want to be where everybody else is. If you're selling a business opportunity, that means you want to be advertising where others are advertising the same kinds of products and

services, because they're reaching that marketplace. **In Direct-Mail it means renting mailing lists that already have proven to be full of people who have bought the same kinds of products and services that you sell.** Remember, it's all about giving people what they want. And don't expect to make a fortune right away. Many people believe that they're going to get rich on only one product and soon retire. **But the reality of marketing is you're probably going to lose money on that first sale** — that is, what's usually known as a “front end” sale. Rarely does any company, even a big one, actually make a significant profit on the front end; you're lucky if you can break even.

The key to making a lot of money long-term is on what we call the “back end” — all the other sales you can make to a person once you hook them with that front end sale and start building a beneficial relationship with them. So when people come to me and say, “Okay, what hot product is really going to make me a lot of money?” what I normally say is, **“Look, don't work too much on your front end. Don't focus entirely on that first piece of the pie.”** Unfortunately, a lot of people think they need to focus 100% of their attention on that first product — and normally it's a \$25 book or a \$50 course, or something low-priced like that. In many cases they think that's going to be the be all and end all; they're going to make a million dollars off that deal.

In reality, acquiring a new customer can be incredibly expensive. The fact is, most companies go in the hole to generate a new customer. Sure, you may make \$50,000 selling products to new customers — but it may take you \$100,000 to make those sales! That's the glory of the back end. Again, the back end is simply all those products, services, books, courses, and whatever else you sell to new customers after the first purchase. **The front end generates leads or first-time buyers. Every additional sale after that is the back end. And that's**

where the money is, because you've already invested the money to generate that new customer. When you make back end sales, *you get that money back* and start making a profit.

People really dig themselves into a hole when they focus all their attention on creating just one product only. What usually ends up happening is that they launch the product and, if they're lucky, they break even — but in most cases they lose money. Then they look around at the marketing landscape and say, “How in the heck is everybody else making money? I've got my full-page ad out there. I'm selling this product on the Internet and I'm doing just what everybody else is doing, but I'm not making any money. How can I survive doing what all these other people seem to be doing?”

The reality is that most of the people have a back-end system in place. It may be hidden; you might only see the front-end marketing — that Direct-Mail piece, that full-page ad, the infomercial, whatever it is — that sells the front end. But the back end is there, or the ads wouldn't continue to be successful. **In fact, a lot of the companies that have been around long-term have multiple back end products.** They have more expensive products. They have live events. They have coaching. They have continuity products. They have all sorts of different things that they're going back and selling to their customers again and again. I've done it myself for many years, and I guarantee I wouldn't have been around these last couple of decades if I hadn't been able to go back to my customer list over and over again, selling them new products and services and opportunities. If I'd spent 100% of my time going out with brand new products, I would have dug myself into a hole that I'd still be trying to get myself out of.

No matter what you're selling, you always need to have this thought in your mind: **“What am I going to sell my customer next?”** And then you either develop or license that product,

service or opportunity, whatever you need to do. Once you've got that in hand, you need to ask, "Okay, what's the next thing and the next thing and the next thing?" **You *always* need to be thinking about what you're going to sell your customers next.** Look at a company like Pizza Hut. What are they selling? Pizza! How are they going to sell you the next pizza, that back end pizza? They bring you back in by selling you *different types of pizza*. "Hey! Guess what? We're taking the cheese off the top and we're sticking it in the crust!" Or "We're making it into squares!" or "We're selling 'em for five bucks!" They do all sorts of different things to get you coming back to them over and over again. They're always offering you new things.

I want you to get this idea out your head that you're going to find that one perfect product that's going to generate such a big pile of cash that you'll be able to retire forever. It can happen, but it's rare. **A better concept is to find something that will generate customers and leads.** Sure, try to break even on it, but even if you lose a little money, that's fine. What you need is a plan, a system, for selling them that second product and then that third product, fourth product, fifth product and on and on and on. **Where does that end? It doesn't!** This is a business. Once you get those customers in, you need to constantly be promoting new products, services, and opportunities to them. That's how you generate long-term lifetime income: by creating a list, by building up customer relationships, and then going back to them over and over, month after month, year after year to generate those profits. Once you've already invested in acquiring that customer and building up a relationship with them, **it takes very little money to go back to them with a Direct-Mail piece or an email blast and sell them your next product.** Now you're keeping more of that next sale as profit.

I understand that there used to be a time when you could

actually get rich on just one product. That's more or less a fantasy now, just like my big dream of having a million people send me a dollar. A dollar is nothing; just about everybody in the U.S. could give me a dollar, even most 7- or 8-year-old kids. It wouldn't hurt them; it would just be one measly dollar, for crying out loud. It'd be no big deal. And you know, I still wish that they would do that! I've thought about the *Give T.J. a Dollar* campaign a lot. And I think I could do it now. In fact, I *know* I could do it, without any doubt. I could get a million people, as early as two months from now, to grab \$1 out of their purse or their wallet and mail it to me. I *know* I can do it!

So take note! This is a great idea here I'm going to share with you. If you want a million people to give you \$1, it's simple. All you need is about \$10,000,000 to launch that campaign. If I did this, I could make a big deal about how I'm going to do something for them, or how I'm going to put their dollar to use. I *know* I could get a million people to give me a dollar. But that's probably all; it would probably end right there. That's the punch line: **it costs money to make money.** Everybody's heard that before; it's a cliché, but it's still true. **Just as it's true that you generally lose money on the front end.** That was an old argument that my wife and I used to have when she ran the company: I used to tell her over and over again, "Honey, it's not losing money. *It's an investment towards future profit.*" I must have said that a million times in the fourteen years she ran M.O.R.E., Inc. And it's true, if you're doing your job right.

It's ultimately about relationships. People do business with you once, they find out they like you and what you're selling, and they like what you're doing. You've got a product line to match the market. They come back and buy additional related items. Everybody is always saying, "Well, what do we resell to the customers?" It's simple: **you sell more of the same,**

with a new twist. Earlier I used the Pizza Hut analogy. I mean, come on, how many ways can you make a damned pizza? And yet they're always finding *some* way to do something with the cheese, something with the crust, something with the sauce. They're coming up with all these weird names; and what's in a name? **But people are addicted to new things, and they have to feed that addiction!**

A while back I was working on some website copy and I wanted to get it done, so I was really focused on it. Then all of the sudden the TV stopped playing this show my wife was watching for some breaking news — and of course I had to stop what I was doing, sit there like a fool, and watch the breaking news because I'm addicted to new things, just like everybody else. Since you've got to give your customers what they want, and what they want is new stuff, you have to provide just that. If not, they're going to buy it from somebody else — so you're actually losing money that could and should be yours.

Ideas for new products abound. Like most entrepreneurs, I can come up with all kinds of ideas for products and all kinds of niche marketplaces that I can serve with different products. Every time I read a magazine or a book or watch a TV show or drive down the highway and see a billboard, I see ideas. I start thinking, "Man, I could create a product that that marketplace would need, and I probably could make some decent money selling that product —" and then I stop, give myself a shake, and realize that **just because I could sell that product, that doesn't mean I could continue in that vein.** In most cases, there's no long-term business there, because I don't want to be in that business. I just like to be an entrepreneur. It's a fun game to be in.

The point is that the product itself should NOT be your focus. Once again, your focus should always be the marketplace. You need to flip that focus around to the group of customers you want to sell to. **If you focus on the marketplace instead of the**

product, you'll always be able to develop additional products and services to sell to those customers. If you start with the product, you pigeonhole yourself. You get stuck where you have one product, and then what are you going to do after that?

Now, of course you do have to have that one product to start with. **So if you're just getting started, get your first product out of the way.** Develop it, then get out there and sell it. **Again, you always have to focus on what's next.** What else is coming up? What else can you sell to those people? What are you going to do once you've sold that product? Most likely, if you make a profit on your first sale, it's going to be a small profit, so you've got to think about a back end. You've got to think about what's going to be next in your funnel. What else do you have coming down the pipeline? What else can you sell to those people? If you'll focus on the marketplace and serving them, then the products and services will come. **As you expand and develop your relationship with that marketplace, you'll come up with ideas for new products, all geared toward that marketplace you're already serving.** I think that's where people get trapped. They focus too much on the product, when they need to be focused on the prospects and the clients that they're trying to serve. You use that focus to develop projects, not only to sell the first time, but as part of an ongoing strategy for continuing to sell more and more products. The market always comes first.

Here's a point Jeff Gardner tells me he learned early on — not right away, but early enough to make a difference in the amount of money he was making in his business. When Jeff first got started selling information products, he sold inexpensive things like \$5 reports and \$20 books; the most expensive thing he ever sold was right under \$50. And he really thought he was going to make a million selling this type of stuff! Fortunately, he soon realized that it was going to be a long time before he made

it, because you've got to sell a lot of low-dollar items before you hit \$1,000,000. That's 20,000 copies alone of a \$50 product — and that's just to get the gross sales, not the net. Believe me, it costs a lot of money in advertising and promotion to make 20,000 sales.

So Jeff decided he needed to do something different, and took a look at what other marketers were doing. He saw that other people weren't selling just these low-cost items: they were selling products for \$200, \$500, \$1,000, \$2,000, \$5,000 and in some cases even \$10,000 and more. So Jeff started trying that himself. He was a little worried that people weren't going to buy a \$200 product from him, so he offered a \$97 product to his list — and a lot of people bought it. In fact, about the same number of people who bought the low-cost items bought the \$97 one. So then he moved up slowly from there. He went out to his list with the \$197 product, and people bought it. And then for a long time, the highest he would ever go was \$497. By then, Jeff was making a lot of money, mostly by selling high end products that had a very high markup. In fact, they had an 8-10 times markup, which basically means that if he was selling something for \$500, he wanted his cost to fulfill that product to be about \$50. Once Jeff got beyond that mental block of \$500, he went up to \$1,000 products — and his income jumped incredibly, because he still had a lot of people on his list who were willing to pay \$1,000 for a product, a course, or information. He continued to push that envelope, and now he regularly sells \$2,000 products. He's also had a life seminar that sold for \$6,000 a seat.

If you really want to make an incredible amount of money, you need to make sure that you have high-end products in the mix, because it's going to be very difficult to make millions of dollars selling low-end products. And believe me, you've got people on any list who are willing to pay more money for some products. Now, I *will* tell you that you're going

to get fewer people buying a top-dollar product, but guess what? It doesn't take very many of those sales for you to make a lot of money very quickly. **Do the math.** What does it take to make \$1,000,000 if you've got a \$1,000 product? You need only 1,000 sales. You only need 100 sales of a \$10,000 product to make a \$1,000,000, versus the earlier numbers, where you have to make 20,000 sales of a \$50 product. So you're much more likely to reach \$1,000,000 with a high-dollar product than you are trying to get there with a \$10, \$20, or \$50 product. Unfortunately, a lot of people are still stuck in this idea of having a catalog of low-dollar products, thinking they're just going to make it up in volume. **But the smart way to do it instead is to always keep creating higher and higher-priced products, services, opportunities, and turnkey deals, and going at your list with those offers.** I assure you, you're going to discover that a certain percentage of your list is going to want to buy those high end products.

Another benefit of doing that is that I really believe that you create a better customer. If you're only selling \$50 products to your customer list, you're building a list of people who only buy \$50 products. If you start pushing your list and sell them \$500 products, or \$1,000 or \$2,000 products, some of those people are going to flush out of the system — but some won't, and they're going to become better customers who are willing to pay you lots of money. Then you can go back to those people again and again, and you'll find that some of them will be willing to pay even more for a good product.

Jeff still hasn't pushed past that \$6,000 seminar price, but he and I have marketing friends who sell products right now for \$8,000, \$12,000, and even up to \$20,000 or more — and there are people in their mailing lists who are willing to pay those prices. At M.O.R.E., Inc., we have a few products that sell that high. **Those high-dollar products are the ones that really add**

the profit to the bottom line. All these little \$5, \$10, \$20 or \$50 deals bring in customers, but the profit is in the high-dollar, back-end items. So if you want to generate the maximum amount of money, you have to break through any mental block that you might have that tells you that you can't sell high-end products. **Push yourself to do it, testing carefully.** Just about every time I've pushed myself to sell more expensive stuff, I've expanded my bottom line, increasing the amount of money my business has made.

A lot of people have never figured this out. It took me a while, too. I started my first business, a carpet cleaning business, in 1985, and my whole deal was, "Hey, I've got the cheapest prices of any carpet cleaning company around!" That's what I advertised as my unique selling point... and it was stupid. On the very first date that my wife and I went on, she told me that I should raise my prices. I was afraid to raise my prices. The only way I knew how to get business was by charging *low* prices. Of course, then I'd go in there and try to upsell; every job, I'd go in to do a couple rooms of carpet and walk out after doing the whole house and all the furniture, and getting all their neighbors' and friends' names. So I was doing a couple of things right.

But look: **oversaturation in the marketplace is the real issue.** We're living in a society where there are so many people trying to compete — so many of them sharp marketers, too. And then the bills — they just keep growing and getting bigger. Everything costs more than you think it will. For all of those reasons, and the fact that you need to reward yourself — so that you'll stay in there, doing all the things necessary to stay in business — you've got to charge high prices. **There's one big reason why people don't do it: it's a dirty, filthy, nasty, four-letter word.** It's an F four-letter word, but it's not the F-word that some people might think it is. **It's the word *fear*!** Fear is what stops people from doing it.

I remember the first time we sold an expensive seminar. If it hadn't been for our joint venture partners in Kansas City, the Anton brothers, there is no way on God's green earth we would have ever tried to sell a \$5,000 seminar. I didn't have enough courage to do it on my own; I had to have business partners who were saying, "Now calm down, T.J., calm down, calm down." I was afraid that if you charged \$5,000, nobody would come — when in fact we had over a hundred people in the room! Once we got past the first one, it was easier. Six months later we had our second one, and this time we did it without the Anton brothers. **You've got to get past that fear.**

The more money people spend, the better customers they are, and that's the gospel truth. If I had \$1,000 for every customer who was a total pain in the rear but bought almost nothing, I'd have a pile of money ten feet tall. There are some really nasty ones that take all the joy and pleasure out of business, and then you go back and look in their buying records to see what their buying history is and find that they've hardly bought anything from you. In fact, recently we even had an angry "customer" who called us up, raising all kinds of Cain — and then we looked into the database, and he hadn't even bought anything! He was just a lead, somebody who bit on one of our free offers.

Now, that's the case only in a general sense. Not everybody who doesn't spend much money is a problem, but often they are. On the flip side of that is the fact **the least amount of problems come from those who spend the most money with you.** That's a good argument right there for increasing your prices. Think about it just from a logistical standpoint: **you're dealing with fewer customers in order to make the same amount of money.** If you have 1,000 people give you \$10, you have 1,000 people to deal with. If you have 10 people give you \$1,000, you have 10 people to deal with — and I say "deal with" in the most

pleasant and positive way. It's the same dollar amount in the end, but with many fewer customers. **You can build an entire business around premium prices, have fewer customers to work with, and have better relationships with them because, traditionally, they're of a higher quality.**

Most people's prices are way too low. All they have to do is bump that price up a little to see an increase in profits, with very little drop-off in sales. **Usually, the value is high enough that it's simple to justify a higher price.** They've just got to have the guts to go out there and ask for it. Most people are willing to pay more, as long as you've built value in and you have a good solid guarantee.

I'm going to finish this chapter up with what I call "the icing on the Get Rich cake." Personally, it's something I wish I would have done earlier — and everybody that I've talked to who has implemented this concept admits the same thing. If you're online and haven't really gotten started yet, the perfect time to start this is immediately. **Basically, it's the concept of creating continuity or residual income.** This is income that you get month after month, year after year, from making one sale.

I'll give you a couple of examples, but first let me explain that a little more. **You spend the money advertising and marketing a product or service one time, but you get paid on that sale over and over again automatically.** This can be something like a service; website hosting, for example. You go to a website host, you buy the service, then you're charged for it every single month, month after month. Your cable bill is the same way; so is your electric bill. That's why these companies are huge — because you sign up with them one time, but then they charge you over and over again, year after year.

Once you've got thousands, tens of thousands or even *hundreds* of thousands of people paying you a monthly fee over

and over again, you're banking some serious money. **Plus it offers a lot of financial security, because you know what to expect next month.** If you've got a thousand people paying you \$25 a month, you know that next month you've got \$25,000 in the bank automatically. Now, of course you're going to have some attrition; some people are going to drop out, just like they do with any service or product. But of course you're always adding people to the mix, too. **As long as you're always adding an equal or greater number, you're building those profits over and over again.**

Another reason why I say continuity is so important is that it gets you out of this process of always, *always* having to create that next best thing. It doesn't mean you're completely out of that loop, **but it gives you time away from your business, a little more freedom,** because at least some of the bills are paid next month. **You already know that money's going to be there whether or not you come up with another product.** You've got a little bit of foundational money, a cushion for those times you have personal or family issues to deal with, or you want a vacation.

And here's yet another reason why I really like continuity: the sales process happens once. You do the pitch and spend the money once to get that customer in, so they're paying you for months or years. Even if you're using a solid customer list, offering new products means you have to go back to them over and over again, going through that exact same process of selling them that next product. There's still a process of contacting them, of them saying yes or no, of them ordering, and then of you shipping out the order. You'll still have to do this to some extent with continuity, but the repetition is so much less. **You sell them on your product once, and they pay you repeatedly.** It can be a very simple process of your database auto-charging their credit card or their checking account — and

if it's electronically delivered information, you don't have to do anything else. **It's a lot less expensive than pushing the back end products repeatedly;** it's a lot less hassle, and it gives your business the stability of an ongoing cash flow instead of always having to ship new things out to your customers.

One of the things that Jeff Gardner offers, for example, is web hosting; his company helps people keep their websites up and running. In addition, they have a membership site where people pay \$25-\$30 a month to have access. They also have a monthly newsletter. In the past he's done monthly audio newsletters where he's just basically recorded himself talking for an hour, and then sent that out to customers. Now he has a 12-page print newsletter — but again, that's charged every single month at \$19.95 per month. That continues until the customer tells him to stop.

