

**POWER POINTS** VOLUME 2  
PERSONAL ACHIEVEMENT & PRODUCTIVITY  
**DAN S KENNEDY**

# **Power Points Master Index**

## **Volumes 1-3**

<b><u>Subject</u></b>	<b><u>Vol. #</u></b>	<b><u>Power Point #</u></b>	<b><u>Page#</u></b>
<b>Action</b>	2	314, 321-322, 328, 330	293, 296, 300 304,
	2	335, 434, 438	342, 345
	2	444-448	348-349
	3	917-919, 946, 957	624-625,645,650
		959	652
<b>Adversity, Management Of</b>	3	749, 771, 791, 794,	475,489,506,507
	3	796, 814, 835, 843	508,524,545,554
	3	961	563
<b>Advertising, purchase of</b>	1	108-115	114-117
<b>Advertorials</b>	1	70, 81, 98,	63, 77,102
	2	524, 590	389,448
<b>Attention, commanding of</b>	2	490, 511, 520, 5 23	371,382,387,388
	2	524, 531,5,34, 536, 537	389,391,397,398
	2	538, 552, 554, 561	399, 420, 429, 437
<b>Believability</b>	2	514, 515, 517, 524,	383,384,386,389
	2	669-689	457-459
<b>Big Thinking</b>	3	754, 768-769, 785,	479,486-487; 498
	3	790, 828, 851	505,538,561
	3	881-882, 956	581-582,650
<b>Bonuses</b>	1	30, 33, 34, 36, 58, 65	32, 34, 36, 54, 59
	2	507, 553, 601, 660,	379, 425, 449, 456
	2	733-748	465-466
<b>Call To Action</b>	1	63, 64, 65, 88, 99, 119,	57, 59, 87, 103,
	1	125	122, 129
<b>Cash Row Surge</b>	1	261, 273, 275-277 445-	257,263,264,265
	2	446, 460	248,355
<b>Celebrity</b>	2	295, 296	284, 285
<b>Choice</b>	2	513, 551, 569-570, 611	383,419,444,451
<b>Closing</b>	2	550	418
<b>Collections</b>	1	277	265
	2	462	356
	3	807-813	522-524

<b><u>Subject</u></b>	<b><u>Vol. #</u></b>	<b><u>Power Point #</u></b>	<b><u>Page #</u></b>
<b>Colors</b>	2	523, 663	388,456
<b>Comparisons</b>	1	32, 77	33, 73
<b>Competition</b>	1	13, 16, 17,26,37,42,	18, 20, 29, 38, 40
	1	62, 77	56, 73
	1	145,213	198, 231
	2	292-294,355-357,	282-284,315,316
	2	441	347
	3	750-753, 763,767	476-478,484,485
	3	770, 788-789, 797,	487,502,509
	3	799,826,828,850-851,	513,537,538,561
	3	856-857	563
	3	957	650
<b>Concentration</b>	2	436,466	343, 359 583-
	3	883-884, 908-909, 952	584,609,648
<b>Confidence</b>	3	752, 767, 775,	478,485,492
	3	779-782,	495-496
	3	796, 799,828, 836	508,513,538,545
	3	877-880, 882,	576-578,582,
	3	887-891,	589-590
	3	913, 947-948	615,645-646
<b>Contacts</b>	2	300,425-426	286, 336, 337
<b>Copywriting</b>	1	54, 55,56,57,60, 61, 64,	51-56
	1	67, 69, 73, 74, 75,	57, 60,62,71,72
	1	116,119,120,122	121-124
<b>Copywriting, misc.</b>	2	543-545,551	414,419
<b>Coupons</b>	1	84, 85, 86, 87, 92	83-85, 89
<b>Creative/Creativity</b>	1	25	28
	2	533	392
<b>Creativity, Creative</b>	2	306,307,339,345 387-	289,306,310
	2	390,406-407 408-	325, 326, 328 328-
	2	412,439,442-443 451-	330, 345, 347
	2	452	350,351
<b>Creativity, Creative Thinking</b>	1	148-159, 187, 189, 258,	200-203, 222, 223
	1	265, 287 750, 786,790-	256,261,270
	3	793, 796, 798, 850	476,500,505-507
	3		508, 510, 561

<b><u>Subject</u></b>	<b><u>Vol. #</u></b>	<b><u>Power Point #</u></b>	<b><u>Page #</u></b>
<b>Creativity, Creative Thinking (cont)</b>	3 3	859-876,893,914, 916	569-575,591, 616
<b>Credibility</b>	2 2	514,515,517, 669-689	383,384, 386 457-459
<b>Crisis, Management Of</b>	1 1 1 2 2 3 3 3 3	250-254,261, 263-276, 278, 279,280 306,307,336,381 445,449,455,465 749,770,771, 807-814-818,835 844 905,949,959,961	254,255, 257 260-265, 266 267 289, 305, 323 348, 350, 353, 358 475,487,489 522-524-526,545 555 605,646,652,653
<b>Criticism</b>	1	78	76
<b>Customer, Knowledge of</b>	1	14, 15,23,24,28	18, 19,26,27,31
<b>Customer Acquisition</b>	2	565	442
<b>Customer Base, Marketing to</b>	1 1	6, 15, 28,79,82,96 105, 106,117, 122,127	6, 19,31,76,79,100 112, 121,124,131
<b>Customers, Marketing To, Management Of</b>	1 1 1 1 2 3 3 3	170, 171, 173, 174, 175,179, 180,192, 193,195,212,284, 285, 286 288,289,406 776-777, 782, 788, 796, 806, 824,830 846	263, 264 212,213,214,224 224,225,231,269 269, 270 281,328, 493-494,496,502 508,521,532,539 557
<b>Customer Service</b>	1 1 1 2 3	170-172, 174, 175, 177,178, 183,200, 227 291,323 770, 846, 853	208-212 212,213,221,227 230 282, 297 487,557,562
<b>Customer Value</b>	2	566-568, 571	443-444, 445
<b>Damaging Admission</b>	2	509, 516	380,385
<b>Deadlines</b>	2	504,508,511,623	377, 380, 382, 452

<b><u>Subject</u></b>	<b><u>Vol. #</u></b>	<b><u>Power Points #</u></b>	<b><u>Page #</u></b>
<b>Decision-Makers</b> (Selling to decision makers)	2	496	374
<b>Direct-Mail</b>	1	186, 297	222,
	2	297	285
	2	554, 555, 556	429, 430
<b>Direct Mail Package</b>	1	95, 97-99, 103	99, 10-103, 111
	1	124	124
<b>Distribution</b>	1	142, 143, 169, 190, 203	196,197,207,223,
	2	426	228
	3	758	337
<b>“Dominant Thought”</b>	2	315, 387, 436	482
	2	442-443	394,325, 343 347
	3	883-885, 887-891	583-585,589-590
	3	912	611
<b>E-Factors</b>	1	51, 2, 73	48, 50, 71
<b>Economics</b>	2	565, 569-570, 572	442, 444, 445
<b>Ego</b>	2	310	291
<b>Emotion</b>	1	51, 52, 73	48, 50, 71
<b>Emotional Factors</b>	2	498, 499, 501, 518, 519	375, 376, 386, 387
	2	549, 552, 558, 562	417,420,435,438
<b>Endorsed Mailings</b>	1	106	112
<b>Entrepreneur, Being A</b>	1	130,133, 134-135,	148,150, 151
	1	137,138, 139,172,	193,194,210
	1	203,205,223,231,	228, 236, 245
	1	238,240,241,243,	249-251
	1	250, 258, 263,282	254, 256, 260, 268
	2	290,324-328,331	281,297-300,301
	2	336-338,341-344	305-306, 307-309
	2	346-348,354,417	310-311,315,332
	2	418-424,434	333-336, 342
	2	440-441,449-450	346-347, 350
	2	451-452	350-351
	3	749, 750-753, 754,	475,476-478,479
	3	768-769, 771-777,	486-487,489-494

<b><u>Subject</u></b>	<b><u>Vol. #</u></b>	<b><u>Power Point #</u></b>	<b><u>Page #</u></b>
<b>Entrepreneur, Being A (cont)</b>	3	779-794, 798-800	495-507,510-514
	3	814,820-821,824, 828,	524,527-528,532
	3	834-845, 847-848,	538,542-556,
	3	849-858 905-909,	557-558,561-564
	3	916-921, 949, 957,	605-609,623-626
	3	959	646,650,652
<b>Envelopes</b>	1	72, 93	67, 98
	2	554, 557, 589	429,431,448
<b>Expertise</b>	1	132, 185,240	149,221,250
	2	299,453	286,352 477-
	3	751-752,755,764, 767,	478,481,484
	3	782, 787, 800	485,496,501,514
<b>Expiration Dates</b>	2	504, 623	377, 452
<b>Farming</b>	1	8, 82, 96, 105	14, 79, 100,112
<b>Fear</b>	1	51, 59, 71	48, 55, 63
	2	504,505	377, 378 595-
	3	895-897	597
<b>Fear, Conquering Of</b>	1	139, 140, 141, 173,	194-196,210
	1	240,241,243,263	250,251,260
	2	321,326,384-387	296, 299, 324-325
	3	775, 779-782, 784,	492,495-496,498
	3	796, 799	508,513
	3	894,898, 904	595,597,601
<b>Features vs. Benefits</b>	2	496, 497, 502, 503,	374, 375, 376, 377
	2	528, 547, 707	390,415,462
<b>Financing/Installments/Pmts</b>	1	62, 99	56,103
	1	167	206
	2	462	356
<b>Finance (Personal) i.e. Financial independence</b>	2	456-460,463	353-355, 357
	2	467-473	359-362
	3	942-943	638-639
<b>First Sentence</b>	2	534,536, 537, 538	397, 398, 399
<b>Follow-Up</b>	2	556,569-570,571	430,444, 445
<b>"Free"</b>	1	130, 34, 58	32, 34, 54

<b><u>Subject</u></b>	<b><u>Vol. #</u></b>	<b><u>Power Point #</u></b>	<b><u>Page #</u></b>
<b>Gift-With-Purchase</b>	1	30, 34, 58, 65	32, 34, 54, 59
<b>Goals, Goal-Setting</b>	2	301,302,303,304,308,313	287, 288, 290, 293
	2	315,326-327,329,332, 333	294, 299, 300, 303
	2	335	50
	3	883-885	583-585
<b>Grabbers</b>	1	97	102
<b>Greed</b>	1	51, 58, 66	48, 54, 59
<b>Guarantees</b>	1	35,43,44,45, 123 591-	35, 40, 41,124 448-
	2	609,651	450, 455
<b>Guilt</b>	1	51	48
<b>Hardsell</b>	2	532, 550, 552	392,418,420
<b>Headlines</b>	1	47, 48, 49,51,54,56,	42, 44,48,51,53
	1	72,118	67, 122
	2	534, 536, 548, 553,	397,398,416,425
	2	573-584	446-448
<b>Hidden Benefit</b>	2	497, 507, 584	375, 379, 448
<b>"Hidden Worth"</b>	1	188	223
	2	458-460	354-355
	3	755-766, 767, 790	481-485,505
<b>Hyper Responsives</b>	1	79, 80, 105, 122	76, 77,112,124
	1	144, 172, 174,175,	197, 210-212
	1	191-195	224, 225
	2	460	355
<b>Inner Circle</b>	1	79, 80, 105	76, 77,112
<b>Information</b>	2	388-390,406-407,428-430	326, 328, 339-340
	2	437-439,464	344-345, 357
	3	949	646
<b>Innovation</b>	3	750, 786, 790-792	476,500,505-506
	3	850, 854	561,562
	3	957	650
<b>Interest, Development of</b>	1	22, 27, 37, 38, 39, 40	25,29,38,39
	1	41, 42, 50,51,52,54	39, 40, 45,48,50,51



<b><u>Subject</u></b>	<b><u>Vol. #</u></b>	<b><u>Power Points #</u></b>	<b><u>Page #</u></b>
<b>Interest, Development of (cont)</b>	1	57, 67, 68, 73	54, 60, 71
<b>Intimidation</b>	3	775-776, 778, 782,	492-493,494,496
	3	828	538
	3	950-951,955	647,649
<b>Irresistible Offer</b>	1	31, 33, 34,35,36,58, 62,	33, 34-36, 54
	1	66	56, 59
<b>Irresistible Promise</b>	2	451,508	350,380
<b>Joint Ventures</b>	1	169, 185, 195-196,	207,221,225
	1	260	257
	2	319-320,425-426	295, 296, 336,337
	2	464	357
	3	757-759, 765,	481-482,484,
	3	773-774,786,824	491-492,500,532
<b>Knock-Offs</b>	1	145	198
	2	406	28
<b>Lead Generation</b>	1	10, 48,76,81,82,	16, 44,73,77,79
	1	88,101,107,118	87,110,113
<b>Lead Generation Magnet</b>	1	10, 11, 88,102,103,	16, 87,110,111,
	1	104	111
<b>Leadership</b>	2	334-336	304-305
<b>Legal</b>	1	247-248,254,281	253, 255, 267
	2	348	311
	3	773, 797, 846, 848	491,509,557,558
<b>Lists</b>	2	555, 566-568	430, 443-444
<b>Location</b>	1	190	223
<b>Long Copy</b>	2	500,501,522,524,531	376,388,389,391
	2	536,540,541,542,546	398,403,413,415
	2	550,551	418,419
<b>Love</b>	1	51	48
<b>Luck</b>	2	418-424,446-447	333-336, 348-349

<b><u>Subject</u></b>	<b><u>Vol. #</u></b>	<b><u>Power Points #</u></b>	<b><u>Page #</u></b>
<b>Magnetic Marketing</b>	1	8, 10	14, 16
<b>Mailing Lists</b>	1	7, 82, 106	7, 79, 112
	1	197, 284, 286	226, 269, 270
<b>Markets</b>			
Markets, Choice of	1	1, 2,3,7,8	3, 4, 7, 14
Markets, Choice of- Cause of Failure			
Research of	1	4	4
Markets, Choice Of	1	12	17
	1	144, 146, 170,	197, 199, 208
	1	185,190	221,223
<b>Marketer, Being A; Thinking Of</b>	1	129, 131, 176,179,	147, 148,212,213
	1	184, 187, 189,198,	221-223, 226
	1	199,201,202,224	226, 227, 237
	2	345,362,406-407,414	310,319,328,331
	2	432-433,457-460	303, 354-355 477-
	3	751-753,768,776,	478,486,493
	3	791-792, 797, 829-830,	506,509,539
	3	833,854	541,562
	3	905, 956	605,650
<b>Markets, Choice Of</b>	3	751,762,765,788,	477,483,484,502
	3	790, 799, 826-827	505,513,537
<b>Meaningful Specifics</b>	1	37, 54,116	38, 51,121
<b>Mentors</b>	2	440-441,453	346-347, 352
	2	916	623
<b>Money, Attitudes</b>	2	326,413,456,461,	299, 330, 353, 356
	2	464,470,472-473	357, 360, 361-362
<b>Money, Management Of</b>	1	221-225, 242, 244,	213-238,251,252
	1	247, 255-257, 259,	253, 255, 256, 257
	1	267, 275, 277	262, 264, 265
	2	354,456-460,469	315,353-355,360
	3	805,819,821,843,	521,527,528,554
	3	844, 845	555,556
	3	942	638

<b><u>Subject</u></b>	<b><u>Vol. #</u></b>	<b><u>Power Points #</u></b>	<b><u>Page #</u></b>
<b>Money, Raising Money; Loans, Venture Capital</b>	1	242, 244-249	251-253
	2	445	348
		779,821	25, 63
<b>Multi-Step Marketing</b>	1	9, 76, 82, 94, 95	14, 73, 79, 98, 99
<b>Negotiation</b>	2	358,380-381	317,322,323
	2	427-428	338-339
		953-955	88-90
<b>News</b>	1	21, 22,26,27,98, 101	25, 29,102,110
<b>Newsletter</b>	1	105	112
<b>Niche Marketing</b>	1	5, 17, 105, 107	5, 20,112,113
<b>Objections, answering of</b>	2	509	380
<b>Offers</b>	1	31, 32, 33,34,36,62	33, 34, 36,54,55,56
	2	504,513,569-570,	377,383, 444 451-
	2	611-630,636, 642-643,	453
	2	648-651	454, 455
<b>One-Step Marketing</b>	1	9	14
<b>Opening</b>	2	534,536, 537	397,398
<b>Optimism</b> (positive selling approach)	2	493	372
<b>Order Forms</b>	1	99	123
<b>Pain, Use of</b>	1	23, 51	26, 48
<b>Passion</b>	1	52, 73, 74	50, 71, 72
<b>Peace Of Mind</b>	2	313,319-320,322	293, 295, 296
	2	326-327, 332-333	299, 303
	2	337-338,349,358	305-306,312,317
	2	431,449-450	340, 350
	2	454-455,466	352-353, 359, 360-
	2	468,470-473	362 629-637,645-
	3	922-941, 947-948,	646 653
	3	962	

<b><u>Subject</u></b>	<b><u>Vol. #</u></b>	<b><u>Power Point #</u></b>	<b><u>Page #</u></b>
<b>Personal Self-Interest</b>	2	494,495,515,518	373, 374, 384, 386
	2	537,558,561,562	398, 435, 437, 438
	3	960	652
<b>Personality</b>	2	359-361,377-378	317-318, 320-321
	2	520,521,540,541,542	387,403,413
	2	713-715	462-463
<b>Personnel/Staff, Management of</b>	1	136, 173, 176, 181,	152,210,212,220
	1	214,228-239	232,231-250
	2	331,334,339	301,304,306,
	2	346-348	310-311
	2	465	358
	3	770, 772, 773, 785,	487,490,491,498
	3	799-804,816, 835,	513-517,526,545
	3	837, 839, 842, 849	546,547,553,561
	3	914, 959	616,652
<b>Photographs</b>	1	38,39,40,41	38, 39
<b>Planning</b>	1	140	13
	2	305-307,309,340	288-289, 290, 307
<b>Policies</b>	2	316-320,332-333	294-296, 303
<b>Positioning</b>	1	17, 18, 19,28,35,37,	20, 22, 24,31,35,38
	1	48, 67,68,74,77,100,	44,60,72,73,108
	1	102,103,104, 126	110,111,130
	2	292,293,294,295	282, 283, 284
	2	298,345	286,310
<b>Positive Thinking</b>	3	793-795	507-508
<b>Postcards</b>	1	96	100
<b>Premiums (See also: Bonuses)</b>	1	30, 33, 34, 36, 58, 65	32, 34,36,54,59
	2	507,553,601,660,	379, 425, 449, 456
	2	733-748	465-466
<b>Prevention, selling of</b>	2	505, 506	378
<b>Price</b>	3	753, 779,782,	478,495,496,
	3	831-832	540-541
<b>Price/price resistance</b>	2	510	381

<b><u>Subject</u></b>	<b><u>Vol. #</u></b>	<b><u>Power Point #</u></b>	<b><u>Page #</u></b>
<b>Price/Pricing Strategies</b>	1	147, 160-167, 194	199,203-206,225
<b>Pride</b>	1	51, 79	48, 76
<b>Primary/Recency</b>	2	522	388
<b>Product, Development of</b>	1	18, 19, 24, 36	22, 24, 27, 36
<b>Profit</b>	2	565, 570, 572	442, 444, 445
<b>Profit, Management Of</b>	1	166, 168-170, 172,	206-208,210
	1	179-180, 182, 191,	213,214,220,224
	1	193-195, 197,	224-226
	1	203-204, 225-226,	228, 238, 239 250,
	1	239, 257, 259, 283	256, 257, 268 297,
	2	323,449,456-460	350, 353-355 356-
	2	462-463,465 802,	357, 358 516,517-
	3	804-813,	524 525-
	3	815-818,843,848	526,554,558
<b>Promises, making of</b>	2	491,559-560,614-616	371,436,451
<b>Promotion Promotional</b>	2	288,289	281
<b>Audio Tape</b>	1	103	111
	3	956	650
	3	786,800	500,514
<b>Promotional Book</b>	1	102	110
	3	956	650
<b>Promotional Video</b>	1	104	111
	3	956	650
<b>Proof</b>	1	38, 39, 40,41,42,67	38-40, 60
	1	102,103,116,122,123	110,111,121,124,
<b>Public Speaking Radio</b>	2	296,299,427	285, 286, 338
<b>Advertising</b>	1	101	110
<b>Recorded Messages</b>	1	88	87
<b>Recruiting</b>	1	136,169	152, 207
	3	786,800	500, 514

<b><u>Subject</u></b>	<b><u>Vol. #</u></b>	<b><u>Power Point #</u></b>	<b><u>Page #</u></b>
<b>Referrals</b>	1	206	229
	2	291,295	282,284
<b>Reputation</b>	2	291,293,294,298,318	282-284, 286, 295
	2	324-325,334	297-298, 304
	3	956	650
<b>Research</b>	1	12, 13,14,24,81,117	17,18,27,77,121
	1	205-220, 260,285 388-	228-235, 257, 269
	2	390,406,428 429-	326, 328, 339
	2	430,437,453	339-340, 344, 352
<b>Responsibility</b>	2	324-328,334	397-300, 304,
	3	341-344	307-309
	3	892,959	591,652
<b>Risk, Management Of</b>	1	139,262	194,259 289,308-
	2	306-307,342-343	309 310-311,350
	2	346-348,449 773-	491-492,507,528
	3	774,794,821, 835, 843,	545,554,563,646
	3	855,949	481-485
<b>Sale Of Business</b>	3	755-766	
<b>Sales(manship)/Selling</b>	2	361-362,377-383	318-319, 320-324
	2	386,427	325, 338
	2	502,509,512,	376, 380, 382,
	2	525-530,532, 539	390-391,392,403
	2	550,551	418,419
	1	119	122
	1	125	129
	1	122	124
	1	127	131
	2	378	321
Clarity	1	119	122
Close	1	125	129
Complete Presentation	1	122	124
Cross Selling	1	127	131
Damaging Admission	2	378	321
Formulas	1	22, 32,35,42,46,	25, 33,35,40,42
	1	51,55,61,75,118	48,52,56,72,122
	2	362-376	319-320
Listening	1	117	121
Objections	1	123	124
Permission	1	118	122
Practical Presentation	1	121	123
Preparation	1	116	121
Q&A	1	123	124
Showmanship	2	379	322
Simplicity	1	120	123
	1	126	130

<b><u>Subject</u></b>	<b><u>Vol. #</u></b>	<b><u>Power Point #</u></b>	<b><u>Page #</u></b>
<b>Sales Formulas</b>	1 1	22, 32, 35,42,46,51, 55, 61, 75, 118	25, 33,35,42,48 52, 56, 72,122
<b>Sales Letter</b> Appearance of	1 1	53, 55, 60, 75, 94 97	50, 52,55,72,98, 102
<b>Sales Management</b>	3	801-802,833	515-516,541
<b>Self-Confidence</b>	2 2 2 3 3 3	290,299,326,335 340, 384-387 418-424,441,464 877-880, 882, 887-891,914, 947-948, 956	281,286,299,304 307, 324-325 333- 336, 347, 357 576-578,582, 589-590,616, 645-646,650
<b>Self-interest</b>	2 2 3	494,495,518,537, 558,561,562,706 960	373, 374, 386, 398 435, 437, 438, 462 652
<b>Self-Motivation</b>	2 2 2 3	330,350-352,356-357 408-412,415-416 442-443 887-891,962	301,312-313,316 328-330, 331-332 347 589-590,653
<b>Self-Satisfaction</b>	2 3	332-333,417,454-455 962	303,332,352-353 653
<b>Sequences</b>	2	556	430
<b>Skepticism</b>	2 2	514,515,517, 669-689	383,384,386 457-459
<b>Speaking</b>	2	296,299	285, 286
<b>Specialization</b>	1	19, 37, 50,102	24, 38, 45,110
<b>Specifics</b>	1	37, 54,116	38, 51,121
<b>Strategic Alliances</b>	1 2 2 3 3 3	169, 185, 195-196,260 300,304,425-426 440 757-759, 765, 773-774,786, 849, 858,914	207,221,225,257 286, 288, 336-337 346 481-482,484, 491-492,500,561 564,616

<b><u>Subject</u></b>	<b><u>Vol. #</u></b>	<b><u>Power Point #</u></b>	<b><u>Page #</u></b>
<b>Subheads</b>	1	56	53
<b>Success (Failure)</b>	2	453-455	352-353
	3	921,962	626,653
<b>Swipe File</b>	1	25	28
<b>Tear Sheets</b>	1	98	102
<b>Teaser Copy</b>	1	72	67
<b>Technology</b>	2	312	292
<b>Telephone</b>	1	89, 125	87, 129
Inbound Call	1	90,118, 125,127	88,122,129,131
Phone Upsell	1	91,118, 125	88,122,129
Outbound Call	1	100	108
Phone Numbers	1	181,182	220
Inbound Call			
<b>Test Marketing</b>	1	137, 184,282	193,221,268
<b>Testimonials</b>	2	515,582,703	384, 447, 462
<b>Time Management</b>	1	138, 173,237-238,	193, 210, 248, 249
	1	250-253	254
	2	301-305,311-312,314	287-288, 292, 293
	2	319-323,328,335	295-297, 300, 304
	2	339,341,427,434	306, 307, 338, 342
	2	436,461,466	343,356, 359
	3	782,784-785, 786, 798,	496,498,500,510
	3	803,822-825, 829,	516,530-533,539
	3	835,855	545,563
	3	961	653
<b>Titles</b>	1	11,47,48,54	16,42,44,51
<b>Total Customer Value</b>	2	291,458,460 566-568,	282,354, 355
	2	571	443-444, 445
<b>Total Customer Value, Marketing of</b>	1	6,28,29,79,105	6,31,32,76,112,
	1	127	131
	1	170, 172,174-175,	208,210,211,212
	1	179-180, 183,191,	213,214,221,224
	1	193-195,226	224, 225, 239



