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Speaker: Welcome to this special tape "How to Turbocharge Your Sales and Profits with Dan Kennedy's Magnetic Marketing". In just a few minutes, you'll hear highlights from one of Mr. Kennedy's speeches recorded live in front of an audience of about 6,000 people at one of the famous Peter Lowe International Success 2000 events held in dozens of cities nationwide.

Through these events and his other speeches for associations and corporate groups, Dan Kennedy shares his exceptionally profitable marketing strategies with nearly 200,000 people each year. Frequently appearing on programs with other popular business speakers like Zig Zigler, Brian Tracy, Jim Rohn and Tom Hopkins, legendary entrepreneurs like Debbie Fields of Mrs. Fields Cookies and Jim McCann of 1-800-FLOWERS, former US Presidents Bush and Ford, General Norman Schwarzkopf and General Colin Powell, Larry King and Paul Harvey and many sports and entertainment celebrities. Mr. Kennedy has tens of thousands of people in every imaginable business and industry and sales professionals in every field who utilize his Magnetic Marketing methods, and you can hear some of their comments about their experiences on side 2 of this tape.

Dan Kennedy is also the author of eight published books including, "How To Succeed in Business By Breaking All the Rules". A businessman and a busy consultant, Entrepreneur Magazine once observed that "Dan Kennedy has 102 different money making ideas for any business person." And, now here's Dan Kennedy.

Dan: I'm going to send you out of here with specific usable one, two, three marketing strategies that apply to any product, service, business or sales career that you will see results in your bank account in 21 days or less. I'm going to give you one complete strategy you can use exactly as I describe it to you at the end of our time together that you will be able to go and apply and I can make a virtual certain bet that none of you in here are using it exactly as I will describe it to you, but that most of you can, and again most of you will be able to see results in your bank account in 21 days or less as a result. So, we're going to do some real practical stuff. I'm here to make you money.

There's a couple of things I like folks to know about me before we get rolling. One is if you are at this seminar, a good bet that you go

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to a bunch of them, and at many seminars, what you encounter is what I call the pretend experts – the folks who sell only in their memories, run business only in their nightmares, and now traverse the globe telling people how to do what it is that either they never have done, a whole lot easier to write a book than it is to do it, or that they did so long ago that it just no longer matters. I do this fifty, sixty times a year, it's only one third of my life. Two-thirds of my life is like yours. It's in the real world dealing with customers and clients who eat their young every Monday morning, real marketing problems, and everything we talk about here this afternoon will be reality based, not theory based.

Two hate lists for you that pretty much summarize where we're going to go this afternoon. If you run a business, and you sign your name on the dotted line on all the checks, then one of the key things on your list of things that you hate should be being what I call "an advertising victim", and when I say that you should get a mental picture. That's when you get the big black checkbook out and you sign one of those checks for some kind of advertising expense, and you hand it to some kind of advertising salesperson, and you have no idea whether you made a good decision, a bad decision, when you'll know, how you'll know, if you'll know. I detest that kind of uncertainty when I spend my money. I bet you do too. I'm going to show you how to eliminate it, how to make every dollar you spend promoting your business trackable, accountable, measurable, and come back to you quickly in multiples.

For those of you who sell for a living, number one on your hate list should be cold call prospecting grunt work. My friend Zig would call that "warm approaching", and if he and I agreed on everything, one of us would be unnecessary. I just don't see anything warm, friendly, fuzzy, happy, pleasant about this process of trying to talk to people who have least emotion at least not physically of backing away from you as fast as you are moving towards them. I grew up in the Midwest where we have coal mining and to me cold prospecting is like coal mining. It's dirty, filthy, ugly, smelly, sweaty work. Best of luck to people who are in minimum wage with brawn and not maximum wage with brain. And, so regardless of what you have done before this afternoon, as a result of what we do this afternoon you should never cold prospect again as long as you live. I'm going to show you how to eliminate it from your existence, and change the way you attract your customers or clients.

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One quick story, set the stage for where we're going to go, then we'll roll up our sleeves and get to work. The story gets us acquainted and sets our direction. I live in Phoenix and I guess you have kind of like ours, you know, our license plate slogan is "But it's a dry heat" and it is, just like a microwave four months out of the year, and it's important to this story. Just if you haven't been, take my word for it; there is no hotter place in North America than Phoenix in July and August. I travel a great deal 200,000 air miles or so a year, but I do have an office. I do have a staff even when I'm home though I tend not to go to the office. I find it disturbs the staff, and so generally when I'm home, I stay at home, and one of the things I do is I catch up on consulting calls with my clients on the phone, and so several Julys ago, I'm home alone weekday afternoon, and everybody's out of the house. I've got the house to myself. I'm at the kitchen counter. I've got a pitcher of iced tea. I've got a client on the speakerphone. I'm intensely involved in a conversation with my client when someone uninvited, unexpected, and in fact, unknown to me begins to ring the doorbell and bang on the front doors of my home with earthquake intensity. You all work for a real living, you're not home during the day, but if you stop and think about it, the options of who can be at your home on a weekday afternoon uninvited banging on the door is pretty slim. It's a pest. Not sure who it is, back in the recession years we knew because all the Jehovah's witnesses and Avon ladies carpooled, but now it can be all sorts of people, but it's a pest. And, so I did what you do with pests, I ignored. If sufficiently ignored, it will go away. It didn't. I'm ignoring, continuing my conversation. He's ringing and banging and ringing and banging ringing and banging, but finally I'm right. After ignoring him for a sufficient length of time he gives up and leaves ever so briefly. He goes around to the rear of my property. He climbs over an eight and a half foot high masonry wall with shards of glass embedded on the top to discourage this method of entry. He comes down past the cactuses, the shrubs, the pool and the spa, and he's now on the patio deck immediately behind me. He can see my back to him through the panes of glass on the doors on which he is now banging with incredible violence. This is by far the most annoying pest ever. But, I'm like the most stubborn guy ever. So, I keep my back to him raise my voice to carry on my conversation. We have a contest of wills that seems to last an eternity. Finally, he wins I can't handle it anymore. I turn around to deal with the most annoying

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pest ever. It turns out the reason he's there is my entire backyard is in flames. We set a record that year, fifteen straight 120 degree days and everything a little dry, brittle, my guess is some imbecile driving through the community flicked a cigarette butt into orbit, and it picked my yard to land, but I'll never know. But, literally, everything but the water in the pool is on fire. And, this good Samaritan who thinks I'm an idiot, which is arguable by now, is there trying to save my house.

Now, here's what's useful. At that precise moment in time, he went from being the most annoying pest to the most welcome guest ever to visit the Kennedy household in fifteen years because he was there with just the right message at just the right moment in time. In this case, call 9-1-1 stupid, I'll work the hose.

Now, the reason it's instructive is because know it or not, acknowledge it or not, like hearing it or not, the vast majority of the time that you try and communicate with your marketplace, present, past or future – prospects, clients or customers. You are categorized as a pest – not as the most welcome guest of the day, week, month or year. And, I'm here to tell you that if you discover how to change that, I call it addressing the first square on the marketing game board, if you change that you automatically change everything. Everything else suddenly gets easy if you become what we call a welcome guest marketer.

I'll give you two quick examples; I have two friends in this business. You would know one or both of them, maybe, I won't tell you're their names, but one is a sales trainer. And, if you ever had the joy of being locked in a three or four or five-day sales training boot camp, then you'll appreciate this. He teaches 365 different ways to close a sale, presumably for people who would like to improve their effectiveness at doing so, and whenever I see him, the first thing I always ask him is whether or not he's found one yet that works because it would seem to make the other 364 – it's less tapes in a box, but other than that, but here's my contention, if you want to increase your conversion percentage – if you want to close more sales – you don't do it with a new magic seven word manipulative phrase you pop out of the box at the end of the process, you do it from the beginning of the process, and if you become a welcome guest marketer as we're going to talk about, then your closing

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percentage goes without improving any of your sales skills whatsoever.