There are a lot of different ways you can have continuity products that pay you a residual income, even if you're in the informational market field. It really is an important part of a company's product mix to have some sort of continuity offer, if not multiple continuity offers, so that you can start to build up that ongoing cash flow and create some stability in your business. **If you study the most successful companies in any field, you'll find that a high percentage of them are dealing in continuity.** For example, my best friend has a pest control business. The unique thing about pest control is that those companies are readily bought and sold all the time — sold for high amounts of money, and sold very, very quickly. That's a little secret about that industry. Pest control is sold on a contractual monthly, bi-monthly, or quarterly basis. It's continuity-based. People will gladly pay that repetitive fee to get rid of the bugs and keep them away. Continuity is just such a great way to make money! Instead of starting over every month and fighting to pay your bills, you've got something in place that will ensure that those bills get

paid. **The money comes in automatically.**

The strategy of starting over again constantly reminds me of one of my top ten favorite movies. It's a Ron Howard movie called *The Paper*, with Michael Keaton. It's one day in the life of a newspaper... a struggling newspaper, by the way. One day; that's all it is, just one day. One of the things Michael Keaton says is, "We've got to start all over again the next day and we have to do it *all over again* the next day." That's how most businesses are; they're just working their butts off. It's a very painful process. **Well, you don't have to do that once you've got residual income in place.** Why should you miss out on the opportunity to have automatic money coming in month after month? Your bills come in month after month, don't they? Why should you have to worry about how you're going to meet those bills?

As consumers, we're used to paying our electric bill every month. We pay our cell phone bill every month. We've got our cable bill, or the mortgage, or the rent. We're paying that car payment. We've got this payment and that payment, and it's all coming out every month. Some of it comes on our credit card; some of it comes on our checking account; for some of it, we write checks. We've got money out all over the place on a monthly basis. The same is true for all those other consumers out there: **they're very accustomed to paying monthly for various products and services, so it's an easy add-on to whatever you're already selling.** If you've already got a \$100, \$200, \$500, or \$1,000 to \$5,000 sale, whatever it might be, it's simple to step people up to a monthly payment just by adding it on to your order form and telling people there's a monthly surcharge.

What do you do with that monthly charge? Well, it could be for a newsletter; it could be for website hosting; it could be for a small coaching program. You can come up with all kinds of

reasons why you have a monthly fee. Maybe it could be for affiliate support, if you've got a business opportunity. That monthly fee could be as little as \$5-10 bucks; it can be as much as \$100 or more. Some people have coaching programs where they're charging people a \$1,000 a month. You can do all those kinds of things, and **it's an easy thing to get people to go from making an initial sale to making a monthly sale.** People are used to making monthly payments; they're comfortable with doing it. And here's the great thing about it: people usually forget about the bill. They're not that concerned about it; it's not like they get their bill every month and they're dreading it.

You know, people are pretty much creatures of comfort and habit. They do the same things over and over again — like in the movie *Groundhog Day* with Bill Murray. Every day is a lot like the day that preceded it; that's just the way people are. They're comfortable with shelling out \$30 or a \$100 a month, so that makes it easier for us as marketers.

Now, I have people come up to me and say, "Yes, I've heard that before; I've heard that multiple times. But how are you implementing that in your own life and your own business?" Well, people want new stuff, remember? **The trick, and the challenge, is realizing that they want it before they've already implemented the old tried-and-true stuff that's worked every single time.** So yeah, you've heard it. That's why I keep telling it to you. That's why other people keep telling it to you, because it works, and it works every time — but you've got to implement it. **So before you go out and find the next new thing, the next hottest thing, the next big breakthrough, put these into action first.** You've got to work these pointers to get them to work for you. Just hearing them, however many times, isn't going to do anything; hearing them once, and actually putting them into action, is going to be much more powerful than hearing them 40 times and doing nothing.

CHAPTER FIVE:

The Most Valuable Lesson of DRM



DRM is an addictive form of marketing — but for most people, it doesn't become truly addictive until the money starts flowing in. The biggest problem, of course, is in getting them to that point. As Zig Ziglar once pointed out in a famous speech, most wannabe direct response marketers are like people sitting beside a wood stove shouting, “Give me *heat!* Give me *heat!*” They act like the stove's going to warm itself up without them lifting a finger. They're unwilling to put the wood into the stove and light the match.

Well, you have to put *some* effort into your marketing. No matter how good an opportunity is, you're not going to get any 'heat' out of it unless you stand up, put the wood in the stove, and build that fire. The world's not going to do everything for you; **you have to pay a price to get what you want, in DRM as in every other worthwhile endeavor.** If you're reading this book and others like it, if you're attending seminars and conferences, if you're listening to the audio presentations, if you're getting out there and learning by doing — then you're paying the necessary price. ***You have to put in the effort to believe it before you see it.*** That's a requirement for any of us who want to go from rags to riches. For me, it was six long years of struggling, where I was buying all kinds of get-rich-quick plans and programs — *six solid years*. I spent just about every

penny I had on these programs, and while my life sure didn't look like it was changing on the surface, I was learning everything I had to learn to do better later in life. **When all the right elements came together, millions of dollars poured in within just a few short years.**

The same thing can happen to you. In this chapter, I'm going to talk about the most valuable DRM lesson you can learn — period. The moment your business becomes a real business, and not just a hobby, you start thinking seriously about this. I've repeated this over and over in all my presentations, books, reports, seminars, workshops, you name it; and it's not even the first time you've seen it in this book. I'm going to repeat it here: **The gold is in the list.**

That's the lesson. **The gold is in the list.** This is something that all successful marketers have had to learn, usually the hard way. I'm hoping you can avoid that harder path by taking this to heart right now and using it as a shortcut to riches. You have to realize that while you can put together a letter or an offer, put it out in front of people and get some orders coming in, **that's still just a hobby if there's no plan to build a mailing list and develop long-term relationships with your customers.** That's where the real money comes in: not from grabbing a few one-time sales and moving on, but from nurturing as many of those one-time sales, those new relationships, as possible into long-term bonds that benefit both you and the customer.

If what's next isn't in place right from the start, you're going to fail. One of the chief implications of the lesson I'm teaching you in this chapter is simply this: **there are two sides to every business.** There's a front end, which involves lead generation to help you develop your list; and then there's a back end, which is where you're making repeated offers to the established customer base you've built with your previous

offers. **Almost all of your profits will come from the back end of your business**, which is something that most people, both inside and outside of the business world, just don't understand. As your relationship deepens and becomes more personal with your existing customers, they'll become more and more responsive. **Ultimately, that means that marketing to your existing customers should be more important than acquiring new ones.**

Lead acquisition is important, of course, because no matter what, you're going to lose some of your existing customer base — if only because they pass away or otherwise stop buying. **Therefore, you have to develop new leads and attract new customers to build and rebuild your list, so that you can focus on it and draw out the profits.** It's just another aspect of the 80/20 principal that's so applicable to business: in this case, no more than 20% of your time should be focused on generating new clients, while 80% should be focused on marketing to your existing customers. If you do that, you're going to make a ton of money.

Here's an example of good back-end service, one that I use so often that the people who know me best just roll their eyes when they hear it. Everybody's got a favorite restaurant. In mine, they know *exactly* what I want. I've been in there so often that they know me and my tastes. I don't even have to tell them anything — they just bring me my usual when I come in. The owner will come over and shake my hand, and we'll talk a little bit about family or whatnot. When we first started eating this restaurant (it's a Mexican place called Acapulco), all the people who are now running the place were little kids. Seriously — they were the cute little kids who used to serve our chips. Now they're all adults, and very soon now, their own children are going to be carrying those chips to the table. They know how to take good care of people, and that's really what it's all about.

So many people just can't make that leap, especially when they're selling information products or similar intangibles. They might say, "Well, okay, I've heard your restaurant story, but I'm not in the restaurant business. I'm selling moneymaking materials and information products." So what? You still have a customer. You're still dealing with people, and those people still have wants that need to be addressed. **They still have things that are important to them; they still want to feel appreciated.** So you've got to do things to make them know that they're special, to make them know that you care about them. **You have to do things to give them what you know they want.** It's all about intimately understanding your market — knowing what turns people on, knowing what turns them off.

We have a good friend whose business is suffering right now, and one of the reasons is because he's lost touch with the marketplace. We all know it, but he's a friend... and you know how it is. When your friend forgets to wear deodorant or something, it's hard for you to come up to him and say "Hey, ah, you might want to change that deodorant you're wearing." In this case, he's still trying to sell people the same types of things he used to, things they no longer go ape-crazy over. **It's imperative that you stay in touch with what people want more than anything else** — and our friend has lost sight of that. **Your market will change, so you *must* stay on top of those changes.** You have to monitor your competitors and find out what they're doing that's making them so much money. You have to know how to make people feel special. **So yes, the gold is in the list, but only as long as you take good care of those people.** If you don't, that gold turns to fool's gold.

Always take care of the customer and provide top-notch service. A lot of marketers seem to forget that all those names on their lists are people, not machines. Ultimately, you're just a person selling to another person; you can't ever forget that. When

you get right down to it, every form of marketing is one person dealing with another, even if you're dealing with business to business transaction, in which one or both of those you represent an entire company. **You have to treat people the right way, build relationships with them, and then enhance those relationships to foster the kind of interaction that leads to not only to a first-time sale, but subsequent sales as well.** That's why salespeople in any industry will spend a considerable amount of time trying to build rapport, finding a common bond that links them with their prospects. A salesman might say, "Oh, you like sports? I like sports too! What's your team? Yeah, that's my team too!" You find a common friend, or in some cases a common enemy, and build the relationship from there. It's important to build those relationships, so the customers don't forget who you are and decide to go do business with somebody else.

Here's a great example of how building a good, friendly relationship can help you financially. We know a high-powered attorney who charges five or six hundred an hour; his name is Sheldon, but we all call him Shelly. Shelly specializes in helping marketers who get sideways with government regulators, and he's got an office in the Empire State Building. He told me once that whenever he has to go to meet with government officials, he spends the week before preparing, getting to know the official's city in detail. Let's say he has to fly to Atlanta; instead of just working on the case — the kind of work he's done so often and so long that he can do it in his sleep — he'll bone up on what's going on with the city. He'll become familiar with all the local professional sports teams; he finds out what kind of season they're having, who their best players are, and what the best players are doing. He'll have his secretary go back and grab some newspapers from a week ago in Atlanta. He'll find out what's happened in the community recently — and then he'll go meet with this government official. He'll start observing and fishing until he finds that one thing that hooks them — like, say,

that they're an Atlanta Braves fan. Now all of a sudden, he knows which players are the superstars, which ones are having a good year, which ones have the highest RBI, which ones are really kicking butt. And then they'll spend almost the entire meeting, him and this government official, discussing the team, or what's happening here and there in Atlanta. If they have an hour, they'll spend fifty minutes of that hour just chatting. Finally, once they're back-slapping buddies and they've developed this great rapport, they'll spend the last ten minutes talking about the case. By that time the ice is melted, and business becomes so simple.

How does that translate to *your* business environment? Well, it's all about finding a way to discover what your client wants — how to get into their head and provide them with their heart's desire. **Not what they need, but what they want.** In a way, you're trying to manipulate them so that you can understand what you need to do to help them get what they want, and that's not a bad thing.

And that's a nice little segue into what I was talking about earlier, with the front end offers. I'm going to take you through a step-by-step process here that I go through myself, and discuss the different things that you need to be thinking about if you want to get out of the hobby mode and into the solid business model mode. Now, the first thing is something I already told you: that you were going to need to spend 20% of your time on your front end, and 80% on your back end. **But I realize that in the beginning, you're spending probably 90% on your front end, because you might not have one at first.** If you're already in business, maybe you do already have a front end offer — and if so, you can use some of this information to tweak it a little bit.

In either case, what you want to do first is find what I call a **“lead magnet.”** That's just some low-cost or low-risk offer that you use to draw people in, like steel to a magnet. **But before**

you make that offer, you have to identify to yourself what's going to be next — that is, what you'll follow up with on your back end — and again, this is something that a lot of people new to the business don't understand. They just strike out blindly with a front end offer, with no intention of follow-up. That's shooting yourself in the foot before you get started. **The only valid use of a front-end offer is to build a list so that you can sell more products on the back end.** A lot of newbie marketers think, "Hey, I've got this real hot offer. It's great, it's selling right and left, it's a low-ticket item, and all these people are pouring into my database." Again, so what? Where's the back end? **You can have the best front-end offer in the world, but what are you selling to them next?** What's the whole point of the process? That's what you need to be thinking about. Yes, you need a lead magnet in your business; you need to come up with some sort of offer that gets in the heads of your consumers, and identifies the right type of person. **Then you need to give them more of what they want.**

The average entrepreneur spends many, many hours studying the industry, and what's going on in their segment of it, their niche. Many of us have purchased all kinds of products ourselves, like I did when I first got started. So if I want to understand my consumer, all I have to do is look in the mirror and point. This is something that gives you a leg up in this situation. If you're a dentist, for example, and that's your niche, then you can probably sell things to dentists very easily — because you know what they're passionate about, and you know what they respond to.

So you have to get into the head of the person you're trying to manipulate. **You need to motivate them to take action, so that they can effectively identify themselves.** That's where a lead magnet comes in. It draws in a group of people who can then be sold related products and services on the back end.

When you're looking for your lead magnet, I'd suggest that you test a number of different offers. Find a few things that you think would appeal to you and your audience base — and again, **it's easier if you represent your audience base, if only because it lowers the learning curve.** You may not be your customer, exactly, but you'll better understand who they are, and you won't have to study them as much. We know people in the DRM industry who have been selling things to people they have absolutely no affinity with at all — and they suck at it. They have to study the marketplace and learn the lingo and understand what motivates their consumers to do well at all. Sure, you can go that route — but I'm telling you, it's a lot harder. You already know how you're wired; you already know what makes *you* tick.

Go to your bookshelf. If you're like me, you have numerous products sitting there because you saw a letter or a website that motivated you, and you got ecstatic about the product — and you had to buy it. Those things are lead magnets, examples of what you want to emulate. **So when you're looking for your first product, try to match up something that meets the same criteria that got *you* excited when you made those purchases.** That's a good place to start that process.

Look, everybody's heard about our story. My wife Eileen and I got started with \$300 back in 1988. We turned it into more than \$10 million in total revenue within our first five years, and then went on to bringing in a grand total of more than \$114 million in revenue within our first 19 years. I don't say this to brag — but it's our story, and we own it. We've worked hard to make all of that happen, and it's unique to us. However, people who are serious about making a lot of money like to say, “Hey, give it to me, man. Just give me your best secret.” They want it on a 3 x 5 card. Well, if I had to limit myself to just one secret, it would be the one I'm talking about here. **You have to start with a marketplace that you understand at a deep level;**

otherwise, you're handicapped. If you start with a market you understand, a market you've been involved with, then you already know your customer. It's that simple.

By the time we hit it big, I'd been sending away for every get-rich plan and program I could get my hands on for six years. All of my friends and family laughed at me. They told me I was delusional. A few, like my mom and dad, actually begged me to give up on this crazy idea that I could make millions of dollars; and my dear sweet grandmother always used to tell me, "Go to school and get a good job," in that thick German accent of hers. I heard it so many times that finally I had to say, "Grandma, I don't want to go to school, and I don't want to get a good job." Because despite what people thought, I wasn't setting myself up for failure. **The bottom line is that when it came time for us to get involved in this marketplace, we already had a major advantage.** We already knew the people we were competing against; we'd been buying from them for years, so we were able to stop thinking like consumers, and start thinking like businesspeople — and start selling to a market that we already had a real affinity with.

I tell everybody at our seminars and other live events that if you're buying a lot of stuff in the opportunity market, then the best thing you can do is turn it around. Take a page out of our playbook; **start selling to the market you're buying from.** After all, in any marketing endeavor, a lot of time goes into just understanding the psychology of the buyer. You have to first determine who the buyers of your proposed product are, and why they would buy that product in the first place. **What are their emotional triggers?** Then you try to figure out how to write copy from that perspective. To write copy for an industry that you don't understand, or to sell a product to a marketplace that you don't really know well, requires a great deal of time and energy. **When you're selling to an industry that you already**

know well, you instantly have a leg up. You already know how those prospects think, because you *are* one of those prospects. When you have that personal affinity with the marketplace, you're able to craft an initial offer that will separate the best prospective buyers in your market from the crowd, and get them to come to you first. That's how you create a lead magnet.

Let's say you love to golf; if that's the case, you have a good knowledge of what makes a golfer tick. When they're out on the course and they're faced with a certain situation, you know the thoughts that go through their minds. If you were to decide to sell a golf club that really helped them fix a certain part of their game, you know how to get in their heads and help sell that golf club. It's the same thing with the opportunity market. If you yourself are a buyer of business opportunities, you understand what makes other buyers tick; you know how they think about business opportunities, and some of the emotions that go into why they respond to specific kinds of opportunities. That helps you identify with them as a marketer. **It's a tremendous advantage to sell to an industry that you know, and that's why we've always said you can turn a hobby into an income** — because most people really like their hobby, and understand it and whatever industry it's related to at a deep level. You've got a much better chance of success from the onset, because you know that industry as a client yourself.

Incidentally, you can also look at the hobby/business equation from the opposite direction. **One key to real success, I think, is to treat your business somewhat like a hobby, because people are passionate about their hobbies.** People spend hours with their pastimes, regardless of the fact that those hobbies are costing them a lot of money and never making them a dime — because they love them. I feel this is a good attitude to adopt, especially in the beginning: **Learn to love whatever you have to do to make money.** Unfortunately, there's a price to pay

to learn anything, and the whole game of marketing can sometimes take years to learn before the money starts flowing in like crazy. So in the meantime, while you're going through that vital learning curve, you may not be making a lot of money — but you're learning a hell of a lot that you absolutely need to know. **It's a lot easier to keep going during that initial learning phase if you enjoy what you're doing and don't see it as a waste of time.**

Of course, one problem with treating a business as a hobby is that people tend not to take it seriously; they treat the business as a passive thing, when they could be pushing the envelope, taking it forward with a serious, cohesive plan of action. The fact is, if you don't do something in your “hobby” business every day to better yourself and your situation, you'll never get to the point where money seems to roll in effortlessly. It's one thing to passively learn and talk about what you can do, **but it's *another* thing to actually lay out a plan of action and then follow that plan of action scrupulously.** And that's one of the things I want to get across here.

Let me reiterate: **The basis of any decent marketing plan of action is relationship building.** It starts with developing that golden list, building those initial relationships, and nurturing them for years in order to maximize profit. That process begins with creating or finding the front-end offers that will draw people in by the thousands — establishing your lead magnet so that you can, in time, get into the position where you have a list to which you can spend 80% of your time making complementary offers. I realize that it can be difficult to learn that lesson. But just keep this in mind: **20% of your money should come from the front end, while 80% should come from the back end.** It may be skewed even worse than that; it's possible you'll find that the numbers are more like 10/90, or 5/95. If you're stumbling your way through your hobby and not

thinking of it as a business, you can get stuck trying to make that 20% — while leaving the lion's share of the cash on the table. But once you've got a database, once you've got a lead system going, you're in the catbird seat. When you have a good offer that people are responding to, you know they're the right type of people — the people you have an affinity with. If you know how to sell them one thing, you know how to sell them other things.