<b><u>Subject</u></b>	<b><u>Vol. #</u></b>	<b><u>Power Point #</u></b>	<b><u>Page #</u></b>
Trade Shows	1	102,128	110,131
Truth	1 3	20, 29, 42, 77 905-907, 945, 958	24, 32, 40, 73 605-606,640,651
Unique Selling Proposition	1 1 2	18, 19,35,37,50, 118,119 492, 553,563-564, 586	22, 24, 35, 38, 45 122 372,425,441,448
Upsell	2	569-570	444
Value, Building of	1	32, 33, 35, 36, 42, 79	33, 3435,3640,76
Vocabulary	2	299,409-411	286, 329-330
Warning Ads	1	71, 74, 101	63, 72,110
Women (selling to women)	1	493	372
Words	1	54, 58	51, 54
Writing	2	297,298,299	285, 286
Yellow Pages	1	83, 88	83, 87
<b><u>BONUS REPORT: How To Obtain Maximum Referrals</u></b>	1		133
<b><u>BONUS REPORT: Recommended Power Points Reading List</u></b>	1		273
<b><u>BONUS SECTION: System For Goal Achievement</u></b>	3		655
<b><u>STEP ONE:</u></b> Goals Linked to a Chief Purpose	3	963	667
<b><u>STEP TWO:</u></b>			

<b><u>Subject</u></b>	<b><u>Vol. #</u></b>	<b><u>Power Point #</u></b>	<b><u>Page #</u></b>
Establishing Your Master Mind Group	3	964	674
<u>STEP THREE:</u> Faith/Mind Power	3	965	681
<u>STEP FOUR:</u> Personality Transformation	3	966	687
<u>STEP FIVE:</u> Attitude of Gratitude	3	967	694
<u>STEP SIX:</u> Self-Starter...Make Something Happen	3	968	700
<u>STEP SEVEN:</u> Being In Control	3	969	705
<u>STEP EIGHT:</u> Super Concentration	3	970	711
<u>STEP NINE:</u> Enthusiasm	3	971	716
<u>STEP TEN:</u> Creative Imagination... Discover Yours	3	972	722
<u>STEP ELEVEN:</u> Profiting From Adversity	3	973	728
<u>STEP TWELVE:</u> Time And Money.. .Get What You Want	3	974	733
<u>STEP THIRTEEN:</u> Positive Mental Attitude	3	975	738
<u>STEP FOURTEEN:</u> Accurate/Self-Reliant Thinking	3	976	743
<u>STEP FIFTEEN:</u> Health	3	977	748

<b><u>Subject</u></b>	<b><u>Vol. #</u></b>	<b><u>Power Point #</u></b>	<b><u>Page #</u></b>
<u>STEP SIXTEEN:</u> Teamwork/Cooperation	3	978	753
<u>STEP SEVENTEEN:</u> Commitment	3	979	757



# **Personal Achievement & Productivity Power Points**

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## **Power Point #288**

### **Power Of Relentless Promotion**

Over the years I've arrived at the idea that you must engage in relentless, continuous, constant, uninterrupted promotion/self-promotion in order to keep a business or career moving forward. Conversely, the worst thing you can possibly do is get too busy with "work" to have time to promote. My rule is never to let a day pass without doing something to promote, no matter how busy I am and how back-logged I am with work. This commitment to daily promotion prevents me from slipping into the start-stop-start-stop pattern that destroys momentum.



## **Power Point #289**

### **Power Of Tooting Your Own Horn**

In the Psycho-Cybernetics/Zero Resistance Living Course, Dr. Maxwell Maltz tells the story of the young man "who couldn't blow his own horn." He's not alone. Many people are conditioned that "bragging" is unseemly. But if you don't shine the spotlight on yourself, who will?

In most businesses, the owner is the "face" of that business, and he must sell himself as well as his products and services.



## **Power Point #290**

### **Power of Self-Appointment And Self-Certification**

I've always been fascinated by "The Good Housekeeping Seal Of Approval", a "made up" honor bestowed by Good Housekeeping Magazine only upon its own advertisers. Or the Better Business Bureau, trading its positive report for money and selling memberships with the threat of giving out negative information on non-members. If these organizations can create "certification" out of thin air, why can't you?

In my newsletter, I've shown the "America's Greatest Steakhouse" advertising gambit several times, in several different forms. It's brilliant co-operative advertising.

A separate application of this idea is how many people feel they must somehow wait around for or earn someone else's blessing before they can move ahead. Often people ask me how they can become a professional speaker. They usually ask questions about what they have to do before they become a "professional" and get paid to speak. A school? An association? A test? A certification? No, just ask for money and go speak.



## **Power Point #291**

### **Power Of Promises Kept**

Even in this jaded age, it is still truer than false and truer more often than false that reputation is important.

For me, reputation has translated directly into power and wealth. My reputation has made it possible for me to avoid signing non-disclosure and confidentiality agreements that limit and bring risk; has attracted certain clients to me with zero effort or expense on my part; and has permitted relatively rapid escalation of fees and compensation.

The basis of reputation is fundamental fairness. By that I mean, you treat people fairly and try your best to reasonably resolve disputes.

Ultimately, reputation is a matter of promises kept, large and small. This requires restraint in making them; determination in keeping them.



## **Power Point #292**

### **Power Of Finding An Opportunity To Lead**

*"If you ain't the lead dog, the view never changes."*

You want to stake out a "leadership position" in everything you do. Figure out how to be "the leading authority" on something, "the leading company" in some carefully described field.



One of Al Ries' best points is: if you can't lead the field you're in, redefine a field in which you are the leader. When I developed SuccessTrak, we were "the # 1 publishing and seminar training company exclusively serving chiropractors and dentists throughout North America" Since, at the time, we were the only company mixing chiropractors and dentists together in the same seminars, we were automatically # 1.

Beyond perception, however, you also want to look for actual opportunities to lead. A politician needs an issue he can be the leading proponent of and expert on. A company needs a product, service, promise, something it can literally lead its industry on, as Dóminos did with delivery, as Chrysler did with extended warranties and with mini-vans, as Southwest does with bargain fares and very reliable service.



## **Power Point #293**

### **Power Of Specialization**

I think the surest path to success and wealth virtually requires becoming and being perceived as a specialist.

There are obviously contrary examples. But they are aberrant by comparison. In the vast majority of cases, the specialist makes a great deal more money than the generalist and finds it easier to attract clientele than the generalist.

Consider attorneys. The going rate here in Phoenix for a generalist, an attorney who handles all kinds of business matters, contracts, collections, civil litigation, etc., is \$ 150 to \$200 an hour. I was charging that as marketing consultant back in 1978. The attorneys have 8 years of education I don't have. But the going rate for a good intellectual property attorney in New York or in Los Angeles, where intellectual property rules, is \$500 to \$600 an hour. The going rate for a good criminal attorney, the guy you get when you're in boiling hot water, is more like \$1,000.00 an hour.

Consider doctors. G.P.'s vs. ear/nose/throat vs. heart surgeons vs. brain surgeons. Actually, most M.D.'s don't want to know it, but in pure dollar-per-hour terms, the chiropractor (a specialist) out-earns the medical doctor (a generalist).

### Power Of Being A Big Fish In A Small Pond

One of the biggest marketing mistakes I see people make is defining their market in too broad and too big terms. In marketing, you want a market small enough that the resources you're willing to commit give you big impact. But that idea has application beyond just marketing.

A number of CEO's and owners of "conventional businesses" with buildings, equipment and lots of employees have shown me the wisdom of locating in a small town or at least a secondary city rather than a major city. Quite simply, clout costs less. The costs of acquiring land or leasing a building, taxes, payroll, insurance, etc. are lower. Your importance in the community is greater.



## Power Point #295

### Power Of Being A Celebrity

People love celebrities. People are fascinated by celebrities. And, inexplicably, people confuse celebrity with credibility.

If you do business on a local level, it's relatively easy and inexpensive to become a local celebrity. If you do business nationally but in a niche market, it's also relatively easy and inexpensive. Make yourself famous by writing articles and books, giving lectures, being active in industry or community affairs, featuring yourself in your advertising, being interviewed on radio and TV, etc.

It's worth noting that the lines between "pr" and paid, commercial advertising as means of creating celebrity status are, these days, very blurred. The other night I watched alternative health guru Andrew Weil interviewed on Larry King and noted that virtually all the questions were the same as those our hosts asked two health experts on infomercials that, to a great degree, look like the Larry King Show. When Tony Robbins is interviewed and profiled by Leeza Gibbons in an infomercial, is that as good as being interviewed on Entertainment Tonight or profiled on Lifestyles Of The Rich And Famous? Yes. In some respects, better. This suggests strategy. Using bought radio and/or TV time, advertorials in newspapers and magazines, self-published books, etc., you can do

the same thing you once had to accomplish through publicity and public relations, and you can exert complete control over the process, and you can do it faster.



## **Power Point #296**

### **Power Of Public Speaking**

The best thing I've ever done for myself was becoming a good public speaker. Power automatically gets handed over to the person who can step to the stage and communicate with confidence—I guess because so many people cannot or will not do it.



## **Power Point #297**

### **Power Of The Pen**

The power of the written word is virtually unlimited. Our entire nation was birthed by force of a written document. We have since stood by and let ourselves become enslaved and tyrannized by another written document of massive size and deliberate incomprehensible complexity (the tax code).

"Print" still sells more goods and services than any other means, from retail to electronic retailing. And those lines blur. After all, think of the products that would never sell off the retail shelf were it not for the written words on the package.

There is no surer path to profit than the ownership of a powerful print ad or sales letter that works.

Although you can certainly hire others to write for you - especially "product" like books, tapes or speeches — it's my observation that the ability to "write to sell" is one of the highest paid skills of all, and is totally "learnable". Fortunately for me, most people are far too lazy to learn and master this skill.

## **Power Of Authorship**

Being a published author is a very powerful thing.

In many peoples' perception, it directly translates to expert status. Even people who never bother to read your articles and/or book will attribute enhanced status to you because you've been published



## **Power Point #299**

## **Power Of Vocabulary**

Thanks to the unabated, frightening dumbing down of America, you actually have to exercise great caution in using "big words". Soon, vast numbers of our population may be communicating with grunts and crude drawings on cave walls. However, there are still a lot of intelligent, well-read and articulate people, especially in positions of power, who do judge others by the way that they speak. When you can rise to and match the sophistication of the conversation around you, you gain immediate advantage.

In marketing, understanding and comfortably using the "insider vocabulary" of your target market is very important. If you talk (write) like an outsider, you'll be viewed with great skepticism. If you try to talk like an insider but mangle it, you'll be viewed with great cynicism. I think mastering the language of your chosen market is a critically important skill



## **Power Point #300**

## **Power Of "Who Do You Know?"**

This is often a complaint of the unsuccessful - that success or wealth has more to do with WHO rather than WHAT you know. But why they feel that's bad or unfair is beyond me. It is my way my game is, that's all - it takes 10 yards to get a 1st down in NFL football; maybe it should be 8, maybe 12, but it's 10. So you figure out how to get 10 in 3 plays. So you ought to figure out how to know the people who can contribute to your success.

My "Million Dollar Rolodex" is called that because I value it that highly. Just yesterday, we got three quotes from local printers and one from a little-known, specialty printer, out-of-state, who does this particular type of job - and we saved 55% by knowing about the existence of that other printer.



## **Power Point #301**

### **Power of Goals**

I've become less rigid in my thinking about goal-setting as years have passed, and I've had more experience at motivating myself and observing how different successful people motivate themselves differently. The "rules" most commonly taught about how all goals must be written down on paper in exacting detail, then broken down backwards into bite size mini-goals are very useful to many people - especially those just starting out but are not necessarily the only right way to go about it. However, *some* process for setting, clarifying and achieving goals is important for two chief reasons:

One, you can't make good decisions without well defined goals. In the absence of goals, the mind and body atrophy. Goals provide life force. The absence of goals hastens death.



## **Power Point #302**

### **Power Of A Well-Selected Goal**

I think a lot of people choose the wrong goals to start with. It's easy to do. I once had goals to build a giant corporate empire, yet there's no doubt in my mind such an ambition was and is completely in conflict with my temperament, talents and best interests. I feel fortunate to have jettisoned it rather than to have done it.

The right goal really is magnetic; it pulls you toward it. If you have to fight and struggle and force yourself to climb up a rocky mountain to get to a goal, it may very well mean you've picked the wrong goal. Achievement shouldn't be brutally debilitating. In simple terms, if the energy's wrong, the goal is wrong

## **Power Of Knowing What You DON'T Want**

My friend Jeff Paul sat down and made a list of everything he did not want in his life, such as wearing neckties and jackets, commuting from the suburbs to the city every day, etc., then he used this list of "NO's" to govern decisions about business opportunities he said yes or no to, the way he built his business, and so on.

It is sometimes easier to define what you don't want instead of what you do want. I think it's a useful goal-development exercise to make a list of all the things you absolutely, positively are unwilling to have in your life.



## **Power Point #304**

### **Power Of Discretion (Re: Goals)**

"Experts" disagree quite a bit when it comes to disclosure vs. discretion regarding your goals. Some insist you must broadcast your goals to the world, if for no other reason than to deepen your own commitment. Others suggest secrecy, to avoid being talked out of them. I've experimented with both and have evolved to the position of choosing to disclose mine only on a "need to know basis"; to people who might, in some way, assist me in reaching them. Frankly, I think you can "jinx" goals by broadcasting them.



## **Power Point #305**

### **Power Of Planning**

The orderly organization of work conserves both mental and physical energy, so "working a plan" is important.

I notice that many people in corporate environments go into their offices everyday and "react" to each person and thing brought to them -this is no way to be productive.

There's an old rule: a minute of planning is worth an hour of work.

That has validity. On the other hand, planning can be carried too far; excess planning is paralyzing. I tend to plan the day the evening before.

Notes



## **Power Point #306**

### **Power Of Acknowledging Obstacles**

The smart "general" carefully studies the opposition and carefully accounts for every obstacle in developing his attack plan. I do not believe in just forging ahead with attitude. I believe in carefully considering every possible obstacle en-route to a particular goal and developing strategies to counter them.

In fact, it is my contention that the ability to develop a complete list of known and potential obstacles between "start" and the goal gets you more than halfway there.



## **Power Point #307**

### **Power Of Anticipating Murphy's Law**

I've listened to much debate over Murphy's Law—is believing in Murphy's Law "negative" or cynical, or does it create a self-fulfilling prophecy ... or is it savvy pragmatism?

Got me. But I'll tell you this, more often than not, somebody's going to throw a monkey wrench in the process somewhere. Consider the basic premise behind insurance i.e. plan for the best but insure against the worst. So, is buying health, car, property, liability, etc., insurance negative, cynical or creating terrible self-fulfilling prophecies?

I think you plan for the best but think through and try to safeguard against the worst.

## **Power Of Constancy Of Purpose, Flexibility Of Methods**

You can never afford to get locked in to "the buggy whip business"; sticking to a product or a method of selling or distributing a product for no good reason while better methods and opportunities abound. People who experience long-term, continuing success stick to a few, chief objectives but are frequently flexible in the methods employed to keep moving toward those objectives.

If you too narrowly define your business, you actually ward off opportunity.

For example, Barnes & Noble is now rising to dominance in the bookstore business by also being in the coffee/latte cafe business, place-to-meet-new-people-substitute-for-the-bar business, and weekend entertainment business.

My client, the Guthy-Renker Corporation, started as an infomercial company but became a major vendor to home shopping clubs and to catalogs and is now trying to become a mail-order company. Their chief objectives, however, remain unchanged



## **Power Point #309**

## **Power Of Pragmatism**

If you draw a horizontal line to represent an attitude spectrum, you can put the cynic at one extreme end. The cynic sees things in their worst light and views change for the better as nearly impossible. He hates being proved wrong by success or innovation. Very little progress in this world can be attributed to cynics.

At the other end of the line, you can put the optimist or "militant positive thinker." He insists on viewing everything only in its best light. Very little progress can be attributed to these people either. Most wind up as "train wrecks" on the tracks of the real world.



Somewhere in between is the "positive pragmatist." He gives equal acknowledgement to obstacles and opportunities, recognizes some things are beyond his power to change, and focuses on those things he can exert control over. He picks and chooses battles he can win, that offer sufficient spoils to the victor, rather than fighting every battle possible.



## **Power Point #310**

# **Power Of Outcome Orientation**

**Here's the question, would you rather be right or rich?**

Sometimes the two conflict. For example, let's say you've been wronged by somebody. You could mount an epic legal battle, put maybe \$200,000.00 in fees and costs at risk, and devote a lot of time to it for several years or you could walk it off, and move on.

What do you do?

In my 20's, I might have said "fight".

I have come to appreciate "discretion is the better part of valour."

More importantly, once the objective is simplified to stacking up as many chips as possible, in as short a period of time as possible, it's easy to see how often "fighting"- even when you are 100% right and the opposition is 100% wrong - is a distraction.

Furthermore, I've found that hanging around with people who have a chief objective other than the one I've just described or conflicting, competing objectives or an obsession with being proved right at any cost - is dangerous. Some such people may be the ones to cure cancer, establish space colonies on Mars, revamp the entire American tax code, etc., and God bless them. But most such people bring massive pain and suffering down upon themselves and anybody standing close by.

## **Power Of "One Hour A Day"**

One hour a day of truly, totally concentrated effort can equal most peoples' 8 hour workdays.

With my simple discipline of an hour a day for writing, I get at least a book a year done, a newsletter out every month, all my products updated each year, at least one new product done each year, and more.

Take an hour a day, every day, and invest it in any one thing: writing, physical fitness, creating publicity, becoming an expert in something, whatever, and you'll be "world class" in that very fast.



## **Power Point #312**

### **Power Of Time Saving Tools**

Some people think I'm anti-technology, a Luddite. Actually I'm not. But I'm only interested in tools and technology that genuinely save time, not just for the sake of having them. I see a lot of businesspeople who must have the latest gadgets like a spoiled rich kid must be the first on his block to have the hot new toy.

I think you have to be very interested in anything that, with nominal side effects, can save you time.

The microwave oven, for example, qualifies.

The electronic calculator qualifies.

Certainly the PC qualifies, but then each application and use of it has to be judged separately. There are some things it can do that you still may not want to use it do.

The FAX had a happy side effect of de-formalizing business correspondence, and that saves a mountain of time. Long gone are the days when even the most trivial matter required a perfectly typed letter on letterhead. Now a scribbled note at the bottom of a page can be FAXed back to the CEO of a giant company, and that's perfectly acceptable.

The biggest "fly in the ointment" of all the communications technology is the terrible levels of stress it has caused by dramatically accelerating the speed at which everybody can make demands and expect responses from everybody else. It's very important to refuse to be stampeded or pressured by this.

I recently had some goofball FAX in a question at 10:00 AM, FAX again at 3:00 PM when he hadn't gotten a response, then FAX again the next day. If he was communicating with the fire department from a burning building, this kind of impatience would be understandable. Otherwise, no.



### **Power Point #313**

## **Power Of Peace Of Mind**

Napoleon Hill is best known for the book THINK & GROW RICH but in my opinion, his best book was GROW RICH WITH PEACE OF MIND. This book was written much later than TGR and reflects a wealth of personal experience with both success and adversity that Hill lacked when he wrote TGR.

Personally, I don't think there's any amount of money that warrants the trade-off of fundamental peace of mind. If you have to go through life wrought with guilt or fear, what good is the money?



### **Power Point #314**

## **Power Of Time Compression**

In my earliest days of selling, the one and only year I held a job, I opened more new accounts that year than any of the company's other, more experienced sales reps. Not because I was a better salesman and not because I worked harder, although I think both those things were true and were factors, but chiefly because I standardized the "rack assortment", stopped "custom inventorying" each new account's rack, and cut the average time required to gain the customer's approval of the initial inventory from 45 minutes to 5 minutes. I sold more because I could. I compressed time.

That's one way to use this idea Here's another that I think is even more important: doing everything possible to decrease the time lapse between having a good idea and acting on it. For most people and companies, there is a huge lag between idea and implementation. Often, during that lag time, somebody else beats them to the punch or they get distracted or the idea gets picked apart and destroyed. The shorter the time between idea and implementation, the better. The Iacocca/convertible story is an example of compressing the time in the typical new product R&D process - from years to days. My client, the Guthy-Renker Corporation, has recently been working on dramatically compressing the development time required for new infomercials via a standardized format (called "Direct Talk"), using the same set, using the same creative team, etc.



### **Power Point #315**

## **Power Of DOMINANT Thought**

If there is a "secret" to unleashing the powers of the subconscious mind, to accelerate achievement of any given objective, this IS it: when something becomes THE dominant thought; the thing you are thinking about most; the thing your thoughts go to whenever turned loose - the time that'll elapse before it becoming reality is almost nil. It usually takes a long time for an idea to go from first thought to dominant thought. When you deliberately "tighten" that gestation period, you automatically accelerate achievement.

Of all the "personal success principles" that I know about and have ever taught, this is the most powerful.



### **Power Point #316**

## **Power Of Policies**

Policies are tricky. Businesses can get so mired in policies and the enforcement of policies that they become unresponsive to customers and to changing conditions. But I think, as an individual, you have to have some policies; rules about what you will and will not do, ways you will and will not do business. Maybe not a book full, but a page full.

Just for example, I have certain policies I adhere to, to safeguard the value of my time. These are described in my NO B.S. TIME MANAGEMENT book.

## **Power Of Adhering To Policies**

Every time I deviate from one of my major policies, I get kicked in the butt.



## **Power Point #318**

### **Power Of Principle**

There are two ideas at work here:

First, to have integrity and a healthy self-image, you must have some principles which you believe in and will not violate, regardless the temptation. "The person who stands for nothing will fall for anything." It is easy to destroy the unprincipled person.

Second, to succeed over the long haul, you have to identify universally applicable strategies i.e. principles that you can rely on in any and every situation.



## **Power Point #319**

### **Power Of "No"**

The more successful you are, the more confident you are and certainly the more visible you are, the more opportunities and pressures will come your way - all competing for finite amounts of time and energy. Saying "no" to opportunity is VERY difficult.

Yet it must be done.

## **Power Point #320**

### **Power Of "Yes"**

Notes

It's important to say "no", still it is a true cliché that, in senior years, everybody regrets things they did not do much more than those things they did; regret those opportunities they said "no" to rather than those they said "yes" to.

By the way, it's worth noting that successful people make more decisions good than they make good decisions.



## **Power Point #321**

### **Power Of "Do It Now"**

This is tricky, because there actually are any number of times when setting something aside allows it to take care of itself. There are also many instances where delayed reaction allows tempers to calm, logic to replace emotion, and escalating conflicts avoided. However, there IS enormous power in being a do-it-now person. It was self-made billionaire W. Clement Stone's favorite affirmation for good reason.

As the opposite of procrastination i.e. avoidance, it is a prime source of power. I think you have to ask yourself probing questions and do your best to be honest in self-appraisal, such as: one, are you letting something slide or wait because the conditions under which you have to deal with it may improve with time, or are you letting it wait just because you don't want to deal with it? Two, does this procrastination represent a pattern of procrastination?



## **Power Point #322**

### **Power Of "Now Time"**

The great author Dr. Edward Kramer wrote a lot about 'now time'. Far too many people wallow in the mud or hide in the glory of the past. Most people worry too much about the future. Not that you shouldn't have a strategy for me future that governs your current activities; of course you should. But one of the secrets to maximum productivity is using THIS minute, right now, productively.

Dr. Kramer cautions against being so into goal-setting and planning that you are always looking ahead, thus overlooking the present; or being so burdened with guilt, self-doubt or past successes and sense of history that you are living in the past.



### **Power Point #323**

## **The Power Of "Do It Right The First Time"**

It's just impossible to guess how much waste there is in the American economy purely due to re-doing the same work one or more times before getting it right. I see it everywhere. Printers foul up jobs, have to throw out all the paper, re-run the job and doubled the labor cost. A room service order arrives with no silverware, guy has to go back and get the silverware. Accounting reports arrive with glaring errors, have to be kicked back, re-done. If all the hours used up re-doing work were invested productively we might double the GNP.

There seems to be an attitude, worsening, that just getting the work out counts for something; it doesn't; only getting the work out right counts.

I think every business owner has to look for ways to incentivize and reward work done right the first time.

### **Power Point #324**

## **The Power Of "No Excuses" Living**

People who are good at making excuses aren't very good at making money; the two seem mutually exclusive. Our social and political systems make it easy; even encourage people to excuse their lack of achievement and dependence on others for their needs. We even accept pathetic and ridiculous excuses from our highest leaders, such as the President; behavior that could only have led to resignation just 20 years ago is, today, tolerated by others when only a silly excuse is offered.