My other buddy is in a time management business, and he sells some of you have them probably under your seats or out in your cars, really big honking time management systems that if you've got a small car you've got to strap it on the roof when you drive around which is why they come with solar calculators. They recharge while they're up there. These things usually have 56 colored tabs and 86 colored pens, and it takes an hour and a half to learn how to use them. It comes with a videotape and as near as I can tell it takes an hour and a half a day to use the system to manage the time that saves you an hour a day, but if you like those things that's fine. But, if you want to improve your personal productivity, you don't necessarily need a new leather binder. Instead what you do is become a welcome guest marketer so you spend all your face-to-face time only dealing with people who have sought you out and are pre-disposed to do business with you in a competitive vacuum. So, that's what I'm all about. That's what I do for companies, organizations, people.

Everytime we do it, we build a new marketing system. We cover three main issues. We deal with three steps. We're going to run you through them very quickly here this afternoon, and here they are. We'll talk a little bit about each one of them as we go along. Gentlemen in the back of the room, thank you.

The first one is right message. What if you said message, marketing message – what do you say to your marketing place, to your past, present, future prospects, clients and customers that is compelling, that is magnetic, that can not be ignored, that must be responded to, that draws them to you like a light on a dark night draws moths. Do you have a great marketing message? We're going to ask some questions and find out.

Secondly, who do you say it to you and by deliberate strategy, who do you not say it to you, being efficient in your marketing. Are you efficient? Are you smart about this or are you throwing mud against the wall? We're going to ask some questions and find out.

Third, the media, how you deliver the message to the market – do you do that effectively? Do you do that affordably? Do you do that

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efficiently? Do you do that in a way that involves little or no manual labor and magnetically attracts people to you? We're going to take a look at that.

So, in each of these three things, I'm going to give you one or two ideas to take with you and for starters under message, I want to send you home with the single most important question anybody's going to ask you about your product, service, business or sales career as long as you're in it. Master this one question; you take a quantum leap in ability to create income as a sales person, business owner, or a marketer. This is the single most important question because the right answer to it, as I'll demonstrate, is the key to the marketing vault. It doesn't just marginally increase things, it multiplies them far beyond the ability of most people to even conceive it is that important, and I'll give you a model, a demonstration.

Now, the technical term for those of you taking notes for the answer to this question is USP. It stands for Unique Selling Proposition, that which differentiates you from all competition direct and indirect, and here's the question. "Why should I, your prospect, choose to do business with you versus any and every other option available to me in your category?" "Why should I choose to do business with you versus any and every other option available to me in your category?" And, when you have a great answer to that question, you can turn things upside down.

Example, model, now, I'm going to give you a model to take home, a model of one of the best Unique Selling Propositions invented in maybe the last two decades, and so what you want to do with this model is you want to take it home and lay it down next to your Unique Selling Proposition and see how they compare, and if they don't compare very well, then this one's a good place to start to build a great answer to this question.

This particular model, this Unique Selling Proposition was invented by a college kid, two kids, orphans, no family resources, no athletic ability, no scholarships, determined to go to college – here's the plan they hatch. The plan they hatch is they find a crummy, miserable, stinking little retail business that's on the edge of campus on the brink of failure. Its owner is only too happy to lease it to them with no money down just to get out from under the

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ongoing bills. The plan is the two kids are going to run this business. One of them is going to go to school during the day while the other one works the business, and then they're going to flip-flop. The other's one going to go to school at night, they're going to do everything in the business. They're even going to sleep on cots in the back room, keep all the money. This is how they'll get through school.

Shortly into this plan, the business is continuing to hemorrhage money. One partner bails out on the other. The one who stayed behind dropped out of school determined to honor his commitment to make this work. Shortly thereafter inventing a unique selling proposition, I think it's eight words long, and on the strength of his unique selling proposition he not only almost immediately turned a failing business into a successful business, but he multiplied it. Pretty soon he had multiple outlets. He dominated a city. He dominated his state. He dominated North America, and under five years according to Fortune magazine he became one of the one thousand wealthiest citizens on the planet, all thanks to his eight word unique selling proposition.

His unique selling proposition was so powerful, think about this, that for a decade we could go anywhere in North America, stop a hundred people at random on the street play word association with them, what's the first thing that comes in to your mind when we say "blank", give them the generic equivalent of his business, and eighty or more of the one hundred, the first thing on the tip of their mind, the first thing on the tip of their tongue was the proprietary brand name of his business and what a good job he did.

If we go out in Salt Lake City Mall, we stop a hundred people at random on the street, we give them the generic equivalent of whatever it is that you do, real estate, insurance, stocks, bonds, computers, automobiles, pet grooming, it doesn't make any difference, and eighty of the one hundred instantly respond by telling us you by name and what a great job do, what your market share's going to look like. That's called market place dominance. That's what this kid got. He turned his entire industry upside down. He had everybody chasing him for ten years trying to catch up. You can do it to with the lever of a great answer to this question, a powerful unique selling proposition.

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Now, if you guessed what his was, that's all well and good, but what I've said should motivate you not just to guess and shrug, but to want to microscopically analyze his and others like his to find clues that you could use to strengthen your own. His was "Fresh, Hot Pizza Delivered in 30 minutes or Less, Guaranteed." And, on the strength of that Unique Selling Proposition, Tom Monahan too a crummy little corner pizza joint and built an empire. When you analyze it there's a number of things to spot. I'll point out three.

One, how narrowly he defined his position in the marketplace. Tom didn't try and be all things to all people. There's no mention of momma's recipe from the old country. There's no mention of only using sun-dried tomatoes gathered on the east side of the mountain on Tuesday. There's not even mention of good pizza. There's truth in advertising after all. There's 52 ways that I teach to build a USP. The one Tom used there is called opportunity gap exploitation. He identified the one thing in his industry that everybody did badly, that annoyed the consumers the most, focused on it, fixed it, and made it the core of his marketing message.

Secondly, what we teach is meaningful specifics rather than vague generalities. Tom Monahan didn't say to you, "I'll get your pizza soon, fast, quick, quicker than the other guy, faster than a speeding bullet." Tom said, "Set your watch. It will be there precisely 30 minutes or less." We call that gutsy accountable marketing. Very few marketers, very few business owners are ever willing to do it, for obvious reasons. Those who do gain incredible leverage in the marketplace, and there's case history after case history after case history to support it.

Third, a guarantee – Tom took all three of those things and a number of other things we don't have time to analyze and knit them together in this tight concise little statement called a unique selling proposition, the foundation of his entire marketing message, and it gave him the leverage to turn one little business into a global empire. You may not want a global empire, but you might like the leverage.

So, the first thing to take home, the first little homework assignment is to go home and think about why should I do business with you versus any and every other option available to me in your category. How's your answer? How's your marketing message?

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Now, second, let's assume you figure that all out. Let's assume we've got a great marketing message, at its core is a great unique selling proposition. We're excited about getting it out to the market place. It's so good we're ready to spend money getting it out to the market place. Here's the next challenge. The world's greatest marketing message is no better than the world's worst marketing message if it's shouted out deaf ears. We do this a lot. Most people are not any more sophisticated about marketing their businesses, products or services than they were two decades – in fact, here's the level of sophistication that most of us unfortunately settle for – print-up brochures a lot of them, stuff them in a big burlap sack, rent a plane, fly low, lean out, shake sack, hope.

We can do better, and here's why we can do better. For good or bad, and it's a debate that has nothing to do with us marketers, privacy in America is dead. It's gone, buried, forget it. The database world, the world of lists, the world of demographics, psychographics, the world of target marketing knows more about you than your mother. And, so if you say to me "Here's what target marketing is all about, Target marketing is all about leverage resources. A great target marketing message that we want to leverage our resources." It's matching the message with only high probability prospects and here's why and how it can be done.