Now you can start shopping for or creating other offers, or looking for joint venture partners. Here's what I mean by that: **if you're in an industry where there are other marketers active, quit looking at them just as competition, and start looking at them as other sources of work and profit as well.** After all, you can only spend so much of your time working; consider how much easier is it to find and partner up with people who have already have something of value to offer. **Go out and buy their offer so you can really take a good look at it, to see if it's a good match to your audience space.** If it is, all you have to do is introduce yourself and say, "Listen, I've got this list I developed by selling an offer that's complementary to yours. I love your course; I've looked at it myself. Why don't we offer it to my list, and split the proceeds?" If your list is big enough, you might call that person up and say, "I've got a list of 5,000 people here. If you're willing to send me over your product, I'll review it. Of course, I'll return it as soon as I'm done. But I just want to take a look at it, because if this is a good fit for our audience, I think we can make a lot of money together."

Now all you're doing is plugging in other people's offers — and again, it takes a little time to get to that point. But if you have a big enough database, now you're in the tollbooth, and people are paying you to get access to your audience base. **You can make a phenomenal amount of money that way;** I know that because that very practice provides a good chunk of M.O.R.E., Inc.'s annual revenue. **Year after year, we've**

profited greatly from joint ventures. Doing business with people who have some resource that we lack, or who have something that complements what we're doing, or who have something to add value to what we're doing — that's a secret that's made us millions of dollars. In a situation like that, you're able to leverage yourself off their talents and abilities, the products and services that they're already promoting, or the special knowledge or skills that they have.

When two or more people come together and all have something to offer, it creates a synergistic relationship. That's why we've been doing joint ventures almost from the beginning — though we didn't call them that, because it wasn't the business buzzword back then that it is now. It's simple enough. You have something of value that I want; I have something of value that you want. **We come together, we talk, we share, we build that all-important relationship so I trust you and you trust me** — and all of a sudden, we've got a platform we can do business together from and then *keep* doing business from.

And joint venturing is so easy. People sometimes get bogged down in the details, thinking they need a legal contract to cover all the possible scenarios — but for us, joint venturing has just meant finding somebody with something of value and hooking up with them in some way. It's usually a handshake deal, like it used to be in the old days before we got all the lawyers involved and started thinking everything had to be complicated. **You *don't* have to have a contract; what you need to have is people you can build a relationship with, people you can trust who are willing to trade what you want for what they want.** Sometimes it can be a list, as I've already discussed. A lot of people want to joint venture with us because we have a great mailing list; and we've got good rapport with the people on our list, because they like us and they trust us. So naturally they'll like and trust the people that we introduce them

to, right?

So build up your list. If you control a list of people who've proven to be good customers, your mailing list can be extremely valuable to you and to others. **Not only can you rent it on the open market and make money that way, it also provides you with the opportunity to take part in all kinds of joint venture opportunities where someone else provides the product or service.** If you know you're not selling to those people as much as they'll buy, go and do deals with other people who have the kinds of products you know your customers want. Once you've determined that a product is valuable and that your customers would be interested in it, you can mail or email their product offer to your list and profit significantly. And you could easily flip that around. If you've got a great product or service and someone else has a mailing list, you can offer your great product or service to their list. It's so simple, and yet a lot of entrepreneurs just don't realize that you can make millions of dollars this way.

And there are *other* effective ways to joint venture. For example, **you can actually come together with other people and create information products.** That's one of the best things our \$100 Million Roundtable group has done over the years. We have ideas for products we think can be innovative in the marketplace. We see that there's a need, then we put our heads together and create an information product that fills that need. We've made millions this way — and our colleagues have made millions more.

The point is, two heads are better than one; and three or more heads are even better. **Joint venturing gives you a tremendous opportunity to do things you couldn't do on your own, and that's really what it's all about.** Think about the benefit that gives you in the situation where you've got the database. You've put some effort into your front-end offer, your

lead magnet. You've attracted your people. **Once you've got a good lead magnet in place, you can switch it over and coast, keeping it going with a minimum of effort.** You keep it up until it stops working, or slows down, or until you've burned through everyone in your niche. Maybe, at that point, you need to develop another front-end offer. But your front-end offer can come through joint ventures, too. There's so much you can do in a joint venture situation, assuming you've got a good list.

That's where your real power lies, and it's why I keep telling you that the gold is in the list. **Your power as a marketer comes from the people that you can influence; if you don't have people that you can influence, you don't have any power.** So if you want to get into a position of power, if you want to become a gatekeeper, if you want to be able to work with other marketers, you need to put in the necessary time and effort to develop a good, solid list. You can't just call up a top marketer and say, "Hey, I want to do some business with you," because he's got all sorts of people calling him up. He wants to know, "Okay, what's in it for me? I can spend my time working with you, or I can spend my time working with somebody else. **What do you offer me that somebody else can't?"**

The answer's got to be something of value that draws their attention. No matter how good a person they are, even if they're your friend, that's what it all boils down to — your joint venture partner wants to know what's in it for them. That's why I keep saying that building your list is most valuable direct response lesson you can learn, period — because it is. **It's the starting point of your business; it's what's going to take you forward, and continue to make you money for years to come.** It's the magnet that's going to help you attract your joint venture partners. It's like basketball: you start with the fundamentals. You have to learn to dribble the ball before you can dunk. You're now learning to dribble the DRM ball, if you don't

already know this.

And keep in mind that the theme of your front-end offer dictates the type of list you're going to develop with your offer. **You want to make sure that whatever you're putting out there isn't just junk;** you absolutely have to create something that people will value more than the money they're sending to you, **and you need to over-deliver on your promise.** Once you've got that list of people who trust and appreciate you, you can then plug into that list and monetize it in a serious way.

Let's go back to the idea of business as a hobby. **One difference between a hobby and a business** — probably the biggest difference, actually — **is that with a hobby, you're not worried about making money.** Look at it like this: some people are weekend golfers, and some people are on the PGA tour. The PGA people treat their hobby like a business. They've practiced for hours and hours; they hit thousands of balls every day. They condition their bodies to do exactly what they need to in terms of muscle memory and all the subconscious calculations that go into a good golf swing. They're doing everything systematically. They approach the ball the same way they've approached the ball a million other times. Everything is done exactly the same way. Sure, they tweak things here and there, but they have a plan of action and they stick to that plan.

At this point, I would suggest to you that once you're ready to institute your offer, the best way — bar none — to get your front-end lead magnet out there is to use something called **two-step marketing**. Here's how it works: Instead of going directly to your prospects and trying to sell them a high-dollar item directly, **you go to them and offer them something relatively small and low cost.** Now, if you think about it, it's hard to get somebody you don't have any relationship with to make a substantial purchase from you. I like to say that you have to kill a lot of trees to build a relationship. That is, you've got to put a

pretty solid package of information into their hands, and sometimes court them again and again, to get them to that point where they want to take a chance with you — so instead of asking for a lot of money for a deluxe product, you'd be much better off starting by sending them a little letter that says something like, "Take this action and send me five bucks," Or, "Take this action and come to this teleseminar, free."

This initial step in your two-step offer gets people to raise their hands. It lets you spend a lot less money reaching a huge group of people, and still put a substantial package of information in their hands that can get them to that big "aha" moment. That's the point where they decide that they want to sign up with you, and they become a member of your database. So my suggestion to you is that when you're thinking about what you're going to do on the front end of your business, **keep it simple.** All you need to do is write a sales letter that may be 3-4 pages long, and at the end it just says, *Call this number*, or *Send away for this information*, or whatever. **Make them take a step to identify themselves as a serious candidate, so that you can focus your attention like a laser beam on converting them from a prospect into a customer on your list.** Now, it's not always easy to do that, even after you've been doing it a while; but it's a lot smoother sailing than it would be if you were to just come at them blindly with your big offer.

Here's a good example of the concept that we were working on a couple of years ago: We sent out a four-page letter in which we offered a free audio CD to the people who raised their hand. If they did that, we knew that they were interested, so we felt fine about pitching the \$5,000 package we really wanted to sell. Chris Lakey and I recorded a full 75-minute audio CD to give away free. It's full of valuable information — so obviously, it was worth much more than what they were paying, which was basically just a little time and some postage. We worked very

hard on the free product, and the reason for that was very simple. **First, we wanted to make some promises that would really get their attention. The second goal was to let them know they could trust us.** Everybody's skeptical these days, so we had to prove to them that we were trustworthy. **The idea was that if they got all that great information for free, just imagine what pearls of wisdom we had to offer in the \$5,000 package!** That's the response we were hoping for.

The third goal was to make the offer simple and clear, and to show them a few of the highlights. And then, fourth, we were trying to get them to take the next step, which was to call a toll-free number and talk to our sales representatives. We made the offer as sweet as we could to get their attention. Right up to the last minute, I was racking my brain to find something extra special thing to get them to call in. Then Chris said to me, "Hey, what about that new book you just published? Why can't you offer the first 25 callers an autographed copy of that book?" And that's just what we did. Plus, we offered them three additional free gifts just for calling and talking with our sales reps. We promised them that there would be no obligation, that nobody was going to pressure them into trying to do anything; we were working to take the fear away.

The point I'm trying to make here is that you need to do everything possible to get people to raise their hands. It's so simple — in fact, the idea is *too* simple for a lot of people. The concept behind the first step in any two-step marketing system is simply to qualify somebody by getting them to jump through a small hoop and request more information. That's it. Maybe it's free; maybe it costs a few bucks. Maybe it's a CD or special report, or a free gift. **Whatever it is, it gives you permission to pitch your product to them.** After all, they've raised their hand. They didn't have to.

The people who raise their hands are interested in what you

have to offer; that's what I mean when I say they've qualified themselves. **You've narrowed the field down to only those best prospects by offering a first-step front end-offer.** And then you work like mad to create and deliver that product or service; and **the more you can over-deliver, to give them more than they expected, the better off you are.** We always make sure that we put in some serious brain power with our front-end products, because we want to impress people. That final CD or report is the best it can possibly be.

When someone raises their hand, you've got a solid, qualified lead. **The next step is to follow through and turn that lead into a sale.** It's a very calculated process that, if done right, can be prove much more successful than the one-step marketing strategies we see so often, where marketers go straight out to the masses with the message and hope enough people respond to make a profit. With two-step marketing, you're separating the smaller group of qualified people from the larger universe of people you thought, but weren't sure, might be interested.

I generally think of two primary benefits when I think of two-step marketing. **Number one, it costs less to reach more people,** because you can send out a lot of little letters to get people to request the bigger package, and you don't have to put all the information in the hands of unqualified people. **Number two, it maximizes your list-generation abilities.** If you're looking for business opportunity seekers, for example, and you write your letter in a way that talks about this amazing way to make money, well, when the reveal happens, it's kind of like a magic trick. There's the set up, and then there's the prestige, where you actually reveal the secret — “AHA, here it is,” and that's when the package arrives. Well, if they get the package and they're not that happy with it, or they say, “Oh, I'm not interested in that,” you still know that they're opportunity

seekers who are in the market for new products. And had you had a slight different offer, maybe they would've taken action on it. **Those people still are extremely valuable;** just because they don't buy your offer the first time around, they've still raised their hands, and that list is still much better than broadcasting your offer to the unwashed masses. You can try something else with them later.

So keep that in mind. **There are two different types of prospects: the responders,** who are the people who've responded to a front end offer, **and the buyers,** the people who bought the back end package when you revealed the information to them. **The two have different levels of qualification, clearly.** You can also qualify people according to how much they spend, when they last bought, and how often they buy. Once you've identified people for what they are, you can segment your list into different levels and make different kinds of offers to each segment, and milk that list for every dollar it's worth.

With the two-step approach, you're going to grow your list much faster, you're going to spend much less money, and you're going to have a database you can leverage for years and years to come. **That's why I suggest that you focus on your database, your list, and use a two-step approach to do it.**

Now, a big mistake that a lot of people make is that they all want big results right away. In the case I was talking about earlier, we were trying to sell a package that costs about five grand. Well, that's a pretty big chunk of change; and we understand that, which is why we're marketing this in a two-step fashion to folks who we know are interested in this kind of product. **But we didn't just start there cold. We worked our way to that point over many years of trial and error, experimentation and experience.** A lot of inexperienced marketers aren't willing to accept that they have to pay their dues. They want the big results without investing the required

money, time and effort to get there. But here's the thing: **Once you've narrowed down your group, you have to be willing to spend your resources on that smaller group** in order to try to convert those people to sales. Just because you narrowed the field doesn't mean you're able to get off lightly.

What this means is that to be the most effective, you're actually spending more money, time, and effort on each lead — but you're able to do this with no problem, because you qualified them correctly. Instead of spending a lot of resources to reach a lot of people, **you're spending less on a smaller group of highly-qualified people, which allows you to convert the biggest percentage of them to sales.** Let's just say that you did a front end mailing, and 10% of the people you mailed to responded. Well, instead of spending money later on 100% of the people you mailed to initially, thereafter you're spending all that money on the 10% of the people that responded to your offer. Because those 10% responded, they get your full attention. You're able to spend more drawing them in because you took the time to qualify.

So it's not about spending less money or any other resources; **it's about spending more of your resources per capita on fewer people.** In the end, this may or may not add up to a smaller figure than you might have spent on the entire group; but even if it doesn't, you're still spending the money and other resources more smartly, because you're spending it on qualified leads. These are people who have raised their hands and asked you for information, or have asked for your special report, or your CD, or your free gift. They didn't have to pick up the phone or return that reply form; the fact that they did means that they really are interested, and that they're much more likely than other people which you mailed to purchase what you're selling.

You need to realize that this two-step process, based on your list (whether self-constructed or purchased) is something

that you absolutely need to do, especially if you're new to DRM. But here's a caveat: **You have to be able to deliver on any promise you make, and you can't make it *too* easy for people to respond. It's imperative that they jump through at least a minor hoop.** Too often, I've seen someone put together a letter, send it out, and get a bunch of people to raise their hand — maybe a 15% or 20% response rate, or even more, right off the bat. When you see that, you know that they made some crazy offer that just sounds so good that everybody had to find out what it was. Often, the offer was for something free. And then, when they make the back end offer, no one's buying. **That's because the initial offer wasn't specific enough.** It didn't get people to qualify themselves. They were trying to please everyone, and in the end, they got no one.

In most cases, they didn't weed their audience down enough. I always try to have people spend a small amount, like \$5 or \$10, on the front-end offer. Now, that may not let you break even on the front-end, but it acts as the beginning of a nice staging process. Here's what I mean by that: The easiest way to get somebody to give you, say, three grand is to first get them to give you \$300, or \$30, or even \$3 — a smaller sum of money. **That way, you know they're serious about what you're offering,** since only an idiot would pay money to find out more about something they weren't interested in. **That leads up, over time and multiple offers, to your high-dollar offer.** That should be your ultimate goal: You should never, never make a front-end offer without your back end in mind. Ultimately, you're building the database and setting those people in a pattern that should lead some of them to take this bigger step at the back end, because that's where 80% of your money's going to be made.

If you're thinking about the front end only, you're going to miss out on that process. **But if you get somebody to raise**

their hand, you're spending more money on fewer, more qualified people. If you get them to raise their hand, you'd better be ready to pony up and spend some time putting together or finding bigger and better follow-up products. You know, people think we direct response marketers, especially those of us who deal in information, just pull money out of thin air. That's far from the truth. We do work at it, and as you build a database and a product line it gets easier and easier. And in a way, since we're well-established, we *can* pretty much pull money out of thin air now, by taking somebody else's offer, putting it against our database, and making money on the back end. But it took time and a systematic approach to our businesses to get to that point. **We had to work at it and learn, learn, learn before all the money just came pouring out of the sky.** That happens about the time we develop a good enough database.

So focus your attention on building your database. And remember that whatever you build, whatever group of people you're targeting, you need to make sure that you have something in mind on the back end before you even go in that direction. That'll serve you well.

CHAPTER SIX:

Stop Being Too Busy to Make Money!



One of my missions as a successful entrepreneur is to help up-and-coming people in the field capture their own dreams. **I'm not worried about the competition, and I'll tell you why:** First of all, **there's always room at the top.** A thriving, vibrant market is a market that has a lot of opportunity, and it forces me to work hard stay ahead of everyone else. That doesn't mean I won't be aggressive about dealing with my competition, but I do *want* competition! And here's the second reason I'm not worried about the competition: **Although it saddens me, I know that most of the people I'll pass on my strategies and ideas to simply won't use them.** As the late, great marketer Joe Carbo once put it, **most people are way too busy to learn how to make any serious money.** And that's the truth: they're moving in 40 million different directions, when they should be focusing in on just a few main things.

Think about it. Everybody always says they're busy. Despite the fact that we have more labor-saving devices and more disposable money than any other time in history, we've got too much going on. What with work, family, housework, yard work, and sleep, there's not much time left for any extras. We've got tools and resources like the Internet and computers, things that should be freeing up our time, and **yet we're just busier than ever.** That gets in the way of people being able to make

money. **We use “busy” as an excuse.** We’d get around to starting that business if we *just had some more free time*. We’d attend that conference if we *just had a weekend free*. The list goes on and on.

But we tend find time for the things that are most important to us, don’t we? Just as we tend to find the money to do the *things* that are most important to us. And you know what? Most of us actually have more leisure time than we think we do... but we spend it on things like watching TV or playing video games, not necessarily because we’re lazy, but because **we don’t want to think and do the extra hard work necessary to start a business.** You can tell a lot about a person by how they spend their time and the things they’re committed to with their time and their resources. In this chapter, **I’m going to point out some things that you can do to shift some of that time you’re using for other things toward making big money in DRM.** This is information that you can actually use to make the kind of money most people just *dream* about.

The first thing I want to share in this chapter is a technique whereby **you can turn ordinary words into an extraordinary income**, simply by copying the secret of master musicians and world-famous artists. Now, I know that sounds a little far out — but just hang with me, and you’ll soon understand how to use this secret.

Both musicians and artists are presented with a limited palate, so the speak, but it’s infinitely combinable. Look at a pianist: he’s got 13 keys on that piano, and what he does with those 13 keys is turn them into anything, from jazz to hard core rock-n-roll. An artist starts with three primary colors when she’s painting a picture, but when she finishes that masterpiece it’s not just three colors, it’s an almost endless variation of different hues and shades. So why is it that, when given those same 13

keys on a piano and those same three primary colors, some people can't create harmony or a masterpiece? Why is it that some people can take those simple things and end up with garbage, when a musician or artist winds up with something wonderful?