Some years back, I knew a sales manager so sick of hearing ex-

cuses for everything from showing up late to non-performance, he put a numbered list of 100 up on the wall and told everybody to save some time by just telling him the number instead of the whole sob story.

We definitely ought to be that harsh on ourselves.



## **Power Point #325**

# **Power Of Responsibility**

You are exactly where you want to be.

It's all my fault.

These are two very unpleasant pills to swallow, yet they are the core of all personal power; you can only have power and control in direct proportion to the amount of responsibility you are willing to assume.

It is very easy to blame others or circumstances, but there is little reward for anything that easy.

There is an inextricable link between responsibility and control, control and responsibility. Most of us want more control; to get it, we must assume more responsibility; yet most want to disavow responsibility.

Let us assume someone steals from you. How did they get into your life in the first place? Were you ineffective at evaluating them? Lazy about putting controls in place to protect yourself? Did you let greed overcome your good judgment? Etc., etc. - but, one way or another, your loss is probably your fault. Sure, you can argue that he shouldn't have stolen. But if you're going to go through life hoping everybody you deal with obeys the Ten Commandments, I can guarantee you poverty and misery. You might also argue that at least some of the responsibility - but that means giving away control. The only way to exert total control over a situation like this is to accept all the responsibility, from beginning to end.

The biggest reason why so many people are unhappy with their bank balances is their determination to blame its condition on others.



## **Power Of Self-Determination**

*"Poverty, in any form, is an abnormal and unnatural condition of man, resulting from the ignorance of his divine being and splendid possibilities. The poverty stricken people remain poor so long as they remain ignorant of their birthright."*

*- Dr. Sidney Newton Bremer*

Many people - deep down inside - feel undeserving of prosperity and success and when they begin achieving it, they turn self-destructive. More people lose out to self-sabotage than to sabotage by others, by a long shot. Highly successful people believe and act as if success is their right. They expect it. They accept it. They take everything that is available to them without remorse. Bill Gates is such a person, much to the annoyance of many detractors, jealous of his dominance of his industry and lavish display of his wealth - and utterly ignorant of the "natural laws" he has used to his advantage, that are available to anyone willing to rise out of ignorance and use them as well. Gates is today's Andrew Carnegie.

Nothing and no one determines a person's life but his own choices. Not genetics, not upbringing, not environment. Self-determination. The absolute proof of this are those who rise out of horrible ghettos, dysfunctional families, illiteracy, etc. Those who rise above severe handicaps, in order to be wildly successful because whatever one can do, many can do.

There's an old story: two guys sitting together at the work site, eating their packed lunches brought from home. One guy unwraps his sandwich and cries out "Cheese sandwiches again! Why must everyday ring cheese sandwiches?" The other guy, puzzled, asks: "Why don't you ask your wife to fix you something different?" First guy answers: "I pack my own lunch."

## **Power Point #327**

## **Power Of Choice**

My friend Lee Milteer says "There are no victims - only volunteers." It's a very good line, and I've appropriated it for some sales letters. The most God-like power given us humans is this power to desperately make choices. So we impact our health by the foods we choose to eat vs. not eat, the information we choose to get vs. ignore, the exer-

cise we choose to do vs. not do. We impact our wealth with a long list of large, but mostly small choices. Etc.

It's important to note that anytime we do not choose, choices get made for us by others who may not have our best interests at heart. This, of course, is the flaw in the democratic system; the system's fine unless the majority of people don't bother to choose, and the majority of those who do, do so ignorantly, casually, or with only a single selfish interest in mind....thus a few choose for all and naturally make choices good for the few doing the choosing. The reason there's still an IRS is because the Trial Lawyers Association, the ABA and the accounting profession very aggressively put forward their choices while the vast majority of beleaguered, unorganized taxpayers don't.



## **Power Point #328**

### **Power Of Self-Discipline**

*"The difference between a live soldier  
and a dead one is discipline."  
- General Pattern*

As I look around me every day, I 'm frightened and depressed by the complete breakdown of discipline in our society. Over 50% of all people in one fairly large survey said they were constantly, chronically late getting to work and simply are unable to solve this problem. When I speak at various companies' seminars, I note that hardly anybody can get to a class on time. Even with all the fat-free and low fat foods, fitness devices, books, articles, we're more overweight than ever, in large part because people just don't have any self-discipline.



## **Power Point #329**

### **Power Of "Unfinished Business"**

I actually like the cliché "it ain't over 'til it's over." In my life, I've left certain endeavors and returned years later, better equipped to be successful in them and finished the unfinished business.

## **Power Of Self-Motivation**

Most people require tremendous amounts of external motivation to move through life. This is a guarantee of mediocrity. Were it not for the requirement of being at a job by a certain time, most people'd never get out of bed. High achievers are able to motivate themselves.

All-star NFL player Jerry Rice has, year after year, maintained the toughest, most arduous, most demanding offseason conditioning regimen of any player. No one has asked him to do that. In fact, many, including his wife, have urged him to ease up. Jerry Rice has literally set the standard for what it means to be a superstar in his sport because of his self-motivation.



### **Power Point #331**

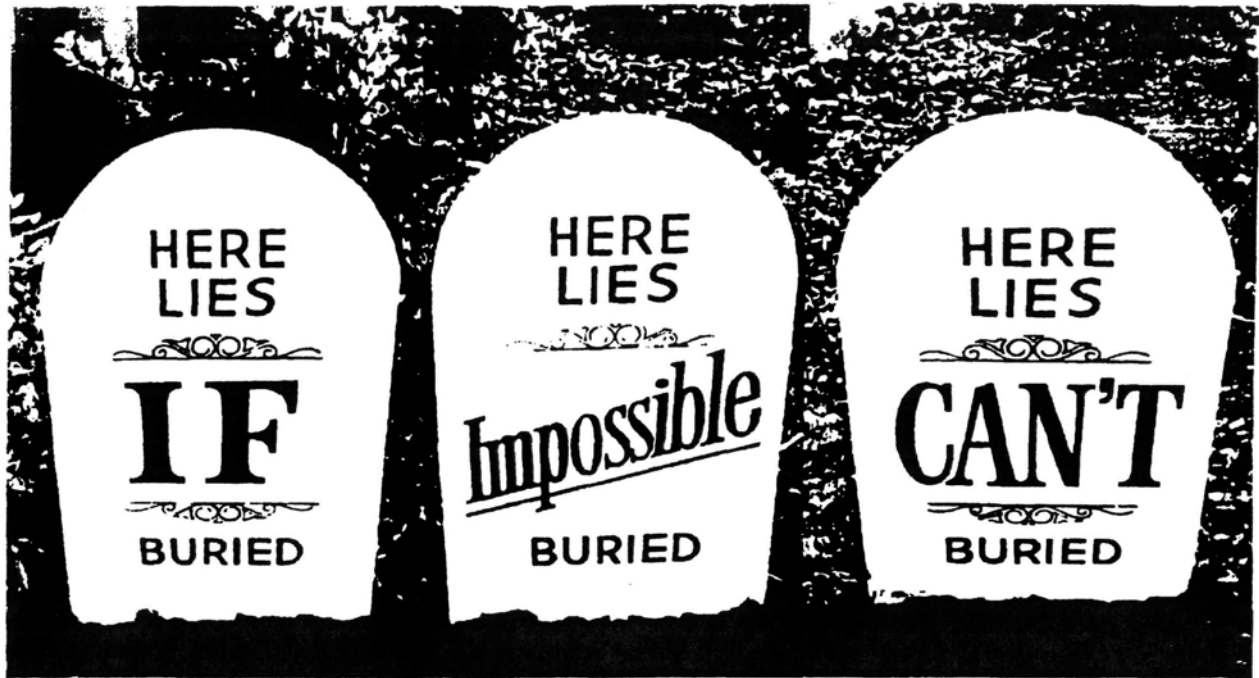
## **Power Of Being "The Unreasonable Man"**

This is a "biggie". Nothing worthwhile gets accomplished by being reasonable.

Ronald Reagan had a sign on his desk that simply said "It can be done." The more you try to do, the more people will get in the way and tell you the 512 reasons it cannot be done, cannot be done the way you want it done, cannot be done when you want it done or cannot be done at the cost you want it done - and they will groan at you "Be reasonable."

If Henry Ford Sr. had been a reasonable man, we might still be feeding, brushing, shoeing and pooper-scooping up after our primary means of transportation. If Conrad Hilton had been reasonable, he'd have taken a job somewhere. If Bill Gates was a reasonable man, he wouldn't be dominating the computer industry. If you study the biographies of the great ones, you'll find this in common; they made unreasonable demands of themselves and of others.

Outside my home-office window are three gravestones, where I buried the words IF - CAN'T - IMPOSSIBLE. It's a visual reminder of a number of ideas, including this one; that when people try to convince you that something is impossible and can't be done, it is your job to force them to do it anyway. This is how significant achievements happen; against resistance.



This is a copy of an old photo. At one time these gravestones were on my office wall. Today, these words have been permanently buried in the ground immediately outside my home-office window.

## **Power Of Pleasing Yourself**

Just as I don't believe you can really motivate somebody else, I don't think you can make someone else happy, no matter what you do; individuals have to learn to make themselves happy - so you might as well please you and let the chips fall where they may. The most troubled and paralyzed person tries to please everybody.



## **Power Point #333**

### **Power Of Self-Satisfaction**

Far too many people are governed by other peoples' goals, expectations, rules and striving always to satisfy other people and living a misery filled life as a result. People wind up in careers they hate because their parents goaded them into them, just as a common example.

One of the characteristics of the truly powerful and successful individual is that he lives life on his terms. I think you have to do what you do for your reasons, not to fit some criteria of correctness someone else believes in. This doesn't mean you should choose to go about living as a total ass, like, say, Dennis Rodman; you may find that behavior very much in conflict with your own goals. Few people can get away with such an act. If you're an outcome oriented individual, you'll always wind up tempering free expression with "what works".

Although, as an aside, consider the cases of sports broadcaster Marv Albert and sitcom actor Andy Dick; virtually in the same week, in the aftermath of his non-trial, Albert was being ridiculed and judged career-dead because of his apparent penchant for cross-dressing and sex with men as well as women. But in a feature story in TV Guide, Andy Dick talked about being bi-sexual, sleeping with men as well as women, with his ex-wife and ex-girlfriend all living and sleeping together in the same house. The TV show ENTERTAINMENT TONIGHT presented Albert as some kind of disgusting pervert; they presented Dick as a 'wild and crazy guy'. If Marv Albert had come right out and said, "Look, she's lying about my attacking her - after all, we've been doing this sort

of thing for 10 years. But she's going to try and embarrass me into a settlement, so let me just tell you: I like dressing up in women's underwear and singing Broadway show tunes, and I'm bi-sexual. So there's a whole parade of people who'll be trotted out to tell you that. And some of 'em'll get book deals and be in Playboy. But I'm not embarrassed at all by any of it, so screw 'em. And none of it has anything to do with me doing my job as a sportscaster", my bet is, he's never fired.

Anyway, the interesting look at how power ebbs or flows with the willingness to pre-emptively strike against ridicule aside, the point here is that living to meet someone else's criteria of correctness, in opposition to your own personality, is futile.

You cannot be very productive working toward others' goals. That's why setting quotas for salespeople rarely has any impact on their performance, unless linked to risk of dire punishment or to rewards that connect with the salesperson's own objectives. Most people won't work as hard as they can or do the best job they can purely out of a sense of duty or responsibility, either. Only you know what will motivate you to maximum performance and what won't.



### **Power Point #334**

## **Power of Leadership By Example**

I often tell the true story of the doctor who brought me in to do a time management seminar for his staff, to "break them" of their constant tardiness - then he was 20 minutes late picking me up at the hotel to go to the seminar! And this doctor is constantly late, can never be depended on to keep an appointment.

What annoyed him most about his staff- that was damaging his practice - was a mirror reflection of his own behavior.



### **Power Point #335**

## **Power Of Decisiveness**

Overall, I agree with Iacocca: the number one characteristic of super-successful people is their willingness and ability to act decisively.

The difference between decisiveness and impulsiveness is information, experience and track record; if you react quickly but without reason, that's impulsive; react quickly with reason, that's decisiveness.

By the way, to those lacking what you bring to the decision, your decision may seem arbitrary and unreasonable. While their feelings have to be dealt with, their opinion may not matter.



## **Power Point #336**

### **Power Of Pressure**

The other night I watched John Sway on Monday Night football make some poor decisions as if distracted and unfocused and throw some very un-Elway-like sloppy passes. Then it dawned on me: the Broncos were ahead by two touchdowns. Elway performs at his best leading 4th-quarter comebacks under intense pressure.

It's my observation that most people perform better under pressure. Of course, you have to learn how to be mentally relaxed in high pressure situations or, presumably, you'll blow out an aorta. But if you want to isolate achieving peak performance without considering side effects of the methodology, you'd choose creating a "pressure cooker" environment every time.

I work best under deadline pressure (which is why a goal without a deadline hasn't got much punch). I've been working on a novel for years; if I had to finish it for a client, I could do it in a weekend. I suppose being deadline driven is not exactly self-actualized, to use Maslow terminology, and I ought to aspire to a higher level of that, but in the meantime I know what conditions must exist for me to perform. I don't think most people ever figure that out; how to get themselves to perform.



## **Power Point #337**

### **Power Of Resiliency**

The truth is that failure is a constant in just about everybody's life - especially successful individuals. To some that sounds like a paradox. But successful people in every field fail a lot. In fact, I think a lot of leaders make many more bad decisions than they do good ones, but the good ones are so good that they make up for a lot of bad ones, and then some.

How a person handles failure determines how much success he can have.

The main reason I so admire my past client, Joan Rivers, is her incredible resiliency.



### **Power Point #338**

## **Power Of Recovery**

People need time to recover from intense expenditures of mental or physical energy, via performance or stress. The result of non-stop, repetitive effort at a high level of intensity without recovery is burn-out.

Some people require total down-time for recovery, such as vacations. Others can get it by switching from one activity to a significantly different activity. Some people can use variations of the "mental vacation" techniques described by Dr. Maltz in Psycho-Cybernetics. One way or another though, you must give yourself sufficient opportunities for recovery in order to operate at peak performance most of the time.



### **Power Point #339**

## **Power Of Time To Yourself**

Most people never give themselves time alone. Yet I think it's very hard to do quality thinking while interacting with a crowd.

One of the worst managerial ideas I ever experimented with was "the open door policy." One of those things that sounds great and noble on paper but is disastrous in real life.



## **Power Of "The Success System That Never Fails"**

System is one of my favorite words. It is the opposite of chaos or happenstance. It means predictable, reliable results. For example, I've developed a system for selling my consulting services that never fails. A system for getting my newsletter written that never fails. A system for being personally productive. A system for selling from the platform. How many systems do you have?

A system may or may not be duplicatable in others, but it at least ought to be teachable to others. If you can't spell it out in a step-by-step way, then it's not a system. Of course, you bring certain instinctive and talent additions to your particular activities that may very well assure you of greater success than anyone else would have with the same system. You can teach the steps in a selling system, for example, but then there are things about using that system to sell that you can't teach; somebody either develops them or they don't, like "sensing" how hard to push each different prospect when closing.

I can teach you a system for reading the horse-racing form and handicapping a race, but then there are the instinctive pluses that come only from having done it thousands of times that can't be taught. Still, having and adhering to the system keeps me from missing something yet lets me do it faster than I could without the system.

Having a system for what you do gives you confidence.

I highly recommend reading W. Clement Stone's book THE SUCCESS SYSTEM THAT NEVER FAILS.



## **Power Point #341**

### **Power Of Autonomy**

Everybody - myself included - who has ever tried operating with partners has wound up wishing they weren't. There are very few enduring partnerships in business that I'm familiar with: Ben & Jerry, Rich DeVos and Jay Van Andel, and I'm out of gas.

If success is, in part, living life on your own terms, then you must be able to unilaterally, even arbitrarily make decisions without having to negotiate them or justify them.

This is one of the reasons why super-successful entrepreneurs do a good job at starting companies but are terrible at running them as they grow; the quality of quick, gutsy decision-making that serves him so well in the early stages becomes a point of contention and conflict with everybody around him later. This is also why you rarely see anybody who sells their company to a bigger company stay on; they all think they will, but most last less than a year before they have to get out.

In the TV-sitcom WORKING'S first episode, there's a scene where about six guys in matching suits, in a cluster, come through the office. One "worker" explains to another that "management" has to travel in a pack, so no one person ever has to make a decision. To test it, the "worker" calls out and says "Nice day, isn't it?". All the management guys huddle, murmur, then one says "Beautiful". Actually, that's about how bad it is in a lot of big companies and organizations.

I think you ought to avoid these kind of situations, in order to preserve sanity and peace of mind. It's not worth trading away your ability to function, say what you really think, and make decisions for Blue Cross and a 401K.



## **Power Point #342**

# **Power Of Paranoia**

Charlie Jarvis liked the quote: just because they 're out to getcha doesn't mean you're paranoid.

I think the times we live in demand a level of paranoia. With rare exceptions, there's no business left to be done by a handshake. Contracts must be scrutinized. Doors must be locked, alarms activated. People need to know how to be on the alert while walking from office or mall to their cars. Managers must insure themselves against lawsuits from employees. The person accumulating wealth must presume himself a prime target of thieves of all types, from the government to his own employees.

Of course, you cannot lock yourself in a closet and sit on your pile of money like Scrooge McDuck. But you can take reasonable precautions against the risks and dangers that exist.

## **Power Of Distrusting Authority**

The saying "power corrupts and absolute power corrupts absolutely" certainly appears to be one of the great truths of life.

It's evident that the Clintons have accessed supposedly confidential FBI files and the IRS to both persecute enemies and to arm-twist donors for money. We know that Nixon tried to use the FBI for political purposes. The recent IRS hearings exposed on national TV all manner of abuses of power. Even the lowest of bureaucrats, like a worker at the DMV, abuses what power he or she has, at the very least by bullying the customer. Politically, I started out a liberal-McGovern Democrat, became a Reagan Republican, and am becoming a largely disinterested Libertarian, but the one constant has been a complete distrust of authority.

I think the best thing a person can do is try to minimize interaction with authority figures. I find myself increasingly making decisions about what to do or not do based, in part, by the likelihood or level of interaction with authority figures required.

It turns out that business and trade associations harbor a lot of the worst of these tin-can dictators who can only be trusted to interfere where they shouldn't and make your life miserable.

The legal system is full of them. Our so-called "justice system" is completely unjust, and is to be avoided if at all possible. Glen Turner once said, "If you want justice go to the whorehouse; if you want to get screwed, go to the courthouse." It's a coarse but accurate assessment.



## **Power Point #344**

## **Power Of Questioning Status Quo**

Why do you believe what you believe? Many people have religious, political, financial and other beliefs because that's what their families believed and taught or because of out-dated and/or limited experience. My book 'How To Succeed In Business By Breaking ALL The Rules' is all about daring to question the "wisdom" others have put in front of you.

In business, I talk about "marketing incest"; you could expand it to "incestuous thought"; when you get into a business, you naturally look

around at everybody else already in that business to see how things are done. Then you do them that way. It's difficult, later, to get out of that box.

Every "rule" about "the way things are done around here" ought to be questioned often.



## **Power Point #345**

### **Power Of Dramatic, Revolutionary Change**

Clarence Saunders "invented" the self-help grocery store; prior to Saunders, clerks got the products off shelves for the customers. Obviously, today's brand and product diversity would be impossible under such circumstances.

It's exciting, very risky but sometimes enormously profitable to make a truly revolutionary change in a particular industry. This requires very-outside-me-box-thinking; not how can we do what everybody else does better, but how can we do it completely differently?



## **Power Point #346**

### **Power Of Distrust**

Trust no one. Yes, it is difficult to go through life in a state of paranoia. But it's smarter and safer than going through life as a victim waiting to be nailed.

Every once in a while I screw up on this. Recently, an attorney of 20 years who I foolishly trusted and believed to be a friend stole some \$25,000.00 of my money from an escrow account, falsified records, and, well, the rest of the details are unimportant; let's just say I have a financial loss that requires some \$40,000.00 of income to replace and potentially a bigger problem on my hands purely because I trusted somebody I shouldn't have.

## **Power Of Realism About People**

It's important not to confuse business relationships with friendships. During the time that the business relationship is active and mutually rewarding, the other person may act and seem like a friend. But there's no guarantee and little likelihood that this is true.

Also, always remember that you rarely finish with the same people you start with. This makes complete trust, 50-50 arrangements, partnerships without exit clauses, etc. all very bad ideas.



## **Power Point #348**

### **Power Of Privacy**

Today, everybody knows everybody's business.

Privacy is a real issue. Cellular phones and portable phones are much easier to monitor than regular phones. When you hook your computer up to travel onto the Internet you automatically make it possible for people to travel from the Internet into your computer and everything you have stored there. "Identity theft" is currently one of the fastest growing segments of criminal enterprise.

Conversely, celebrity is becoming a greater and more hazardous burden.

A brilliant entrepreneur, publisher Lyle Stuart often advised "make your money in the dark." He means that the less is known about how you make your money as well as how much you make, the safer you are from competition and from criminals. It's obviously not always possible to do that, especially in personality driven businesses. But there is no doubt that visibility carries with it a price tag of its own. Many of us barter privacy for money. But at least, barter no more than is necessary.

## **Power of Trade-Offs**

On one hand, I detest compromise. But as a practical matter, we have to trade one thing away in order to get another all the time.

I've traded off the building of a big business requiring lots of employees for autonomy and peace of mind Others have chosen the exact opposite trade-off.

Trade-offs made consciously and of your own free will are actually a means of exercising personal power.

It is the trade-offs we may make because we believe we must, and have no other alternatives, that are troublesome - and obviously power diminishing. The correct approach, in my opinion, is that anything can be done; that should never be the question. The decision should be made by weighing the price to be paid to get it done vs. the benefits of getting it done, then determining which is more important to you.

There is a trade-off made in everything. Everybody struggles with trade-offs. The CEO who must increase market share may trade off margin. To increase sales he may put undue pressure on manufacturing and alienate certain people. The individual who works only a 9-5 low wage job and spends all his free time with his family trades that against going to night school or starting a business in order to improve his financial circumstances; and viceversa.



### **Power Point #350**

## **Positive Power Of Negative Emotions**

I talk about this a bit in my book HOW TO SUCCEED IN BUSI-NESS BY BREAKING ALL THE RULES. Does anything good ever come out of desire for revenge, anger, jealousy or fear? Purists would say no and insist that you must banish such emotions in order to be successful. As a practical matter, however, a great deal of achievement is sparked by such emotions.

Marcus Allen can always be counted on for an extraordinary performance when the Chiefs play the Raiders, because of the giant grudge he carries against Al Davis. "Payback" is a powerful motivational force found at work in a surprising number of successful peoples' lives. Contrary to most who write or speak about "success", I believe you can convert ostensibly negative emotions like anger or fear or resentment into positive self-motivation.



### **Power Point #351**

## **Power Of Unhappiness, Dissatisfaction & Self-Loathing**

The way to quickly get to better circumstances is to truly loathe your present ones, and be angry at yourself for allowing them to occur.

Jim Rohn tells the story of the "day that turns your life around", and if you haven't read or heard it, it's worth seeking out.

Here's the shocking thing I observe about many people in their 20's these days: they wear being broke like a badge of honor and have no embarrassment, shame or discomfort over being without a job, without money, without resources. I vividly recall being broke, and I hated every minute of it, and I was constantly both scheming and working like a banshee to alter those circumstances. That's not the response I see in most folks these days.

Whatever your circumstances, if you do not like them and wish they were different, I think you have to really hate them and be mad as hell at yourself for every minute of them you endure - so you will work tirelessly to escape them.



### **Power Point #352**

## **Power Of Pride**

My friends in coaching tell me that the players they most want are those who consistently play well while stuck on really bad teams. These individuals are playing to the best of their ability purely for personal pride while knowing it cannot affect the inevitable unsuccessful outcome of the game.

We now have a real void in our society of people who take pride in their work, their appearance, themselves, and consequently it is very difficult to get anything done right by anybody. Most folks these days are playing the losing game of demanding fire from the stove before they will gather wood

Yet peace of mind can, ultimately, only come from taking pride in your own "craftsmanship". If you are wholly dependent on gold stars (recognition) dispensed by others and/or financial reward, you will be frustrated much of the time. People are forgetful and stingy about handing out those gold stars. And there are times when financial rewards are elusive.

I admit to sometimes cutting corners due to time pressures or settling for second-rate quality in work done for me by others for the same reason, but I detest both situations. Doing what you can get by with is not nearly as satisfying as doing your best.



### **Power Point #353**

## **Power Of Self-Respect**

These days, many of us are compelled to learn to do business with the Asians. This means learning how they think. The Chinese businessmen are taught by their elders: it never pays to respect a man who does not respect himself. They probe for personal weaknesses in individuals they trade and negotiate with that they can exploit. They deliberately put people in compromising situations to try and measure the individual's self-respect.