If you say to me, "My perfect prospect is a one-legged midget with an industrial engineering degree between the ages of 35 and 52. He's got three kids, two dogs, one television set. He bowls in a league on Wednesday night, and he drives a Chevy Impala that's between four and six years old and has primer paint on the left front fender." We can get a list of them in your zip code. It's not going to be a very big list, but we can get you a list, and it begs the issue of high probability prospecting, target marketing, using your resources only to reach the people who are perfectly matched with what it is that you have to offer.

So, when you start to talk about target marketing, we're going to spend about five minutes, and if you know nothing else about target marketing, you'll instantly understand the first thing on the list. There's about fifteen ways to do target marketing. If you're a business-to-business marketer, you do it technically different than if you were a consumer marketer, but conceptually it's the same.

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Here are the top five ways to target market if you're a consumer marketer and you'll understand the first one if you understand nothing else about target marketing.

The first one on the left is basic geographic target marketing, and just about everybody gets it, and just about everybody does it. That's where you get a map, take kids crayon, Styrofoam cup, put the cup over your house, your store, your factory, your place of business, take the crayon draw a circle around the cup, take the cup away – that's my target market. That's valid, but it is dangerous and wasteful in simplicity. And, so what I want to do with these five, six, seven minutes, I want to at least get you intrigued enough with target marketing that you'll go do the research necessary, which 95 percent of it can be done for free, and 90 percent of it's a do-it-yourself project. It will take you less than a day, in order to become a much more sophisticated, precise target marketer in your particular business.

So, let me tell you why you want to be more sophisticated in geographic. I'm in my office one day and I get a phone call, and you should know I'm never in my office, and when I'm there I never take incoming calls for reasons that will become obvious in a second, but somehow this day this guy gets through to me on the phone. He says, "Look, I've been to three of your seminars. I've got your complete marketing system. Most recently we've been doing a marketing campaign for our company. We followed the examples in your system. We've been doing direct mail. We followed your examples perfectly, and we are getting zero response." This is not a good call. This is why I don't take incoming calls, but somehow I'm on the phone so, you've got to ask questions. It turns out this guy owns the largest carpet cleaning company in Phoenix where I live. I said, "Okay, where did you send all the mail that didn't get results." He said, "We picked a few neighborhoods really close to the plant so it would be easy for the guys in the truck to take care of the customers." Geographic marketing. I said, "Okay, what can you tell me about the people who live there?" He said, "They live close to the plant." I had that. I was moving on to what's called demographics and psychographics, bit words, simple concepts, fascinating when you know how to use them.

Demographics are statistical information about groups of people because birds of a feather really do flock together. Demographics

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are like head of household, occupation, income, do they have kids, do they not have kids, that sort of thing. Psychographics are even more interesting, because they're predictive of buying behavior. Psychographics have to do with what interests people – what magazines do they subscribe to, what books do they buy, what products do they buy, what are they spending money on, how much money have they spent, how frequently do they spend money, and as I said, all of that information is readily available if you know where to look for it and how to get it, so you can precisely match yourself with only the high probability prospects and you can omit others.

To prove to him, the owner of this carpet cleaning company, the incredible importance of all this, we did free research for him. I got in his car with him at five o'clock in the afternoon and we drove up and down the streets of these neighborhoods where he had been sending all his unsuccessful mail, and by the way, if you do consumer marketing and you haven't gone out and looked at it lately, venture out, take a look. You've got to go into their own habitat late in the day five or six o'clock's a good time. It's when all the ordinary folks rush home to the caves but they don't put the locks in the holes right away so you check them out.

So, we're driving up and down the streets, the carpet cleaning president and I, and here's what we find – real small lots, chain link fence around just about every lot, small cheapest block construction house on a slab you can build, almost every front yard driveway there's one old broken down car or truck up on blocks parts laying around. It's happy hour. Papa's out on the porch, the concrete slab extension of the foundation enjoying the ambiance of the evening. He's got on an old greasy undershirt with holes in it, droopy plaid shorts, beer bottle tucked in one pocket, and he's sitting in one of those lawn chairs, the green and white plastic crisscross straps, two straps missing, Papa's hanging a little low. Next to him on most the porches – Mama's out there enjoying the ambiance of the evening with him. She's got on a matching undershirt, shirt says his, his says hers, greasy hole, droopy plaid shorts, the baby wearing nothing but a diaper, no shoes or socks, out playing under the car on the blocks, in the car parts the mud and the grease being supervised by the old, mangy, flea-bitten, one eyed dog.

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I say to the carpet cleaner, "Do these look to you, slow down, look close, if they clean them at all once a year before the poor relatives come for vacation. They run down to Target. They get a gallon of Blue Gop for a buck 98, then rent a machine and then they move the furniture around. It doesn't make them bad people. It makes them terrible prospects for a carpet cleaning service."

Second big question to take home – in your own way, are you making the same dumb mistake? Wasting bullets on targets that even if you hit them, it doesn't count? The biggest leverage you are going to find, is taking small amounts of money and getting big results – small amounts of effort and getting big results – is learning understanding and using target marketing. Let's assume for the sake of our conversation, we figured that out. We got two of the three things. You got a powerful marketing message and it's core and great unique selling proposition and in our sites, we have exactly who we want to deliver the message to and we have excluded a whole bunch of people we do not want to waste time or money delivering a message to.

So, we've got a great message, we've got a great market, here's the next challenge – how do you take the message you've so lovingly practiced and versed and deliver it over here to these people you've carefully selected in a way that is effective, efficient, affordable, involves little or no manual labor – I'm philosophically opposed to manual labor – and will magnetically attract back to you the perfect prospects who are ready, able and eager to buy and buy only from you so you get to sell in a competitive vacuum. How do you do that?

Well, if you make a list, and if you stop to think about whatever business you're in, whatever sales career you're in, you can make a long list of media - things that you can spend money on to deliver marketing messages. Depending on your business, you can advertise in the newspaper, in consumer magazines, or in trade or industrial journals. You can advertise in consumer industrial directories. You can exhibit at home and consumer shows or trade shows. You can advertise in the yellow pages. You can go on radio and television. You can put on telemarketers on the phone. The list goes on and on and on and on.

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Here's a couple of things you need to know. First of all, all that stuff works and it all can be made to work better with good direct response methods, but only a handful – a handful of all those things you can do can be converted into a system, and "system" is one of my favorite words. System means reliable, consistent, predictable results you get it working once and then it keeps working on it's own for a long, long, long, long, long time before you have to tweak with it again. We need marketing systems, and the example I'm going to show of a marketing system is so predictable, so reliable, so consistent, that you go to bed at night when you have this working for you knowing – not hoping, wishing not even praying, but knowing that in a small acceptable range of variance how many good prospect, customer or clients are going to come to you by noon the next day every single day for as long as you use the system, and it's like a thermometer you can even turn it up or down to get more or less anytime of the week, month, or year that you want. It's that scientific.

So, I'm going to show you one example of one marketing system. This example does several things. It demonstrates to you what a system model looks like versus just catch as catch can media. It shows you how to take a message, deliver it to a market in a way that's effective, efficient and affordable. And, this one has a bonus to it. This one shows you how to enter a new target market and dominate it in 45 days or less for three bucks a prospect or less. You become the dominant presence in any target market you can define. If you can define a target market for me and doesn't have to be geographically precise necessarily, but if you can define a target market this particular system in 45 days or less, three bucks a prospect or less, makes you the dominant presence in your category of business in that target market everybody knows how you are, what you do, why they ought to do business with you, what your USP and significant percentage have responded to you.