It's because that master artist and that famous musician share a secret, one that can make you wealthy when you apply it in your business. As marketers, we base our businesses on writing sales copy; and to do that, we begin with the 26 letters of the alphabet. Our goal is to turn those into a harmonious word picture, one which makes people line up and practically beg us to take their hard-earned money. ***That is an art, a skill, that can be learned — an idea that can be transferred.*** Now, you can give those same 26 letters of the alphabet to another person and the result may be a miserable failure. So why is that true? Well, the answer is that a master marketer, the person who can write what we call killer sales copy, knows a secret — the secret that I'm going to share with you. Again, this is the same secret that's used by famous artists and talented musicians to create their masterpieces. And it *does* work.

Here's the secret. In music, and art, and marketing — especially when you're writing sales copy — there's a harmony, there's a rhythm. ***There's a technique for creating these word pictures that influence people to do exactly what we want them to do.*** It's truly the ultimate power; it honestly gives you such an awesome feeling inside to know that you can do that. Because in doing that, ***you're able to help people impact their lives in a positive way.*** What we do when we paint these word pictures is create a story that's believable, a story that stimulates that prospect to respond, to whip out his wallet and pull out his credit card and order the product or service that we're offering.

There was a world famous jazz saxophonist and composer by the name of Charlie Parker who once said that music is your

own experience, your thoughts and your wisdom. If you don't live it, it won't come out of your horn. And you know, that's true with marketers. **As master marketers, as copywriters, we tap the emotions of joy, the sorrow, the fears, the greed, the laughter, everything that's inherent in every person** — and we almost magically transport that person from the world that they're living in to the reality that we create for them through the copy that we create. This gives them the possibility to have all the things they've ever dreamed about, and that's especially true in the business opportunity market.

Now, what we work with and what we really sell are two entirely different things. I know that sounds a little unusual to say, but the truth is that a musician doesn't sell those 13 keys on the piano, and the artist isn't out there selling those three primary colors. **They both sell an emotional experience.** It's one that moves the listener of that music and the observer of that painting to a new emotional level, one that really stirs them inside. When it's done masterfully, it's never forgotten. You might find yourself humming a song 20 years later, or thinking about a painting you'll always remember. **The same is true with good marketing.** Our words persuade people; they excite people; they inflame that burning desire in them to have the things that we're offering. So what we're really selling are dreams, hope, blue skies. **We sell what's great and what's good, what everyone wants.** And we make the prospects feel that, by doing business with us, they're doing something to fulfill their own dreams and their own fantasy — and so they give us their money in exchange for the dream that we're selling. If you can learn to do this consistently, almost religiously, then you're going to become a world-class marketer. **You're going to get rich influencing people to do exactly what you want them to do.** An inexperienced marketer doesn't have a clue about the power of these words.

Let me give you an example. If you look at one-dollar bill and then you take out a hundred-dollar bill and look at that, what's the difference? I mean, they're both paper money, right — so what's the difference? It's the words on the paper; just a few words. **In marketing, in our sales copy, the difference is a few key words that can be worth hundreds of thousands, or maybe even millions of dollars to you.** I'm going to give you a few of those key words right now. Now, please understand that I didn't originate these words; these are things that have been tested and proven over the years by the true legends of marketing and advertising. One of them is a guy by the name of David Ogilvy, the advertising genius behind a lot of the classic legendary ads. An example of one of his famous headlines is, "At 60 miles an hour, the loudest noise in this new Rolls Royce comes from the electric clock." That sold tons of cars, simply due to his use of certain key words. One of his clients once wanted to open a new hotel, but he only had \$500 to advertise with; so David bought \$500 in postcards, put a few effective words on them, mailed them out, and that hotel opened with a full house.

Some of the words that really work wonders in sales copy are words like **amazing, magic, easy, hurry, miracle, now, introducing, remarkable, and improvement.** I mean, imagine the improvement this amazing secret that I'm sharing with you will make in your income, just by introducing it right now to your own copywriting market! **It works like magic; it's the best of the best, and best of all, it's easy.** It truly *is* going to perform a marketing miracle for you. I can tell you that your competition will soon be out there announcing to everyone that you're a true master marketer. This is truly a magical, interesting, and profitable way to go from where you are right now to where you want to be.

You see, there are **two basic forces at work** in the minds of

all your prospects. **One of those is skepticism; the other is the desire to believe.** By making those words harmonious, by painting those vivid word pictures, you can choose which of the two forces wins. Is it going to be the skepticism, or is it going to be the desire to believe?

Thirteen keys on a piano, three primary colors, 26 letters in the alphabet. If you use this secret well, you too are going to become a Mozart of marketing, a Rembrandt of copywriting. Imagine that happening to you! Imagine, my friend, turning ordinary words into an extraordinary income, simply by copying this secret of the master musicians and world-famous artists. I want to encourage you to use that secret; use it right now. **That beautiful color that you're always going to see will be dollar green, and the sweetest music you'll ever hear will be ka-ching, ka-ching.**

I know that this secret can change your life, because it changed mine. I remember when we wrote the first sales letter that really produced the money for us. We had people FedExing their money to us, we had people jumping in their cars and driving all night to meet us — and then they would be asleep in their cars in front of our shop when we came to work the next morning, because they didn't want to wait for the mail! We had people who bank-wired their money because they wanted the program even faster. When this happens, it's just the most exciting thing. Everybody should experience that. **When you come up with the right offer that you present with the right, well-crafted sales letter, you get people excited.** They pick up on your excitement. **That's what selling really is — transference of emotion.** You're writing about something that you're excited about, something that you know they're going to be excited about; and then when the cash, checks, and money orders just start coming in, you end up with more money than you can possibly spend. It's just the most incredible thing!

I know that you can learn to do this, if you're willing to put some time into it and work on it every day. I'll admit, it doesn't just happen overnight; **but by creating the right offers, you can earn while you learn.** People often expect to leap right into it with their skills full-blown, but it doesn't work that way. A few years back, Chris Lakey and I did a roundtable presentation at a marketing workshop teaching people the skills and techniques of copywriting. We showed up at the table and this one lady's first question was, "Well, how do we do it?" And I didn't know how to answer her; I mean, you do it by just doing it. I said that to her, and she got little offended because she thought I was trying to be cute with her, but I wasn't. You just have to do it. **You have to study other people's successful sales letters, the ones that make you excited.** Save them, keep them; these things should be part of your "swipe file" collection. **You learn by first understanding yourself, understanding why you buy things.** Knowing the copy that turns you on is a big step in developing your own copy that can turn other people on. It's a wonderful way to live. **It's worth the time, work, and effort that you have to put into it to get really good at it.** It's proof that words are important, as long as they're used well.

Let's return to the analogy of the artist and her painting. Obviously, the raw ingredients are the same from artist to artist; they all use the same canvases and pigments, more or less. But what makes that combination of canvas and pigment worth anything is what's painted on the canvas. They're all working with the same colors, just as pianists are all playing the same keys. You can learn how to play a guitar; but can you be a great guitar player? Because clearly, there's a difference between the kind of music played by someone who knows how to play a guitar versus someone who *really* knows it and is great at it. They're playing the same basic notes, the same basic chords, and yet it sounds completely different.

Words have a similar malleability and impact; this is especially obvious verbally, and it's certainly true in print. Consider the famous speeches that have echoed down through history: For example, *Four score and seven years ago...* If you were alive when a particular speech was uttered, maybe you remember where you were when you heard those words — and you certainly know who said them. Things like, *Mr. Gorbachev, tear down this wall* — you know who said that. You know who said, *That's one small step for man, one giant leap for mankind* or *I have a dream*. There are certain phrases, certain words that were spoken by great politicians or great theologians that people remember. They hit people on emotional levels and they make people do certain things. **There's a psychological factor that comes with words and knowing how to craft them.** A great preacher can move audiences with the words he says; a great politician can get people to vote for him, or get people to want to give money to causes that he supports. You can use words to tell a powerful story, and to get people to respond in certain ways. **With marketing, with selling, it's no different.**

There are a lot of different ways to say the same thing, and the **words you use will determine at what level you reach people, and which emotions you evoke.** So think about it; think about some famous speeches you've heard, and the sort of impact they had on you. Maybe you read a book, and the way it was written just really gripped you. Maybe it's a song that just does something to you every time you hear it. Those are the emotions that happen when you hear certain words, or when words are put to music in a certain way and it all fits together. You don't necessarily get that same reaction when you write a sales letter, because you're trying to get people to open their wallets and give you their money. But it's the same concept. The words you write, if written a certain way, reach people on a deeper level than they would if you used other words in other ways.

In your sales message, you're often trying to reach people at a deep psychological/emotional level by rubbing them the wrong way. **A lot of times you're pointing out pain or you're aggravating nerves.** Something is wrong, so you point it out, since you have a product that you're wanting them to purchase so that they can solve that pain. **You're offering a solution to their pain, trying to relieve them of that pain, or that aggravation, or whatever the problem is that they're having.** And so you need to write the right words, the kinds of words that reach them on a deep psychological level — not just to bring out that pain or make sure that they understand the pain that they're in, **but to also make them understand that you're offering them the solution to that pain** — an ointment for the sore, if you will.

Words are important, so you need to be a master of words — a master communicator, if not verbally then at least in print. **It's critical that you're able to use the right kinds of words to write the right kind of sales copy that reaches your audience in just the right way to get them to place their orders.**

Years ago, *Reader's Digest* hosted a luncheon that included all the executives and the person in charge of circulation. The latter asked the question, "How can we find out which articles in our magazines have the greatest sales appeal to our readers?" The ensuing discussion was based upon the words that were used in those articles, especially in the headlines, to get people's attention. One of the things they did to determine those words was to run ads in newspapers, offering people the three top articles in an upcoming issue that they wanted to see in advance. That helped *Reader's Digest* to determine which of those emotional buttons would appeal to their readers, so they'd know just what to feature in that magazine, how to word it, and how to structure future issues.

Later, someone did a 10-year study of *Reader's Digest* and

found that of those 50 million people in 70 countries that read that magazine, the top four things they were concerned about were health, money, self-improvement, and marriage — in that order. And so they knew from that that they could use certain words like **free**, **new**, and **how-to**, and things like **new discovery**, **free sample**, **free booklet**, **free report**, and action terms like **order now**, **don't delay**, **don't put it off**, **limited copies**, or **last chance**. Using those words, they could get these people to do what they wanted them to do, which was read that magazine. I'm not promoting *Reader's Digest*, but you can learn a lot from that magazine about the right use of words, especially in headlines, to move people to do what you want them to do.

One of the great marketers that we know and follow — he's one of the people that we study for marketing ideas — says that you should read romance novels for much the same reason. Not only do you learn how to tell stories, specifically in terms character development, most likely you realize at some level that that character is you, and you discover a little bit about who you are. The words used in romance novels are very flowery, very colorful words that paint pictures in people's minds, to get them to understand who the characters are and what they're feeling as they unveil the story.

You can learn a lot about how to use words while writing fiction, too, particularly the right ways to present the message you're trying to say. On one hand, for example, you could say that there was a person walking down the road, and that tells one story; or instead, you could say that there was an old man buckled over from old age, walking down the middle of the road with his walker. That's another story, and it's more interesting than the first. **You can use adjectives and adverbs and figures of speech to describe the situation and make a story come alive.** The more you read those kinds of books, the more you can start to understand how they use words to paint pictures in

people's minds.

Moving right along, I want to illustrate my second point for this chapter by telling a story. It's a true story, and I know that because it actually happened to a close friend and colleague of mine exactly as I'm about to share it. A few years ago, Michael Penland sat in the very lush, lavish office of a legendary marketing friend of his who had sold more than \$500 million worth of products and services by mail, listening to his marketing war stories and sharing his latest ideas and strategies. Suddenly, Michael said to this famous marketer, "Jim, let's try to come up with a marketing strategy, with an offer that can make us a quick million dollars."

Well, Jim just stopped talking; he looked Michael square in the eye and asked, "Michael, you ever watch baseball?" The truth is, Michael's not much of a baseball fan. That's what he told Jim; and Jim then told him something that really made him sit on the edge of his chair, hanging on every word. He said, "Michael, maybe you should start watching baseball." Michael asked why, and Jim explained, "By watching baseball, you're going to discover an amazing marketing secret, it's one that I've used that's made me millions of dollars."

Of course, Michael asked Jim to tell him the secret — and Jim responded with a question that literally changed Michael's life as a marketer. He began speaking very emphatically, very slowly, and asked, "Michael who's the most valuable player on the baseball team?" And then he shared his greatest marketing secret with Michael before he could even answer. He said, "The most valuable player on the baseball team isn't the guy who hits the home runs. **It's the guy who consistently goes up there to the plate, plants his feet firmly and swings, and gets a hit — again, and again, and again.**"

And Jim went on to explain that he'd never really had a

home run in marketing, no real million-dollar thing. Sure, there are marketers out there who have done that; but where are they today? Well, they're all gone; they're just legends, sometimes in their own minds. But as Jim explained, **the real secret to earning millions of dollars in marketing was to learn how to hit those singles consistently to bring the runners around the bases, and then to get better at it so you can hit some doubles and, on occasion, some triples.** And just do that again and again.

Now, the reason I tell that story is because **what I want to share with you is the concept of creating multiple small streams of income from different sources.** That way, you can put them together to create a raging river of almost endless cash flow. Just hit singles, or doubles, and occasionally that triple. That seems pretty straightforward, but so many people just don't get it. At his now-famous Internet marketing seminars, Michael Penland always asks the attendees which of them would like to learn how to make a simple website that would earn them \$10 a day. He goes on to explain that it's going to take a few hours for them to do that, and then he asks for that show of hands. He tells me that he might get one or two people who actually raise their hands. More than 99% of the people attending that seminar aren't the least bit interested in learning his secret for creating a website that makes them an extra \$10 a day.

And that's a huge mistake — a million-dollar mistake! If you feel the same way they do, you've got a million-dollar fantasy mentality — and **what you really need at this point in your life is to get a \$10 system mentality.** Now, let me explain that. **Once you understand that you can create that \$10-a-day website that makes you money over and over, what you've got then is a system — something that works and is replicable.** So if one website makes you ten bucks a day, how much would you make if you had 10 of those? That's \$100 a day — \$3,000 a month, right? And what would happen if you

created a hundred? Now you're making \$30,000 a month. Not bad! It won't happen all at once, but if you created two sites a week, that's more than 100 websites a year. You're using a system there that works, and creating \$360,000 a year from those little \$10-a-day websites. We know a fellow named Armin Morin who has earned more than \$35 million online using this precise method, and from teaching other people to do so.

So I encourage you to adopt that strategy, and to understand that it's not about hitting home runs. **That is, it's not about making a million bucks all at once; it's about finding a system and using it repeatedly to combine smaller amounts into a larger income stream.** If you're in a home-based business, here's the way that you would do that. First, you'd take inventory and see what's already working, what's already bringing in some cash flow. Let's say you've got an effective advertisement; maybe it's a space ad, or you're mailing a sales letter or a postcard, or maybe you're using pay-per-click online and you're making "X" number of dollars above and beyond the cost of that ad or that mailing. **What I would simply do is take what's working and do a lot more of it.** Just increase your cash flow that way.

Once you've got that tested and proven sales piece or ad, you can re-work it so that you can apply it to different offers in different areas to produce multiple streams of income. One thing you could do is have a teleseminar, where you interview experts; you could actually, for a particular niche market, get those experts to provide you with 10 to 20 questions that you could ask them during the interview, and they'd give you the answers and you record that. Or you could do what I do here; the teleconference calls this book is based on were recorded and transcribed, then converted into several different products (this book being one of them). You could go to experts and ask them to share their greatest marketing secrets, or their

RUTHLESS MARKETING SECRETS • VOLUME 2

greatest secrets for that particular niche. You can use a service like www.freeconferencecall.com to do all this — and it doesn't cost anything! They'll record it for you free, and they've got a free playback service, too. And so you create multiple streams of income from that. You sell the entire package as CDs and a manual (which you can get transcribed for as little as \$0.75-\$1 per minute) for maybe \$197, and sell the individual recordings for \$47. And you can sell a distributorship package to other marketers; that's another income stream. Then set up a seminar with those experts again, and sell it to people who buy the CDs. Set up yourself a membership site and charge \$29 a month — another income stream.

There are just endless possibilities here, and these little income streams can eventually come together to turn into a big river of money. Once you understand that, and once you know how to do it right (which takes some learn-on-the-job experience), you can create an endless raging river of cash flow. **So learn to do it, and then do it daily.** Learn to hit those singles, bring the runs around the bases with these multiple streams of income, and you're going to become an MVP in the world of marketing.

It's a simple idea — but again, a lot of people just can't get it through their heads. **People want a million bucks *right now* — and the only way you can really do that is to hit the lottery jackpot or receive an inheritance.** But people don't want to hear that. A prime example of this occurred at a seminar we hosted back in 1996. Before this three-day seminar started, we were upstairs in the hotel suite with a couple of speakers, discussing how we were going to kick off this event. And somebody came up with this great idea. They said, "Look, let's not go downstairs and tell everybody they're going to make millions of dollars overnight. Let's tell them that first, they have to start with something smaller; say \$50,000 a year, and then the

next year they could go to \$100,000 a year, and then the next year they can go to \$500,000 a year... and after five or six years, they can start making their millions.” We thought that that was a good thing to tell them, because let’s be realistic — that’s really the way it usually works.

So went downstairs and said, “Who here wants to make \$50,000 next year?” Nobody raised their hand; it was stone silent. It was so uncomfortable that I quickly said, “Who here wants to make millions of dollars?” and then *everybody* raised their hands! **People just don’t like the idea that you have to start from scratch** — that first you learn how to crawl, then you learn how to walk, then you learn how to run, and only then do you learn how to do slam dunks. **Sure, it’s possible to get rich overnight.** People *can* get lucky, and it’s thrilling to hit those home runs. **But in the 21 years that we’ve been doing this, we’ve only hit two or three real home runs.** They’ve been nice. I live for those things; the thrill is amazing! I can’t wait for the next one to happen — but it might not happen for three or four or ten years from now. **Until then, we keep making those singles, doubles, and the occasional triples, and building on those.**

I’ve mentioned the fact that I look at this very like being in the restaurant business. I honestly see myself as a sort of restaurant owner, though I sell information products, coaching, seminars, and workshops. What I mean is, we’re serving the right kind of “food” to our regular customers. We just have to keep serving them the same type of meals they’re accustomed to coming into our restaurant to buy, and they *will* buy. This is an analogy I use all the time to try to teach people the real secret to getting rich in this business. **It’s simply to do business again and again with the same customers,** much like every good restaurant seeks to do. In the last chapter, we emphasized the value of the back end, because that’s what gets people to

repeatedly come back for more.

I'm also partial to the story of the baseball game that I learned from Michael Penland, and indirectly from his friend Jim. There are so many life and business lessons that you can learn from watching sports. Let's face it: even a player who's great at hitting home runs doesn't necessarily hit them at every game. I don't know if you remember, but about a decade ago there was a home run chase between Mark McGuire and Sammy Sosa that went back and forth all season. They were both going for the record — but sometimes they would have several games where neither of them hit home runs.