The world will roll over the wimpy, the weak-kneed, the person who avoids confrontation at all costs. Today's business organizations suffer greatly from having layers and layers of sycophants far more concerned with CYA'ing than achieving; in fact, trying to be invisible rather than visible. I'm always saddened when sitting in a meeting where no one is willing to tell the emperor he's naked. Such gutless drones can never rise above the drone level.

If you have self-respect, you are not afraid to assert yourself and your ideas, and you are unwilling to roll over and be a doormat in the presence of someone who, at the moment, has more power or money than you do.



## **Power Of Staying Power**

Because everybody makes mistakes and misjudgments, it's useful to be able to outlast some; if you are vulnerable to the first goof up, one may be all it'll take to destroy you permanently. In business, this means you need financial staying power. Personally, it means emotional staying power.

Big businesses survive major mistakes because of economic staying power: FedEx survived Zap Mail, Coca-Cola survived Classic Coke; Annheiser-Busch survived Eagle Snacks, etc.

You WILL screw some things up. Be dead wrong. Even be inexplicably wrong. You need staying power to survive.



## **Power Point #355**

## **Power Of Competition**

The trend in today's education environments is to eliminate competition amongst students, amongst faculty, and amongst schools. The excuse for this is the protection of children's fragile self-esteem. Or that cooperation is better than competition.

This is dangerous nonsense.

Nothing great has ever been accomplished without competition. As an entrepreneur, you must welcome, even thrive on competition, as stimulus to practical creativity and innovation, better use of resources, better service to customers.

While great athletes often talk about competing with themselves, careful listening to all their interviews will reveal that each is very cognizant of a predecessor's record he wishes to break or a peer's standing in some ranking he wants to usurp. Emmitt Smith runs just a bit harder because there is a Barry Sanders. And vice versa.

Every individual must learn to compete without loss of self-esteem; to be better at some things than others, to win some times and to lose others, and to respond positively to competition.

The opposite of competition is Communism, whether in a society, a business organization or a school, and the results are always unsatisfactory. The lack of competition breeds complacency, so that quality disintegrates, motivation is diminished, and potential is wasted.

The best thing to do when you are in a highly competitive environment is to constantly, carefully and thoroughly study the competition. I am continually amazed at the businesspeople who lack knowledge about their competitors.



## **Power Point #356**

### **Power Of the Competitive Spirit**

You don't turn this on and off; you either cultivate and have it or you don't; and virtually every successful entrepreneur that I know is incredibly and constantly competitive. It is arguable that this may not be good for your long-term health. But it certainly seems characteristic of those who create significant wealth from scratch.



## **Power Point #357**

### **Power Of Playing To Win**

"Scared money" loses; "scared behavior" loses.

In football, the coach with no confidence in his QB, who sends him in "not to lose", always sets his team up for a big loss. It's so axiomatic it's amazing coaches still do this. But they do.

In business, I believe you must play to win. Either commit wholeheartedly to a project, take the necessary risks, and do everything possible to win, or don't do anything at all. You cannot scrimp, cut corners, and behave like a timid mouse. I'm often asked: why can't we produce a really cheap infomercial or use a tiny ad then if it works, do something better? Well, why not send your salesman out dressed in cheap, dirty, unkempt clothes, with bad breath, and tell him to deliver a mediocre presentation - then if that works, try a good salesman?

## **Ultimate Power Of Ambivalence**

"Not giving a damn what other people think" may very well be the ultimate power, especially when channeled productively (as opposed to permitting destructive behavior).

Certainly in negotiations of any kind, the person who cares the least about the outcome almost always has the most power. For this reason, the very best thing you can do is to get yourself into a position where you are relatively unconcerned about the outcome of any one, particular deal.



## **Power Point #359**

### **Power Of Personality**

If you boil down the reason why Clinton is in the White House and Bush isn't, it may just be the power of personality. Or, why does revelations of kinky sex destroy Marv Albert's career but boost Hugh Grant's? Etc. To paraphrase Dale Carnegie, *how* you win friends and influence people is very important.

It's worth noting that many of the most powerful and successful individuals in business, sports, entertainment, etc. have very strong, very distinctive personalities and are often arrogant and offensive to many people. Dallas Cowboys' owner Jerry Jones immediately comes to mind.

Many people are able to get things done and to get people to do extraordinary things for them on the strength of personality. Walt Disney was such a person. Conrad Hilton was such a person.

Some people craft "personas", like the famous attorney Gerry Spence.

Above all else, the biggest thing is to be interesting, in one way or another. Dull, uninteresting people do not command respect, attention or cooperation.

"Personality" can be cultivated. Dr. Maxwell Maltz' work with Psycho-Cybernetics and the self-image shows how personality can be modified from the inside out. The shy, for example, can become bold.

## **Power Of "Being Down To Earth"**

The other afternoon I was in a hotel room, waiting for a phone call, and I flicked through the entire TV dial - on two stations I found the old b/w Andy Griffith Show, on two stations 'Matlock' starring Andy Griffith, and on one, the dirty spot for a collection of records, of Andy singing gospel music. It reminded me that Andy Griffith is one of the most enduring, successful television personalities of all time. If you look at our currently successful commercial spokespersons, Dave Thomas is right at the top of the list. John Madden has enjoyed spectacular success as a football broadcaster because fans perceive him as one of them. These people are good reminders of the power of being (perceived as) "down to earth".

One of the most powerful direct-response ads I've ever written is the one for Jeff Paul's mail-order course; in that ad, I talk at length about him as an 'ordinary guy'; Cubs fan, beer drinker, kids who are "holy terrors", etc. The "down-to-earth millionaire" is a very appealing character in the business opportunity world.

It's actually quite easy to be/sound/look too sophisticated for your market and to over-estimate the sophistication of your market. In some businesses, a great deal of pressure is applied by peers to "be professional", but peers never pay your bills; customers do; and this is often terrible advice.



## **Power Point #361 Power Of Salesmanship**

To paraphrase, nothing happens until you sell something. Life is selling. Personally, I fought this for a little while. But I've come to accept that "the ability to sell" is THE number-one most important, all-important personal skill. If you are uncomfortable or ineffective at selling yourself, your ideas, your products and services, etc., you are severely handicapped.

Just as one interesting example of the impact of salesmanship: years ago, when I was very active in training chiropractors, we did a survey of 100 doctors earning in excess of \$250,000.00 a year. Of the 50, 46 had worked in some kind of direct, "hard" sales while going to school, before or after, such as vacuum cleaners, water filters, encyclopedias, etc.

## **Power of Selling By Formula**

Selling is largely science, meaning that doing precisely the same presentation x-number of times will predictably produce y-number of results. Variables can be inserted, extracted and tested. And there are proven, fundamental formulas for selling. When you go into a "persuasion situation" of any kind, it is just plain dumb to "wing it". If you haven't made a study of selling fundamentals and selling formulas, you should.

### **FORMULAS:**

Power Point #363	Problem-Agitate The Problem - Solution
Power Point #364	Membership/Belonging (Prestige)
Power Point #365	Something For Nothing*
Power Point #366	A/B Option Two Choices Vs. Yes/No Choice
Power Point #367	Must Act Now/Urgency
Power Point #368	Overwhelming Believability/Preponderance Of Proof
Power Point #369	Ben Franklin Presentation/Close: Reasons Why Vs. Why Not
Power Point #370	Money At A Discount
Power Point #371	Gift With Purchase
Power Point #372	Fear: Negative Consequences Of Inaction

Power Point #373	Nordstrom Service, Wal-Mart Price
Power Point #374	Compare Apples To Oranges (Never Apples To Apples)
Power Point #375	You Deserve It (Luxury)
Power Point #376	Negotiated Sale ("What does your bud get?")



### **Power Point #377**

## **Power Of Self-Deprecation**

People who buy from you or do business with you like to know that you are human, humble and have a sense of humor. Nobody likes dealing with an ego on wheels. If you are or appear to be "too full of yourself, you will turn off a lot of people.

As a speaker, one of the tricks to winning over an audience is to let them in on some of your own faults, flaws, foolish behavior. In my # 1 speech, the very first story I tell presents me as a stubborn goof.

In most of my presentations, I 'fess up' to having had two cars repo'd and going corporately and personally bankrupt all in one year. Sometimes I talk about having been divorced, having had marital difficulties, having had a stuttering problem as a kid, a drinking problem as an adult. When talking about being involved with a lot of the infomercials you see on TV, I call them "those annoying half hour shows that pretend to be real TV but try to sell you stuff"—this is my way of making sure the audience knows I don't have a "big head" about being in television. If I talk to speakers, after describing the Peter Lowe events in all then glory, I note that, for me, "it's like a giant Tupperware party" - a way of letting everybody know I don't have a "big head" about being on those events. Etc.

If you look at our most enduring, popular (and rich) celebrities and entertainers, you will find similar techniques employed. Bill Cosby's stand-up routine and much of his sitcom humor casts him as a well-intentioned but perpetually befuddled spouse of a much smarter, savvier wife. Tim Allen -who just signed a \$47-million deal with Disney, and jumped above Jerry Seinfeld as highest paid-per-episode sitcom star - staked out territory very similar to Cosby's. Actually even more exaggerated self-deprecation.

In one conversation comparing Glenn Turner and today's comparable: Tony Robbins, one "expert" in mass movements said, "Tony impresses people, and that's one thing. It is much more useful, enduring and powerful to inspire people, and Turner did that the best way there is; having people look at him and listen to his stories about his own fears, doubts, disappointments and persistence, and then say to themselves if he can succeed, so can I.



## **Power Point #378**

### **Power Of The Damaging Admission**

Because everybody instinctively knows there is no perfect product or person on earth, disclosure of your "negative" is incredibly persuasive.

By admitting what you aren't or aren't good at as well as demonstrating what you are and are good at, you present a whole person, thus a believable person.

Some years ago, I was at a formal dinner, in a ritzy restaurant, with prospects - two couples who owned a big company I was soliciting work from. When the salads came, there were too many forks on the table to choose from, and I wasn't quick enough to watch which one everybody else picked up. I was honestly confused, so I asked the guy next to me which fork to start with. About 6 months later, he told me that, at that moment, his trust in me skyrocketed, just because I was willing to admit I didn't know which fork to use. (I've since learned the from-the-outside-in rule.)

## **Power Of Showmanship**

There are at least a dozen magicians who are far, far better magicians than Siegfried & Roy, but none making the money Siegfried & Roy are.....because they are better showmen.

There are better NLP instructors and better personal growth speakers, but none paid as well as Tony Robbins - because Tony is a far better showman

The most successful chiropractors are not necessarily the best chiropractors, but at doing their exams and presenting their 'Reports Of Findings', they are the best showmen.

Showmanship counts a lot.



## **Power Point #380**

## **Power Of Takeaway Selling**

As you already know, I practice and preach "takeaway selling". I love Groucho 's old line: I don't want to be in any club that would have me as a member. I have proven, over years, that the easier you make it to do business with you, the less interested people seem to be in doing so; conversely, the more difficult it is to get to you, the more they want to. This obviously does not apply to ALL businesses; an emergency medical clinic, for example, ought to be conveniently located and open and staffed 24 hours a day, 7 days a week. But were I, say, a dentist, I might very well go against the common trend of offering expanded hours, same day appointments, etc. Certainly in knowledge/expertise based businesses, take away works best.

I think you also have to pay attention to the relationship between (perceived) scarcity and value. Look what has happened recently when a toy, like Tickle Me Elmo or the Beanie Babies, have been deliberately limited in distribution, gotten hot, and been hard to get. During the Elmo craze, people were advertising in newspapers and re-selling Elmos for 2 and 3-times the retail price! This is a "force" you want working for you if at all possible.



Personally, in selling one-on-one, negotiating deals, etc., I believe your power comes from being noticeably and markedly "uneager" to make the deal. Dr. Edward Kramer, one of the great pioneers of success education in this country, wrote at length about what he called "floating power", and observed that the more relaxed and laid back a person is, the more others trust him and choose to do business with him vs. the person who is the eager-beaver, pressing, and making others nervous.



## **Power Point #381**

### **Power Of Face-To-Face Communication**

Multi-millionaire sports agent Mark McCormack ("What They Don't Teach You At Harvard Business School") talks about flying across the country for a one hour meeting because it is so much more powerful than a phone conversation. I agree; and I prefer being face-to-face whenever dealing with an important matter and/or important person.



## **Power Point #382**

### **Power Of Being A "Closer"**

There's a lot to be said for being the person who can close the deal. There are large numbers of people who have very good opening and middle games but terrible end games....people who are timid or reluctant about asking for the money.

When you shed every shred of inhibition about asking for money, you gain an enormous competitive advantage.

my mind and the right thing will pop out, often seemingly instantly. That hasn't happened by accident. It is the result of a very purposeful program of study over a number of years. On the other hand, I also know the lyrics to a zillion old songs, mostly those recorded by Sinatra, Darrin, etc., and, given a starting point, can recall and recite hundreds of them -regrettably to no useful purpose whatsoever. One can only hope that the subconscious does not work like a computer with limited storage, so that the more you store, the slower it gets.



### **Power Point #388**

## **Power Of Input**

"Show me the books a person reads and the people he hangs out with, and I'll guess his bank balance of the day as well as predict his bank balance of the future." There's no escaping the fact that input governs output or outcomes.

The subconscious mind can only work with the raw material you provide to it.



### **Power Point #389**

## **Power Of Investing In Yourself**

If you are not reinvesting at least 10% of your gross income (and preferably of your desired income) in your knowledge, know-how, training and conditioning, via books, tapes, newsletters, seminars, coaching and consulting, I think you are incapable of sustaining high performance.



### **Power Point #390**

## **Power Of Studying "Old Masters"**

Information gets "watered down" over time, and as it is passed from person to person, and filtered through their own biases and experiences. For this reason, I find it very profitable to find and study the works of the "old masters" in different fields. Here are some of my "prime sources" I recommend to you:

## **Success**

## **Notes**

Power Point #391	Napoleon Hill
Power Point #392	W. Clement Stone
Power Point #393	Sidney Newton Bremer
Power Point #394	Dr. Edward Kramer
Power Point #395	Dr. Maxwell Maltz
Power Point #396	Dr. Norman Vincent Peale

## **Direct Marketing**

Power Point #397	Robert Collier
Power Point #398	David Ogilvy
Power Point #399	Jim Straw
Power Point #400	Melvin Powers
Power Point #401	Charles Schwab

## **Sales**

Power Point #402	J. Douglas Edwards
Power Point #403	Robert Trailins
Power Point #404	Fred Herman
Power Point #405	Frank Bettger

## **Power Point #406**

### **Power Of Good Ideas**

The most successful people I know are totally without bias against the source of a good idea.

If I say to you: I've got an ideal got while studying how the Nazi's do you immediately have a knee-jerk, negative reaction because of everything you abhor about Nazism? Probably. Mistake.

How about the CEO who refuses to listen to the kid in the mailroom or the guy on the dock? Or the vast majority of companies that never bother consulting the end users when creating products?



## **Power Point #407**

### **Power Of Diversity**

In marketing, diversity is the opposite of laziness, meaning it's smarter to have fifty ways of obtaining business than just five. The principle has broader application. We all tend to get narrow; to narrow down the number of ways we get information and the number of sources we get information from, the types of experiences we try, and so forth. But the more diverse the "input", the better the "output".

Do you know there are people who've never had Thai or Greek food, read a mystery novel, or had lunch at a truck stop?

Incredible.

I think it's especially important to use "diversity" to get in touch with a target market. You need to read what they read, eat where they eat, watch what they watch, listen to what they listen to, etc.



## **Power Point #408**

### **Power Of Habitforce**

So much of what we do is governed by habit, you have to take a look at the habits you have and whether or not they contribute to achieving your objectives.

Most important, I think, are habits of thought. Sort of a pre-choreographed mental dance; *this happens, then I react this way*. It's difficult to see these patterns in ourselves, but we have to try.

On the other hand, you can obviously cultivate and develop habits that are useful and beneficial. There is abundant evidence that it requires 21 days of continuous repetition of conscious, deliberate thought and consciously controlled behavior to develop a habit. Once in place, however, it'll take 21 days of similar deliberate deviance to unseat the habit.



## **Power Point #409**

### **Power Of "Mental Training"**

For those of us who achieve desired outcomes predominately via brain rather than brawn, mental training and conditioning is critically important.

You can train your mind to think a certain way, to be alert for and notice certain things, and it's most useful to understand how you can train your subconscious mind. The mental training techniques developed by Psycho-Cybernetics author Dr. Maxwell Maltz are very powerful and practical.

Many veteran entrepreneurs think they are "past" or "above" this, and that's a mistake.



## **Power Point #410**

### **Power Of Mental Concentration**

One of the "tricks" to teach your mind is the ability to focus and concentrate under even the most difficult of circumstances.

The main reason that I 'm able to perform (and sell) so effectively in the end-of-day time slot at the Peter Lowe events (when other speakers have failed) is because I can concentrate even though literally thousands are streaming out the exits, the backstage crew is dismantling equipment, etc.

I often hear writers talk about "writers block"; I have experienced it maybe six times in twenty years. When I sit down to write, I am able to instantly concentrate and produce. That's not accidental. I've been conditioning my mind to concentrate since childhood.

## **Power Of "Automatic Learning"**

I first discovered "automatic learning" as a way of getting through Latin in high school; I memorized the weekly vocabulary by recording it on tape and playing the tape over and over, awake and asleep.

Just about anything that needs to be memorized, such as vocabulary, lists of information, a speech, a sales presentation, product facts -these sort of things can all be learned "automatically" the same way.

You can also lock new programming into the subconscious mind via sleep learning (with tapes), self-hypnosis followed by sleep learning, and even with subliminal cassettes.



### **Power Point #412**

## **Power Of Imagination**

Since every physical thing begins first as an idea, the imagination is literally the birthplace of every achievement, every product, every business, every ad, every dollar.

Reading fiction is a great way to "stretch" the imagination, because you must convert the words on the page to pictures in your mind as you go. Teaching yourself the strategies of practical creativity i.e. make it bigger, make it smaller, etc. is another way to stimulate the imagination. Going to places like Disney World, EPCOT, MGM Studios stimulate the imagination.



### **Power Point #413**

## **Power Of Million Dollar Thinking**

Finances mostly reflect thinking. There's no doubt that people who make large sums of money and people who amass fortunes think differently - about just about everything - than do the majority of people. I was writing about "modeling" back in the early 80's (pre-Robbins), and the big trick is to "model" the thinking of the people who do what you want to do or who are where you want to be.

There is a difference between "thinking" and "behavior", by the way. For example, you may look at Donald Trump and not see somebody you'd like to model. You may, for example, not appreciate his approach to marriage. Or his apparently egotistical habit of emblazoning everything with his name. But if you're really smart and interested in making giant money, you will look beyond all that for a habit of thought in Trump directly linked to his remarkable bounceback ability and midas touch, to model just that single item.

You can further develop your Million Dollar Thinking by carefully looking into just about every self-made, wealthy individual. Bob Hope became one of the wealthiest entertainers ever, of all time - how did he think differently about money than most other entertainers? John Wayne not only became an American icon but an extremely wealthy actor - how did he think differently than other actors? Etc.



## **Power Point #414**

### **Power Of A Marketing Mind**

Great marketers have an intense interest in marketing; a marketing orientation or mind-set that other people do not have or cultivate. We are fascinated with marketing. We "think" marketing all the time. In a restaurant, we notice what advertising they have on the table, how the copy is written in the menu, whether or not they upsell, whether or not they do name capture. We're constantly alert for ideas we can use.



## **Power Point #415**

### **Power Of "Getting into State"**

There's a term popularized of late by Robbins. Whatever you call it, true high performers do seem to get into a "zone" or to a "level" of maximum energy, thought, awareness, sync with their subconscious, etc.

My friend, the late Foster Hibbard, was the only speaker I've ever seen actually go into a true trance while speaking to audiences. At one seminar, a loud argument broke out and two attendees were removed from the 3rd row by security people, and he never noticed or missed a beat. But most speakers, myself included, have their own little regimens we go through to "get up" before going on stage.

To write, first thing in the morning, immediately upon getting out of bed, I determine which project I'm going to work on the night before, so that my subconscious mind can work on it while I sleep. I'm told by a nutrition expert that the food-derived substance you must have for the brain to function is completely depleted during a night's sleep, so that it is impossible to think effectively until you've had breakfast. I prove him wrong almost every morning, at 4, 5 or 6 AM. Often, when writing, I get into a "state" where material flows through my fingers and keyboard onto the page seemingly without conscious thought, at a rapid pace, for hours at a time.

I think everybody has these periods of time when they are "unconscious" and super-effective at what they do. The trick is to notice what conditions are present, what you did immediately before that supercharged period, so that you can replicate it.



## **Power Point #416**

### **Power Of Inspiration**

What inspires you? Everybody has performance peaks and valleys - it's important to know what works, to get you "cranked up" to peak performance.

Great actresses can weep on cue. Each has some collection of thoughts and images they can call up, that makes them cry on cue. Similarly, peak performers - whether athletes, writers or negotiators - are able to "crank it up" on cue. Can you?



## **Power Point #417**

### **Power Of Passion**

As many people have found, it is quite difficult getting rich or becoming successful or even becoming famous purely based on a desire to become rich, successful or famous. It's easier when those things happen as the by-product of doing things and achieving things that genuinely, preferably passionately interest you.

Rush Limbaugh succeeded where many others failed, at making nationally syndicated talk radio programming work in prime time hours; prior to Limbaugh, there was enormous resistance by stations to using suits. Limbaugh broke through, in my opinion, as much because he has a



point of view he is passionate about convincing others to accept as for any other reason. While others who were "just in it for the money" failed, he succeeded. When you look at the speaking business, nobody can match the longevity, fame and "fan-dom" of Zig Ziglar, and the "thing" that probably separates Zig from most others is his passion for delivering his message.

On the other hand, I don't think you have to get rich totally by accident either. In fact, I favor a "tough-minded business approach" that keeps a sharp eye on the contributions to profit and long-term financial goals of every activity.

It certainly seems to help to like doing what you do for the doing's sake. But to keep stubbornly doing something you like doing even when there is no commercial market for it and no large financial reward from it is economically impractical, if you consider yourself a businessperson. I think both getting rich and doing charitable work ought to be very intentional. Years ago, my father had a sign in his office that read: 'This is a non-profit organization but it didn't start out that way.' Well, that may sound humorous on its surface, but as mindset, it's deadly.



## **Power Point #418**

### **Power Of Superstition**

Every star athlete and coach I know has at least one superstition he practices. So do most other successful people, although many won't admit it. I have "lucky" ties and suits, in which I sell much better than if wearing others. Do such superstitions actually have any real power? Probably not. But I think they are another method of programming the subconscious mind to deliver good results and as such, they have practical value.



## **Power Point #419**

### **Power Of Luck**

I think "luck" is actually one of the most interesting of all topics that have to do with success.

The other night, sitting at a blackjack table in a half deserted casino in Reno, the pit boss overheard me say something about luck, came over and said there was no such thing as luck; only probabilities. But when pressed, he

told me of a guy who walked up to a blackjack table, put a white chip on every position (\$ 1,000.00), had his card dealt face down, the dealer was showing a ten, yet he never looked at any of his, stood on all of them, the dealer had a 12 and then drew until she busted, he won all his, let it ride, pulled it off again, then took his money and walked away.

I definitely believe in luck. It may have something to do with biorhythms or astrology or whatever, but it exists.

Sometimes it's hard to tell good luck from bad luck. Years ago, on a long cross country flight, a pilot told me one of those stories: a guy is racing to catch a flight and, incredibly, hits 13 red lights in a row - he misses the flight by 30 seconds. Bad luck, right? That plane unfortunately crashes into the side of a mountain and all the passengers are killed on impact. So his missing the flight was good luck, right? But for his wife, who hated him, stayed with him only because the pre-nup she signed would leave her penniless, and was having an affair with a man half her age, who she'd marry in a minute, her husband's missing the flight was bad luck. But for her lover, who had no interest whatsoever in marriage, and who was seeing two other married women, her husband's missing the flight was good luck. And so, he said, we're at 35,000 feet, halfway across the country on this flight - who's feeling lucky tonight?

One more: a young singer walked into a recording studio to cut his first record, in 1950-something. He recorded the Side One song first, which he had slaved over writing, rehearsing and preparing, hoping against hope that it could be a hit. Because you had to have a 2nd side of the record, he recorded a second song too, but it was an afterthought. DJ's rarely played Side Two's. That kid's name was Bobby Darin, the Side 2 song was "Mack The Knife", and, of course, it made Darin. He called it luck.

The relevant question, of course, is whether you can, in any way at all, control, earn or attract good luck (and avoid bad luck). The Asians devoutly believe that good fortune can be attracted. As do our own American Indians. (And the Cleveland Indians.)

Back in 1960, the Wall Street Journal published a book titled "The New Millionaires And How They Made Their Fortunes", in which Max Gunther — over the years, a Napoleon Hill-like observer and reporter on rags-to-riches folks and their methods—contributed a Chapter titled FIVE WAYS TO IMPROVE YOUR LUCK; here they are with some of what Max had to say:

"Over the past 20 years, I have asked more than a thousand men and women this question: what do lucky people do that unlucky people don't?"

## **Form Many Friendships**

"In general the luckiest people are those who have many friends and acquaintances. O. William Battalia, an executive headhunter who brings luck to people in the form of lucrative job offers, has analyzed the chains of circumstances that led him to winning job candidates. The majority...turned out to be those of acquaintanceship."