There's a couple of caveats I have to show you before I show it to you. The first is I stole it. I'm a huge believer in creative theft. I do not know if I had an original idea in my life, but the older I get less interested I am in encountering those things. Pioneers come full of arrows. So, I'm interested in stuff that works, but I get to do something you don't get to do. The last three years my consulting practice, I've worked with clients in 136 different product, service, business and professional categories. So, you – see today's a

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weird day for you because you're sitting with people who do different things, but most of your continuing education whatever business you're in, you belong to a national association totally made up of people in your business. You belong to a state or local association totally populated by people in your same business. You go to conventions, meetings, and conferences organized by, put on for, put on by, and attended by people in your same business. If you go to a strange town, you look in the yellow pages in your section to see whatever body else in your business is doing. You read books by people in your business. We have a technical term for this. It's called "marketing incest", because it works just like real incest in a short of time everybody seems to get dumber and dumber and dumber until the whole thing just grinds to a creaking halt.

All great advancements in business come from outside the box not inside the box. See, what I get to do as a consultant, I get to go over work with industry A, and because everybody's myopic, while I'm over there I notice something that they're doing that's phenomenally effective, hardly anybody else outside the business is doing it, but could be doing it. I borrow it from Industry A and I take it over and I teach it to Industry B and while I'm over there I notice something they're doing that hardly anybody else is doing but could be doing and so I borrow it from Industry B and I take it back and I teach it to Industry A. It's a disreputable way to make a living, but I'm a high school graduate.

This particular system, I'm going to show you as an example, I borrowed 25,26,27 I don't know how many years ago now by observation only from the real estate business. Realtors have a marketing term they used called farming. Now, what they mean – they don't mean mule, funny hat, pitchfork, Green Acres song move to the country, but the agricultural analogy is there. What they mean if you hear them talking about the farming, what a realtor means is getting a small carefully selected manageable target market and setting out to become the dominant presence in their business in that target market in as short a period of time as possible. Now, they do it with manual labor. I don't like manual labor, but conceptually it's the marketing advice you're going to get as long as you live. So, let's spend a minute dissecting it.

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What they mean by farming is getting a small, carefully selected manageable target market and nurturing and setting out to become a dominant presence. Now, they mean geographically small. I don't necessarily mean geographically small. A small target market for you could be all the dentists in Salt Lake City who earn over \$100,000 a year, but it also could be all the dentists in North America who earn over a quarter of a million a year. You just have to find target market. Small, carefully selected, manageable, set out to become the dominant presence.

So, why small? Because the biggest marketing mistake most marketers make is marketing too big. I'll say to somebody, "What's your target market?" The guy says, "Salt Lake City." Terrific, if we send one postcard once a year to every adult in Salt Lake City, which can hardly be an intensive campaign. What does our budget have to be? A quarter of a million dollars. How much have you got? Six hundreds buck. Problem. You want a formula? Here's a formula – somehow preferably by science, by strategy, by demographics, psychographics but if necessary by personal preference or bias, but somehow you have to shrink the size of your target market so that whatever resources you're willing to commit allow you to have big impacts. Somehow, you have to shrink the size of your target market so that whatever resources you're willing to commit allow you to have big impact. There is absolutely no point in jumping up and down in the ocean and thinking you've done something. You want to jump up and down in a puddle. You can move from one puddle to the next, but you want to work puddles not oceans, small, carefully selected. We talked about the power of selection of target marketing, carefully selected.

Manageable – manageable means they are all in the same place or they all belong to the same thing or they all read the same thing or they'll available on a list somehow we can affordably, effectively and efficiently reach them. Small, carefully selected, manageable target market set out to be the dominant presence in the target market in the shortest period of time as possible. We just want to do it by substituting something for the manual labors, the realtors, and what we're going to substitute is a very particular type of direct mail. The example I'm going to show you is a direct mail example.

Now, two quick comments – first of all, direct mail's not the only thing I teach, not only thing you should use, not the only thing in my

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system, in fact far from it. There's all sorts of media and delivery systems that can be used, but direct mail can be and often is one of the best bangs for your buck if you learn to do it right, which brings me to the second caveat as soon as I start to talk about one third of the ears flop right over. Man, we tried direct mail, it doesn't work in our state, city, business, industry, product, category, it's too expensive, it's too complicated.

A couple of things about that – first of all, you and I go through life only doing the things that work really, really well for us the first time we do them, less kids with each generation. Secondly, you have not tried direct mail the way I'm going to show you how to direct mail. In fact, almost everybody makes this mistake when they do try it. They get a list from somewhere, maybe not a very good list, but they get a list. They print up something. They send it to the list, and almost no matter what happens ugly, bad, good, they never mail to those same people again, or if they do, it's three, six, eight months later by accident and they send them the same stuff they sent them the first time. Save your money. Never do one shot mail.

Let me explain to you why that can't work. Here's how people do not live. The last thing Harvey says to Marge when he leaves the house in the morning is not, "Marge, I want you to stay home. Don't go to work. Don't take the kids to school. Don't go to the grocery store. Do not leave this house. Do not leave the foyer. Stay right here in the foyer with your nose pressed against the window watching for the mailman. When the mailman arrives, I want you to hustle your buns to the mailbox and get the mail before somebody gets there, a bird snatches it, it catches on fire, it gets wet, get it back in the house. Guard it until I get home. Together we will open the mail because today might be the day that a life insurance agent sends us one of those nifty letters where we can get a free road atlas if we let him come over to our house and beat our brains in for three hours and I want a free road atlas." This is not how people live their lives.

Now, what makes people think they can print up one crummy goldenrod flyer, send it out one time and get a stampede of response. It's a mystery to me. It doesn't even nick them on the way back. They don't even feel the breeze. Drop secret. So, you go to the secret of direct marketing, secret to direct mail to be specific, secret to both impact and response if you want impact, if

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you want response, you must have repetition. The two are inexplicably linked. One does not happen without the other, but you cannot do Madison Avenue kind of repetition, you can't afford the time or the money. You need a guerilla warfare kind of repetition and that's what I'm going to show you here with this example, and example of one type of marketing system, but certainly a very good one, that in any target market you can define in 45 days or less for three bucks a prospect or less with no manual labor penetrate that market and makes you the dominant presence in that market using a particular type of direct mail.

Now, I'm going to show you one example from one business. I've got to quickly convince you. You can move the example to any business, and it doesn't matter. It doesn't matter if you sell big-ticket items, small ticket items. It doesn't matter whether you sell to the corporate CEO in the boardroom or mom and pop at home in the kitchen. It doesn't matter if you go to them or they come to you. It doesn't matter if you sell tangibles, intangibles, consumable products or services, but none of that matters. Let me quickly try to prove it to you. These are a few letters about what I'm going to show you crossed my desk recently. This is from an insurance agent and he says, "I targeted 500 business owner prospects. 174 of them called us to set up appointments. This is the only way I'm prospecting now." I would think so.

This is a computer software company. They sell only to the Fortune 1000. "Your system is the most profitable thing we've done to get new business in 12 years."

This is an automobile salesman, "I'm amazed. I sold eleven cars last month through referrals brought into an event by past customers. All thanks to your mailing system, and we sent to only about 100 customers." A hundred customers, 11 cars.

This is a certified financial planner; "I went from \$13,000 dollars a month to \$42,000 a month in fees and commissions all in a one month jump thanks to your system."

This is a children's clothing storeowner, "We doubled business last year even though a big factory closed in our town."

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This is an Amway Diamond Direct "We never thought direct mail would work for us, but in one month we dominated a neighborhood." Etc, etc, etc, etc.

I've got hundreds of them I could read you. So, whatever business you're in, the model moves. The example I'm going to show you comes from the restaurant industry. I use it in all my seminars for two reasons. One if you had an arena full of restaurant owners they'd all swear it won't work. Restaurant owners don't do, any restaurants that I know of, but restaurant owners pretty much don't do direct mail, and if they do anything they do Val-Pak. You know, the thing you go through find Baskin-Robbins, throw everything else out.