That's a good illustration of the fact that even the best people in the business only hit home runs every once in a while. And if that's all they do, if they're not good at hitting other than that... well, that's not a very valuable player. You'd much rather have someone who's a consistent lead-off guy, who's good at getting on base. And that means that sometimes he sits there and takes pitches and doesn't get a hit. He'll take a walk when he has to, because he knows that the most valuable thing he could do for his team is to get down there to first base. On the other hand, sometimes that means he hits the ball and drives in a homer; even people who aren't very good power hitters hit home runs occasionally. **But it's more important for them to focus on doing whatever it takes to get down to first base.** From there, they hope they can score a run and help their team win.

That's a good parallel to business. You don't need to focus on hitting the home run every time; in fact, you shouldn't, because the home run comes with technique and time. If you've got it all figured out and you know how to hit the ball, you know that occasionally you'll get that homer. But you also know that you'll get a lot of good hits that *aren't* homers. So once you figure out business, once you figure out how to sell, how to do direct mail specifically like I'm trying to teach you here, you can

start with the technique. Once the system is in place, that same system that can make you \$1,000 a month can also make you a million dollars a month. **There's no difference in the system, just the scale that you roll it out at, and the infrastructure you need to support it.** There are some variables there, but generally the technique, the system, the strategy you use about is the same. It's just like swinging a baseball bat; the same swing you use to hit a home run is the same one that you use to hit a single. A professional baseball player will practice that swing over and over again to try and get it to be as consistent as possible, because they don't want variations between their swings. If they have variation, they're going to strike out more.

It's the same thing with your marketing: you want it to be consistent. Once you figure out what it takes to make \$1,000 a month, all you have to do is roll that out bigger... and pretty soon you can be making \$10,000 a month, and then \$100,000 a month or more. The system stays the same; the variable, again, is in how much money it's actually bringing in, based on how big you roll it out. Just focus on the technique and getting the swing down so that you can hit singles, and eventually, the home runs will come. I realize that this doesn't sound as exciting as striking it rich overnight — but what would you rather have me hand you, the real thing or a fantasy? I could tell you that every promotion will earn you a million if you do it exactly *this* way, but I would be lying. **Starting slow and steady, and building on that, is what really does make the money.**

Now: let's leave baseball behind for now, and **look at how to crawl inside the heart, the soul, and the mind of your prospects**, using a jealously guarded self-marketing secret that's guaranteed to shatter the defensive shield of the most skeptical prospect. This is important, because these days, people are bombarded every minute of every day with advertising; and because they've been hooked and crooked and lied to so often,

they're very skeptical. I believe that most people are emotional wrecks on this marketing highway that you and I are traveling down. They've become casualties of the marketing wars between all the competitors scrambling for their dollars.

That's because the focus of most people in marketing is solely on getting that order — not being concerned about the prospective client. **In fact, I believe that 97% of the marketers out there today are having trouble selling their products, online or off, because they're focusing too much on making the sale and too little on the person to whom they're trying to sell.** They've forgotten (if they ever knew) that the way to solve that problem of skepticism is to crawl inside the skin of the ideal prospect, and to communicate directly to that person's emotions, to his fears, to his skepticism. No matter what you're selling, you should always ask yourself, "Can I pierce that shield of skepticism that my prospective customers have up right now?" If you can't answer "yes" to that question, then all the marketing tricks in the world aren't going to help you.

The truth is that the present economy is ripe with opportunities for savvy business owners to outwit their competition and to honestly help their prospective clients — and, I believe, to laugh all the way to the bank. In order to outwit those competitors, in order to profit from the very competition that we're all faced with every day, **you've got to really get inside the person you're selling to.** And how do you do that? Well, as I've mentioned before, **I did it by becoming an active member of my market.** That's what led me to what I believe to be the very essence of what separates the wannabes in this industry from the masters of marketing. **You have to have a genuine empathy.**

The dictionary defines empathy as identifying with and understanding someone else's situation, their feelings, or their motive. In other words, you need to honestly feel for them and

their needs. **Empathy lets you crawl inside that person; you get in their skin, you're inside their mind, and you're looking at things through their eyes.** That's more than just understanding who your market is, who your client is; it's actually getting into their shoes and seeing life from their point of view. **With genuine empathy, you're able to lead that prospective client to solutions to their problems, to the fulfillment of their dreams, of their hopes — to find answers that enrich their lives.**

A famous marketer once said — and I believe this sincerely — that **people are silently begging to be led.** I believe they're begging to be led to greater achievement, to more happiness, to greater freedom, to more joy, to whatever it is that we can deliver to them. If that prospective client believes that you've got their best interests at heart, then you're going to sell your products to them and be successful in this industry. **One of the things you always want to do is make that person understand that you know how they feel, because you once felt the same way** — but you've found that *this* product or service can relieve their anxiety or fulfill that dream, whatever it is that they're really interested in achieving. When you truly understand the situation, when you understand their feelings and you put yourself in their shoes, you're able to deliver a sales message that really does help them to buy. You become a friend to them, someone who is advising them to do something that will benefit them.

Remember: somebody's got to take the risk, whether it's that potential customer or it's us as marketers. If we employ empathy, if we get inside their minds, if we crawl under their skin and see things through their eyes, then *we're* going to assume that risk — thereby relieving some of that skepticism that they may have. **When we can influence people to buy by doing this, it becomes a win-win situation for the customer,**

because that person believes; they understand that we're truly concerned about them.

Claude Hopkins, who wrote the book *Scientific Advertising*, said that the **successful advertising man studies the consumer**. He tries to place himself in the position of the buyer, and that's what empathy does. Abraham Lincoln once said, "If you would win a man to your cause, first convince him that you are his sincere friend." Well, my friend, no matter who you, when you feel what other people feel and not just feel *for* them, they're going to trust you, they're going to accept that you sincerely have their best interests at heart — and they're going to buy from you.

There are two parts to empathy: skill and attitude. You can learn to go through the motions; that's skill, but it's only a small part of the whole, kind of like the part of an iceberg that shows above the water. Attitude is the nine-tenths of the iceberg that's beneath the water. That's what you really are inside. You've got to genuinely be concerned about other people and want what's best for them, because that empathy, that true state of mind, is going to enable them to buy the products you're offering. **All your focus should go into helping those people get what they want.** You need to try to understand them completely: their frustrations, their fears, their pain, their joy, their wants, their dreams, and their hopes. **As a marketer, you've got to be seen as someone who can give them what they want, not as someone who's just trying to get their money.**

I'm convinced that it's all about relationships. That's an easy thing to say, but I want you to think hard about what it means to have a relationship. Think about your real friends. The one thing that all friendships have in common is shared interest; and all false modesty aside, that's one thing that's made us so successful at M.O.R.E., Inc. If I had to pick the three secrets that have made us more money than anything else, one would be the

simple fact that we have the same story as our customers. I've told you about it in other chapters: how for years my wife Eileen and I struggled, searching for a proven way to get rich. How all of our family and friends laughed at us and told us we were crazy, and those who really cared about us begged us to give up our dream that we could make millions of dollars. But we persevered, and ultimately we had the last laugh, because we *did* find a way to get rich. **All our clients relate so well to that story, because many of them are still going through the same struggle we went through for so long.** They've bonded with us because of it.

The very first program that we developed, *Dialing for Dollars*, included a quote from Zig Ziglar on it that read, "You can have anything in this world that you want if you're willing to help enough people get what *they* want." That became the overall mantra of our entire company, our theme if you will. It's a wonderful way to live, and it can make you very, very wealthy. **So I would encourage you to develop a deep, vast empathy for your prospects if you haven't already, and to start by studying closely the meaning of that word "empathy."** Look it up, and think hard about it, because it's one of the most important marketing principles that you can ever learn. Now, let me tell you: you can get inside and understand your prospect's mind without necessarily suffering the pain that they have, or having the same dreams. **But the best-case scenario is to be as much like your customers as possible.** If you're selling business opportunities, be a customer of business opportunities yourself. Get on the other side of the cash register and think like they do; spend some time thinking about the emotions that they're experiencing, use that to your advantage, and empathize with them. **If you can do that, you've got a foundation for success in place.**

Every once in a while, I wonder what it would be like to be

a freelance copywriter, someone who writes for anybody who needs a sales letter. I think that would be extremely difficult, because not only do you have to work with other marketers and figure out what kind of writing they need for their marketplace, you've got to do it without understanding the prospects at a deep level. If you always sell to the same kinds of customers, it's so much simpler to develop the necessary empathy. **Once you know the psychological makeup of your clients, you can write to them over and over and be sure that you're reaching them.** Even if you don't identify with them at first, you can *learn* to identify with them, and you can come to understand the reasons why they buy what they're buying, and the emotional triggers that go into that buying.

To round out this chapter, I'm going to talk a bit about some practical and profitable lead-generation secrets that sell products with minimum risks and maximum results. The biggest secret in lead generation is this: **The more you tell, the less you sell.** We could really end the discussion right there, because that's the bottom line. As I discussed in the last chapter, lead generation is mostly done by means of two-step marketing. Step one is to get someone to ask for more information, which you do with your direct mail letters and postcards, e-mail lists, by means of pay-per-click advertising, or with press releases or space ads in publications like magazines, newspapers, or press releases. That's where the leads come from.

And by the way: if you use an 800 number in your sales piece, it's going to significantly increase the response — by about 20%, according to a recent study by a large publishing company. Keep in mind, though, that you don't want to hide that number in your ad. You want to make it very bold; **you want to make it easy for people to respond.** So you're going to put it right above the coupon; or if there's no coupon, put it where the coupon would be, and that will improve that response when

you're doing lead generation. Now, the thing is, what do you tell people in the advertisement to get them to respond? **Well, you don't want to tell them too much.** The first thing you want to do is be sure that your advertising layout gets their attention. You can do that by making it so powerful that it reaches out, takes the reader by his eyelids, and pulls him right down there to the ad. How do you do that? Well, here's an example: if everyone else in the publication is running full-color ads — what I call “busy copy” ads — you could run a black-and-white print advertisement with a big, bold headline and lots of white space in the body of the copy. The shock value is going to pull the reader into that advertisement; psychologically, it's going to force him to read, because his eyes are going to be almost hypnotically pinned to that page. A real life example of that is how, if you were competing against those professional-looking marketers with their coats and ties at seminars, you might just want to dress kind of simple. That's what I do; I call myself “The Blue Jeans Millionaire” because I always dress casually, and it actually does work.

If your ad looks like everyone else's, you're just neutralizing their effectiveness. So instead of having that polished, professional look that most ads have, **use contrast and simplicity to generate the maximum number of leads.** Here's another example: when Napoleon Bonaparte made an appearance in public, he would always insist that his tallest officers walked beside him. The attention was immediately focused on Napoleon, because of that extreme contrast in the height. He immediately became the focal point, the center of attention — and you can do that in ads as well.

The second thing you can do — no, *must* do — is to have a powerful headline, the sole purpose is to grab their attention so they'll read that first paragraph, which brings them into the copy. **The third thing you can do is use bullet points.**

A good example of that is any kind of boardroom report; some of their mailings are nothing but a huge list of bullets. Bullets might describe how to use the new phone profit system, or how to sell hundreds of thousands of your info products, or four reasons why sucking down worthless nutritional products could be killing you day-by-day. Just make a little bullet point of out of any of the benefits of your products. And finally, **a fourth way to liven up your copy is to tell them specifically what you want them to do: pick up the phone** and dial these 11 digits right now to get your free copy of this insider report revealing how you can turn the price of a cheap dinner into a six-figure annual income, just by working part-time on your computer from home.

So use bullets, use a powerful headline, use contrast in your design and use few words. Because the magic regeneration formula, again, is “the more you tell, the less you sell” — and conversely, **the less you tell in lead generation, the more you’re going to sell**. And by the way — never hesitate to use a method someone else is using successfully.

Let me tell you another quick story about how we used that last strategy when we first got started, back in September of 1988. We spend our last \$300 on a one-sixth page, lead generating ad in an opportunity magazine. Of course, we didn’t call it a lead-generating ad; at the time, we didn’t know what that meant! We just knew that one-sixth of a page was all we could afford. So I spent the entire weekend going through all the old business-opportunity magazines that I’d saved, and I cut out dozens of small ads that were the same size or just a little bigger than the size we were buying. I narrowed it down to about three or four ads that I really liked, and modeled my ad after theirs. I spent a whole weekend doing what I might do *now* in about 10 or 15 minutes or less.

And I don’t say that to brag; I’ve been doing this for a long

time now, and I have a better gut feeling for it all. The point here is, **you should model your first ads and copy after ones you know are successful. Don't plagiarize, but steal the ideas and methods that other people are using.** There are so many marketers out there who are running very powerful, very small ads. Just start saving them in a collection, and start looking for the things that excite you the most about them — either in the way they're laid out, or in the words and phrases used, or both. When it comes time to design yours, just take a little from this one, and a little from that one, a little from a dozen different ads — and you're creating your own. That's how it's done, and it's really the beginning of your marketing.

In lead generation, the less you tell, the more you sell. **You want to tease people to get them to request information from you.** If someone feels satisfied and satiated with what you give them in an ad or a brief lead generation sales letter, then there's no reason for them to respond. **You want the highest number of qualified leads, and the way to get that is, again, to tell as little as possible.** And you do need to throw some qualifiers in there; as I discussed in Chapter 5, I recommend you ask for a few dollars to qualify people. **Another way is to be upfront about what the item is going to cost.** If your program costs \$1,000, tell them they need to have about \$1,000 to spend — and that way if they respond, they do so already knowing the cost. That keeps you from getting useless leads. But still, you want to tell them as little as possible of real substance, so that they *do* want to request more information from you, get your free report, go to your website — whatever the response mechanism is that you're using to get them into your funnel.

I encourage you to put this strategy into play. Start with lead generation. **Do something to get out there and get some leads coming in, so that you can start making money ASAP.**

CHAPTER SEVEN:

Getting It Started



I've already mentioned my story more than once in the pages of this book. Many, many years ago, I decided that I wanted to become a multimillionaire. At that time I had nothing, and I do mean *nothing*, that you would think it would take for somebody to make a lot of money. And yet, I was stubborn and persistent; **I wasn't going to quit, and I was willing to do whatever it took.** Well, there's an old saying: when the student is ready, the teacher will appear.

After years of trying, I was certainly ready. Within six months from the time my wife Eileen and really got started, back in 1988, we had the good fortune to meet marketing legend Russ von Hoelscher. Russ simply took us under his wing. He had more than 20 years of experience at the time, so we did everything he told us to, without question — and we made millions and millions of dollars. **Once we got started, our success was based on a combination of us being willing to do whatever it took and then getting expert help.** Because, again, Russ had been in the business for an awfully long time, and he knew exactly what we should do — and more importantly, he knew what we *shouldn't* do. He gave us good advice, and we followed it. It's as simple as that. **Determination, commitment, perseverance, and being willing to do whatever it takes: that's been the secret of our success.** We were *determined!* We had the

dedication, the *drive*, the *desire*, the *passion* — and that’s what you need to succeed. Combine that with really good advice, like Russ gave us, and you really can achieve your dreams.

It takes all that, because **the hardest thing for people to do is get started**. Once you’re moving and grooving, once you’ve built up a mailing list and you’ve had some experience in making sales and getting customers, then things get easier. But that’s not going to happen until you get the ball rolling; and let me tell you, at the beginning, it seems like that ball is glued in place. So if you’re one of those people who hasn’t started yet, who hasn’t really bitten the bullet and started pushing, **just remember that this will be the hardest time in your business** — because things go a little slower, and there are so many frustrations, and things just won’t work out perfectly every single day.

But that doesn’t mean you should give up — or heaven forbid, not even try! Nothing gets accomplished that way. You’ve got to just keep on pushing, keep on striving, set a goal and believe in it. **Believe in yourself**. Try to avoid negative people. If there are negative people in your house, sit down with them and tell them, “Look. This is my passion. This is my desire. Even if you don’t agree with me on what I’m trying to do, let me have a little space to do it. I think it’s going to turn out well.” The whole idea is that *you have to believe in yourself*. You have to have a passion for what you’re doing and you have to stay enthusiastic, no matter what happens.

As I hope I made clear in Chapter 5, **the most practical thing you can do is to build your mailing list, name by name**. Run some ads, or send out some mailings to get people to raise their hands. Either they spend a little money or they spend no money — but they raise their hand, and by that I mean they get in touch with you and say, “Yes, send me the information on

what you have.” This is how you slowly but surely start to build your list. And as the list gets bigger, and people begin to respond more and more, you’ll get out of the doldrums of the start and into the mainstream. The river will take you on downstream. You won’t have to work as hard; you won’t have to pull your hair out and say, “Oh gosh! This is a hassle!” **It’ll get easier and easier if you do the hard work up front. It’s all about gaining momentum.** One of the great quotes from the sixteenth century says that **success begets success**, meaning the more you are, the more you tend to be successful. Part of the reason is that you’ve got momentum working for you.

But most potential entrepreneurs never make it that far — often because so many are confused about what they’re going to sell that they just can’t get beyond that. But once the momentum is there, and you have a mailing list of people who like you, trust you, and will continue to buy from you in the future, then the idea of what to sell becomes much easier — if only because you know what they bought from you the first time. **Once you recognize that they want more of the things they enjoyed buying from you before, it becomes very simple and obvious.** At M.O.R.E, Inc., we have customers who’ve been with us 10, 15, even 20 years. Russ von Hoelscher has customers going back 30 years. That’s proof positive that it gets easier once you get in the flow and build your list.

And here’s something else you should know while you’re considering how you’re going to get started: **don’t stop yourself because you don’t know what to sell.** This may shock you, but what you sell isn’t that important. What’s really important is that you start selling and keep selling. **Once you have a list of people who’ve brought Products A and B, you can search the market for other variations.** Try to make the best deal in obtaining these products, making deals with suppliers or creators, and create a way to offer those items to your list.

Because people who buy things continue to buy. If they buy weight loss products, they'll continue to buy weight loss products. If they buy "*How to Get Rich in Your Own Business*," they'll buy that again and again from you and from other people.