DSK: I like the word "acquaintanceship". And I would distinguish between friends and acquaintances. In fact, I think it's very important to know the difference. The useful, current reference here would be Harvey Mackay's book on networking, 'Dig The Well Before You Thirst.'



## **Power Point #421**

### **Honor Your Hunches**

"A hunch is (actually) a conclusion based on facts that your (sub-conscious) mind has accurately observed, stored and processed. How do you know whether to trust a hunch?... is it conceivable that I've gathered data on this situation without (consciously) realizing it?"

DSK: One of the examples Max refers to; a big "hunch" player was Conrad Hilton. I think Hilton's autobiography is one of the best books an entrepreneur can read. You'll find a free copy in the bedside drawer anytime you stay in a Hilton.



## **Power Point #422**

### **Be Bold**

"Lucky people tend to be bold, and the most timid, the least lucky. J. Paul Getty said, 'If you insist on certainty, you will paralyze yourself.'"

## **Limit Your Losses**

"Lucky people discard bad luck before it becomes worse luck ....it's hard to say 'I was wrong.' Hard to abandon an investment of money, love, time, effort or commitment. Yet, as the late Gerald Loeb, one of the luckiest of stock market speculators, put it: knowing when to sell out and having the guts to do it is an essential technique of successful living. A Swiss banker said: if you are losing a tug-of-war with a tiger, give him the rope before he gets to your arm. You can always buy a new rope."



### **Power Point #424**

## **Prepare For Problems**

"Most lucky people nurture pessimism. Said J. Paul Getty: 'when I go into any business deal, my chief thoughts are on how I'm going to save myself if things go wrong if you cling to an illusion of control, you won't build defenses against bad luck people who are lucky are by definition those whom fortune has favored - but one reason they are favored is that they never assume they will be. They know fortune is fickle.'"



### **Power Point #425**

## **Power Of Association**

There's a Chinese proverb: He down with dog, wake up with fleas. You cannot long escape the effects of the people you associate with. If you insist on association with a bunch of felons and immoral individuals, you'll eventually be in trouble with the law or their victim or both. If you hang out at the pool hall every night knocking down a bunch of beers, you can pretty much forget about getting rich. And if you spend your time with negative, unhappy, do-nothing complainers, that is what you will become. Put the nicest, most decent guy in the world in law school for four years and a year at a law firm, and five years later, you'll have a heartless, inhumane creature. Heck, this is why every once in a while you find a dog raised by pigs who thinks he's a pig. For that matter, go back and re-read 'Jonathan Livingston Seagull'.

The flip side is that you can do wondrous things for yourself just by picking the right folks to hang around with. Because you cannot long escape the effects of the people you associate with. This is why businesses like my clients run: Greg Stanley's company in chiropractic and dental, Joe Polish's in carpet cleaning, John Hartman's in photography, etc. are so useful; at their Boot Camps, they bring together successful people in their fields eager to do even better. These people can continue relationships long after the Boot Camps. Whatever you "are" or "aspire to be", you have to seek out people who are more successful at that than you are.



## **Power Point #426**

# **Power Of Strategic Alliances & Relationships**

As much as I prefer "the Lone Ranger" approach, business these days is just too darned complicated, and the costs of acquiring customers much too high, to operate without strategic alliances. Conversely, the opportunities for entrepreneurs to bring pieces of a puzzle to the table and assemble them for great mutual gain have never been better. You should constantly be alert for: who has something I don't, that linked with what I do have, could make money for both of us....all three of us....all five of us?

On a bigger, broader level, this takes us to Napoleon Hill's teachings on "master mind alliances". Little recognized by the public or the business press at the time, Edison, Ford and Firestone were actively engaged in a master-mind alliance, both to facilitate business deals but of even greater importance to pool experiences, ideas, problems and knowledge.

You have to actively search for these opportunities and then make them work; they're not easy or automatic. Most attempts fail, as ego or selfishness prevail over genuine cooperation.

My friend Joe Mancuso has made formal, organized and facilitated alliances work for hundreds of CEO's through his nationwide network of CEO CLUBS and then the "higher level" groups within each club, each made up of a small number of CEO's who, together, function as an advisory board for each member. If you are the owner/CEO of a midsized company, you should investigate everything Joe has to offer.

In 1998, I'm taking a similar approach with my Platinum Inner Circle Group.

My friend and sometimes-client Steve Miller has run with this idea in the trade show industry and, in the process, transformed his own business almost overnight. This year I believe he'll earn more money facilitating two industry alliance groups than from running around the country speaking, and he'll be at home with his family a lot more.



## **Power Point #427**

### **Power Of Preparation (Vs Winging It)**

I am unceasingly amazed at the laziness and/or arrogance and/or idiocy of people who think they can "just wing it" and achieve desirable outcomes. People invest large sums of money in new products and projects without doing ten minutes of research. They go into significant negotiations or other meetings with little preparation, no facts - I can stymie them with my first question. Sales professionals are still running around out there trying to get by on "a smile and a shoeshine".

Just the other day, I happened to be in my office when a copier salesman walked in making a cold call. I eavesdropped. He looked around and said, "Boy, with all this paper, I'll bet you go through a lot of copier supplies - you'd love our high speed, super efficient, etc., etc. machine." Carla said: "We don't even have a copier here at all and don't want one. We organize the work and get it done at a copy shop." Well, I'm waiting for this guy to zip into some statistics about the costs of time and labor, errand running, wearing out a FAX making incidental copies, and so on, but he has none of that; he mumbles, and leaves. He shouldn't have been out there making calls in the first place unprepared

I have always liked the scenes in the movie 'Patton' where we see Patton, late at night, reading Rommel's book on the 'Art Of War.' Then, after Patton's troops drive Rommel's into retreat, Patton yells out "I read your book."

## **Power Point #428**

### **Power Of "A Little More Knowledge"**

Direct marketing consultant John Tighe gave me this, now one of my favorite sayings: "In the land of the blind, the one-eyed man is king."

It has many meanings. One is that you do not have to know everything there is to know about something in order to "rule", to be paid for your expertise, in order to lead - you only need to know a little bit more than everybody else knows.

A lot of people stay in financial bondage, too timid to assert themselves because they do not have enough knowledge. Well, if you're looking for a place to go and get rich fast, pick someplace where you are or can quickly become the one-eyed king in the land of the blind.



## **Power Point #429**

### **Power Of Accurate Thinking**

Napoleon Hill listed "Accurate Thought" as one of the most important success principles. Accurate Thinking is the ability to separate facts from opinions, gossip or deliberate misinformation, and to then make fact-based independent decisions.

This is increasingly difficult, as the national news media has become a national opinion media. Today, there is more "news" than ever before, but fewer facts than ever before.

French philosopher Richilieu wrote "Give me six lines written by the most honest man, and I will find something in them to hang him." This is a worthy caution against the rush to judgment now popular in our society, which carries over into our business dealings and personal relationships. The appearance of guilt does not mean guilt; the appearance of innocence does not mean innocence. And information garnered or received through the filters of others' opinions is always suspect.

One of the (few) things Cleveland is famous for is the Sam Sheperd case, on which the original "Fugitive" TV series was based. Dr. Sam was convicted of brutally murdering his wife, while never ceasing to proclaim his innocence and his sighting of another man running from the

crime scene. Gradually everybody, even his closest friends, accepted as fact that Sam was the murderer. After his release from prison, he was, of course, prohibited from practicing medicine, ostracized from the community. Eventually, destitute and depressed, he killed himself. Only F. Lee Bailey and Sam's son believed his story. This year, 40 or so years later, DNA evidence has been brought to light indicative of Sam's innocence, a very viable suspect has been found to be the man who ran away, and evidence of a botched police investigation and cover-up has come to light.

Today, most people have accepted as fact that Mike Tyson is a rapist, O. J. Simpson a murderer, etc. but most people have made these decisions solely based on information received via other people, with biases and opinions of their own.

In business, integrity of information is important. That means that the information you are getting has not been diluted or altered by others' biases, opinions and agendas. When information integrity is non-existent, the next best thing is a collection of opinions from people with credentials, intelligence and opposing viewpoints.



### **Power Point #430**

## **The Power Of "Considering The Source"**

There is a big difference between being reasonably concerned with the opinions of knowledgeable, reasonable people vs. worrying about the opinions of all people.



### **Power Point #431**

## **Power Of Humor**

If you read Norman Cousins 'Anatomy Of Illness' (and you should), you know that humor and laughter can even cure illnesses. As children, we laugh thousands of times per 24 hours; as adults, only a dozen. This change in 'humor behavior' may have more to do with the gradual weakening of our immune system than any other factor. Humorless people are, I believe, magnetically attractant of both disease and disaster.

Taking yourself too seriously leads either to arrogance or debilitating



stress. All competitors like to win and hate to lose, myself included - but we have to remind ourselves that nothing we're doing is curing cancer; certainly nothing I'm doing is likely to matter 100 years from today.

I know a couple of people who appear to be universally disliked. Everybody who has ever done business with them has nothing but bad things to say about them. Everybody who's ever spent any time with them hopes never to do so again. What these individuals have in common is a lack of a sense of humor, especially about themselves.



## **Power Point #432**

# **Power Of Understanding America**

The entertainment industry disdainfully calls everything between California and New York "fly over country" — unimportant, ignorant folk. This is why they had to replace a whopping 33 unsuccessful shows with new ones from 96 to 97. They do not understand their customers.

I find this same dynamic at work in a lot of companies: decision-makers so far removed from the actual customer, decisions are made in a vacuum. You can't eat at "the club" everyday and sell to the guys eating at the drugstore's lunch counter.

George Bush took a big hit when he got caught not knowing what a bar code was on grocery products. Who knows how long it had been since he'd been in a supermarket! But that little incident telegraphed to the American people: "out of touch."

If you're going to sell in a niche, it's pretty obvious you ought to know that niche inside and out. But if you're going to sell to mainstream America, you have to know them too. This means getting out into "fly over country", to the K-Mart on Saturday, the high school football game on Friday night, the diner for lunch on a workday. I travel this country thoroughly every year, and I can guarantee that LA or NY do NOT represent the majority of consumers. I've often thought that a lot of Sam Walton's success was rooted in his being and staying a Wal-Mart shopper. Sam was well known for driving around his home town in an old pick-up truck, eating at the local diner, wearing "ordinary clothes", and getting his hair cut for \$3 by the same barber he'd used for 40 years. He was also constantly out in the field, in his stores, in touch with the customers.

I'm always amused when somebody involved in running a company prides himself on not watching TV.

## **Power Point #433**

### **Power Of Empathy**

Notes

When I did some consulting work for Weight Watchers International a couple years ago, I was struck by the fact that its CEO was thin as a rail, never had a weight problem, had never been on a diet, didn't have anybody in his family with a weight problem, had never sold anything face-to-face to a consumer. Guaranteed to make his job almost impossible. How can you have rapport with the franchisees or the customers under those circumstances?

My friends, Platinum IC Members and occasional clients, TJ and Eileen Rohleder are arguably the best marketers of moneymaking opportunities" in the country - largely thanks to TJ having been an "opportunity junkie" for years and having complete empathy with others of the same ilk. Richard Simmons (chubby Richard Simmons) is the most successful marketer of weight loss and diet products in America, because of the empathy factor.



## **Power Point #434**

### **Power Of "The Extra 10%"**

The \$1,000,000.00 a year man does not unlock and utilize ten times more intelligence, innovation, time, energy and resources than the \$ 100,000.00 a year man. It is more likely that he does " 10% more" to get 10-times the results.

Consider a business example: two doctors, Smith and Jones, have virtually identical practices. Each does \$50,000 in monthly gross, with \$30,000 in fixed expenses, \$ 10,000 variable, \$ 10,000 net; \$ 120,000 a year pre-tax net. That represents, by the way, about 25 patients a month. But let's say that Jones figures out how to get just one more new patient each week in the door without increasing fixed expenses and with only the direct cost of service as a variable cost increase. That's 4 a month x \$2,000.00 = \$8,000.00, let's say \$ 1,000.00 in variable expenses; another \$7,000.00 to the bottom line. He increased his patient count by only 16%, but he increased his income by 70%.

Two salesmen: comparable opportunities, skills and incomes. Each averages 4 hours a day of truly productive time. #2 starts scheduling breakfast meetings every day and adds just one hour to his workday; from 8 to 9 hours total, but from 4 to 5 productive. And what do you think the increase in earnings might be?

Average time required each day to care for one racehorse: about 2 hours; 120 minutes. But if that caretaker will increase that by 10% and spend 12 minutes a day cooling the horse's ankles with water or massaging his sorest spots with liniment, the difference in the horse's performance can be dramatic - quite probably increasing its earning power by 100%.

Everywhere you look a small percentage of extra "something" yields much bigger leverage.



## **Power Point #435**

### **Power Of Minor Adjustments**

Quite some time before Alexander Graham Bell ever called out for Watson, a German schoolteacher named Reiss constructed a primitive but workable version of what we call the telephone. Reiss was able to transmit sound, but not speech. Through the Reiss-phone, you could hear him whistle, hum, snap his fingers or stomp his foot, but you couldn't make out words when he talked. Many years later, the difference between Reiss' and Bell's devices became known. Reiss never let the electrodes in his device touch. Bell actually just moved the screw controlling the position of the electrodes about 1 -1000th of an inch. Only a slight adjustment was needed to move from failure to success, as it often is in business and for individuals.

When the now-famous Jeff Paul first attended my seminar and had a failing mail-order enterprise and a mountain of debt, he was "so close", it took me less than 15 minutes to suggest the "little adjustments" in his marketing that would instantly increase his monthly income by 50-times.



## **Power Point #436**

### **Power of Concentration**

*"Concentration is my motto."  
- Andrew Carnegie*

I had a BB gun when I was a kid. Maybe you did too. My gun didn't have much firepower. If I shot a single BB at a plate glass window, the window wouldn't break. But if you welded a handful of BB's together into a metal ball, then a slow pitch from twice the distance away

would easily shatter the window. Many entrepreneurs wind up shooting ineffectual little BB's at dozens of different targets instead of concentrating their resources and efforts into one giant ball aimed at just one target.

In my case, I do have different business interests and activities, and I do divide time and resources between them - but I have so organized and linked these activities that they all aim at a single purpose.

Another aspect of CONCENTRATION has to do with your work environment. I am of the belief that you ought to cultivate the ability of thinking/working effectively under the most adverse of circumstances, but then try not to have to demonstrate that ability very often. As a speaker, for example, my results are more likely to be best when I am in control of room layout, timing, breaks, etc. As a writer, I'm much more productive given uninterrupted blocks of time. People in stores or offices handling inbound calls from prospective customers are more productive if they can take the call in a private, quiet area suitable for concentration

Finding time for concentrated effort is important. Mine has become the early morning hours, before everybody else's business day begins. There have been studies done indicating that the average corporate, top executive gets in less than one productive (= "concentration") hour a day; the average entrepreneur less than two. Top "pros" at time management learn to force the world to revolve around them, to suit their convenience, rather than vice versa. The former CEO of Sylvan Learning lamented to me about now having to fly commercial rather than via the corporate jet, ready to go at his command. I'm not sure I'd advocate having your own jet except under some very specific circumstances, but the concept of control of the day is closely linked to the ability to concentrate. I watch CEO's, for example, interrupted repeatedly during important meetings and wonder why they can't look in the mirror and see the puppet-strings emanating from their body into the hands of secretaries, employees, customers and who-knows-who-else.



## **Power Point #437**

### **The Principle Of R&D**

*"School is NEVER out for the pro."*  
- *Cauett Robert*

What do you KNOW this week that you didn't know last week - about your business, your industry, your competitors, trends, finance, etc.?

## **The Power Of APPLIED Knowledge**

While running the FBI, J. Edgar Hoover was considered by many to be the most powerful man in Washington - even able to treat the President of the United States with little respect and no fear of reprisal. Most people attribute Hoover's awesome power to his private files containing "dirt" about hundreds of influential political and business leaders. But Hoover's power did not come from his possession of those files. It came from his use of the files, and others' certainty that he would use them if challenged. It's claimed by insiders who should know that Hoover visited each newly elected President and Senator and lay before each his own file, as a graphic demonstration of who was really in the driver's seat.

Two principles are at work here: one has to do with how power is used and abused, based as much on what people believe about you, not necessarily the reality of who you are. But germane to this conversation, two, has to do with the difference between possession or collection of knowledge vs. application of knowledge. There is no value in accumulated, unused knowledge. Being "smarter" than the other guy is valueless in and of itself. Linked to that: the gathering of knowledge for which you have no opportunity to use is of no value.

The most useless (and usually poor) people on earth are those "so smart they can spell h-o-r-s-e in seven languages but so dumb they'd buy a cow to ride." Our high-tech oriented current culture has spawned quite a few such folks.



## **Power Point #439**

## **Power Of ORGANIZED Knowledge**

That's what this product is all about.

In this area, the computer has been enormously beneficial. Yet, even laden down with computers, most people and the businesses they run possess poorly organized information. What good is information if you cannot access it and use it?

Some years back, I took over a sizeable company with mainframe computers, two full time computer operators, and a Chief Financial Officer. In short order, I unplugged the computer and fired the people -

because nobody could give me a simple, straight answer to the most rudimentary financial questions. If you can't manage with the information, the information is useless, as are all the people and machines that give it to you in useless form.

There are many ways to organize information. Off and on over the years, I've used a STORYBOARD or "DISPLAYED THINKING", as taught by Mike Vance; and I 'm returning to it again; and I recommend it. Mike is speaking at my February 1998 Super Conference, and his materials will be available there; I urge you to attend and get them.

The biggest problem with the Internet is how disorganized it is. When people try to use it to access information, they find it slow, cumbersome, confusing and chaotic. If you "search" a word or topic, you may get 10,000 entries. Until somebody conquers this with a single, simple organizational tool, most busy people will give up on the Internet as an information tool. I suspect that CD-ROM's with sophisticated "key word search" capabilities will be the info-products of the future, although that revolution seems much slower in coming than many have predicted. (I'd be interested in a FAX from you, by the way, if you'd be interested in having Power Points, back issues of newsletters, my books, etc. all available on CD-ROM and some idea of what you'd happily pay for it)



## **Power Point #440**

# **Power Of Mentors**

I think it's very, very, very rare for a successful person not to have had at least a couple of profoundly influential mentors in their lives.

This tells you to seek them out, pay them if necessary; get coaching.

## **Power Of Bad Examples**

Somebody said, "No man is put on earth without useful purpose. He can at least be a bad example." One of my favorite Earl Nightingale admonitions is that, if you had no success example to model, you could just look at what everybody else does, do the opposite, and come out ahead I like studying the herd and identifying what they all do, to identify the opposite behaviors.

Just as a small example, at seminars for chiropractors or dentists: they are notoriously undisciplined. A last minute rush into the meeting room. Late. Fidgety. Intellectually lazy. Usually, the few who are in the room, seated close to the front, ready to learn - they are the most successful in the group. Their "little" behavioral difference represents a "big" income difference.



### **Power Point #442**

## **Power Of A Success Environment**

What is a "success environment"? It is a work environment conducive to success. That may require a certain kind of chair. It may require getting rid of people who always respond to new ideas with negativity. Whatever helps you be more productive ought to be there.



### **Power Points #443**

## **Power of Psychological Triggers**

I like having "Psychological Triggers" in my environment. These can be little quotations on cards or objects, like a giant clock - things that, at a glance, "trigger" successful, productive thoughts. I believe that surrounding yourself with positive psychological triggers has a healthy effect on your subconscious mind.

## **Power Of Action**

*"Motion beats meditation."*

*–Gary Halbert*

Every successful person I know exhibits a profound **bias for action**. These days, it's more important than ever, because every aspect of communication and commerce has been cranked up to lightening speed.

The speed at which you act on a good idea is everything. The speed at which you can move from panic or shock to action to solve a problem is everything.



## **Power Point #445**

## **Power Of Massive Action**

This may be the greatest idea that I've acquired from the teachings of my friend, Jim Rohn, to give credit where credit is due. The idea is simple: when tackling a problem or project, do a lot not a little, do it fast not slow, be a "force".



## **Power Point #446**

## **Power Of Momentum**

Something going in a given direction tends to keep going in that direction and to pick up speed.

In sports, coaches really pay attention to "mo". After a turnover in a football game, many coaches will suddenly and instantly get much more aggressive with their offensive play selection, to capitalize on the new momentum they temporarily possess.

Careers, businesses, and projects all gain or suffer from this force. Ken Kragen talks about the power of three events linked together in a short period of time, in creating career momentum (in his badly titled but excellent book 'Life Is A Contact Sport').



Momentum is fickle, when it is working in your favor, that is the time to work harder, longer, faster, to take massive action, to pull out all the stops.



## **Power Point #447**

### **Power Of Hot-N-Cold**

This is largely the same as "Momentum"; although the "cold" aspect is worth thinking about. While I have no real explanation for you, I do know that individuals, myself included, do have really "cold" periods, where nothing seems to work and everything is an epic strain. Sometimes it's worth just sitting it out.

People, products, things seem to get "hot" often for short times. Right now, smoking cigars is very, very "hot", but I wouldn't bet on it lasting another year. Still, there is a marketplace backlash to the health/fitness/deprivation trend of recent years, and steakhouses, cigar bars, benefiting from it. The fine actor Tommy Lee Jones labored in relative obscurity for years but got "hot" thanks to his role in THE FUGITIVE. Lawyers, legal discussion, legal oriented talk shows, all got "hot" thanks to O.J. Simpson. Golf got hot thanks to Tiger Woods. To the savvy marketer, these are not viewed as isolated incidents, but as a whole collection of examples to be carefully analyzed for "principles" of what makes one "hot", that can be used to cause it to happen deliberately rather than by accident.



## **Power Point #448**

### **Power Of Ignoring Timing**

It's hard to argue against favorable timing....being in the right place at the right time....as a factor in many peoples' success. But waiting for circumstances to be "right" too often means waiting forever, because there's always a reason to wait.

W. Clement Stone built his insurance empire starting right smack in the depths of the great Depression. There are always success stories occurring in spite of, and sometimes because of, "bad conditions".

While you should consider timing, you cannot afford to wait for timing.

## **Power Of Quitting**

It's possible that more damage has been done to more people by heavy-handed teaching about "never giving up" than by any other idea. The idea that you must go ahead and walk off a cliff and die just because you somehow got headed in that direction, so turning back would make you a "quitter", is incredibly stupid, yet large numbers of people march onto inevitable failure rather than risk being perceived as a "quitter".

This is the coach who proudly insists on "sticking to the game plan" even when his team is getting killed on the field. The candidate who "stays on message" even as he falls in the polls, day after day.

The fact is: some things just don't work. Often, there is significant profit to be made by giving up on a loser as early as possible. I think you have to distinguish between the value of persistence when there's some reason to persist vs. going down with a sinking ship.



## **Power Point #450**

### **Power Of Perspective**

We Americans think very short-term; Asians, by contrast, think very long term. For the short-term thinker, everything gets assigned meaning blown far out of its likely overall importance. This creates an enormous amount of unnecessary stress and pressure.



## **Power Point #451**

### **Power of Breaking The Rules**

I just wrote a whole book about this.

Rules have histories and often may have been valid once but are outdated now.

For example, "don't talk to strangers" is a very good rule when you're 5 and defenseless, but a very bad rule for a 30 year old salesman.

"Never give up" is a useful rule for high school athletes but a terrible rule for an adult marketing manager.

Most industries have a lot of their own rules. Again, most were correct at one time but survive long past their usefulness. In the speaking business, for example, some old-timers criticize marketing and preach the gospel of "just get so good that clients seek you out" - a version of "build a better mousetrap and the world will beat a path to your door." In speaking, this rule came to be when there were only about 20 professional speakers in the entire country. Today, there are about 5,000 of them that I know of. The entire competitive environment has changed dramatically, making that rule 100% wrong.

In your field, you could probably make a list of all the "rules" and do very well by violating all of them.



## **Power Point #452**

# **Power Of Contrarianism**

Because the majority is almost always wrong, contrarianism is almost always right.

The long sales letters and long copy that those of us in direct response rely on are contrary to the majority view of advertising, yet we can inarguably measure and prove our results; they can never prove theirs.

I am a pretty good "horseplayer" and can leave a racetrack with a profit more often than not, which is, I assure you, a novel experience for most. I'm currently writing materials on this subject. A cornerstone of my method is for getting all about picking winners; that is much too difficult. Instead, I work on identifying and eliminating several entries in a race that definitely will not win, and combining the rest in multi-horse wagers like exactas and trifectas. I handicap to identify the losers. This approach is contrary to everything I've found taught in hundreds of books on this subject.

My friend and longtime IC Member Jerry Patterson has built an excellent business and reputation over 15+ years teaching "winning at blackjack" by completely ignoring "card counting" and teaching a simpler system combining casino and table selection strategies, betting strategies and money management strategies. Virtually every other "guru" in this field emphasizes some kind of card counting method

Sam Walton built Wal-Mart on a contrarian idea, Walt Disney designed Disneyland's layout contrary to the entire amusement park industry. Wayne Huzienga is revolutionizing the way cars are sold in America, contrary to the norms established in that industry dating back to Henry Ford.