Secondly, I've got to do a speaker sale. I've got to read you just a couple paragraphs of what I'm going to show you, but since I'm going to read to you, we might as well have a little fun. This is kind of an in fun example but don't miss the serious point of how this can take your marketing message, deliver it to a chosen market effectively, efficiently, and affordably, and magnetically bring you ready to buy customers or clients and dominate a market in 45 days or less. So, this is letter number one to a geo-demographically selected list for an Italian restaurant. In real life, where the square is there's a photograph of the owner of the restaurant.

The headline says, "A Confidential Letter to the Husband of the House from Giorgio the Romantic Director of Giorgio's Italian Grotto." I'll read you just two paragraphs, "Dear Husband, women are different then we are. You're loving wife needs, wants and deserves special attention maybe more often then you think you give it to her. You are busy, preoccupied with work, aggravated with that dumb-dumb you have to deal with everyday at the office, tired. Who has the time or the energy to even think about romance? Two-thirds of all marriages end in divorce, and the number one reason given by divorcing women is 'He just didn't pay enough attention to me anymore'" I wrote this while I was watching Oprah.

The restaurant – goes on to present a solution to the problem, which in this case is a free packaged evening of romance, one priced table in a special section, five course meal, strolling violinist, rose in a bud vase, heart shaped box of candy to take home, souvenir photo – that's called an offer by the way and it's useful to

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know how to do one of those, however, it's not my point. My point is what happens to everybody that gets this letter and does not respond. Fifteen days later, they get the second one. This one too has a picture of Giorgio in real life where the circles are there are three pennies glued to the letter. The headline says, "Three Coins in the Fountain." To save you time I'll just cut to the chase, second paragraph says, "This is your second notice. Your romance wake-up call from me Giorgio the Romance Director, my bell tolls does it toll for thee. This letter goes on to restate the problem, restate the solution, remake the offer, and it works. It gets response that's not what's important to our conversation.

What's important is what happens – everybody gets number letter number one, letter number two does not respond, ten days later they get letter number three. Letter number three has a picture of Giorgio, the headline says, "Here that Lonesome Whippoorwill – he sounds too blue to cry – dear husband, this is Giorgio too blue to cry, disappointed, attached are copies of the two letters I previously sent you", and the real stubborn ones that don't respond to that soon get a postcard that looks like this and it says, "Can this marriage be saved?"

Now, here's what you have to ask yourself seriously for just a second – do you have any doubt that any household that gets the three letters and if necessary the postcard, he's not the topic of conversation. It doesn't matter who opens the mail, they're showing it to each other. They're showing it to their neighbors, are you getting this guy's mail? Some are, some aren't. Giorgio walks into a 7-11 dry cleaners and the community people gather around him and tell him how much they enjoy getting his mail. When they get reservations at the restaurant, and they ask for his autograph for the price of three letters and a postcard, he is the dominant presence in his category of business in 45 days or less in his chosen target market. You can't do it more efficiently than that.

Now, a few people are saying, "Now wait a minute. I sell very sophisticated stuff to very sophisticated people. I would never do anything like that. It's unprofessional." Well, you can separate style from structure. I want you to know this works even in business to business then it does in consumer because everything else they get in business to business mail is dull, institutional and boring. But,

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if you like, you can separate style from structure. What's most important is the structure.

Let me show you. Now, this is just a business marketer, it almost doesn't matter what they sell, but they were at a seminar just like you. Went home and applied this – we used the three letter system to sell our coupon books. They have to get to the business owner. He buys in bulk. Our response was letter number one seven percent, letter number two eight percent, letter number three three percent. Total response – eighteen percent.

Two things you ought to know. Number one – nobody gets eighteen percent response from direct mail 1.8 maybe, my people, but nobody else does. But, what's more important, if they stopped where everybody stops with letter number one, in their case they'd leave eleven percent behind. They don't get it. they don't know it was there to get, maybe they have an unsuccessful instead of a successful experience. There's magic in the structure itself. I stole that too.

Almost thirty years ago, in one year, I managed to have two cars repossessed and go personally and corporately bankrupt all in the same year. During that year, I got all of it at once – during that year, I became intimately familiar with the collection industry, and I noticed a pattern that probably none of you have ever seen. So, I'll describe it to you.

It looks like this, first notice, second notice, third notice. They're roughly fifteen days apart. There's no mystery, they're writing to you repeatedly. It's technically called linkage. Each letter refers to the previous letter. Generally, the last one has copies of everything they sent you before with "FINAL NOTICE" rubberstamped all over it stuffed in the envelope. I saw over and over and over again. I said, "If this will get money from people who haven't got any, offering them nothing. I wonder what would happen if we tried it on people who got some and offered them something." It's since become one of my most reliable magnetic marketing models of the 49 that I teach and I commend it to you highly for you to try.

I'm going to tell you a closing story. This story keeps promises I made to you at the beginning of the time together. This story's a real important story. Here's everything it does. First of all, it takes

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everything we talked about this afternoon and a few things we didn't and stitches them together into chronological application order so you see how they work. Secondly, it does it in a real-life business. This is a true-life example. Third, it does it in a business most of you would never expect to find good marketing thereby demonstrating if this guy can do it, you can do it too. Fourth, it gives you a complete, as I promised you at the beginning of our time together, a marketing strategy, a system step-by-step that you can walk out of here and use exactly as it is described to you in this story and see results in your bank account in 21 days or less and as a bonus, it gives you a new market, a farm, a group of prospects perfect for you, which you already have access to but are not currently harvesting.

For it to do all of those things, every little nuance is important. I only have time to tell it once, and so here we go. In the mail one day I get an envelope. The envelope is addressed to me, Dan Kennedy. It has a real live stamp on it and in the return address corner is the name of someone I know. In this case, not a buddy, not a relative, not a friend, not a family member, not a golfing partner – in this case, it happens to be a peer, another colleague in our business who also lives in Phoenix. It doesn't matter really that that's the case, there are 300 of us by the way, professional speakers who live in phoenix. I don't know why that is. I wish 299 of them would get out of town, but none of that's the point. The point is the envelope is from someone who's name I recognize. It's address to me, and it's got a stamp on it, so I open it.

Here's a direct mail mistake. People send out mail with the assumption it will be open because they sent it. It doesn't work that way. America sorts its mail over a wastebasket. If you don't make the cut, nothing else counts. You can have inside your envelope one of those beautiful full color brochures the home office loves for you to use. It's gold embossed and the chairman of the board's head, it's got the logo die cut into the upper corner, when you open it up and fold it out, things pop up and music plays. It doesn't make any difference if they don't open the envelope. What I just described to you is one almost certain way to get an envelope open. It's not the only way, sometimes it's not the best way in a give situation, but it is a very good way.

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So, I got the envelope. It's addressed to me. It's from someone I know. I open it. the letter I take out the headline across the top of the letter says, "I suppose you're wondering why I'm writing to you about a plumber." I say to myself, "Yep." We don't even get a Christmas card from this guy. I see him in airports. Now, he's writing to me about a plumber. What is this all about? So, I read the letter.

Second important phrase, if you want make direct mail right now, you've got to get them to read it, and you've got to get them to open it, you've got to get them to read it. And, you've got about ten seconds from pluck to trash to compel readership. This curiosity is one way to do it, not necessarily the best, but it's the way that is used now.