And it's about more than just selling products and services that people want; you've got to sell things that you, personally, believe in — things that get you excited. Sure, you have to sell people what they like, but you have to sell stuff that *you* like too. **When you really know your market, it means you're like your market.** You know my story. Russ von Hoelscher started out as a teenager loving mail order and sending for stuff by mail, buying and eventually selling comic books. That drove his dear mother crazy — but the point is that he knew the market. Then he got involved in moneymaking and bought all kinds of programs. You see, those of us who become successful as sellers of opportunities were first *buyers* of opportunities. I think that's an important point to realize here. **You first become a buyer. Then you become a learner, and start to implement some of the things you learned. Eventually, you can sit on the other side of the counter and become a seller.**

The idea, as I've said before many times and will certainly say again, is to hook your prospects and resell to them again and again. Remember my restaurant analogy from earlier? We've all got our favorite restaurants, right? How long have you been going to yours? If you like what you get at a restaurant, you go back. **Similarly, if people like what you're selling them, they'll come back and buy similar products and services from you.** The key word here is *similar*. You don't want to start selling business opportunities and then all of a sudden switch to selling insurance. Some of your customers might buy insurance from you, yes, but you'll lose most of them. If you don't sell them what they want, they're going to find some other dealer who will — because the **people in a good market are**

insatiable. People who have certain needs or interests, or hobbies, will continue to re-buy for years — especially if they like you, trust you, and believe in you.

It's a personal thing, and that's another point you need to understand. People buy from people they either like or trust, and the best possible world is if they do both, because then they feel secure in giving you money. They know that anything you sell won't help them or make them rich overnight. They know there'll be some programs or products that are better than others — **but they have trust in you.** That's what you need to build, and build on: trust. **Try to personalize your business.** There are so many impersonal companies out there that people are getting sick of it. More and more, they're looking for a name behind the company — a voice, or even a photo. **So don't be afraid to use your photo in your copy; don't be afraid to tell your story; don't be afraid to take phone calls from your customers.**

Some people say, "Look, I'm in the mail order business," or "I'm in the Internet business, and I darn sure don't want to talk to people." That's the *wrong* idea! **You should always be willing to communicate with customers.** Provide prompt, warm customer service. Be willing to write little notes to them. You should be willing to chat with them in person, especially when you're starting your business, so you can personalize your relationship with them. That's what leads them to buy again. That's how Eileen and I became customers of Russ von Hoelscher. He sent us some materials and included a nice personal little note, a few warm words that made him seem real and interested in us. **It was a little bit of humanness that made us want to call him right away.** If he hadn't included that little personal note, I would have probably got around to calling him sooner or later — but maybe I wouldn't have. Then where would we be?

It's good to personalize things when you can, though it's

not always possible. If you're mailing out 100,000 pieces a week, you can't write personal notes. But when you're first starting out, or when you're dealing with your best customers or your best potential customers, take out one of those 3M Post-it Notes and use it. Make a little statement about your program in your own handwriting. **Show people there's a real live human being behind the offer, and that they can get in touch with you by email or phone or fax.** Don't hide from your customers. Be accessible, and you'll find out that it'll pay off in more sales.

Now, let me shift gears here and reiterate something I opened this chapter with: **You have to be deeply committed to succeed in any business, to truly believe in yourself and not let the naysayers bring you down.** I started my very first company in December of 1985. It was a little carpet-cleaning business called ABC Carpet Cleaning. I named it that for two reasons: Number One, so I'd be first in the Yellow Pages, and Number Two because I was reading a book at the time that talked about the ABCs of success. "A" stands for attitude, "B" stands for belief, and "C" stands for commitment. **If you have the right attitude, a strong enough belief in what you're doing, you're deeply committed — and nothing can stop you.** We see people all the time who give up way too soon. They could be losing a fortune because of it.

It's so sad to see, but it happens again and again. In part, this is because we're members of an instant gratification society: we want it *right now*, whether it be food, sex, weight loss, or a million bucks. **Whatever it is, we want a "magic pill."** And, yes, many of us have made a lot of money selling those — but there's one magic pill that will never work for anyone, and that's the one that results in instant success when you start a business. It's *always* hardest at the beginning, before you know the ropes and have everything in place. If things don't go well from Day One to Day Ten, and you give up, there's no magic pill to make

that work. You've got to have some determination, some guts and grit. As a nation, we've become too soft; we've been expecting too much too soon. Again, in business — as in most things — the beginning is the hardest part. You've got to tough it out, knowing that it's going to take time for you to build something that's going to be very, very good for you in the future. **Don't expect a miracle overnight. Realize that it's like a ladder, step by step;** and that some of the richest people in the world have had two, three, four, five setbacks in business. But they never gave up, until they found the one vehicle that could take them from where they were to where they want to be. ***So don't give up!***

A few years back, I saw something on TV about people who survive cancer. The survivors are the people who don't give up. They're the ones who say, "Look, I've got things to do yet in life. I've got my grandkids, or I've got a project that I'm working on, so I'm not giving up." One doctor said that when he hears that from people he thinks, "Hallelujah!" because he knows they have the best chance for survival and remission. We should all learn from that. If these people who are facing terrible medical problems survive because they *fight* to survive, we can do the same in our businesses. **Those of us who are willing to do a little extra work, try new things, and just don't give up will also be the ones who thrive and survive.**

This reminds me of the story of Hernan Cortez. When he and his troops invaded Mexico, Cortez burned the ships in the harbor and let all of the thousands of troops on the shore watch them burn. Cortez told them, "There's no going back from this point forward. There are the ships that got us here; as you can see, they're on fire. We're either going to fight our way out of this thing, or we're all going to die." Sure, that's a little extreme — but we can use some of the same attitude in business. We're not here to fight to live or die, but **we *are* here to go forward**

and acquire the success that we want — and truly deserve.

My next topic for this chapter is harvesting customers, another example that often stops new entrepreneurs in their tracks. It's crucial, however, that you learn to do this effectively and correctly. **I generally put potential customers into three categories.** FIRST, there are inquiries or leads, those who raise their hand and say, "Hey, send me the information. I'm willing to take a look at it." CATEGORY TWO consists of those who buy something. CATEGORY THREE is true customers; a person really isn't a customer until they've bought from you at least two or three times.

So there are three steps here. In **Step One, you're trying to harvest people who raise their hands. In Step Two, you want to convert those leads into buyers, which you do by making your most compelling pitch.** In DRM, we don't mail sales letters to them just once; we mail at least three or four times, because people aren't always in the right position for them to take action on your offer. So follow up every 10 days or so with a follow-up mailing. Once you've converted them into a buyer, it's time for **Step Three: go to work on turning that person into a long-term customer.** I don't care what you're selling, you first want to harvest leads, turn them into buyers, and turn buyers into customers.

This is fairly easy after you've done it for a while; and of course in the beginning, just like anything else, **there's a learning curve.** But the funny thing is, although many people say they want to make millions of dollars, they don't want to go through the pain of a learning curve. I've talked about this before; most people want it to be too easy in the beginning. But that's bogus. Let's get real. At the very least, you've got to figure out, first of all, how to produce good sales material; your ads and sales letters have to be first class if you want to make any real money. So learn something about what good copy looks

like. Even if you're not going to write it yourself, you should have some idea what great copy looks like so you can evaluate the copy that you purchase or are given. Thousands of excellent products and services have failed due to bad copywriting and advertising. On the other hand, a lot of junk makes people tons of money just because the copywriting is good. Remember the Pet Rock? It was just a chunk of rock in a box — but it made millions back in '75. Copy makes a huge difference in success or failure.

One way you can ensure the quality of your copy is to hire out to a well regarded professional copywriter — or get one to take you under their wing. I'm dating myself here, but 21 years ago, back when I was 29, Russ von Hoelscher reached out and helped us as both a consulting copywriter and a mentor. He still helps people like that — that is, he'll look over their sales letters and ads as a consultant, making suggestions and changes. It's not cheap; if someone wants Russ to write their copy, they're going to pay several thousand dollars if he's looking at blank paper and has to start from the beginning. But if someone has some copy that they wrote, or that someone else supplied to them, something that Russ can look at and make changes to — well, then his price is dirt-cheap, on the order of ten cents on the dollar compared to him writing the copy. So if you have copy you're not sure about, and you've tested it and it hasn't brought in the money you think, get in touch with someone like Russ von Hoelscher — because for a small fee, they can doctor that copy up and make it good. It's much cheaper than writing from scratch.

The winners in the marketing wars are usually the people who captivate the imagination of their marketplace. And by that, I mean they're the ones whose promotional literature jumps off the page and absolutely captivates the reader. **That's the importance of good copy: to really make people**

get excited. Now, we've heard a lot of talk about how it has to be believable, how it has to be beneficial; and yes, those things are important to a certain degree. But I'm more convinced than ever that it has to be enthusiastic, and it has to get people excited.

Many people who write copy oversell and overhype.

This has always been a problem, but I'll tell you why they do it: because overselling and overhyping often works very well. Now, if we use a little hype (and we do), if we sell hard (and we do), we're nevertheless going to provide you with more than your money's worth. **That's crucial; you can take a little license with the enthusiasm and the hype as long as you deliver the goods.** Sadly, it's often necessary to take that license just to get people's attention. In Chapter 6, I told you about how skeptical people are; so often, when people are reading your sales material, they start out reading it in an apathetic way. They know you're asking them to give you their money, and they're trying to hold onto it. Without even realizing it, because it's totally unconscious on their part, they're trying to protect themselves. So you *might* think your copy is over the top, and yet often, it has to be to get through to the people sleepwalking through your sales material. **You have to hype it up to make it through sales resistance.** Selling is a transference of emotion; it's one person who believes so strongly in something that they convey that strong sense of belief to another person, who picks up on it and they get excited. **It's all emotional; you've got to be passionate, you've got to be enthusiastic, you've got to truly believe in what you're selling.**

I've got a friend who's really struggling right now, although he's been around our business for a while. I really want to help the guy — but all he really needs is something to believe in. He needs a product or a service to get excited about. If he could just find that, selling would become easy. This is true whether you're selling face-to-face, or writing a sales letter, or recording

something. You're excited, you're passionate, you're enthusiastic; and naturally, other people catch that spirit. They catch that energy, they catch that fire, and they get excited — and then they want to buy from you.

So it sounds simple; and for some people, it is. Some people, though, have to really work at it. **There's a helpful acronym for the last four letters of the word enthusiasm: I Am Sold Myself.** Keep that in mind, because it's basic to making sales — and of course the basics cause millions and millions of dollars of business to be done on a daily basis. People tell me that one of the reasons I'm so successful is that I'm really enthusiastic. I believe in what I'm doing; I'm pumped up, I'm excited, and I convey that to the people reading my messages.

Another thing to keep in mind when you're carving out your niche: **sell the cures, not the prevention.** People are only looking for gratification, not prevention. More people will stand in line and pay a fortune for a pound of cure than would ever pay a pittance for an ounce of prevention; it's just human nature. When you're selling burglar alarms, for example, it's difficult to make any sales when there have been no problems in the neighborhood. The easiest time to sell burglar alarms is when someone on the street just got robbed. That's why we have to sell the cure rather than the prevention. People are so busy, so downtrodden about so many things, and their lives are so complicated in so many ways, that they're looking for some relief for their misery. Their worst misery might be not having enough money, or not having good health, or not having good relationships. If you have a cure for their particular misery, they're likely to buy it. **The more completely it cures the problem, the better it will sell.**

It has to be easy, too. Nobody wants to give you their money if they have to do a lot to make your product or service work. **They want that magic pill.** You'll see this strategy used

again and again — not just in the moneymaking world, but everywhere. Let's look at the diet ads, for example. When you start exploring the weight loss market, you immediately start seeing commercials that say, "Eat all the food you want and still lose weight!" Or they show you this exercise equipment being used by good-looking, attractive, athletic people who have well-defined bodies and say (or at least imply), "Look! Only 20 minutes three times a week, and you can look like this!" That makes things simple and easy, doesn't it? Of course, some of it's hype, and we all know that; but then again, as I mentioned earlier, we all need a little bit of hype sometimes. I've bought a lot of exercise equipment in the past. I still don't have one of those bodies — and yet, maybe if they hadn't shown me those kinds of commercials, I wouldn't have bought most of what I bought.

There's hype involved in everything. In many states, they have lotteries you can spend your money on — and they run the kinds of TV ads that would get me in trouble with some government agency. They run ads that say, "You can be the next multimillionaire." And it's true. What they don't tell you is you have about one chance in 10 million. So they get away with murder, because they sell the hype; they sell the dream. **And that's another important thing that's even more important than hype: we want to sell the dream.** All of us have latent desires and dreams. Those are different for everyone, but if we get to know our customers well enough, then we get to know what they really care about — what they really want to do with the rest of their lives.

The more we can understand them, by getting inside their minds and to comprehend their emotions and the psychology they live by, the better we can make sales — because we can give them exactly what they want. **That's what good marketing is: it's giving the most people possible exactly what they want.** If you do that you will become rich beyond

your wildest desires; it's as simple as that. Give people what they want, and get the most people possible to give you their money for what they want. People don't want to spend money foolishly; times can be tough, as they are right now. **But no matter how bad the economy, people will gladly give you their money if you give them what they want.**

That is, in fact, one of the best definitions of the word selling: you simply find out what people want, and then you let 'em have it. That was what the famous Ray Kroc, the founder of McDonald's, used to say. He was a master at determining what people wanted. He realized folks wanted cheap hamburgers and they wanted them fast, so he supplied them — and he did it like no one had before him. He implemented other innovations, too. One day, one of his vice presidents was going to the bank to deposit some of the company's money. He went through the drive-through teller and got this idea: "Hey, why don't we do this for fast food? Why don't *we* have a drive-through window?" And of course, that innovation has revolutionized the whole industry. It worked because so often, **ideas are interchangeable: you can take them from one industry and apply them, with few changes, to something else altogether.**

Now, I'd like to return to something I've already discussed, because I want to reinforce the concept. It's simply this: **we don't get rich selling people one time.** As you move forward from your starting point, you have to realize that it's the repeat sales that make a person a customer. You should do everything you can, when you're selling one product or service, to immediately look for a second product or service to sell them. Once you sell your second, you should be looking for the third — etc., etc. Those of us who make a lot of money in this business do so by reselling to the same people over and over.

And again, **the simplest way to do that is to stick to the same things you've already sold to them, or some variation**

thereof; in any case, make sure it's in the same category. If you keep up a steady supply of these products the customers want to buy, and treat them right in all things, many will buy from you for years. It doesn't matter whether you develop your own products or sell someone else's. People vote with their checkbook on whether or not you've hit the target.

So how do you know what people want? **You look at what other people are already selling.** In hindsight, this is what I was doing 20+ years ago, back when I first got started: I was doing research, all unknowingly. For years, I had been buying various plans and programs from a multitude of different companies; so when it came time to get into the opportunity market with our own proven plan, it was easier, because we knew what was selling. We were buying those things ourselves, since we were already on the other side of the cash register, doing business with other companies selling to the same kinds of people we wanted sell to. That's one of the reasons I always suggest to our clients that they do get involved in selling to the opportunity market: because so many have been buying one plan after another for years. They've got a bookcase full of these things. **They understand the marketplace as the consumer; now they just need to understand it as a marketer, as a businessperson.** Maybe they don't realize it, but they've already done great research. All they need to do now is go to the bookshelf, pull down some of those programs and books, and start reading them again, learning more about the products.

It's a matter of shifting consciousness, that's all — it's a change of mindset. It's not always easy to do, but it starts with a decision. That's where everything begins: you make a firm decision, a solid commitment, you set some good goals, and then you get into motion and figure things out as you go, trying not to get overwhelmed. Going back to the first secret in this Chapter, once you get a mailing list put together of people who

have bought something from you and like you, it becomes so much simpler, because all you're doing then is looking out for your customers. **You have to look at your customers as if they're friends, or even family — because without them, you are nothing.** You wouldn't even have a business without them. So you have to treat them well, and consistently cater to their needs, because it's in your best interest to do so.

Now, another thing you have to realize is that even when you do get customers, people who have bought more than once, they're not all equal. The smaller part of your customer base will be your most profitable, per the old 80/20 principle. So realize who the superstars are, and treat them with special care. **Treat all your customers well, but treat the best customers a little better than the average customer,** because frankly, they're worth more to you. A-Rod — Alex Rodriguez of the Yankees — is better than the average baseball player. He gets paid that way, too. Now, do you think the Yankees treat him a little better than someone sitting in the bullpen making only a few hundred thousand a year? Yes, of course they do. It's the same with your star customers. You have to treat them better, get more personal with them, talk to them, write to them directly, because these are the people who will make you the most money. **Remember, they're spending that money to show you just how serious they are.**

One of the things that has really amazed me over the years — and I've seen it over and over again — is that **the customers who spend the most money with us are also the ones who cause us the fewest headaches and hassles when it comes to customer service.** Forget the fact that they all spend a lot of money; I'm grateful for that, but that's not my point here. They're just higher-quality customers. I don't even know how to explain it, except to say that they're better people, they're easier to please, and they're nicer than the average customer. It's one

of the great mysteries of marketing, but it's a real phenomenon: the people who buy the most, who give you the most money, who are really into what you're selling and become super customers, are so much easier to deal with than those on the fringes. For example, if you ship something a couple days late to those people on the fringes, they're furious. They're very skeptical about anything you ship to them, too. They complain constantly — more than their money is worth, sometimes.

Personally, I spend a lot of money with just a few companies, and I've been doing so for a long time. I'm a pretty darn good customer for them. I treat them with respect, I'm always very gracious with them, and I feel grateful for them. That's probably why the people who are especially interested in our products are spending a lot of money on us: they're grateful that we're there. It all goes back to building a trusting, mutually-beneficial relationship. It's sort of a feedback loop: you treat them better so they treat you better, in an endless cycle. I think one mistake a lot of companies make is that they *don't* treat their best customers any different than their other customers. They treat someone who's spending a thousand bucks the same as someone spending ten.

Here's an example of that mistake: Russ von Hoelscher spends maybe \$30,000-40,000 a year at the Office Depot just a few blocks from his office in California. Well, he went and talked to them one day about getting a discount. He said to the manager, "You know, I print a lot of stuff here, tens of thousands of dollars worth a year, and you used to have a program a few years ago where I got a 10-15% discount on most of this printing." The manager said, "Yeah, we had to get rid of that," so Russ told him, "Look, don't you think it makes business sense to treat your better customers *better*, and give 'em the discount?" He told Russ, "You know something? It does, but headquarters said that whether you come in here to get one copy or a

thousand, you'll still pay five cents." And that was that. Now, Russ likes the folks at Office Depot, but the fact that they're willing to treat someone who spends \$0.50 a month the same way that they treat someone who spends \$5,000 a month should tell you something. That just doesn't make sense, does it? It doesn't fit with the reality of the market.

Back in the old days, there was an old adage that said "the customer is king." That's just not true anymore; we've got way too much competition for that. **The customers of today are more like dictators — and ironically, the worst dictators are those who spend \$50, as opposed to those who spend \$5,000.** These are the ones who, if something goes wrong and they don't get their order within a day or two of when they should, get on the phone and talk to your people in the nastiest ways. Now, I'm not saying that people who spend the most money are always better than the people who don't have money; but I *am* saying that they're usually people who realize that there will be mistakes occasionally, and they still treat you with respect. And in return, you not only make their order right, but you give them a nice big bonus on top of it.