### **Power Point #453**

## **Power Of Evaluating Experience**

I talk about having had a lot of "expensive experience". That's a nifty term for: failure. But, in Psycho-Cybernetics, Dr. Maltz puts in perspective as "corrective feedback"—that no one and nothing ever goes on a perfectly arrow-straight course to its target (not even a guided missile); instead there are little zigs and zags and course corrections.

The only way to get a return-on-investment from expensive experience is to extract the "principle" by which you can make future decisions and prevent the same outcomes.

People with 30 years of experience are no better off than people with 3 months' experience if they aren't adept at identifying, extracting and using "principles."



### **Power Point #454**

## **Power of Success**

Success wipes out a lot of "sins".

In one association I belong to, people who wouldn't spit on me once suddenly are my "best buddies" - thanks to a dramatic change in my success in that business. I've watched this "phenomena" with amusement; I wonder if they actually think I'm that dumb? But I'm not alone. With success comes access, cooperation, money, opportunities, leverage and power - and it's important to recognize when that is in your favor so as to take advantage of it.

## **Power Of Redemption**

One of the most interesting aspects of the greatness of America is the opportunity for redemption available to anybody and everybody.

I just read that comedian Tim Allen has signed a record-breaking 47 million dollar deal with Disney. Let's remember that Tim is an ex-convict. Almost every successful entrepreneur has significant failure in his past; many have been bankrupt. Lee Iacocca was fired by Ford. Etc.

Most redemption is self-directed. The day after Richard Nixon left the White House in disgrace, he put a plan on paper to resurrect himself as a respected elder statesman respected for his expertise and wisdom in foreign affairs.



## **Power Point #456**

### **Power Of Income Vs. Net Worth**

Building a "financial fortress" these days is a difficult and complex process. But it starts with the disciplines of living below your means, saving and investing. Far too many people with the ability to earn large incomes never keep and accumulate any of it.

I recently talked with the widow of a very famous author, recently passed away. He had a long, very distinguished career as a consultant to Fortune 500 corporations. Nearly a million copies of his books were sold worldwide. A large company bought rights to his training courses and paid a handsome fee. Etc. Yet, if it hadn't been for some insurance, there'd be virtually no estate. And she is glad that the money she gets from Social Security covers the mortgage payment on the house. This happens because all the money gets spent.

## **Power Of Passive Income**

"Passive income" comes to you without manual labor or direct barter of time; it can be, for example, royalties continuing to come in from prior work; it can be interest or dividends from capital invested. Both financial SECURITY and INDEPENDENCE require development of passive income. The more passive income you have, the more selective you can be in choosing your current activities; the more power you have to say "no".



## **Power Point #458**

### **Power Of Multiple Income Streams**

I can only speculate that, if alive today, Rockefeller would revise his "put all your eggs in one basket" advice; we live in a much more complex time, when it is very difficult to so dominate a particular industry — Bill Gates may be the only modern equal. For most of us, it is a better approach to carefully diversify, so that you have money flowing to you from multiple sources.

In some cases, these sources can be within the same business. In a modern chiropractic practice, for example, the providing of basic chiropractic care is one income source, hiring massage therapists and marketing massage therapy is another, providing nutritional counseling and nutrition products another. I could suggest three or four more.

In other cases, if you max out the diversification of income possible within a business, you need to look elsewhere to create additional income streams - probably, predominately through investment. It's my opinion that most entrepreneurs should be conservative with most if not all of their outside-their-business investment activity, because they do not have the time or knowledge to monitor risky or exotic investments.

## **Power Of The "Toll Position"**

Putting yourself in "the toll position" is exciting - imagine owning a toll booth on a superhighway, where everybody using that road must pass through your toll booth and give you a quarter.

For those of us who develop intellectual property, the ability to license the same material to multiple industry and/or geographic markets is somewhat of a toll position. The ownership of all the rights to, say, Elvis is a terrific toll position.

Owning a list of good, responsive customers is a great toll position. This allows you to sell access a variety of ways.



## **Power Point #460**

### **Power of Big Paydays**

You can make up for a lot of mistakes or a lot of lost time if you have the ability to make large sums of money from single transactions or in very short periods of time. I am fortunate in having such ability, but I think most businesses offer that kind of opportunity - it just goes unnoticed or undeveloped in many cases. Even if the need is not there at the moment, you might look at your own business carefully, in search of (more) opportunities to set up the big payday.

A lot of people try to structure their businesses to give them one big pay day at point of exit and retirement. This does not, however, preclude having some big paydays along the way.

## Power Of Viewing Time As Money

Everybody says "time is money", but few handle time as if it were money.

The following is a chart based on 244 eight hour work days a year:

Permit an hour a day to be wasted and, if you seek \$500,000.00 a year in earnings, you flush \$62,500.00 down the toilet. At that level, every minute must be worth \$4.25. Waste this minute, the next must be worth \$8.50 to catch up.

These are the kinds of examples you have to be familiar with to stay tough-minded about the use and mis-use of your time.

My book, NO BS TIME MANAGEMENT, provides a collection of tools and practical strategies based on those that I use personally.

<b>EARN --- EVERY HOUR --- EVERY MINUTE--- IN A YEAR</b>	<b>WORTH</b>	<b>WORTH</b>	<b>ONE HOUR A DAY IS WORTH</b>
\$50,000	25.61	.42	\$6,250
\$ 75,000	38.42	.64	\$ 9,375
\$100,000	51.23	.85	\$12,500
\$200,000	102.46	1.70	\$25,000
\$500,000	256.15	4.25	\$62,500



## Power Point #462

### Power of Getting Paid Early, Not Late

Unless you are a bank, in the business of lending money, I do not believe you ought to provide services today but get paid later. The temptation is always there to buy business with loose credit policies. But headed in that direction, you tend to pick up speed.



I have a friend in my business - speaking and consulting - who often has to pay \$ 15,000 to \$20,000 in monthly travel on his American Express card, which he has invoiced to clients and will get reimbursed for two to three months later. At any given time, he's carrying \$50,000.00 or more of unreimbursed, already paid for travel. And that's not a profit item. That, in my opinion, is dumb. First of all, the money could be making money. It's easily costing him \$400.00 to \$700.00 a month doing business this way. Maybe that doesn't sound like much, but in a year, that's as much as \$8,400.00; in 10 years, \$84,000.00. Second, it's risky; companies do go bust.

Third, it requires considerable bookkeeping, collection activity and soon.



## **Power Point #463 Power Of Renew**

### **able Income**

When possible, you want at least some part of your business to involve renewable sales i .e. making a sale once that automatically sets up subsequent sales. Subscription renewals, periodic oil changes, scheduled dental cleanings, etc.

You have to severely question the wisdom of being in any business without renewable income.



## **Power Point #464**

### **The Power Of Valuing What You Know**

Most people cheat themselves out of a great deal of money by under-valuing what they know. Because it is so familiar to them, they mistakenly think it is commonplace. Or they feel they should give their expertise away free in order to earn the right to sell other products or services. Or they have some other hang-up.

I recommend reading Stuart Wilde's book "The Trick To Money Is Having Some", and paying close attention to what he has to say about: "when they show up, bill 'em."

## **Power Of Being "Lean-N-Mean"**

I know there's more than one right answer to this issue of size, personnel and complexity, but my choice is firm: lean and mean.

I see a lot of people who have to do a huge amount of business each month just to cover their overhead before they get their first dollar. I've been in that position and I hated it. This year, a client of mine went from 18 to 2 employees, closed her office and moved her business into her house, turned product fulfillment over to another company, and the end result is a full million dollars less gross but nearly \$70,000.00 more in profits, and much fewer headaches - in fact, she figures the time saved just in managing people will provide 6 extra weeks of vacation each year.

These days, every employee you have represents a very real, almost unlimited risk: sex harassment lawsuits, wrongful termination lawsuits, etc. probably put you at risk for 1/4-million or more per employee, and you should insure against it.

There are obvious, definite trade-offs to the lean-n-mean approach, so it's certainly not for everybody. But I think you need to very carefully and frequently analyze the true financial impact of other approaches.

There is a classic time management principle that says: work expands to fill the time available to do it. Just about every business bloats as it adds personnel, so that you wind up with six doing the work of four. Everybody will always look like they are overworked and insist that they are overworked, but their assessments can never be accepted at face value. Also, most people are terrible time managers and terribly inefficient in organizing and prioritizing work, so it will always take them more time to do their jobs than is actually necessary. If you determine to run lean-and-mean, you'll wind up having to apply considerable pressure to get people to do all the work they can do.

Outsourcing, a hot buzzword of the late 90's, simply means using non-employee vendors, freelancers and contract labor to do work for you. Outsourcing is almost always less 'net' expensive than staffing to accomplish the same purposes however, you must be very careful not to sacrifice quality or control. For example, I believe in outsourcing mailing assembly but bringing it all back in to check, count and take to the post office.

## **Power of Simplicity**

There is a big "simplicity movement" underway in America: people migrating from big cities back to small towns, sacrificing income for lifestyle, etc. and it reflects a growing frustration with an increasingly complex world. In communications, for example, we've gone pretty quickly from phones and answering machines to phones, cell phones, PCS, voice mail, different kinds of pagers, FAX, Internet, etc., etc. In personal finance, for example, the number of investment options and products has roughly tripled in just the last few years. And on and on.

I find a lot of clients overly complicate their businesses - or take on lots of complexity that, if carefully analyzed, is not justified by profits. It seems that the bigger a business gets, the more difficult it is to get decisions made and to move a project through the chute from idea to implementation. I think you should always look for the simplest way to get something done. And for the way that involves the fewest number of people involved. I've always liked direct-mail because it is the least labor intensive way to make a sale; it involves less of the human element that telemarketing, salespeople in the field, distributors, etc. do.



### **Power Point #467**

## **Power Of "Pay Yourself First"**

If there is a big financial mistake I made in earlier years, for years, it is this: paying others while not paying me. In every such instance, had I insisted on paying me first, I would only have hastened the inevitable bad result - but I would have walked out of the ashes with more money in my pocket.



### **Power Point #468**

## **Power Of "No Touchies"**

Robert Ringer talks about "no touchies": a certain amount or percentage of money that gets put into safe and secure places, that you will not (can not) "touch"; put back into play, no matter what. For many entrepreneurs, having or not having this discipline at work will ultimately determine whether they are broke or rich in later years.

### Power Of Cash

Liquidity is important. "For want of a nail, the shoe was lost; for want of the horseshoe, the race was lost." Not having access to cash when needed can subject you to all sorts of pain and problems.



## Power Point #470

### Power Of Money As A Means, Not End

Much has been made of "love of money is the root of all evil" - and Rev. Ike's old joke was: you don't see rich guys in limousines sticking up 7-11 stores, so maybe lack of money - or lack of knowing how to make money - is really the root of all evil.

In any case, it does seem that achieving purely monetary goals is difficult; not meant to be. But just about every worthwhile objective involves certain amounts of money. It's worth noting though, that there's not much point in working hard to acquire any more wealth than you really need to accomplish the goals you have is counter-productive.

One thing is certain: negative, ingrained attitudes about money, wealth, being rich, etc. impede many peoples' progress. If you are not achieving your goals, it's a worthwhile exercise to carefully examine the beliefs about money imbedded in your subconscious.



## Power Point #471

### Power Of The Ability To Produce

Everybody wants "financial security", myself included- especially those of us who come from childhood/family or other past experience with tremendous financial insecurity or poverty, and I do teach a concept called "the safe harbor position" that has to do with creating your own safe financial position. But the truth is, no one can ever make himself truly and totally financially secure; hurricanes hit harbors. So the more significant source of security is the ability to produce and the ability to get others to produce.

In many ways, the feeling of security is at least as important as the actuality of security — certainly it is so to the self-image — and that comes from knowing how to do certain things in a certain order to make large sums of money starting from scratch. In other words, having the "formula" is as beneficial as having money. Actually more so, as history is filled with examples of people who inherited or won huge sums of money, then lost it all but lacked any ability whatsoever to get it back.

The development and crystal clear understanding of moneymaking formulas may be the most important task you can set for yourself.



## **Power Point #472**

### **Power Of The Wealth Account**

This and the next Power Point come directly from Foster Hibbard. I am convinced they are the two most powerful financial ideas in the world. I can only summarize them here.

The idea of the 'wealth account' is to establish a set, inviolate percentage of all the money that comes to you that is skimmed off the top and put into an untouchable place, such as a bank account. This percentage comes off the top, before any bills are paid. And you make these deposits as often as possible. If money comes to you today, you make a wealth account deposit today. If it comes to you four times today, make four wealth account deposits.

The obvious practical strategy here is overshadowed in importance by the less obvious psychological benefits.

Of course, the obvious argument is: if I can't pay all my bills with 100% of the money that comes to me, how will I do it with 95%? And there is the requirement for the leap of faith; that doing this will somehow increase your total income by more than the % diverted to the wealth account - and it will; it never fails.

## **Power Of The Giving Account**

The Giving Account works just like the Wealth Account, although to most, why and how it works is considerably more mysterious. The idea of the Giving Account is that a set percentage of all the money that comes to you is taken off the top and put into the giving account, and must be subsequently given away, either to organized charities, churches and causes and/or needy individuals, without the motivation of some direct quid pro quo.



### **Power Point #474**

## **Power Of Having Maximum Profit Strategies**

I find that most business people do a very poor job of analyzing the comparative profitability of different parts of their business....and are equally deficient at having clearly defined, in place, governing strategies specifically created to maximize profitability.



### **Power Point #475**

## **Power of Increasing Profits Per Customer/Client**

You have to look at your typical client/customer "profile" and find the ways to boost profits per customer. In a chiropractic practice, for example, increasing the average number of visits per patient, per treatment plan by just one could increase the total bottom line profits of a practice by 25%! In a restaurant, the "action" is in selling appetizers, premium alcohol and desserts —I'm always dumbfounded when waiters take drink orders like 'Scotch and water" without upselling from bar Scotch to a premium label. Then you can translate this to Total Customer Value: how much can we increase TCV by with this collection of strategies?

## **Power Point #476**

Notes

### **Power Of Increasing Frequency Of Purchases**

You have to look for ways to do business more often with each customer. For many local businesses, retailers, car washes, etc., broadcast FAX with "specials of the week" can be a big assist here.



## **Power Point #477**

### **Power Of Increasing Retention Of Customers**

Very few businesses are smart enough to treat "retention" as a profit center in and of itself - but it is. Losing a customer is VERY costly at the bottom-line. Do you have a true SYSTEM for customer retention?



## **Power Point #478**

### **Power Of Increasing Size Of Each Transaction**

This often directly links to and duplicates 475. But also look at it this way: each product ought to have a linked companion or upsell product, each service a companion or upsell service, to boost the size of each transaction. If every time somebody called a hair salon to schedule an appointment they were also offered a manicure appointment and a massage appointment, the receptionist could become the biggest profit creator in the business.

## **Power Of Increasing Profit Per \_\_\_\_**

Yes, there's a blank line there, because it's different for different businesses, but everybody has one opportunity to systematically increase profits. In my speaking/consulting business, it's "per trip"...once I know I have to get on an airplane and go to New York, I scurry to find ways to improve the profitability of that trip.



### **Power Point #480**

## **Power Of Raising Prices**

Many business owners and service providers are scared silly about raising prices or fees, so they always do it very reluctantly, too little, too late. 'Margin' is magic. If your costs and acceptable profit margin are covered by X, but you get X+1, that "1" may be only 2% of gross but increase net by 20%. The differences between "95" and "97", between "\$3.50 s/h" and "\$3.63 s/h" can be profound.



### **Power Point #481**

## **Power Of Cutting Costs**

Lincoln didn't understand economics: a penny saved is much better than a penny earned; to get a penny, you probably have to earn a dime. Entrepreneurs are, by nature, sales/gross/growth oriented in their thinking and tend to ignore costs/net/cuts, yet there's often greater opportunity in the latter than the former.



## **Power Of Knowledge Leverage**

I stopped doing "free pitch meetings" many years ago, and I don't think you ought to do them (in most cases) either - and if you do, the freebie ought to be a "mini", that leads to a paid "maxi" i.e. free consult to paid exam, free get acquainted meeting to fee paid financial analysis, etc. If you possess and will reveal knowledge, you should get paid for it. This is why I don't like doing written "proposals" - they often have to reveal knowledge of value for free.

Many moons ago, running a custom manufacturing business, I put an end to free quotes; we charged a refundable deposit; stopped running a quote mill; cut the number of quotes by 2/3rds, but increased both sales and profits. We also tacked a mandatory, minimum 'consulting fee' onto every first time order to cover the extra time of educating a new customer and nurturing a new project.



### **Power Point #483**

## **Power Of Contacts Leverage**

Who you know also has value. In my business, I get paid by percentage for putting parties together, akin to finders' fees. In many cases, so should you, if not in cash, certainly in quid pro quo. I remember talking with a doctor complaining about giving eight or ten referrals a year to a lawyer but never getting any patients referred from the lawyer - what should he do? "Stop referring to the attorney" I advised.



### **Power Point #484**

## **Power Of Information Leverage**

We live in the "information age", where wealth is made from information rather than, say, manufacturing steel. Information products have high margins and are in great demand. If you have saleable information, you **MUST** get in the business of selling it.

## **Power Of Money Leverage**

There are two fundamental ways to make money with money: one, pay as many expenses as legally possible with pre-tax dollars versus post-tax dollars; two, put idle dollars to work. I'm good at the first but I confess to having been poor at the latter (although I'm rapidly getting better). It is very, very, very hard to achieve financial independence purely via your earning power, without somehow compounding some of those dollars earned. In 1996, the average individual reaching age 65 (with as many as 35 more years to live) had net assets of less than \$ 12,000.00. All the experts say that we baby boomers are tardy in creating our financial security and will frantically (and often unsuccessfully) scramble to make up for 20 years of neglect in 5.



### **Power Point #486**

## **Power Of People Leverage**

There are only 3 ways to make money: work, leverage money, leverage people. This encompasses everything from simple delegation ("Delegate or stagnate." - Jay Van Andel) to multiplying yourself via franchisees, distributors, outlets, etc. One of the best forms of "people leverage" without the problems of having employees is intentionally stimulated word-of-mouth advertising i.e. leveraging your customers.



### **Power Point #487**

## **Power Of Increasing Productivity**

First, your own: for the "high value person", an extra minute a day may be worth millions. I'm constantly trying to figure out "little ways" of cutting things that interfere with productivity out.

Second, other peoples' productivity. If you have staff, I guarantee you that they have figured out the most convoluted, inefficient ways of doing things - and you cannot leave this alone. I rarely get to a supermarket but I was there the other day, at the deli counter, and as I was waited on, at least five customers gave up and left - as this numb nut would get a

pile of roast beef then walk all the way to the other end of the counter to weigh it, come up short, walk all the way back, get two more slivers of beef, walk all the way back, etc., etc. - like "hey, move the scale!"

You also have to watch out for the person on your staff who can't/won't delegate and/or micromanages and/or is "soft" with vendors and suppliers; these behaviors can de-value that individual's contribution to profit.



### **Power Point #488**

## **Power Of Keeping Score With Profits**

There are all sorts of ways to keep score. A lot of people don't do it at all; they're called "poor". But I suffered for several years with somebody who kept score with gross and growth, and I learned the hard way what an illusion that can be. The most meaningful score is the net dollars you take. Any other measurement is fraught with danger. I watched a Monday Night Football Game recently where the half-time stats showed one team dominating the other in time of possession, rushing yards, passing yards, yards per carry and yards per pass. If you didn't know the score and looked at the stats, you'd swear that team had to be killing the other one. But it was the other team up by two touchdowns. (The big difference was scoring inside the red zone, by the way. You don't get points for moving the ball between the 20's.) You have to figure out the best way to keep score.



### **Power Point #489**

## **Power Of Having Your Own Power Points**

You have now been presented with 489 of mine. I wish I could tell you that I "live" all 489 of them every day. Heck, even all 489 every once in a while! For me, though, some of these have more impact than others. A trick is isolating a handful or two that have the greatest impact for you and sticking with them no matter what. By the way, if you have good ones of your own, that I've missed in this collection, do me a favor and send 'em in. I may include them in the next series and give you author credit! (Whoopee!)



# **Marketing Strategy**

## **Power Points**

### **About Advertising**

#### **In General**



## People Don't Want To Read Advertising

*"Successful advertisers purposefully start from this premise: people don't want to read advertising. "*

*-Victor Schwab*

This is the exact opposite of the goofy premise most advertisers operate under; that people will read their stuff just because they put it out there.



## Power Point #491

### Huge Promises

*"A huge promise is the soul of an advertisement. "*

*-David Ogilvy*

We grow increasingly jaded. Tomorrow's blockbuster movie requires more millions to make than yesterday's because just blowing up one city isn't enough; you must blow up two; just having life-like dinosaurs walking around isn't enough. Compare the shark in Jaws to the dinos in Jurassic Park. You would die putting Jaws out there today. We are exposed to so much it takes so much more to shock us, to jar us, to captivate us, to persuade us. In addition to the "jadedness", there is the "busyness"; we are busier than ever, distracted, tugged in more directions than ever, time pressed, rushing, stressed. So it takes more than before to stop us.

These factors keep "upping the ante" of marketing.

This means you need a bigger, bolder, more dramatic, more compelling, more shocking, more irresistible promise today than you needed yesterday to grab peoples' attention, secure their interest and inspire their action. When David Ogilvy talked about the necessity for a "huge promise", he couldn't have imagined how much greater that necessity would be, now, in 1998.

Still, an awful lot of what crosses my desk features weak, wimpy, soft promises.

## **"Unique Selling Proposition" - Rosser Reeves**

Many people think Jay Abraham coined this term, but most ad professionals give credit to Rosser Reeves, a couple decades earlier. Reeves was one of the most innovative, limit-pushing admen, often responsible for coming up with "the big idea" that drove entire campaigns. For example, Reeves created "they melt in your mouth, not in your hands" for M&M's - an excellent example of the USP.

One way to apply USP is to answer the USP-Question that I invented:

"Why should I, your prospect, do business with you vs. any and every other option available to me in your category?" (The M&M's USP answers this question perfectly and illustrates the awesome power of a great USP.)

Whether stated clearly or not, there must be a USP at the core of a marketing message - otherwise, why be out there in the marketplace at all? I'm always astounded when somebody tells me that there's really no difference between them and their competitors; if that's true, in my opinion, they should fold up their tent and slink off into the night. The blunt truth is, when you have trouble enunciating a USP, you have much bigger business problems than advertising alone might solve. And ad pros do clients an enormous disservice when they try to disguise the absence of a USP i.e. a valid reason for existence with clever advertising, emulating the magician's principle of distraction.



## **Power Point #493**

### **Question What Business You Are Really In**

*"In the factories we make perfume, but in the stores we sell hope."*  
- Charles Revlon

There are many great marketing principles represented by Revlon's simple statement.

One is that it's important to question what business you are really



in. Too many businesspeople are product obsessed or technology obsessed and completely misunderstand what it is that their customers are really buying.

Another is that even businesses ostensibly selling tangible products really sell intangibles.

Another is that people, especially females, are eager to make things better. They may not be willing to work very hard at it, but the urge is there, always bubbling beneath the surface.

Another is that people are easily stimulated to optimism and generally prefer feeling optimistic to pessimistic, given an opportunity to do so. People join churches, multi-level companies, start businesses, move to new towns, enter new relationships, go on diets, etc., all based on the hope that doing these things will make them richer, happier, thinner, and healthier. In short, they invest in hope time after time after time, pretty much regardless of how their prior such investments have worked out.

When you understand these things about people, you can incorporate them in your propositions and presentations.



## **Power Point #494**

### **What's In It For Your Prospect?**

*"Man more interested in boil on own neck than drowning of 10,000 in Yangtse." - Old Chinese proverb*

## **"All politics is local."**

**- Tip O'Neil**

So many marketers "drift" away from this very important fundamental truth. They err by focusing on what they want to sell. They err by focusing on what they believe people need or ought to want. They err by focusing on the product. The only thing worth focusing on is what the prospect really wants.



## **Power Point #496**

### **Hit The Sweet Spot**

"Personal self-interest" is the "sweet spot" to hit with a sales pitch.

In my business of speaking/training, many speakers/trainers and consultants selling sales training programs err in talking about the benefits derived by the salespeople instead of the benefits derived by the sales manager approving the purchase. They fail to speak to the "personal self-interest" of the decision-maker.

Those in the business of selling educational materials and services for students err by emphasizing benefits derived by the students instead of the benefits derived by the parents.

When Tip said "all politics is local", he showed how well he understood the importance of appealing to personal self-interest. Tip knew that, whether you're running for councilman or President, the pothole on my street is of far greater interest to me than a war in a faraway land or an impending national economic crisis.

Check your marketing to be sure it is focused on the personal self-interest of your customer.

## **Hidden Benefits**

*What is the biggest “hidden benefit” or hidden value of the product? - Ted Nicholas*

I have often said that this is the single most useful and valuable thing I learned from studying Ted Nicholas' work and teaching. Ted truly mastered the "trick" of selling mundane, even boring business products -like a book of business forms - for high prices, by focusing on a hidden and unusual benefit of using the product. This is as kill worth developing.