So, I go ahead and read the rest of the letter. The letter goes on to tell a story about how he was having a social function at his home on a Friday evening to which I had not been invited, and at about nine o'clock at night, a pipe in the den under the bar begin to spew water everywhere, oh, I'm a mess, and he had to find a plumber who would come out on a Friday night at nine o'clock. He calls all the phone book and he finally finds this guy, Al the Plumber who rushed out and gooped this and tightened that, didn't have to sell him any parts. He had the whole mess cleaned up under twenty minutes, only charged him a small amount of money. In order to say thank you to this plumber for this extraordinary service, he, my speaking colleague who lives in Phoenix, decided to send this letter to all of us, his speaking colleagues who live in Phoenix, and let us all know if we ever need a plumber, Al's the guy we've got to call.

Now, think about this for a second because two money-making things just happened. There's more to the Al story. There's more that you have to know about the Al story, but two money-making things just happened. Let's see if you caught them.

The first is called a champion circle of influence. See, everybody has a circle of influence in which you could do business if you were properly introduced, but you haven't been. So, the plumber goes back to the customer. He says, "You know I was here the other night. You were very appreciative, and I appreciate that. What you probably don't know is we get very little of our new business the way we got you from advertising. We get most of our new

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customers through people like you because you probably belong to something. Do you belong to Rotary?" "No" "Kiwanis" "No" "Neighborhood Watch Association" "No" "Well, everybody belongs to something." The guy confesses, "Well, there is the speakers association I belong to." "Great, how many are those in Phoenix?" "300" The plumber says, "Terrific, here's what I'd like to do", and here's the second thing. The plumber says, "Here's what I'd like to do. I wrote up what you said to me as I left. Now, it's a letter from you to those 300 people. We can change anything you want to change, but then I want to take it and I want to put it on your stationary, not mine, yours. I want to put it in your envelopes – not mine, yours. And, I want to send it to those 300 people who know you by name, but do not yet know me. May I do that?" That's called an endorsed mailing to champion circle of influence. It's the only piece of mail on the planet 100 percent get opened, and 100 percent get read.

So, I got the envelope. I opened the envelope. I read the whole letter, and when I got all done with it I didn't call Al the plumber. Why didn't I call Al the Plumber? I didn't need a plumber. So, all that's wasted, isn't it? How many think it's not wasted? You're all wrong. If he stops there, it's a giant epic waste. Think of what has to happen now for it to turn into business for the plumber. I got the letter, I read it, Al sounds like a pretty good guy. I don't need a plumber. I've got to go down to the copy shop, Kinko's wherever. I've got to get eighteen copies made of this letter. I've got to get eighteen zip lock sandwich bags and eighteen piece of duct tape, because I've got eighteen pipes. I've got to put a letter in each bag. I got to go around and stick one to every pipe so, some day when I need a plumber I can find this guy. This is no way to get a flood of business.

That's why about ten days later I get what I would call letter number one from Al the Plumber. "Hi, I'm Al the Plumber. Do you remember me? I'm the guy your friend wrote you about who had that party that you weren't invited to who had the leak I rushed out and took care of. Now, the reason I'm writing to you now is we have this very important free thing we do only for people referred to us by our VIP customers. That free thing is a free home plumbing problem prevention audit, and the reason why it's so important for you have a free home plumbing problem prevention audit is every home ten years old or older has at least a hundred horrible plumbing

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problems that can occur at a moments notice. We come out and make sure none of those things are about to happen to you for free.

I still don't call Al the Plumber. I'm hearing drips in the night I wasn't hear before, but I don't call Al the Plumber. That's why ten days later; I get from Al the Plumber a second notice. "Hi, I'm AL the Plumber, you remember me, I'm the guy your friend wrote to you about had the party you weren't invited to, had the leak. I wrote to you about our free home plumbing problem prevention audit, and I haven't heard from you, and I'm very concerned. If you'll take a look at the enclosed article reprint, you'll see why." And, you take this article reprint out of the envelope. It's from a small community newspaper, everybody knows everybody there, it's published once a week. A front-page story about this couple, elderly couple, they went away just for the weekend to visit the grandkids, a little drip under the sink when they left. They put a little Tupperware bowl under there to catch it. They come back on Monday there's a photograph in the article of the house in five parts floating on in a pond. There's another photograph of the family dog cleaning to a piece of wood waiting to be rescued. You go back to the letter and it says, "As you can see even small plumbing problems can become BIG plumbing problems in a moment's notice."

I still don't call Al the Plumber. I'm now looking at pipes. They look okay to me. But, ten days later, I get from Al the Plumber a final notice. We've twice offered you our free home plumbing problem prevention audit. We haven't heard from you, but we sure have heard from a whole lot of other smart folks. That's why if you want the free home plumbing problem prevention audit, it's very important you call within the next 72 hours otherwise we may have to put you on a waiting list of up to 100 days, and enclosed is a list of some of the horrible plumbing problems that might occur during... I call Al the Plumber.

Now, I'm going to tell you the rest of Al story in three or four minutes, mostly for fun, it makes one important point, but let's do thirty seconds of analysis. Al the Plumber did everything we talked about this afternoon brilliantly, let's analyze his marketing campaign.

Al the Plumber our marketing genius goes, and he gets himself a farm, a small carefully selected manageable target market. His is

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his champion's circle of excellence. Once of the most productive farms you'll ever own. The first seed he plants in his farm is the endorsed mailing. The only piece of mail that 100% gets delivered, 100% get opened, 100% get read. He then nurtures his farm with a sequence of mailings. He creates unique selling proposition. He creates an offer that transcends timing. He did everything we talked about brilliantly, and if a plumber can do it, you can do it.

Now, for fun – Al arrives at my house, virtually no resemblance between he and a plumber. He's not wearing work clothes. He's not carrying a toolbox. Now, the plumbers in a three-piece beige suit, white shirt, brown and white polka dot tie, gold collar bar, gold cufflinks little wrenches. He's carrying a brown eel skin attaché case. The only resemblance between he and a plumber is on the breast pocket of his suit coat. There's a cloth patch sewn on that says "Al." He comes into my house. He opens his eel skin attaché case, takes out a matching clipboard and says, "Mr. Kennedy, as you can see this is the form I'm going to use to check the 100 possible plumbing problems. It takes me about 20 minutes to do that. While I do that do you have a VCR?" I've got a VCR. "You need to watch this videotape." I watched the videotape. The videotape educates me about one the greatest healthcare crisis in America today. It seems an alarming number of us are fallen and slipping in our bathtubs, serious injuries, breaking hips. It turns out they got this invisible glop that replaces bath mats. One time application, nothing to clean, and you'll never slip and fall – lifetime warranty.

The video clicks off at 19 minutes, and as it does, Al it standing there. I say to myself, "He's done this before." Al says, "Mr. Kennedy, I have very good news for you. You do not have 96 of the most common household plumbing." 96, 100, four, "the ones you do have are very trivial, and I have everything with me to take care of them today, I just need to go out and get some work clothes and get some tools. While I do that, did you watch the videotape?" Yeah, I watched the videotape. "I notice you have five baths. You have one in the master suite, then you have these other four. While I'm here today, shall we just protect the one in the master suite, or shall we protect all of them?" \$389 later, Al the plumber gets in his beige Mercedes and putt putts down the hill from my house.

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I called him a few days later. I said, "Look, I didn't want to bother you while you were at the house working. I know that's rude, but I teach magnetic marketing systems and you used one of them brilliantly. I wondered if you'd sharing the numbers." "Mr. Kennedy, I'll just have to put you on a hold to get the project file." I'm now on hold listening to a recorded commercial for his brother's pool cleaning service. When that's over he's back, "What would you like to know?" How many homes did you mail to? "About 300" How many of those homes had plumbing problem prevention all of the things that you have done so far? "72" Do the math if you wish? Assume no one but me gave him money immediately, a poor assumption on your part, but make it if you wish.

For the price of 300 letters times three, he's been in 72 homes where he's put on a show and a half, when they need a plumber, who are they going to call, to make sure every place there's a pipe, there's a sticker. It took us a while to get off that cat.