The customer is king only when they become a kingly customer. For that reason, you need to segment your customer base, realizing that there will be 10-15% who have spent some decent money with you. **You need to sort those people out, and do very special things for them.** Constantly make special offers and deals, or offer a nice discount to come to a particular seminar. You have to deeply appreciate your good customers, because they really are the lifeblood of your business. **You want to do everything you can for them, treating them with the greatest respect. This is what a good business does.** Yes, you should respect all your customers and treat them well, whether they spend \$10 or \$10,000; but you need to have a few extra perks for your very best customers. This sounds like common sense — but

it's not that common, even in the largest corporations.

Let's move on to another thing that will help you keep from spinning your wheels when you're just getting started: **What you should do to learn your business really well.** We've mentioned the basic tactic already: you need to spend some money and time doing your research, not just by buying products or dealerships, but also books and programs that are designed to impart the specialized knowledge required to make you a better businessperson. Go to seminars and workshops. Whether you spend any extra money or not is your business once you're there, but you *should* learn.

Become a devotee of good marketing, because everything in this world depends on it. More and more, even the big Fortune 500 companies are realizing this. **It's marketing that separates the winners from the losers, so learn to love marketing.** Learn to love learning ways to get inside people's minds to understand what they hope for, what they fear, what they trust, what they recoil from — so that you can make the type of offer that will turn them on and make them want to buy. Because people aren't just buying the things they want, and they're certainly not just buying things that they need; **they're buying things that they absolutely feel they must have.**

And the key word here is *feel*. It's all about emotion. **When the emotion is there, they're ready to buy.** They don't always buy the things that are the best for them; they often buy the things they want rather than need, because want is more important than need. **But I've come to the conclusion that even more important than want is *I must have it! I've got to have it! And I've got to have it now!*** When you can convey the message that makes them feel that, you're going to make money hand over fist. They say that marketing is a combination of psychology and math, and I believe that's true. The psychology, of course, is trying to understand what makes people tick — and

you should start with understanding what makes *you* tick. **The better you understand yourself, the better you'll understand the people you want to reach.**

I talk a lot about creating powerful offers that get people excited. Well, you've had times when you've been excited. You've bought things that have made you want to FedEx or wire your money, because you wanted them so quickly. Once again, to comprehend this phenomenon and how it applies to marketing, **you just have to get on the other side of the cash register and start looking at what was it about that offer that really made you excited.** Then, when it comes time to creating your own offers, it's that much easier for you to do so.

And here's a corollary of that. A lot of people get involved with dealerships or distributorships, where they're selling the same thing other people are selling. Now, it's a big country, and there's a huge market out there, so don't worry too much about that; **it's simple enough to make what you're offering a little more attractive than everyone else's version.** There's nothing to prevent you from adding some free bonuses, for example. I've learned over the years that adding two or three bonuses is great; adding four, five, six, or seven is even better. **People love to get something extra for their money, especially if it's vital and relates to the main product.** That turns people on, and ensures that you'll get more orders than your competitors. If you're selling hard products, there are all kinds of things that you can add as a gift; it's easy to find little knick-knacks and gizmos that will go with your main product. In the information field it's usually a free report or some other printed matter. As long as it's relevant it just turns people on, especially if you add multiple bonuses to the package.

Even if you don't have items of your own that you can use as bonuses, there are plenty of them out there that you can obtain; for example, you can buy reprint rights to all kinds of

different materials, or establish a joint venture with someone to provide the bonus. The point is, you need to do something exciting to separate yourself from the other people also working their distributorships — whether there are only a few or a thousand. **In fact, in any business you have to differentiate yourself, separate yourself from the crowd, give people more.** Another thing you can do is tell them your personal story, because remember, people want to do business with other people. Never be afraid to tell your prospective buyers and your customers certain things about yourself that help them get to know you a little better. I've always done this, and I know that my mentor Russ is doing it more and more every year.

And you know, when economics are tough, you can do something like take a program that's sold well for \$495 and make it available for \$395 — not because it needs to be discounted, but because it may help someone buy. You can put a little note with it that says something like, "Look, I realize you didn't buy the first time. I know this is good for you, but you haven't purchased. Maybe the price is a problem; maybe things are a little tight? So here's \$100 off." Russ uses little coupons that offer \$100 off or more, and it's working like gangbusters. **The more you can separate yourself from the competition by being more personalized, by offering a little extra value, the better your sales will be.**

We've got space for one more secret in this chapter. I've talked about falling in love with good customers, so now **I want to talk about falling in love with your marketing field itself** — whether that's the opportunity field, the weight loss field, or whatever your niche may be. And I don't mean that you should fall in love with your products and services; that's a losing proposition. **First of all**, assuming that you're in it for the long term, **the products and services you sell will change over time. Second, just because you love something doesn't mean**

everyone will. It's a big mistake to believe otherwise, because no matter how wonderful you think some things are, people simply aren't going to buy them. At that point, **you have to be able to switch gears and get new products to sell.** That's going to happen from time to time, **so fall in love with the business itself rather than what you're selling.** You really can't get emotionally involved in products and services you sell until they prove they're winners. Then you can hug it, and kiss it, and say, "I'm in love with ya, baby!"

I've seen people fall in love with losing products time and again. I won't mention his name, but one of Russ's clients had this beautiful product, made from a rare Hawaiian wood, that Russ told him from the beginning wasn't going to sell because it was overpriced and cost a lot to manufacture. And the fellow just looked at him and said, "I'm going to find a way to sell it." Well, \$100,000 later he had to throw in the towel. It's a shame, because Russ gave him good advice. **But that's why we test things: so if they don't go well, we can shift gears and move on to something else.** If you do this right you can test as many as 10 different things at a time, as long as you're just doing small tests. You take the items that work the best and roll those out. You might actually lose money on nine out of 10 different ideas, or even 19 out of 20 different ideas; but as long as you're testing small and not investing huge sums of money, then all is not lost. **Just roll out big on the things that work, the stuff that really does take off like a rocket.** And by the way — none of us, not me or Russ von Hoelscher or anyone else in the field, really tests enough. But at least we do *some* testing. My advice to you is learn to do these small tests, because they can tell you very quickly whether you have a big winner, a little winner, or *oh my God, let's dump this quick!* **DO NOT fall in love with your products; it's the marketplace, and the business of serving it, that you should be in love with.**

Back when we were first getting started, we went through a rough period, and I'll never forget what Russ told me then: "T.J., just remember that no matter how bad it gets, the real business is inside of you. **It's the knowledge you have, the experience that you've gained.** It's the marketplace, and the people that you can reach, and knowing about what they want — and how to give them more of it." That was wonderful advice, and I never forgot it. I'm passing it on to you because I want you to remember it, and to hold it in your heart for whenever you need it, too. **We all need to have to have more belief in ourselves.** Too often, we sell ourselves too short. Too often, when I tell people they can learn to write copy, their response is, "I could never do this." I'll tell them how to define products, and it's, "Oh, I can't do that." There's too much *I can't* there when there should be *I CAN*. We have such a source of power inside us that we do ourselves and the Almighty a disservice when we act like we can't do this and we couldn't even try to do that. No matter how young or how old you are, there's so much more that you can do. **You just have to push yourself a little harder — and reach out for that helping hand when it's offered.**

CHAPTER EIGHT:

The End of Your Wealth-Making Journey



In the last chapter, I talked about getting started in your business — so I feel that it's only right that the subject of this last chapter is *The End of Your Wealth-Making Journey*. Think about that. By the time you're done with this chapter, **you're going to have a complete road map from here to success.**

It's always easier to find your way if you know where you're going from the very beginning. You may be new to this path; you may have been on this journey for a long time. If that's the case, it may be that you're confused, you're frustrated, and you don't always know exactly what to do. You have to learn all these new things just to get in the door; **there's a painful learning curve, and we all have to go through it.** I see it on the faces of my clients when I meet them in person at our seminars and workshops. Well, my colleagues and I have been there ourselves. We know how confusing some of this can get — which is why I'm hoping that at least some of what I'm going to discuss in this chapter will put an end to your confusion, and help you truly understand what you're trying to accomplish here. That's when you can stop focusing on today, and get an end strategy in place that will serve you well, far into the future.

Most people don't focus much on where they're going or where they're trying to get. They focus on today, and sometimes

that's out of necessity. We're busier than ever before, so it's hard to get past today. We tend to run around in circles and do the same things repeatedly... and it tires us out, doesn't it? We're stuck in the same routine; we go through another day, and all of a sudden, we look back and we say, "How did we get here?" A year passes, then two; then it's five years; and ten, twenty, thirty years pass, and you really didn't get anywhere. You look back and have regrets, and wonder what happened. How did you get where are today without getting anything done?

Well, now that you've gotten started and there's some momentum there, this chapter's strategies are going to help you get over that hump, so you can take action and chart your course. **You'll be able to plan what you do today based on what your goals are and where you're trying to go tomorrow,** sort of like a pilot taking off in an airplane. If a pilot took off without planning his destination, he'd get up in the air and fly around aimlessly. Sure, he'd probably end up somewhere — but the somewhere wouldn't necessarily be where he wanted to go. A pilot *has* to chart his course in advance. He has to know exactly where he's going, and he has to point his airplane in the right direction to accomplish that. If he's got to fly from L.A. to Hawaii, he knows exactly how to get there. The cool thing is that during that flight, the plane is slightly off course well over 90% of the time due to wind currents, the jet stream, and other factors. But it's got the automatic computer system that guides it right back — so it constantly readjusts itself. The pilot and autopilot always know exactly where the end goal is.

Life is a lot like that. **You have to know where you're trying to get to in order to figure out what you need to do today and tomorrow, and on into next week, next month, and next year in order to get there.** This is something we don't focus on enough, and a lot of experts don't talk about it at all. They want to talk about what you need to do *today*, and so you

THE END OF YOUR WEALTH-MAKING JOURNEY

get caught up in the today without any real clear objective in mind — and you end up flying around aimlessly.

One of my favorite quotes (and I'll paraphrase it slightly, because it's from the 1800s) says that a person can tolerate any situation if they just keep a strong enough goal in mind. **If there's hope for the future, there's strength for today.** If you've got a really great, powerful goal that's driving you, you don't always know exactly how you're going to figure out how to achieve it; sometimes you don't have a clue, but at least the goal is there. It's a road map, a destination, and if you keep it in mind, you can figure out how to reach that destination. **It's always easier to find your way if you know where you want to wind up.**

Next, let's look at with a series of questions to ask yourself before you start your journey. The idea is to help you define where you want to be, and what will make you happy. This will let you document your goals in writing, so you can focus on them and be motivated to stay the course. Until you know where you want to wind up, it's tough to write that down. **Let's start out with the definition of a destination, first of all.** I think this is a good thing to understand.

One thing I've learned during my years in DRM is that almost all of the profits in your business are going to come from the back end. When I was first getting started in marketing, I didn't understand what the end of my journey would be. Nowadays the end of my journey is very clear, and it's connected with the fact that mostly, **the goal for my business is to make profits — just like everybody's goal for their business should be.** That's one of the end results. I've talked about 80/20 rule before, the fact that you need to spend more of your time and effort doing more business with your existing customers. **A good 80% of your profits are going to come from that back-end business, with no more than 20% being generated on the front**

end. This information allows you to get more specific, and to define where you want to go in your journey.

For example, my friend and colleague Eric Bechtold's ultimate goal is have ten thousand individuals working directly with him, buying from him in a vacuum. What he means is that he wants their undivided attention, so when he puts something in front of them, they respond right away. He's not competing with a bunch of other people; they're focused on him and his sales materials. Ten thousand is specific number that Eric set as a goal. He figures if he can get to that point — and you always want to set your goals high — his journey will be accomplished. At that point, he can pretty much print money on demand, if you will, by coming up with a new offer and plugging it into his mailing list. At the moment, he's about a quarter of the way there.

I wanted to provide that example right away, so that you would understand the types of specific **cause-and-effect scenarios** involved here. You start out on your journey with nobody even knowing who you are. As you roll out your marketing pieces and get out there in the marketplace, people start to understand who you are, and they start to realize that you're a good person to do business with. You put your offers out there, and eventually you've got some brand equity, where people are paying attention to you. **Eventually, you get to the point where you've got people who are buying everything you put out there.** What you're selling is an integral part of the part of the ongoing relationship you have with your customers.

At M.O.R.E., Inc., **we know exactly how much money we want to bring in every single month; that's our destination, at least on a monthly basis.** I've got that number written down in several places around my house, and I'm always thinking about it. I live with that number always. When we don't hit it, I feel it deeply — and it makes me frustrated. I think frustration is a good thing. It doesn't *feel* good, but it's good anyway as long

as you're frustrated for the right reasons. **When we're not hitting those numbers that we have to have every single month, I'm spurred to do things better, to tighten things up, to try new things.** Our goal is very real; we have specific things we put into action, processes we put into place to help us achieve that goal, and we're extremely disappointed when we miss it. We analyze our numbers daily, weekly, and of course monthly, and we know at the beginning of the month — after just a couple of days — whether we're on or off target. Are we where we need to be, or are we a little low? Are we a little high? Where are we at? We do this because we want to know where we'll be at the end of every month. **And by the way, that monthly goal also translates into an annual goal; and of course we know on a monthly basis how we're doing over the course of a year.**

The important thing is to have a goal, to have your end in mind. I encourage you to be specific with it, because too many people have generic, broad goals — and there's no penalty in their mind if they don't hit those goals. If your goal is just to make millions of dollars, that's probably not that good a goal for you. **A better one might be to take a million dollars a year and divide it out so you know how much money you need to make every day, every week, and every month.**

We're always looking at those numbers, because that's where it starts with us. **The strategies all evolve out of the numbers.** We determine first how much money we want to make every month; and I won't give that figure here, but it's very high, definitely in the seven figures. Then from that point forward, Chris Lakey and I develop specific marketing strategies to get us where we want to go. The strategies become a little clearer when you start that way. We know the size of our average package; we know how big our market is. That tells us how many packages we need to sell.

Obviously, the end means different things to different people. We work from a specific amount of money, while Eric Bechtold aims for a specific number of customers. Maybe your end goal is making enough money, consistently enough, that you can quit your job. Whatever the case, **when you're off that goal, you need to immediately figure out why so you can get back on point.** That's why you need to start with very specific goals — because **you'll never make the abstract ones.** They're not specific enough, and they're easily avoidable. It's easy to say, "I want to make millions of dollars!" and then, when it doesn't happen, to just pass it off. But if you sincerely have a goal to make, say, \$100,000 a week, then if you don't, you know you've missed your goal and you have to adjust your game plan. If your goal is to make \$1,000 a week, you can get there. You know how many products you need to sell to reach that goal. You know how many sales letters you need to send, how many ads you need to place.

It all starts with that end in mind, followed by formulating your plan to get there. Sticking to the plan is important, because you can't just have a goal and then randomly go through your week, month, or year and then look back and wonder why you didn't hit it. **You've got to constantly be aiming at that target, and making constant little adjustments** like an airplane does with its course. You've got to adjust every day, every week, every month so that you can hit your goal. Maybe \$1,000 seems like a good amount to you... but if your goal is \$5,000 a week, then if you make just \$1,000 you know you've come up really short. But if you *don't* have the \$5,000 weekly goal, then maybe \$1,000 a week may seem like enough, and you accept it. **Do that, and you're limiting yourself.**

The times in my life when I've made the most money were when I've had those firm goals in place — and the times when I've suffered financially have been the times when I took my

eyes off of the prize. I quit focusing on my goals; and as they say, **wherever your focus goes, that's where your power goes. What you focus on really does expand.** If you don't have some firm goal in mind, whether it's a dollar amount, number of customers, or both, then you're causing yourself a lot of unnecessary misery. Just saying "I want to get rich" is not a goal. **There's a formula to getting rich, and that formula is very simple: get a large enough group of people to consistently give you money, at a large enough profit margin per transaction.** This is the kind of thing you need to start wrapping your mind around. How many customers do you need? How much profit do you need to make per sale in order to make your goal? When you do come up with a number, and then write that down; it makes a big difference.

Here are a few questions I'd like you to ask yourself. **First of all, can you define your destination** — do you know where you want to go? **Next, what will make you happy?** What will satisfy your desires when you get there? You need to think deeply on these subjects — because again, there's no point in running around like a maniac trying to achieve a nebulous goal. **Identifying your goals and internalizing them, making them a part of you so that you feel pain if you don't achieve them, will motivate you.** That's why I keep that specific monthly dollar goal posted all over my house. I can't walk around without that goal staring me in the face. That's good, because it's constantly readjusting me; instead of getting lazy one night and saying, "Okay, tonight I'm just gonna kick my feet up with a bowl of popcorn and veg out for a couple of hours," I might decide to work on a sales letter to help get that goal up to where we need to be. That way, I can experience some bliss and some joy when we attain those goals.

And that's another reason for defining them — so that you can celebrate when you achieve your goals. And once

you've celebrated, what do you do? **You set more lofty goals!** You get to the point where you say, "Wow, I was able to achieve that — now what am I capable of doing? Let's set even higher goals." It's kind of like a path to success. **You take each little stone at a time; each goal gets you from one place to another, and if you keep that mentality, you'll be surprised how far it's going to take you.**

Another thing I wanted to point out here is that in addition to thinking about your own goals, you have to realize that you don't get to your destination without also thinking about the destinations of others. This is also a very important thing to think about. **The end of your journey is not going to be accomplished without you wrapping your mind around what's going on in other people's minds to motivate them.** There's the psychology factor again. The reality here is that if you want to get rich, if you want people to part with their money, if you want to make a sale, you have to understand what's in their heads. **That's what selling is: giving people something of value so that they'll part with their hard-earned cash.** Well, if you want to do that, not only do you have to have your own goals in mind, you must be mindful of other people's goals.

It's kind of like when you take your hands and interlace your fingers; **your personal marketing journey is very interlaced with your customer base.** If you want to make money you also have to get to know your customer; again, you have to figure out what their goals are, their desires, their pains, and frustrations. What can you provide them to help them along in their journey so that they can help you along in yours? As Zig Ziglar taught us, **you can get whatever you want, as long as help enough people get what *they* want.** That's something you really need to understand.