## **Power Point #498**

### **What Are You Really Selling?**

*"It pays to ask yourself over and over again - what am I really selling? Yes, I know it's a book or a steak knife or a home study course in upholstery, but what am I really selling - what human values are at stake? "*  
*- Bob Stone*



## **Power Point #499**

### **Tap Into Human Emotions**

Car, computer, whatever is being sold, the sale is contingent on tapping into human emotions. This principle is most neglected and misunderstood in business-to-business marketing. But consumer marketers screw it up too.

## **"The more you tell, the more you sell."**

*- Source Unknown*

All of my marketing methods are designed to separate the interested from the uninterested as early in the game as possible. When you are successful at doing this, you then have the license and advantage to tell all that you can tell to persuade the interested to act.



### **Power Point #501**

## **Keep 'Em Reading**

*"The longer you can keep someone reading your copy, the better your chances of success." - Bob Stone*

"Bonding" requires time. This is yet another outstanding argument in favor of long copy.

This also applies to other marketing media. I am appalled when I see "experts" advising people to put out five or ten minute audio or video sales presentations. This is dead wrong. The longer the better, as long as it's not boring, if for no other reason than the one stated by Bob Stone.



### **Power Point #502**

## **Telling Vs. Selling**

*"Telling vs. Selling Equals Features vs. Benefits " - Robert Trailins, Dynamic Selling*

A lot of people who fully understand the difference between Features and Benefits still fail to translate their products' Features into Benefits for their prospects. This failure occurs, I think, for a number of different reasons: laziness, presuming knowledge or interpretation on the part of the prospect, and others. But it is always a mistake.

A football team cannot move the ball all the way down the field with a sequence of dynamic pass plays and gritty runs then, at the one yard line, step back and hope a breeze will blow the ball the rest of the way into the end zone. They must carry the ball across the goal line to score. The analogy is that the salesperson cannot do everything in his presentation, right up to the one yard line, but leave it up to the prospect to translate features into personally meaningful benefits. This is, as Trailins pointed out, the difference between Telling and Selling.



## **Power Point #503**

### **Features And Explained Benefits**

The challenge is to surgically remove any features and be certain to deliver only features-linked-to-explained-benefits; not to miss even one.



## **Power Point #504**

### **Bait**

*"You must dangle certain bait before his eyes. You must hold over his head a Sword of Damocles, the thread of which maybe cut at any moment.. But whatever you do, make it sound as though you mean it." - Robert Collier*

When you promise or when you threaten, you must be believed

Exclusivity, limited numbers, expiration dates and similar tools for urgency are useless and may even be harmful unless they are presented in a way that makes people believe them. You can't just state these things; you must sell them. (In the movie WAG THE DOG, Dustin Hoffman's character bemoans the fact that the press secretary didn't "sell the line" - he said the words, but he didn't "sell" the words.) People must feel pressured to act.

## **Selling Fear**

*"If you want to sell insurance, they must see the hearse backed up to their door." - Cavett Robert*

In recent years, there's been a trend among both sales trainers and copy gurus to criticize "fear selling". Some insist it is no longer productive. Insurance companies actually counsel their salespeople against "scare selling tactics". This is ridiculous. People are moved to action far more often and far more significantly by fear than by any other human emotion. And some things - notably those in the prevention category - simply cannot be sold without activating this emotion.

Selling any type of prevention is, in my opinion, the hardest selling job there is. The "it only happens to the other guy" belief is absolutely ingrained in the human psyche.

Let me tell you a true story - that is nothing to take any pride in - and nothing I ever did personally - but I know it to have been standard practice, and I understand why. In the bad old days of direct selling burglar alarms, here is how a sales team "attacked" a neighborhood: For about a week before making any sales calls, the reps would sneak into the neighborhood late at night, night after night, and leave empty liquor bottles and girlie magazines in the bushes outside the houses. After a week of this, they'd start calling on the residents, to sell security systems. And they were successful only because people "saw the hearse"; really believed they were in eminent danger.



## **Power Point #506**

## **Selling Prevention**

*"How many people buy medicine to prevent athlete's foot, compared with those who buy to cure it?"  
-Clyde Bedell*

When facing the need to sell "prevention", the very first thing to do is look for a way to reposition the product or service as a "cure." If that turns out to be impossible, I advise finding some other business to be in. Selling "prevention" IS that difficult

## Selling Second Interest

*"The psychology of second interest" - Murray Raphel*

Consider the now super-hit movie TITANIC. It appears to be and was first promoted as a movie about the sinking of the Titanic. But what has driven this movie's success far more than the remarkable special effects presentation of the sinking of the boat is the love story. It turns out this movie is about a great romance, not about an oceanic disaster. This is the psychology of second interest at work.

The people promoting events like the Super Bowl or the Olympics on TV have discovered they can attract additional viewers by reporting on the "human interest stories" of the athletes as well as on the competitive events.

Let's say we're selling a way to make money with your computer, working from home. The income available from the business may be the primary focus. But think of the "second interest" possibilities: the idea of being at home with your family, with totally flexible hours - which means being a better parent and raising better kids; the idea of being able to move and live anywhere in the country you might like to live—small town, ranch, Hawaii, whatever—without concern about proximity to jobs - which means escape from crime and clutter, peace of mind, happiness.

I have often pointed out that the premium can drive the sale. This is a specific application of the psychology of second interest.

How many boxes of crackerjacks have been sold because of the little prize inside? McDonalds appropriated this strategy perfectly with its pre-packaged kids' meals that include toys. I have sometimes made the bonus (the prize inside) the focus of an entire sales pitch with terrific results. I have also given new life to dead or dying campaigns merely by changing the bonuses.

Many charities raise money through events, like the one the Phoenix Chapter of the Arthritis Foundation holds on Academy Awards Night @ Planet Hollywood. Sure, the participants choose to donate to the Arthritis Foundation. But without the psychology of second interest at work, a simple "give us money" campaign wouldn't work nearly as well. In this case, people get to dress up and feel somewhat a part of the glamour and excitement of attending the Academy Awards. There is a "see and be seen" benefit to social climbers. There's networking opportunity. This event is fabulously successful because of the psychology of second interest.

## **Selling 'Good Deals'**

*"The key to making propositions work is coming up with believable excuses for 'deals.'"*

*- John Francis Tighe*

When you build a direct-response offer, you almost always want to make that offer appear to be as good of a bargain or 'deal' as possible. Rich or poor, people love to get a good deal. But never forget that an unexplained deal sparks skepticism and hesitancy. People have been beat over the head with: "If it sounds too good to be true, it probably is." So we have two tasks: we want to create an offer so good that it does sound too good to be true, but then we want to give the customer a reason to believe and trust it.



## **Power Point #509**

## **Anticipating Objections**

*"The wise copywriter anticipates unspoken objections and answers them before they can be voiced." - Jerry Buchanan*

If there is an almost universally made error in DR that I see, it is this: leaving questions and objections certain to be in the minds of the prospects unanswered - as if the boogie man can't hurt us as long as we don't look under the bed.

Here is a big difference between selling in person and selling in print; when selling in person, the prospect participates by asking questions and putting stalls and objections onto the table. This gives the skilled, confident salesperson both the luxury of not having to answer every possible question and objection AND the opportunity to customize his presentation for each individual. In effect, the prospect assists in the sales process. Of course, fearful, wimpy or inexperienced salespeople pray that the prospect will be quiet as a church mouse. But real pros welcome the prospect's active involvement.



Obviously when selling in print, the prospect still talks back, but we cannot hear him or respond to him. He is left to talk to himself. This is why we must leave no question unanswered, no objection ignored, no stone unturned in print. Selling in print requires the courage AND the understanding of the prospects to bring up every obstacle to response and take care of it.

By the way, this is an area where some copywriters and consultants (and sales trainers) differ with me. I can tell you though, that testing, empirical evidence and experience has absolutely convinced me that the "everything on the table approach" works best the overwhelming majority of the time.



## Power Point #510

### When To Reveal Price

*"Just remember that nearly every man balks at making a decision that is going to cost him money. " - Robert Collier*

In selling from the platform, Tom Hopkins begins by asking for a show of hands - how many would want to have and promise to use these cassette programs if I gave them to you for free? As you might guess, almost all hands go up. He then tells them what a good decision that is, and since price is obviously the only reason they might not get his materials, he will work with them to get that little obstacle out of the way.

It's important to remember that most, maybe all of your prospects would eagerly accept your product or service if it was given to them for free. In some instances, they might line up and stand in a long line for hours to get it for free. But, as Collier said, no matter how badly I may want something, I do hesitate when it comes time to pull out the money and pay for it. This is what stops a sale that was moving forward nicely dead in its tracks. This is why great care must be given to the decisions of when to reveal price, how to present price, and to building value far in excess of price.

I do NOT think price is the determinate factor in very many situations unless the marketer lets it be. If it were, nobody'd ever buy anything but the cheapest price item in any given category. But price certainly can be a sales stopper.

## Four Things To Remember

*1 - " Why should anyone read or listen to it? 2 - Why should anyone believe it? 3 - Why should anyone do anything about it? 4 - Why should it be acted upon immediately? " - Maxwell Sackheim*

Here are four tough, good questions to ask every time you prepare an ad, letter, brochure, etc. Imagine how many times cub copywriters must have left Max's office, tail between their legs, draft crumpled in hand, after being dared to justify their work with answers to these four questions! And imagine how much advertising fails simply because it is never challenged with these four questions.

Hopefully the first one is partly answered by the fact that you are target marketing and have crafted a message of strong and specific interest to the prospects you have carefully selected to receive it.

But even beyond this message-to-market-match, you must still earn the recipient's attention by being able to clearly and quickly enunciate an exciting promise or a provocative challenge or by arousing intense curiosity - or some combination thereof. You dare not assume that because you are sending a letter about golf to known golfers that it will be read. You must provide a reason over and above the affinity to compel readership.



## Power Point #512

### The Psychology of Selling

*"For example, we know of a great salesman who learned his selling lessons in the Army. As an incorrigible cut-up, the young man found himself pulling K.P. quite often. Rather than waste his time, he decided to make an in-depth study of psychological motivation....*  
*- Burt Prelutsky And Albert Winnikoff, 'Sell, Sell, Sell (interesting little book from interesting guys: Pretulsky isa TV writer (MASH, McMillen & Wife), Winnikoff, a top real estate salesman. Book was published in 1977)*

1. You DON'T want apricots, do you? 90% said no.
2. You do want apricots, don't you? 50% said yes.
3. What'll it be, one dish of apricots or two? 90% yes; 50% one dish, 40% two dishes."

This little gem illustrates two of the profoundly important PP's of selling:



## **Power Point #513**

### **Choice**

American culture is all about choice, was founded on choice. For that reason, it is always better to offer the consumer choices other than just yes or no. Choice of items, of colors, of methods of payment, of terms of payment, of methods of response, of methods of delivery, and on and on. I can only speculate about the explosive growth Amway Corp. must have experienced when they finally let customers (not distributors) have the option of ordering direct from the company and having product delivered to them by UPS rather than calling, seeing and dealing with a distributor - I'd wager it had a huge effect. In "selling # 101" I learned two tactics that have served me very well: one, always offer a yes/yes or yes/yes/yes choice, never a yes/no choice. Two, upsell at every opportunity (see Power Point #569).



## **Power Point #514**

### **Being Believed**

*"Every type of advertiser has this same problem: to be believed."  
- James W. Young, 'Diary Of An Ad Man' (quoted by Victor Schwab)*

I have seen the dramatic rise of skepticism and cynicism in America during my lifetime. I believe the curve started rising sharply immediately

following Watergate and President Nixon's resignation; the first President to admit he had looked the public in the eye and lied. Since then, we have experienced "cynicism-building events" at a dizzying pace: massive breakdowns of integrity throughout our religious community, from the Catholic church to the most popular TV evangelists the collapse of the savings-and-loan industry airlines going bankrupt and stranding passengers and on and on. I don't think you can over estimate the skepticism and cynicism of the public.



## **Power Point #515 The Plus Factor**

***"Believability is the plus-factor in prospecting."  
- Robert Trailins, Dynamic Selling***

Although this book was written decades ago, its author was prophetic in focusing on BELIEVABILITY rather than on CREDIBILITY. In today's marketplace, credibility is a minor factor while believability is of enormous importance.

Old-fashioned credibility emphasizes years in business, heritage, number of customers served, that sort of thing. It used to matter. In financial services, for example, wealthy investors insisted on doing business with "old" firms. Not so today. Today, it is possible for credibility to help your cause but not to, on its own, swing a consumer's choice in your direction. Today, we are totally results oriented. (As an aside, recently I sat backstage at a Success Event with Senator Bob Dole, and I saw very clearly how puzzled and even angry he was that the American public somehow didn't vote his way, based on the "character issue." Clinton's incredibly high poll ratings were a mystery to him. He either doesn't see or doesn't want to acknowledge that Clinton's popularity is given to him by a voting public that has clearly opted for results over all other considerations.) A similar trend is in place with regard to everything else they buy and everybody else they buy from.

Some of the results-orientation of consumers has developed because there are so many product and service categories where nobody has a long history.

When you understand that today's buyer is results obsessed, then you can grasp the distinction between credibility and believability. The

consumer must believe you can deliver the results they want. It doesn't matter much to them whether you got into business last week or 100 years ago. So proving results becomes infinitely more important than proving anything else. 10 great testimonials beats 100 years of history hands-down.



## Power Point #516

### How To Sell A Products Short-comings

*"Do you think my Ford will pull that 40' mobile home? " the prospect asked Tommy Malone, the lot salesman on duty that night. Tommy nodded sadly, "I wish I could say it would sir, but I'd be lying to you if I did. You 'll have to have at least a half-ton pickup to roll that job. " "Well, whatdya know about that? " the prospect turned to his wife and said, "Those other three salesmen said we could do it".*

*- Robert Trailins*

Here's a story Trailins used to demonstrate what I've come to call THE DAMAGING ADMISSION. Few products/services/offers are perfect and prospects are adept at sniffing out the imperfections, so hiding or ignoring them is usually a grievous mistake - for a number of reasons.

In advertising, we walk a delicate line between telling too much truth vs. not telling enough truth. In between is telling the truth in the most appealing and positive way possible. I have decided that concealing a flaw in the proposition crosses the line into 'not enough truth', and, while it may boost initial response, that gain will evaporate later in some way: returns, customer service costs, loss of customer value, legal costs, and so on. But beyond those considerations lies the most interesting ramification of truth-telling or disclosure of the flaw when selling; it can create greater believability and trust than anything else you might do. In the above example, Tommy goes on to complete a large sale because the prospect felt he could be believed about everything - because he was willing to admit something that might have cost him.

## **Raw Truth In Advertising**

*"Law Of Candor: When you admit a negative, the prospect will give you a positive." –Al Ries*

This is corollary to the use of damaging admission in selling, and I am convinced it is one of the most powerful sales tools of all.

Examples Al Ries points to include Listerine and Smuckers. For years, Listerine built its brand and market dominance with "The taste you hate twice a day." Smuckers continues to this day to play off its "schmuck-sounding" name with "With a name like Smuckers it has to be good." These are mainstream advertising successes built on the foundation of a "negative".

The use of raw truth in advertising is one of the most interesting and tricky aspects of all. Too much truth can sink a campaign. On the other hand, truth, skillfully disclosed, can cause trust to blossom like no other ingredient. I have found, both for myself and for clients, that revealing warts often works much better than masking them.



## **Power Point #518**

### **The Power Of Prove-It Facts**

*"Your reader wants to believe an ad if the appeal sounds good to him. The more effectively you present your emotional factors, the more predisposed your reader becomes to believe the facts you present to justify your claims. Many advertisements filled with good emotional material fail because they do not contain enough 'prove it' facts. Likewise, many advertisements filled with good proof material fail because their emotional appeal copy is not strong enough to motivate the reader to act." - Victor Schwab*

## **The Power Of Emotional Logic**

*"Emotional logic in selling... "*

*-ZigZiglar*

It takes both: facts and emotion. Yes, people WANT to believe when the proposition is desirable to them. They're on your side. But if you fail to give them enough factual information to justify believing, they must unhappily reject your proposition. On the other hand, if you give them too much dry data but fail to inspire and motivate them, they will look elsewhere for a more exciting story.



## **Power Point #520**

### **The Power Of Personality**

*"When a business is built around someone's personality, his picture on the letterhead often adds 10%, 15% or 20% to the pulling power of his letters. We found this to be true testing different offers, for John Blair..." - Robert Collier*

In mail order, Blair, Lilian Vernon, Richard Thalheimer are all testaments to the power of personality. In mainstream advertising, classic examples are Iacocca, Dave Thomas.



## **Power Point #521**

### **The Power of Putting A Name With A Face**

People like buying from people (more than they do from nameless, faceless companies).

People often ask why most of the letter examples I put in my MAGNETIC MARKETING SYSTEM have the sender's photo in the upper right hand corner. This is the reason: it increases response.

## Power Point #522

# The Power Of Redundancy

Notes

*“The Law Of Primacy And Recency -from 'Marketing, Advertising And Sales Promotion’  
(1965)a high school textbook!*

This will probably surprise you, but I actually did learn a few things in high school. Just a few. However, this wasn't one of them. This is one of a handful of useful tips I gleaned from somebody else's old textbook I found at a used bookstore. Anyway, here's how it works:

When a person is asked to repeat a series of numbers: 8,5,4,13, 1,7,2,3,6,2, he can usually recall the first few and the last few but not those in the middle. And, by the way, the bigger the middle the less likely he is to recall the middle. So, when writing long copy, you have to employ primacy and recency: you must imprint the information he must have to respond early and late. This is why, for example, many sales letters wrap up with a summary of everything that has been promised and described in greater detail in the middle. This is also why many order forms include a detailed (and apparently redundant) summary of the offer.

This same principle affects the way you build and deliver a speech, a platform sales pitch, even a one on one sales presentation.



## Power Point #523

# The Power of Color

Colors matter.

Re. color: ....psychological tests rank the various color combinations, from most legible to least:

1. Black on yellow
2. Green on white
3. Blue on white
4. White on blue (reverse)
5. Black on white
6. Yellow on black (reverse)
7. White on red (reverse)



8. White on orange (reverse)
9. White on black (reverse)
10. Red on yellow
11. Green on red
12. Red on green

Okay, so this is textbook stuff, probably drawn from scientific experiments and focus groups rather than real marketing case histories. But it makes an important point: colors matter. Overall, I don't think you can beat black on yellow (or "goldenrod") for readability, and for impact when used in a market where it is not used a lot by others. The reverses, of course, must be used very sparingly - however we may not use them enough. Although it's DR #101, most marketers under-use blue as a second color, for handwritten margin notes, underlining, signature.

Black-on-yellow is the favored combination for order forms of many direct-response pros, notably including Gary Halbert. There's some research that evidences black-on-pink to be an exceptionally productive combo for order forms, and I've used that frequently over the years. These days, you have to avoid too dark of a color because many orders will come in via FAX.

If there are colors meaningful to your market, you ought to consider that. If marketing to Mary Kay reps, I'd darned sure use pink paper for one of the pieces. If marketing to right-wing conservatives, red, white and blue.

The bottom line is NOT to ignore or underestimate the psychological impact of colors when assembling a direct-mail piece, brochure, etc. - but don't let the graphic artists take over here. Remember, graphics' purpose is to support message, so effectiveness (not creativity, balance or aesthetics) is the issue.



## **Power Point #524**

### **The Power Of Advertorials**

*"Make your ad look like a news article....get 500% more readership." - Gary Halbert*

The logic behind this is profound: most people buy most newspapers and magazines for the articles not the ads - otherwise, believe me, if publishers could avoid the expense of creating editorial content, they

would. Given this, you have to assume that articles secure greater readership than do ads. Given that, an ad that looks like an article should secure greater readership than an ad that looks like an ad. These are commonly called 'advertorials'. They spawned the TV equivalent, the infomercial.

Excerpt from: 'Points of Dynamic Selling' by Robert Trailins.



**Power Point #525**

**Omit from the sales talk ALL words  
which do not sell**



**Power Point #526**

**Eliminate all actions which detract  
attention**



**Power Point #527**

**Avoid confusion - stress only one or  
two points**



**Power Point #528**

**Sell benefits**

**Power Point #529**  
**Never argue ♦♦♦**

Notes

**Power Point #530**

**Sell to every prospect as if your life,  
and his, depended on it**



**Power Point #531**

**The Power Of NOT Having "Eye Appeal"**

*"Do busy layouts attract or repel attention? Test #1: An advertisement with a busy layout did 39% better than the layout that was more symmetrically balanced and artistically unified. Test#2:111.5%better. #3:30%better." - Victor Schwab*

When some graphics person starts hitting you with things like "white space".. "balance" ..... "eye appeal" shoot that person dead.

## The Power Of Direct Response Advertising

*Perhaps one clue to the reason so much advertising produces so little action is given in this remark by Kenneth Goode and Carrol Rheinstrom in 'More Profits From Advertising': "But", the young copywriter will protest, "if I have shown people my goods through crystal clear copy and drawn their desires as a magnet to a needle, haven't I done a pretty handsome job? Won't the poor fish do something for themselves? The answers are, respectively:*

*(1) You have. (2) They won't."*

*-from Victor Schwab*

This is the argument against the hard sell (and against the complete sell): that customers should be given more credit for intelligence and initiative and be allowed to buy rather than being led by the nose and sold. It's a bad argument. If a product can and will sell itself, it will be sold off a shelf not via direct response.



## Power Point #533

### The Power Of Using What Works vs. 'Creative'

*"They worship at the altar of creativity. I occasionally use the hideous word myself, for lack of a better. " - David Ogilvy (re. ad agencies)*

In ad-industry-speak, "creative" is the copywriting, graphic design, and production work that goes into the ad or direct-mail package. It is, however, dangerous shorthand because it implies that the "creative" should be "creative" i.e. imaginative, innovative, original, etc. Thus bred the ad industry's obsession with winning peer awards and approval even at the expense of successful results. There's even a one-upmanship of creativity for creativity's sake, with absolutely no regard for what actually sells and what doesn't.

The smart businessperson insists on the opposite approach: 100% of decision making and judgment based on "what works", nothing else.

This is very difficult to do, to eschew personal likes and dislikes, opinions of family and friends, peer approval, industry gossip, awards, and so on. Yet none of these things put a dollar in your bank account.

In 20+ years in the advertising and marketing business, ranging from running a traditional ad agency to working with every direct-response media, I have made millions and millions of dollars for myself and my clients, yet I've never won an award. Just for example, I wrote and produced the longest running, most successful lead generation infomercial of all time but never even got an award nomination from NIMA. Conversely, if you carefully check award-winning ads, direct-mail campaigns, infomercials, etc. against results, you'll find the majority of the award winners and results are losers.

People who make their money creating advertising or selling media do their level best to confuse this issue, with gobbledygook about image, brand-building, continuing presence, and so on. It's important to recognize all this for what it is: an attempt to distract you from noticing that "the emperor has no clothes."

It seems, by the way, that the bigger the company gets, the dumber its management gets about advertising and the more frequently they get scammed and abused by high-priced, Armani-suited b.s. artists. A month or so before finishing this work, I met with the CEO of a very fast-growing enterprise who had proven himself to be a tough-minded, astute entrepreneur—yet, as his company hit the 10-million mark, he let himself be snowed into producing an "image development campaign" with a video and a fancy brochure, costing over \$400,000.00, with no specific objective and no means of evaluating its eventual contribution, if any, to profits.

Incredible.



# About Writing Copy





## The Power Of The First Sentence

*"The opening sentence of a letter IS the letter. If these words do not say anything, there is no conception of philanthropy that could reasonably urge any man to read more. " - J. George Frederick*

Here's a very simple copywriting test: put only your first sentence on a page. Looking at that and that only, would you go onto the next page to find the next sentence? Or try this one: if you received the letter with nothing but the first sentence\* and all the other pages apparently, accidentally omitted from your letter, would you chase down the sender to get the rest? (\*Same tests for first paragraph. For first page.)

I spend a lot of time working in environments where all circumstances conspire against grabbing the attention of the prospects. All my speaking at the Success events is at the very end of a ten hour day, after 8 to 10 speakers, after the last celebrity, with a crowd leaving. In my work in the infomercial industry, we battle the "clicker" with every word, the "ugh, it's an infomercial" reaction at the start of every program. I think; I hope these kinds of situations sensitize me to the importance of the first sentence, the first paragraph, the first page.



## Power Point #535

### The Power of "Compelling....."

I often talk about the importance of creating a COMPELLING message. That means it COMPELS attention; makes people pay attention even when they don't want to. Busts through their indifference, leaps through the clutter and grabs them by the throat like an attacker reaching out from a dark alley. This definitely begins - and is often encapsulated -in the headline(s) and first sentence.

## 'Re-grabbing' The Reader

*"Will the headline make you want to read the first sentence? And will the first sentence of copy make you want to read the second sentence? It ought to be the very last word when the reader wants to drop off." - George Gribbin*

Working with infomercials - and speaking in the high pressure environment of the SUCCESS events - has made me hyper-sensitive to the risk of loss of readership, moment by moment. I think a lot of ad-writers have unwarranted confidence in readers' willingness to stay with them. I try to keep "re-grabbing" the reader with a long list of techniques: boldfacing, underlining, subheads, typestyle changes, lists of bullet points, margin notes, color, caps, bold statements, etc.