There are problems with everything we do here together this afternoon even if we had three times as much time, and we don't. I want to talk about the problems and how to solve them in the last seven minutes that we have available, and these seven minutes are important to you if as you sat her you said one or more times to yourself, "Maybe" "Maybe there's something here." "Maybe there's a way for us to prospect better." "Maybe there's a way to get better quality customers." "Maybe there's a way to spend our ad marketing dollars smarter." Maybe, Maybe, Maybe. If you said maybe then you have to be concerned with these problems, and I'll summarize all the problems.

Here's the problems. Bridging the gap between new ideas, new information, new intentions and implementation. Huge gap.

Jeez, now, excited, some people think they got it. Psychologists tell us you don't. Forty-eight hours from now you will have forgotten everything I said, half of what you thought of as a result of what I said, sixteen days from now, you won't even remember been her let alone anything we talked about. This thing works just like momma always excused you of. In one ear, and out the other.

Some of you took notes, admirable. Some of you have been taking notes since dawn, admirable, but I'm a note taker too, so let's you

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and I be straight with each other. The note takers in the room, somewhere you got the place maybe at home, maybe at the office, probably at home, and it's probably in the garage, the basement, the attic, under the kids bunk bed, in the trunk of an old car you don't drive anymore, or way in the back of a closet, but somewhere you've got the place. The place with all the notes from all the seminars you were at before this one have gone, and that's where all the notes from this one are going too, so, who's kidding who? We're not going to bridge the gap from new ideas, new information, new intentions to implementation. To something actually happening with notes – need tools. So, I'm going to show you a few tools.

Speaker: We'll interrupt Dan Kenney's presentation here and provide you with the information you need to obtain a complete set of Dan Kennedy's Income Boosting Tools on a fully guaranteed no-risk basis. Then you'll have an opportunity to here of some of the entrepreneur's and sales professionals successfully using his methods.

Enclosed with this tape, you should've received written details of a special offer, and an acceptance form you can use to obtain Dan's materials on a 60-day trial basis. If you do not have that material, you can obtain it by calling the number on the label of this cassette tape.

When you examine the acceptance form, you'll find that Dan's most popular and valuable business building program – "The Magnetic Marketing System and Toolkit" is being made available to you at a substantial discount as a way of introducing you to the impact that Dan's methods and strategies can have on your income.

Here's what's included – number one, Dan's complete "Magnetic Marketing System" full of ready to use dynamic tested and proven ads, postcards coupons sales letters, letter sequences and other marketing tools for dozens of purposes. Prospecting for new business, target marketing, launching new products or services, stimulating repeat business and referrals, and much, much more.

Also in the system, 102 examples from users of this system, and six audiocassettes that guide you in using these tools. One is a cafeteria tape that explains everything in the tool kit. There's also a

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fast start tape, and four tapes of Dan's personal crash course on his marketing techniques.

Number two – a critique certificate that entitles you to send your own printed advertisement, brochure, sales letter or other marketing material to Mr. Kennedy for his analysis and feedback.

Number three – a collection of step-by-step report including how to turn mailing lists into money, all about getting productive lists of your high probably prospects.

As you'll see the enclosed acceptance form enables you to get this entire package at a substantial discount, and on a 60-day free trial basis. You have two full months to examine everything and start putting it to work for you. At any time within those two months, if you determine you do not want to continue to use Dan's strategies you can return everything for a full 100% refund. Please review and return your acceptance form promptly as this is a limited offer.

Now, we thought you'd enjoy hearing some of the business people using Dan's methods. Their comments were recorded at one of Dan's annual multi-day super-conferences. You'll also find comments from other Magnetic Marketing system users on the backside of the enclosed acceptance form.

Male: By accident I met Dan Kennedy about two years ago, I made a decision about three years ago to get into the information marketing business, and I for a year I bought everything, and I tried to read everything, and it was very helpful to me to do that, but nothing ever made me money. In fact, by the time I'd met Dan I was about \$10,000 in debt, and I can tell you Dan directly has contributed to my income, \$284,000, and as we speak today, I'm probably going to make about \$3,000. It's an automatic system that Dan teaches. I've gotten everything from Dan. I've literally when your checkbook starts to fatten as quickly as mine did, you start to want to get more and more and more, because it actually works. It's practical. I have a Masters degree in Business. I've spent \$50,000 on a Masters degree, I can tell you I spent \$3,000 with Dan Kennedy and it has made more money for me than any education I've ever had. That's not to devalue my education, but this is real practical, real world stuff that works. Quite honestly, I was a skeptic at first. I saw all these claims from these people who said, "I went to making

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\$14,000 and then \$28,000 and then \$50,000 a month" and when I first met Dan, I didn't believe it. I thought it was a scam, and I thought these were over-inflated figures, that he was paying somebody to say it or whatever, and I was totally blow away. I absolutely – when I hit that first mark and I made \$53,000, my wife and I just looked at each other in awe, and it's been – it hasn't been that good all along – it's been better, and it continues to get better, and it continues to get easier by learning more and more of Dan's method. The one thing that I would say about Dan Kennedy, quite honestly is that there has be no person, no professor I've had that has ever enriched my life more than Dan Kennedy. In the last year I bought a new house and my wife and I had a baby, I bought a new care, I put money in my retirement account. There's no question in my mind if there's one single person that made me successful, I would say it's Dan Kennedy.

Male: And, I went to seminar and Dan spoke, and I ended up getting his Magnetic Marketing kit, and becoming a newsletter subscriber and then an Inner Circle, and then a Gold Member of his newsletter, and that's how I came upon Dan and reading the newsletter, obviously it opened your eyes so much to marketing. That's how it began. Without a doubt, using the "Magnetic" I literally took letters out of the Magnetic Marketing kit, and – the consulting business I was in was computer consulting, and there was nobody writing direct mail letters in things like I was doing, and I was getting them right out of the Magnetic Marketing kit, offering free critiques of computer programs, you know, which Dan does with ads and things, and I would go the conferences in my industry and offer all kinds of free gifts, and they would lead people to call me, and we would get calls and in that business they're a very high ticket. So, you didn't need many, and easily over several years of reading his newsletter and trying to different things which seemed very awkward because, like I said nobody in the computer industry was doing this. In my niche, it probably attributed to \$100,000 in consulting because almost all my clients I got because of things I learned from him otherwise I was always waiting for people.

We educated ourselves a little bit on another industry, and started up a complete business from scratch, working with Dan from day one on our marketing. So, we've started the business from zero, and our very first month of running full page ads, we did about, I think \$10-14,000 in July. So, we went from zero to \$14,000 a

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month. We had a little round table discussion actually the night before the super-conference started and we got an idea from Dan, we were ready to go home. I mean we had gotten our money's worth, and as I mentioned the other night, I got a little greedy so we decide to stay for the rest of the seminar.

About eight months after I was in business, I had met up with Dan Kennedy at a Peter Lowe conference, and his system, went back and used it to rewrite my ads, and subsequently, got four to five times response that I had gotten originally, and from my first year in business to my second year of business, I increase my earnings 500%.

I met Dan about two years ago, and I've been following his marketing system. Last year, I sold 400 houses. I'm the number one Re/Max agent worldwide out of 45,000 realtors within the Re/Max organization, and all I can say is that it works and I haven't prospected for years now. All my business calls me.

Absolutely, we're both involved in it now. As a matter of fact, my real estate business has been so successful that now we're teaching my system, how I've applied Dan's teaching and we're demonstrating it to other realtors. We do three-day boot camps, and we have a product called the "Quantum Leap Real Estate Success System". We've sold that system to 1,100 realtors right across North America. So, it's not only helping me in my own personal business, but Dan's also help me deal to the market sort of my own system, my own real estate system to other realtors.

I now have a system in place for my business using what he teaches in the Magnetic Marketing tool kit and it's consistently every single month generating no less than \$30,000 or more a month for my business.