So like an airline or ship with its charts, start plotting a way

to get from point A to point B. Once you've got your goal in mind, you can sit down and really start pushing towards that goal. The best way to begin that journey is to first decide, "Okay, who am I going to be working with? Who is excited enough out there? Who's got pain and frustration that I can help with?" **One of the key strategies to DRM is to find a frustrated group of individuals and sell to their pain; that's a particularly good motivator.** Most of the best markets out there are like that; the diet industry, for example, where people are frustrated with their weight. It's depressing them. They're jealous of looking out and seeing all these skinny people. They want that, too, so they're angry and they're frustrated. That's why the diet industry is a booming industry. So is the home-based business industry. People are frustrated, because they're part of the rat race and they're not making enough money. They're sick of banging their heads on their desk for eight hours and counting down the seconds until when they can leave every single day, so they're looking for a way out. **There's a reason we're tightly focused on business opportunities, because it's a very good marketplace.**

The point is, both your journey and the journey of the people you're working with are very closely related, so you have to keep your mind focused on both in order to achieve your own goals. If you're focused just on what you want, you won't be focused on what your customers want — and ultimately, it all starts with the market. People tend to put the greatest emphasis on the products and services, **but the market is the most important factor in the business equation.** Think like McDonald's or Starbucks. McDonald's used to be just a burger and fry place — but recently they've become this place where you can get healthy food, too, because the people in their marketplace want healthier choices. As for Starbucks, for years it's been known as the place to buy expensive coffee. More recently, they're seeing a lot of competition in the coffee market. So what's

Starbucks doing? They now have a \$1 cup of plain black coffee, like everyone else. They've adapted to the marketplace in order to try to keep giving customers what they want.

There are endless examples of businesses using this principle to their advantage. They've got their goals; they've got their financial targets they want to reach. But they've got targets that they see through their customers' eyes as well, and so they're trying to give their customers what their customers want. **If you can find someone's biggest wants and deliver them, then your own biggest wants will follow.** You've got to look at your goals through the prism of your customers and *their* goals.

Ultimately, the products and services you want to sell will evolve and revolve around the market that you're serving. **Every great fortune that's ever been earned in the past, and will ever be earned in the future, is built on creating solutions that solve problems.** That's what we're all in business to do, which we accomplish by giving people what they want the most. And let me re-emphasize the fact that what they generally want is an end to a certain pain they have, whether that be emotional or physical. In our case it's emotional. People hate their jobs, they want financial security, and they're worried about the future. They don't trust Social Security to be around when they retire. And even if they think it *will* be around, they know it's never going to be enough. **Plus, people want a business opportunity because they want something to hope for and to dream about.** That's part of what makes life special. People need hope, and that's another great thing we do: we're giving people things they can get excited about. Our opportunities let them move forward and keep active... and of course, it's fun to make money.

Part of the way that you begin with the end in mind is to find companies to emulate, companies that are doing things like you want to do, that are already serving the markets you

want to serve. **Look at the business opportunity market.**

There are many, many different companies out there, some of them doing some amazing things, and the market has really evolved over the years. We've seen an astonishing amount of change in our market since 1988, and you'd better believe we keep a very close eye on what other people are doing. **We don't copy them — we try to find ways to beat them, to do things even better, with our own unique twist.**

And we actually like competition. It really amazes me how some people think competition is a bad thing. I love competition; bring it on, baby! **I want competition because I want to try to be better.** I want to try to step up my game and improve upon it. Without competition, the business wouldn't be nearly as fun. When you've got competitors, you look closely at other companies to find out what they're doing. **You get on their mailing lists and buy stuff from them.** You don't do it through the eyes of a consumer; you get on the other side of the cash register, and you think about it from the stance of a business person. **You start looking for themes and patterns, to get a clearer idea of what you want to do.**

I've already talked about setting goals as a way to start developing that clear idea of where you want to go, and that's a good start. It's like going to the gym: something you have to do on a regular basis to get better. **You work at it every day;** you look for models, you examine what people both inside and outside of your industry are doing right, and you try to piece it all together with your own style, so you're not just some copycat. Copycats never really last long-term. Oftentimes they'll get started, make money initially, and then crash for lack of initiative and inventiveness. **Until you learn how to blend all your own ideas with what other people are doing, you're never going to make money long-term.** You have to bring to the table as much as you can of your own ideas, creativity, spirit,

and talent, and eventually, experience.

So far, I've discussed how to figure out what makes your market tick. You define your market, if you haven't done that yet; do you want to sell to the business opportunity market, to chiropractors, to dentists? Then look for their sources of frustration and pain (whether emotional or physical) and create solutions that address those points. **Immerse yourself in that market so that you can identify those sore spots.** What can you provide to ease that pain or frustration? What can you bring to the table?

This is how you define your front-end offer, the tool you're going to use to capture the minds of your consumers, to get them engaged in purchasing products from you and to get them in your customer database. Think of it, if you will, as a mousetrap — and I don't mean that in a demeaning way. **The goal is to capture your audience base, to pull them in so you can help them.** Once you find an attractive piece of bait, just continue to use it until it stops effectively trapping people.

I like the mousetrap analogy because, first of all, you have to think with the end in mind. Then you have to define your audience base. *Then* you have to come up with the bait — what are you going to do in order to get involved in this game? You can't stand on the sidelines and make all sorts of grandiose gestures and set empty goals and never really get in the game. This is where you start implementing. The key idea here is that once you have people coming in to your sales funnel, they start buying things from you. **And remember, how much pain and frustration exists in your marketplace will determine how long these people are going to need you.** If there's a lot of pain and frustration, buying one little widget from you probably isn't going to satisfy that. But if they continue to see you as the answer, they also continue to see you as somebody they can come back to, again and again. Remember that little three-step

process. **Finding a group of individuals, then getting them to make purchases from you, at a high enough profit margin, over and over again, will make you rich.**

What you also need to realize is that we're in the business of buying sales at a discount. **We want to bring people in, and then have other things that we can sell to them once we have them.** And we want to make sure that we're making our numbers, as I outlined earlier. That subject dovetails nicely into this one. You want to be looking at your numbers regularly and saying, "Okay, I'm spending this amount of money. How much am I making? Am I on target? Are we going to hit these numbers?" Now, of course you're going to start with relatively small numbers. You don't want to start out by trying to hit a seven-figure month, like we do at M.O.R.E., Inc., these days. We've been in the business for a long time, and yes, that may be a place you get to in the future. **But for now, you need to start modestly — yet still aggressively.** If you think you might be happy making \$1,000 a month, or \$1,000 a week, jack that up to \$5,000 or \$10,000.

Here's an example of that. I remember when my friend and colleague Eric Bechtold first came to me, when he was just getting out of an ad agency and his goals were way, way, low compared to what was possible. When he told me his goal, I said to him, "Well, that's a good goal — but trust me, you'll be able to do that easily, plus a lot more." And I was right! Eric pulls in so much money now that we call him "Young King Midas." I knew how much money he wanted to make, but I also knew how smart and ambitious he was — and I knew the potential of the marketplace, and how many millions of dollars were to be made, because I'd already generated millions of dollars on my own.

You know, if you tell the average person who's never made any substantial money in their life that you're going to make millions of dollars someday, they're going to either think you're

crazy or they're going to laugh at you. Some will try to belittle you. But if you go to somebody who started from scratch and has already made millions, they're likely to support you. They may well do whatever they can to help you, because in business we all work together — or at least we do in our market. That's one of the things I just love about direct response in general. **It's fun to be able to befriend your competitors and do business with them.** Everybody makes more money, and your friendships are built around your businesses because your businesses are important to you.

And even if you just want to beat the competition, it's not that hard to differentiate yourself. I've talked about how to do this in other chapters, but one specific way to do this is something called the **unique selling position, or USP.** That's what different about your company that separates it from everyone else. It took us a long time to figure that out, and it took us even longer develop it properly — and we're still kind of developing it after 21 years. The market does change, and you continually have to find ways to improve.

Part of the reason people in this business get so frustrated is that not only do they not have a clear end in mind at first, sometimes when they do start getting that clear idea of where they want to end up at, they become even more frustrated. Now they start to realize, "Holy crap! Look at all the stuff I have to do!" **But rest assured, all these things are the kinds of things where you can earn while you learn.** You don't have to figure it out overnight; and in fact, you'll never figure it all out. It's a game, and the game keeps changing. And besides, success is a moving target — so you constantly have to adjust your aim. The market never stops changing, and you know what? That's a good thing. **That should excite you, because as long as it's a rabid, every-changing market, all those changes spell profits.** The more you're willing to bend and flex with it, the more you'll be

THE END OF YOUR WEALTH-MAKING JOURNEY

able to stay on top of things and cash in on whatever's hot — and there's always something hot. That's part of the joy for me, because there's always something new and exciting. The idea here is that when you start thinking about these things seriously, and you start realizing what's really possible, the whole world opens up to you.

Another question to think about at this point is this: Why should your customer continue to do business with you? **What can you provide on that back end for your customers that will make them stick with you, once they've taken your cheese?** Remember, Eric's goal is to get 10,000 people buying in a vacuum from him. That means they're not only in his trap, but they're happy to be there — because they understand that any time Eric offers them something, it's something good for them, and they want it right away. So ideally, they'll continue to buy.

Hopefully, these questions and concepts are starting to focus your mind on how to take those goals in hand and set out on the journey toward your destination. You plot a course, and figure out what pieces need to be where in order to effectively move you from point A to point B. We talk about the money a lot, and of course the money is important; but remember, the theme of this chapter is “the end of your wealth-making journey.” **The real joy has always been the journey; it's never just the destination.** The fact is, sometimes when you reach your goals, they turn out to be anticlimactic. It's like that old Patsy Cline song that says, “Is this all there is?” Once you find that destination, then, you've got to set bigger goals or different goals, and start on a *new* journey. **You always want to be moving forward.** You need a destination just to keep you focused on your journey, to be sure you're not wasting a lot of time. **Get in the game. Enjoy the journey. Have fun.**

Because the truth is, this game of making money is fun. It's thrilling; it's like a hunt. When I was a kid, we used to go

hunting all the time; and the fun was just in doing the hunting, it wasn't necessarily the killing part. In fact, that's why I quit hunting, because I didn't like to kill — but I always liked to hunt. That's why people go fishing, that's why they go hunting, that's why they go on all kinds of adventures. That's why they take trips down roaring rivers or up to the tops of high mountains.

The worst thing you could do is stagnate, or find yourself facing a stagnant marketplace where there's not a lot of new things happening, not a lot of change. **Part of the fun is the change, and the turnover, and the cycles that businesses go through.** It's very difficult to innovate in an old business or an old marketplace, where things are always done the same way, and the customers expect the same things over and over and buy the same thing over and over, because they're conditioned to act a certain way and to do certain things. That's a difficult place to make money in.

But if you're in a marketplace where there are new trends and shifts in emphasis, or even paradigms, **you can profit from those shifts.** You can ride those waves of success, as long as you're always alert and watching for the next wave, the next trend, the next shift in the marketplace. Since the market is constantly changing, your goals, that end target, have to move to some degree as well. And it's usually a short-term target. In this marketplace, especially in this part of our history, there's so much happening with technology, in the way we do business online and offline. **Just the process of doing business changes so much that you have to constantly be adjusting your strategies and setting new goals.** Take that monthly goal I talked about earlier; that's just for right now. A year or two from now, that goal might be different. I can't see it being any lower, but maybe it'll be a little higher. And maybe we'll have shifted the way we're going about trying to reach that goal. That's because we know that if you're in tune with the fact that things

change, you can be in position to benefit from those changes by being nimble, responsive, and innovative — and have a great time doing it.

Even if a marketplace seems a little staid, you might be able to find the excitement if you just do a little digging. We've got a husband-and-wife team who are part of our Direct Response Network; they're out of San Diego, and they're in a business that's anything but exciting to me. It sounds like the most boring business in the world, but as of two years ago they'd done \$50 million worth of business in the previous seven years. They're clearing huge sums of money selling, of all things, nuts and bolts. Honestly, they sell nuts and bolts — and doing so excites them. The reason they're excited about their business is because of the lifestyle that it has afforded them. That's really what gets them out of bed in the morning. They built their company together, and they sell through a worldwide market. I can't imagine a more boring business — but whatever turns your crank, go for it.

This is what I want you to pull out of this whole discussion. **Keeping your goals in mind and understanding where you want to go is just a way to get engaged in the process and to manifest your reality.** Because what you focus on becomes your reality; if you keep thinking about it and keep moving toward it, taking little baby steps every day, eventually you'll wind up there. **Remember, marketing is a three-step process. NUMBER ONE is attracting qualified leads. NUMBER TWO is converting the highest percentage possible into sales. NUMBER THREE is reselling the largest possible number of these customers.** And that's it; only three steps. That's what you need to understand about the marketing side of it.

Once you have the answers to the questions that I've presented here today, you're going to know who you are, where you want to be, who your audience is, what you're going to offer

them in order to get there. **Once you know all that, it's just a matter of figuring out what your mousetrap's going to be, and figuring out a way to put it where there's likely to be a mouse.** You might start by running a small little classified ad, or just sending out a few hundred postcards. And that's another thing I'd like to leave you with. Figuring out your destination is one thing, but when you're figuring out the steps that you're going to take to get there — when you come up with ideas and put them into motion — **make sure that you test things in a small way first.** Once you find something that's working, then roll it out big. That'll keep you out of trouble. If you find you're going the wrong direction, those baby steps let you replot and adjust your course a little. You're not going to get into a financial situation where you can't readjust. **You never want to throw all your eggs in one basket;** you want to feel your way along, if you will. Eventually you'll get to the point where you can stride forward in confidence, really roll out big, and get to that first destination you've set before you — so you can pause, take a deep breath, and plan for that next destination.

Starting with your end in mind is the only way to start, because otherwise, how do you ever know if you've accomplished anything? So many small business owners — and I'm talking about a huge percentage — have no destination in mind at all. Every day is the same day lived over and over. They're working hard, they're putting in a lot of hours, and yet they're not making enough money. But when you sit down with them and say, "Hey, look, what's your marketing plan? Tell me, I want to see it, I want to help you here," you discover that they don't have one. And if you ask them what their goals are, they really don't have any — or if they do, it's something like "Pay the bills." Or they've got a far off fantasy that someday they're going to sell their business and retire.

The two men that I've loved most in my life, my father and

my stepfather, both did a terrible job planning their futures. They were great men, I loved both of them dearly, and I think about them all the time. For the last 20 years of his life, my stepdad was in business. And I tried to help him; I tried to give him some ideas, but he just was so much against them that I might as well not have tried. At first, I thought it was just him, because he was one of the most stubborn people I've known. But over the last 15-20 years, I've run into so many business owners who are exactly like my stepdad. To them, it's not a business; it's just a job. They just go to work every day, and it's not exciting.

To me, **business is an exciting game; it's something you play to win.** Show me any game where you can't keep score, and I'll show you the most boring game on the planet. That may be fine when you're a kid and you're trying to have fun, but when you're older, **you've got to be able to keep score;** otherwise, what's the point? You play to win; and winning isn't the "only thing," by the way, Vince Lombardi notwithstanding. **It's the desire to win that's the only thing.** Because as I've said, many of your goals will seem anticlimactic once you hit them. So you've got a goal to make a million dollars? Well, once you make a million, you'll say, "Hey, wait a minute, I thought this was going to make my life a million times better." Your life probably *is* better, but not by as much as you thought. The real fun is in playing the game. **It's the sport, it's the hunt, it's the chase; it's the thrill of all of that.**

And that's what I hope that you'll learn along the way: **that the journey is the reward. That said, you still have to know where you want to wind up, or you're never going to get there...** and it's no fun being lost. I see so many businesspeople who dream of owning their own businesses but live nothing but a nightmare, because every day they're doing the best they know how to, but they're getting nowhere. They're not focused on hitting any kind of a goal. They're not going for it, because they

don't even know what they're going for. They're locked into survival; that's all. They're just trying to survive... and if that's your goal, you don't have a goal. That's just existence. **Real success is grabbing for something outside of your current reach.** It's something to get excited about for the future. It's something that moves you forward, not just going through the same motions that you went through yesterday and the day before. If you're just getting by, if your goal is just to survive in business, then you probably shouldn't be in business. There are a lot of good jobs to be had out there; and if that's your way of looking at the world, that may be a better route for you.

If you're serious about your goals, then I'd encourage you to write them down and think about them. Put them in a place where you can see them every day, so you can be held to that standard. Share those goals with other people who can hold you accountable, so that they can ask you, "Hey, did you mail out 1,000 letters today? Because you said you needed to mail out 1,000 letters today to reach your goal. I'm just checking up on you to see if you really did drop those in the mail." Or "Did you place that ad today?" or "How many sales did you bring in today? Okay, you didn't reach your goal, so tomorrow you've got to bring in an extra "X" number of sales to make up for it." **Go find some people that can hold you to that standard;** and incidentally, don't just get a family member who might ask you for a day or two and then let you go. A fellow businessman or a friend might be a better choice.

And remember that goals can be adjusted, so don't be too hard on yourself if you don't make them. Be disappointed, sure; as I mentioned at the beginning of the chapter, we're upset when we don't make our goals, but it's not the end of the world. We adjust our goals and we keep going at it. **The worst thing you can do is give up and feel defeated.** Goals can be modified as you chart your course, and as you

THE END OF YOUR WEALTH-MAKING JOURNEY

make adjustments along the way. That way, you'll be able to hone them and to keep moving forward.

So that's the main thing: **be a doer, not a talker**. Get out there and be active in your business, doing everything you can to achieve those goals, to set bigger goals, and to accomplish more.

BE RUTHLESS!

This book will teach you how to be a RUTHLESS MARKETER and get all the money that could and should be yours!

Ruthless marketing has nothing to do with ripping people off. In fact, it's just the opposite. It's all about extracting the largest amount of sales and profits from your targeted marketplace... And to do this – you must re-sell to the largest number of customers.

However, all ruthless marketers are relentless.

You must develop the heart of the lion and the mind of the fox! You must be bold and audacious (and a bit cunning) in order to seize the greatest opportunities for sales and profits. It's not about lying to people or cheating them, but it is about mastering the art of getting the largest number of people in your market to give you the biggest amount of their disposable income! That's what this second book in our series will help you do. ***Read it and be ruthless!***

VOL #2

CLUB 20 INTERNATIONAL

305 E. Main St. • Goessel, KS 67053-0198
Phone (820) 387-2600 • Fax (820) 387-2261
www.club20international.com

The BIGGEST Payouts... in the FASTEST Time!

\$14.95 US Business & Economics

ISBN 978-3-933356-32-7



9 781933 356327



T.J. Rohleder (along with his wife and business partner, Eileen) started selling to the

opportunity market in September of 1988. They started with only \$300.00 and quickly turned it into over \$10-million in less than 5 years. Then they went on to generate over \$117-million within their first 20 years... Now T.J. will candidly reveal his greatest tips, tricks, and proven strategies that YOU can use to turn small sums of money into your own huge fortune!