Well, all of Dan's work has really helped Mike; therefore it's helped family life as well. When Mike seems to get kind of stuck, he doesn't get stuck often, but when he does get stuck at a certain point, he'll call and ask Dan for some help, and Dan is able to just get him out to him right away. I mean it's just off the top of his head he can help Mike and therefore it relieves a lot of stress.

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As of last week, that one sales letter has generated over \$300,000 of income. I think it's more like \$380,000 of income since May. One sales letter.

That's cool.

We provide Internet services to the world basically, and we've been doing that – we're one of the earliest companies in that industry, and Dan's helped me in so many ways it's hard to catalogue, but I'll come up with some hard facts. I had a business in 1991 which was breaking even and not making money, and Dan gave me one idea which more or less instantly, it took about 30 days to turn that business from kind of a dog into a nice profit center for me. I was able to take that money and invest it into the Internet business, which at the time, appeared to be a big risk, but because of the education that I got from Dan, I was able to make some very clever moves very early on that I couldn't have made with him, and was able to start this second business, which is my dream business. I have to do very little bit of work on it now. Everyone else does all the work for me. I make more money then I've ever made before, and absolutely couldn't have done this without Dan Kennedy's advice. I worked on Wall Street, and I went to an Ivy League School, and I even went through MIT's business school, and as far as I'm concerned, he's the best business advisor you could find on earth, and he's always been that for me.

It's very hard to get the true facts on business and how business really works and how people really make money, and you can spend a lifetime looking for that stuff, and Dan is the only person I know in maybe twenty years of being in business, who will actually lay things out for you and show you what really works, what really doesn't work, and how you need to structure your business for maximum profit.

He's five percent motivation and 95% hard information that you need to actually make the things work. He will motivate you, I'm not against that, but what it does which is infinitely more valuable is he actually tells you how business really work, where the profits really come from, costs that you can eliminate, smart ways to spend your money to build your business and these things you just can not find other than the school of hard knocks. I mean the school of hard knocks is extremely expensive. And, if you listen to him, you can

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eliminate, not everything – there's always things that come up, but you can eliminate so many difficulties. My Internet business, which again is my dream business – I've been self-employed since I was 18, I'm now 38 - is to me a miracle the way it works. I get up late. I wander around the town all day. I do a little bit of oversight to make sure things are going well, and the money just rolls in, and the entire business was designed with the information that I learned from Dan.

I haven't lectured at Harvard, but I have lectured at MIT and Columbia and NYU, and I know of people who have gone to Harvard. To me this is the Harvard of direct marketing, and especially if someone is interested in marketing information products, but any kind of direct marketing – this is the Harvard of that subject.

I was a guest speaker, and I intended to fly and do my talk and go home. I would have been home two days ago, and I can't leave. I just can't leave. I want to stay right until the end. This thing is – I can't do it justice in words. All I can say is imagine working very hard at trying to learn this for 25 years, making tons of mistakes, that's one way you can do it, or you can come to something this and have principles that would take you your entire lifetime to learn just handed to you, and here's the key – you're in an atmosphere of people of like-mind. They're all ambitious. They're all working hard at their businesses. They're creative and have a lot of ideas. So, I've closed a lot of deals already and have gotten a lot of ideas, and been re-inspired, but not just through bally-ho, but actually "Hey this works, and here's how it works, and here's what we found, and here's something to avoid, and here's something to add on."

One of the best things I've learned from Dan's system has to do with something called "Salesmanship in Print". You see, I'm an engineer, and if I need to pick-up a phone or go in person one-on-one to sell to someone, that's about the least attractive thing I could ever do. Yet, Dan's taught me how to make sales in print, so that I can write the sales message, communicate effectively, communicate with passion, communicate one-on-one personally and I never have to pick-up a phone. I never have to be there in person. Now, for a techno-geek like me, this is great because it means I can get on to email, I can get onto the web, and make significant sales, and this has produced measurable results for us.

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So, my email I regularly close business that runs \$25-\$30,000 a week for a mentoring package or a workshop package. The technique in the system really works.

Now, for me an important thing in the super-conference is that it's there, it's a milestone, and I have it on my calendar, so in this case the personal appointment with Dan for 20 minutes. So, I wrote lots of copy in advance, put together a whole new program work-work-work-work-work because I knew I'd be here and meeting with Dan and communicating that, and having done my homework in advance. I come to the super-conference has helped validate, verify and found additional things we could plug in to make our new campaign that we got now even more effective.

Well, I just retired from 20 years in the ministry, and found out that the retirement plan was out of this world, which meant there wasn't any, and I was looking to find out what should I do with my life, how can I get ahead and what should I do to try to make a living for my family, and I knew a little bit about graphic design and marketing and at about that time there was a Peter Lowe event in Vancouver, BC which is right across the line from where I live, and I attended, the very last thing on the agenda, of course, was Dan Kennedy and I stuck around. I heard the presentation only for two or three minutes before I jumped up out of my seat, I thought that this was the answer, I ran out and bought his Magnetic Marketing System, and then when I got back home, I read it feverishly and listened to the tapes and began to apply the principles right away. This was three years ago and I had tried to advertise in some other ways and put in full page ads and over several months time I had gotten twelve responses. I was very discouraged. From listening to Dan Kennedy's stuff and really doing what I was doing, I threw out all of the full-page ads. I put together a little ad based upon some stuff I got out of his material and as soon as it hit, I was just absolutely overwhelmed with responses. It only cost me thirty bucks and I was so busy and so consumer suddenly with work, that it wasn't long until it not only doubled, but it quadrupled and it doubled three months later doubled again, and doubled every several months since then, and just last month alone in one campaign that I used for my company, and now I have twelve employees and we're doing very well. I put \$101,000 in my bank this last month.

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Dan: Hi this is Dan Kennedy. When I deliver the speech that you heard earlier on this tape, I usually have to speak at a rapid pace. On the instructional tapes in my kits, I go a little slower, but that's not the main thing I wanted to say here. I wanted to end this tape by sharing one of my favorite quotes. It's from the classic book "As a Man Thinketh" by James Allen – "Men are anxious to improve their circumstances, but are unwilling to improve themselves. They therefore remain bound." That describes most people including most of your competitors. They all complain about certain parts of their businesses, and wish for more income, better clients, easier means of attracting customers, but they are unwilling to learn new and different skills and methods for creating those desired changes.

There's the old adage that the definition of insanity is continuing to do the same things, the same way, but hoping for different results. My methods literally revolutionize businesses, and quickly make business people much more skilled, effective, innovative, competitive and efficient marketers. If you are already thoroughly and completely happy with the way your business or sales career serves you with your earnings, with the flow of customers coming to you, with the ease at which you obtain new business. If you are perfectly content with your business, then you should feel free to ignore everything you've heard on this tape as well as the 60 day trial offer, the opportunity to test drive my methods without risk.

If you are so content, I have to wonder why you listened all the way to this point. So, if you are not completely happy, and would like to improve some aspect of your business or sales career, your income, and how hard you work to get it, then I urge you not to come all this way right up to the point of decision only to turn your back on this guaranteed opportunity. I cannot be fairer in inviting you to try me out free of risk, and I remind you things don't change unless you change things. My tools can equip you to create whatever change you like in your business.

After twenty years of coaching business owners and sales people in these transformational strategies, I can assure you that you are working too hard to make your living without this information. I hope you'll take action on the impulse to improve your business, income and life that lead you to listen.

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Michael: I want to thank you for listening, and this is Michael Senoff with [hardtfindseminars.com](http://www.hardtfindseminars.com). If you want to get in touch with any of the people he interviewed, please email me at [Michael@hardtfindseminars.com](mailto:Michael@hardtfindseminars.com), that's [Michael@hardtfindseminars.com](mailto:Michael@hardtfindseminars.com).

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