In the last 'Godfather' movie, the ageing Al Pacino character, in his kitchen, clenches his fist and delivers this line of angst: "Just when I think I'm getting out, they pull me back in." That's what you want to do: pull the reader back in. Over and over again.



## Power Point #537

### The Readers Side Of The Fence

*"Six out of ten even good advertising men will start their form letter somewhat in this fashion: "Hundreds of office men are buying this supremely comfortable office chair." But the number of people buying this chair is primarily an idea from the manufacturer's, not the reader's side of the fence, and the talk about comfort is far below the status of a real idea. Suppose the opening were to read: "You can increase your daily business efficiency by at least 25% by using an office chair that rests the small of your back "....an idea from the reader's side of the fence." - J. George Frederick*

Mr. Frederick's example above demonstrates one of the most important skills that a great salesman/copywriter learns, masters and reaches the level of "unconscious competence" with; taking facts, features and other

information and restanding them in the<sup>4</sup>you" mode i.e. you can, you will, you'll love, you'll be amazed, etc.

When you examine most brochures, you will find they lack this approach . They are filled with facts and features.

The other, equally important variation on this is to actively put the leader into the experience, living the promised benefit. With the above example, we might say: "Restand relax your back every time you sit in this amazing office chair ". Boost your energy, ability to focus, and productivity by at least 25 % with the superior back support technology included in this revolutionary chair?



## Power Point #538

### Strong Central Ideas

*"Motto: Unless you have an idea for a strong opening sentence, don't write a form letter."  
- George French*

Finding the central idea for a sales pitch is often the toughest task; given that, the ad or letter seems to write itself. Great ads reflect great, exciting, focused ideas - a few are shown on the following pages. As you can see, their headlines and opening sentences reflect very distinct, clear, compelling ideas.



Earn a ton of money giving away **FREE ADVERTISING** to merchants and giving **MONEY** to worthy non-profit clubs and charitable groups...

# How Two Crazy College Kids Made \$55,352.00 Their First Year In The World's Most Unusual Business!

Here's what they did and now what you can do too.

Omaha, Ne.- My name is Julie Nielsen. I'm 25 years old. Three years ago, with **NO MONEY, NO REAL BUSINESS EXPERIENCE, and NO CONTACTS**, my brother Doug and I started a unique, stress-free, high profit business from our small two bedroom apartment. Nobody even thought we would get our business off the ground. But, in only three years, we've gone from being two broke peanut butter and jelly eating college kids to successful entrepreneurs owning a fast growing money making business. We've achieved the "American Dream" of starting a business from nothing and building it into a thriving and growing enterprise.

Everyone thought we were **CRAZY** when we told them, "We've had it! We're done hunting for those so called 'GOOD JOBS', We're starting our own company!"

But, nobody thinks we're crazy now! You see, Doug and I now make more money part time than most people my Dad's age earn (in management jobs) working all year long putting up with their boss. In only our second full year, we doubled the size of our business and 1995 is off to a blistering pace.

Oh, by the way, our business is **NOT** some 'multi-level' marketing opportunity, **NOT** a mail order opportunity where you can make \$2,000 per hour, **NOT** some business where we teach you how to teach others how to get rich. We have a real business. It actually took work to start it and make it successful. This is not some made up story. Doug and I are real people, and are actually brother and sister. And like every brother and sister, we used to fight like cats and dogs. But, now that we're a little older, besides an occasional disagreement (when Doug is wrong), we get along very well.

## HOW DID WE GO FROM BEING TWO BROKE COLLEGE GRADS TO BEING SUCCESSFUL ENTREPRENEURS?

Before we started our business, we were like every other college grad searching high and low for those so called "GOOD JOBS." After months of relentlessly hunting and banging our heads against brick walls, we both became frustrated with the job market. Out of sheer desperation, we decided to start our own business. But how? Two kids fresh out of college with, **no money** (in fact we were in debt) **no real business experience**, and **no contacts**. Our odds seemed better for winning the lottery than for successfully starting a business. Determined not to fail...

We discovered an incredibly unique business that allows us to make a great deal of money by doing two things: Giving free advertising away to merchants and giving money to non-profit clubs and charitable groups.

Our business has grown faster than weeds in a prairie. Can you think of a charitable group that doesn't need more money? Can you name a business that wouldn't want free advertising? The answer partly explains the amazing success we've had. There's simply a huge market for what we do. In our business, we help non-profit groups raise money for all their special community projects and activities. With the help of our home computer, we created the ultimate WIN-WIN

concept that helps companies increase their business while helping non-profit groups raise money. Who are non-profit groups? They are school clubs such as band and choir, youth sport clubs like soccer or softball, churches, and organizations such as the Optimists, Kiwanis, Jaycees, Rotarians and Lions Clubs. There are literally thousands and thousands of clubs who need money.

After only 4 months, we began to make money and were pretty sure that starting our own business was the right decision. But after making over \$55,000.00 our first year, we knew we were on the right track! Our business literally exploded after the fourth month.

Now our business runs almost completely on autopilot. It virtually runs itself.

The first year was a lot of hard work. We worked a ton of hours developing our business. We had to learn everything the hard way. Only after trying 37 different methods, did we finally discover the secret from which we developed our amazingly simple system. It took about a full year to refine the system and totally set up the program. Both merchants and non profit clubs love our concepts. Once a club successfully works with us... they want to every year. In other words, once the business is set up it almost runs itself. Unlike most businesses, where you start from scratch at the beginning of each year, our business is set up on a renewal basis. **WORK ONLY HALF THE YEAR AND STILL HAVE A GREAT INCOME!**

Our business is great because it can be set up as a seasonal business. It can either be a full-time or part-time business. Anyway you slice it, there's a lot of free time. I actually took the whole month of January off. In 1994, Doug and I were able to take almost seven weeks of vacation and could almost come and go as we pleased.

## SO, HOW DO YOU FIT INTO ALL THIS?

Well, over the past 3 years (and much trial and error), we've nearly perfected this business. In fact, it works so well, it's almost scary. I am convinced that there is huge growth potential for our business in every community in America. People ask us all the time if we are going to expand our business. But, we've hardly even scratched the surface of potential in our own area. Sure, we'd like to make even more money (who wouldn't), but, frankly, we're not willing to work hard enough to expand this all over the country. Instead, we decided to condense our business into a step-by-step formula that anybody of average intelligence can use...and offer it in a book that anyone can afford.

## JULIE & DOUG'S PERSONAL GUARANTEE!!

With our book, The Secret of Making \$55,000.00 a Year Part-Time Giving Away Free Advertising, you are protected by our simple, **NO-QUESTIONS-ASKED** guarantee: Use our book for TWO FULL MONTHS entirely at our risk. If, during this time, you are not totally convinced you're on to something real and that you too can make \$50,000.00 or more in the next year with this simple and rewarding business...I want you to send it back for a complete refund. No hassles. No questions.



"Young Entrepreneurs explain the secret of their success"

Here are some of the things we will reveal about how we make \$55,352.00 a year giving away **FREE** advertising and giving money to non-profit and charitable groups.

- How we got started by helping just one non-profit club and made over \$2,500.00.

- How to create the perfect **BIG PROFIT PRODUCTS** for marketing with our system, without making a huge investment.

- Five of the most unusual, high margin, easy to develop products - all that give **FREE** advertising to merchants.

- Where to find the most money hungry non-profit groups... and how to get them beating down your door (We make good money working with only 5 groups)

- **THE ULTIMATE WIN-WIN BUSINESS** - everybody loves us because we help merchants increase their business while helping non-profit groups make a ton of money - we show you how!

- The amazing **Big Red Renewal System** that allows you to put together unique products that will keep making you **CASH** year after year

- How to start right now - without leaving the security of your job - with just a few hours a week.

YES, this is a great business to be in. But, you need to have unique high profit margin products and a system in place to be successful. After reading our book you cannot fail...we will explain it all. Remember there is absolutely no risk in trying our system. We are offering two full months to test our book.

## TO FINISH THIS ALL UP:

Doug and I **LOVE** what we do! Unlike many people, we don't dread Monday mornings and in fact, we really enjoy going to work. We're making 'good money', but more importantly, we also have the **FREEDOM & TIME** to enjoy it...all this from discovering the **SECRET** which lead to our amazing system. No doubt about it, it really works! We believe **YOU** can learn and use our system too. **GUARANTEED!** We've described **EVERYTHING** we do in our book, and you can have a copy for just \$19.95.

To order with your Visa, Mastercard, Discover/Novus, or American Express Card **CALL TOLL FREE AT:**

**1-800-598-9903** Ext. C15

Or mail your check or money order for \$19.95 plus \$3.50 shipping and handling to:

Julie and Doug Nielsen  
9001 Arbor St. #206, Dept. C15  
Omaha, Nebraska 68124

© Julie and Doug Nielsen 1995

# CAR BURNING OIL?

## Engineer's Discovery Stops it Quick

### Without A Cent For Mechanical Repairs!

If your car is using too much oil—if it is sluggish, hard to start, slow on pickup, lacks pep and power—you are paying good money for oil that's burning up in your engine instead of providing lubrication. Why? Because your engine is leaking. Friction has worn a gap between pistons and cylinder wall. Oil is pumping up into the combustion chamber, fouling your motor with carbon. Gas is exploding down through this gap, going to waste.

#### SAVE \$50 TO \$150 REPAIR BILL



Before you spend \$50.00 to \$150.00 for an engine overhaul, read how you can fix that leaky engine yourself, in just a few minutes, without buying a single new part, without even taking your engine down. It's almost as easy as squeezing toothpaste or shaving cream out of a tube, thanks to the discovery of a new miracle substance called Power Seal. This revolutionary, new compound combines

the lubricating qualities of Moly, the "greasy" wonder metal, with the leak-sealing properties of Vermiculite, the mineral product whose particles expand under heat. (Up to 30 times original size.)

Just squeeze Power-Seal out of the tube into your motor's cylinders through the spark plug openings. It will spread over pistons, piston rings and cylinder walls as your engine runs and it will PLATE every surface with a smooth, shiny, metallic film that won't come off! No amount of pressure can scrape it off. No amount of heat can break it down. It fills the cracks, scratches and scorings caused by engine wear. It closes the gap between worn piston rings and cylinders with an automatic self-expanding seal that stops oil pumping, stops gas blow-by and restores compression. No more piston slapping; no more engine knocks. You get more power, speed, mileage.

This genuine plating is self-lubricating too for Moly, the greasy metal lubricant, reduces friction as nothing else can! It is the only lubricant indestructible enough to be used in U. S. atomic energy plants and jet engines. It never drains down, never leaves your engine dry. Even after your car has been standing for weeks, even in coldest weather, you can start it in a flash, because the lubrication is in the metal itself. That's why you'll need amazingly little oil; you'll get hundreds, even thousands of more miles per quart.

#### TRY IT FREE!

You don't risk a penny. Prove to yourself that Power-Seal will make your car run like new. Put it in your engine on 30 days' Free Trial. If you are not getting better performance out of your car than you thought possible—if you have not stopped oil burning and have not increased gas mileage—return the empty tube and get your money back in full. Power-Seal is absolutely harmless; it cannot hurt the finest car in any way. It can only preserve and protect your motor.

**RUDSON AUTOMOTIVE INDUSTRIES**  
Dept. 206, 24 East 67th Street  
New York 21, N. Y.



#### POWER SEAL MAKES WORN OUT TAXI ENGINE RUN LIKE NEW

Here are the Test Engineer's notarized figures showing the sensational increase in compression obtained in a 1950 De Soto taxi that had run for 93,086 miles. Just one POWER SEAL injection increased pep and power, reduced gas consumption, cut oil burning nearly 50%.

	Cyl. 1	Cyl. 2	Cyl. 3	Cyl. 4	Cyl. 5	Cyl. 6
BEFORE	90 lbs.	90 lbs.	105 lbs.	90 lbs.	80 lbs.	100 lbs.
AFTER	115 lbs.	115 lbs.	117 lbs.	115 lbs.	115 lbs.	115 lbs.

#### BEST INVESTMENT WE EVER MADE, SAYS DRIVER-OWNER

"We simply inserted the POWER SEAL per instructions and made no other repairs or adjustments. Compression readings were taken before and after and showed a big improvement in both cars. As a result the engine gained a lot more pick-up and power which was especially noticeable on hills. What impressed us most was the sharp reduction in oil consumption. In one cab, we've actually been saving a quart a day and figure we have saved \$11.20 on oil alone since the POWER SEAL was applied a month ago. In the other cab, oil consumption was cut practically in half. We have also been getting better gas mileage. All in all, POWER SEAL turned out to be just about the best investment we ever made. It paid for itself in two weeks and has been saving money for us ever since, to say nothing of postponing the cost of major overhauls that would have run into real money." Town Taxi, Douglasson, N. Y.

#### SEND NO MONEY!

Simply send the coupon and your Power-Seal injection will be sent to you at once C.O.D. plus postage and handling charges. Or, to save the postage and handling charges, simply enclose full payment with the coupon. For 6-cylinder cars order the Regular Size, only \$4.95. For 8-cylinder cars order the Jumbo Size, \$7.95. Power-Seal is now available only by mail from us. Send the coupon at once.

**RUDSON AUTOMOTIVE INDUSTRIES, Dept. 206**  
24 East 67th St., New York 21, N. Y.

Please send me ..... tubes of the amazing new POWER SEAL.

☐ Regular Size, for 6-cyl. cars, \$4.95 ☐ Jumbo Size, for 8-cyl. cars, \$7.95

On arrival, I will pay the postman the price indicated above plus postage and delivery charges. I must see an immediate improvement in the pep and power of my car, less oil consumption, greater gas mileage, reduced engine noise, easier starting, faster pickup, within 30 days, or you will refund my full purchase price.

Name .....

Address .....

City ..... Zone ..... State .....

☐ Save Me! Send cash, check, or money order with coupon and we pay all postage charges. Same money-back guarantee.

IN CANADA \$35 PARK AVE., MONTREAL 15, P.Q.—ADD 15 CENTS

## Power Point #539

# Salesmanship In Print

Notes

*"Advertising is nothing more than salesmanship in print. "*  
*-John E. Kennedy*

Many people credit Gary Halbert with coining this statement; I've done so myself. But it actually pre-dates Gary. Kennedy taught this in 1905.

One day, this Kennedy guy sent a message to advertising giant Albert Lasker, that he (Kennedy) knew the "secret" to all successful advertising. Lasker sent for him, and told him: "I already know the secret; advertising is news."

"No," Kennedy said, "news is a technique of presentation, and not the only such technique, but just a technique. Advertising IS salesmanship in print."



## Power Point #540

# Come Through With Personality

*"Many business letters give no slightest clue to the personality of the writer. They fall upon the reader's spirit like an arctic breath. They seem to come from a cold void. They create shivers. They are couched in the most formal and colorless language, and give no hint of humanity. "*  
*-George French*



## Power Point #541

# Write Like You Talk

*"Write like you talk "*  
*-Gary Halbert*

Business-to-business direct mail is the worst, and the worst of it seems to come from insurance companies, computer companies and most types of big companies. The letters are 3rd person institutional. We

this, we that. Deadly, mind-numbingly boring. Stuffy. Professional to the nth degree. Why must this be so? Where is it carved in stone that a letter to a CEO must be as bland as plain vanilla yogurt? No company hires a sales force made up of lookalike, plain, undistinguishable men and women devoid of personality or humor - so why do they feel compelled to "hire" such a "sales force in print"?

Certainly, consumer mail shouldn't be neutered and sterile - yet a surprising amount of it is, too.

The very best kind of copywriting is CONVERSATIONAL WRITING. It reflects an individual's distinct personality and point of view. It is written just like that person talks.

This should remove the intimidation factor to writing. Many people believe they "can't write", which is probably totally untrue anyway - but here, we are not talking about becoming Hemingway or Shakespeare or even John Grisham. We are not talking about satisfying English teachers. We are talking about talking on paper, and that's all. In fact, the first step for somebody who can effectively sell his proposition in person, on the phone or from the platform is to get that "talk" recorded and transcribed word-for-word on paper. (As an example, reprinted on the next 8 pages is a sales letter we send to the non-buyers from the SUCCESS events where I speak. This letter is a near word-for-word replica of the speech I give at those events. It illustrates the principle of transferring what works "live" to paper with as little interference as possible.)

It's important to preserve the slang, colloquialisms, the "feel" of your/the seller's personality AND the way the prospects/customers talk amongst themselves. This almost always means run on sentences, incomplete sentences, dangling participles, and other grammatical deviations.

A good word George French used: humanity. Great sales copy reveals the writer's humanness. This is true even when selling sophisticated or technical or even very boring and mundane products or services.

All sales are based on human connection.



**PETER LOWE INTERNATIONAL**  
**"Success '98"**

**From:**

**Dan S. Kennedy**

**Did you stay and hear me in Phoenix in February?**

**Although hundreds stayed, listened and acquired my unique  
moneymaking "TOOL KIT", our records indicate that  
you did not. I realize it was a very long day (I do 20 or so of  
these events every year). So I decided to offer you the same  
huge discount I give only at the events on my Kit that will  
INCREASE YOUR BUSINESS' PROFITS OR YOUR  
SALES CAREER INCOME...  
*GUARANTEED.***

\*\*\*\*\*

**I urge you to lock the door, take the phone off the hook,  
kick off your shoes, get comfortable, and STUDY this  
letter - it IS that important 1 It introduces  
something THAT revolutionary!**

\*\*\*\*\*

Dear Success 1998 Attendee,

If you are a Sales Professional: how would you like to end cold prospecting once and for all? Possess new, powerful ways to magnetically attract prospects who are pre-disposed to view you as an expert ally and advisor, pre-disposed to buy from you? Put an end to being "screened", to phone tag? Have qualified prospects eagerly asking you to make time to see them?

If you own a Small Business of *any* kind: how would you like to stop being an "advertising victim"?...finally get accurately measureable, quick results from each and every dollar you put into ANY kind of advertising, marketing or promotion? At will, attract a flood of new customers? At will, spark a huge cash flow surge? Define and DOMINATE any "target market" of your choosing...for less than \$2.00 per prospect? (It doesn't matter if you own a company selling sophisticated software only to the Fortune. 1000 or a local flower shop, incredibly what I'm about to reveal to you can "re-invent" your entire marketing process for the better!)

If you are a Sales Manager or Marketing Executive: how would you like to cut all the fat, waste, even the uncertainty out of your company's advertising....AND...make your salespeople immensely more productive?

All those benefits, and many more, are readily available - with my marketing strategies, notably my 'Magnetic Marketing Systems.'

I have been speaking on tour with Zig, Peter, and our other speakers for five years - and we get rave reviews from the people who acquire and use my Marketing "package". (I've enclosed a few.) I promise you that you, too, will be amazed at the power of my unusual yet proven methods to virtually transform businesses and sales careers from struggle or 'average' to meteoric growth and extraordinary success at blinding speed.

Because I was the last speaker of the day, you might have missed my presentation. Or, maybe, you couldn't wait in the crowd at the product tables afterward. We ran out of my products there, so maybe you chose not to turn in an order and wait for shipment. Whatever.

If you act quickly, you can still put my "marketing wizardry" to work for YOU now, on a zero risk basis. And you WILL get the same at-seminar discounts and bonuses provided, up until now, only to those purchasing at the events.

In this letter, I'm going to tell you exactly what my Systems can do for your business and career.

I KNOW YOU GO TO A LOT OF SEMINARS, HEAR A LOT OF SPEAKERS AND OWN A LOT OF BOOKS AND CASSETTES. STILL, I OUTRIGHT GUARANTEE YOU'VE NEVER GOTTEN YOUR HANDS ON ANYTHING QUITE AS POWERFUL AND PRACTICAL AS MY MATERIALS.

I have assembled a product like no other - yes, it includes audio cassettes, but you MUST NOT prejudge it because of that. This is actually a complete

"TOOL KIT" real tools you take and use in your business. It's called THE MAGNETIC MARKETING SYSTEMS KIT (1998 Edition) and you might think of it as a complete, transformational marketing department in a box. Actually, this is such a unique product it is hard to describe, but I'm going to take my very best shot.

---

## Why you MUST pay attention to Dan Kennedy:

Reason#1: Dan Kennedy is one of the highest paid, most in-demand direct marketing consultants in America today. In the last few years, he has worked hands-on with clients in 68 different businesses, industries and sales fields, at fees starting at \$800.00 an hour. His methods transfer easily from one to the other. Entrepreneur Magazine says he has "at least 101 moneymaking ideas for any business owner" — but 'idea' is really a misnomer; Dan is relentless about providing only proven, practical, useable action strategies.

As a consultant, Dan applies his "marketing wizardry" and moves with remarkable ease from one field to the next — proving that his methods are universally applicable, although often brought to a particular field for the first time at his urging. His clients include everything from start-up entrepreneurs and small companies to several 100-million and 200-million dollar companies, even two billion dollar companies, one in the U.S., one in England. Many of these clients have been with Dan continuously for 5, 7, even 10 years. A total of 92% of all clients who have used him in a consulting and/or direct-response copywriting capacity once have done so subsequently, repeatedly. One of the interesting business arenas he's been heavily involved in is the TV infomercial field, where he has consulted with 3 of the 5 largest companies, worked on projects with a long list of celebrities including Florence Henderson and Fran Tarkenton, and been directly involved in the sale of hundreds of millions of dollars of product via TV. His longest continuing client in this industry, the Guthy-Renker Corporation, is famous for its "Personal Power" infomercials with Tony Robbins and the Victoria Principal Skin Care infomercials.

Many of Dan's clients — and "students" — achieve really miraculous sales breakthroughs almost overnight Just as an example, consider the young named couple with a failing home based business and \$100,000.00 in accumulated credit card debt; 90 days after attending one of Dan's seminars on marketing, they had their income up to \$50,000.00 a month. Today, just two years later, they have zero debt, a monthly income exceeding \$100,000.00.... an amazing, "unbelievable" turn around. Yet, these kinds of "unbelievable results" seem to be the norm with those applying Dan Kennedy's advice!

Reason#2: As you already know, he is also one of the most popular professional speakers, sharing his ideas with over 100,000 people a year and sharing the platform with a long list of other famous speakers and celebrities, including Zig Ziglar, Jim Rohn, Rev. Robert Schuller, Paul Harvey, and the list goes on and on. Because of the extraordinary practical value of even the briefest of his dissertations on marketing, Dan has become one of America's top professional speakers. His busy schedule includes in-house seminars for corporate clients, ranging from Ski-Doo to Sun Securities to Orange Systems (computer software); speeches or panel presentations for major associations, and the Lowe Success 1998 Events. This is his 20th year as a professional speaker.

Reason#3: He is a prolific author, with six books simultaneously available in bookstores, including his bestseller, "*Ultimate Marketing Plan*" book. (His newest, book, 'How To Turn Your Ideas Into A

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There are 6 main, moneymaking "components" in my MAGNETIC MARKETING SYSTEMS KIT -let me walk you through each of them:

### **MONEYMAKING COMPONENT #1:**

#### **"NO BRAINER", FAST IMPLEMENTATION**

First, in general, I've made implementation an 80% "no-brainer". because I have done 80% of the work for you. In addition to teaching on the 6 Cassettes in the Kit, I have taken 11 Different Businesses and 4 Different Sales Careers, in 6 different business categories, and treated each one as a private, paying client, and created complete direct marketing/Magnetic Marketing Systems for each one, including all of the "power documents":

prospecting and sales letters, ads, postcards, and so on. And these documents are all marked 'Copyright Free', which gives you permission to take them and use them, virtually as-is! (When I am paid to develop ONE collection of documents, for one client, I am typically paid 57,500.00 to as much as \$15,000.00 plus royalties, so there is over 575,000.00 worth of copywriting services provided in this Kit!)

Now, here's the best part: Information and ideas are fine, but *let's bridge the gap to implementation.* It turns out that 90% of all businesses and sales careers fit one (or more) of these categories so perfectly...YOUR business or sales career will match up with (at least) one of these categories so perfectly, you will be able to "steal" and use those "power documents" and strategies outright, just as if they were created for you...only very minor adaptation necessary! Please pay attention to this point! At each seminar, after each speech, I am surrounded by people, each asking if the Kit applies to this business, that business, each believing theirs to be so 'different' it must not be included. So, to repeat: 90% of all businesses and sales careers are covered by this Kit? For most, at least one category is such a perfect match, there's instant application with little or no creative adaptation.

The Kit covers business-to-business selling situations, to-consumer situations, retail, restaurants, professional practices, real estate, automobile sales, even financial services sales (where there are compliance issues), direct sales and network marketing, industrial, big ticket items, and on and on. And just about everybody who gets this Kit finds one category to be a very close match...they learn and 'borrow' from ALL the materials, AND they are able to instantly and easily apply the tools from the one category best matched to their business.

Included in these Copyright-Free Documents, in one of the business examples, are the now-famous "Giorgio, Romance Director" Letters that I show at most seminars, that every audience falls in love with! - You've just got to see this "marketing masterpiece"!

### **MONEYMAKING COMPONENT #2:**

#### **LEARN FROM WHAT OTHERS HAVE DONE**

In addition to everything I created for you, I have also included 102 — yes, 102! — additional "Exhibits" that I did NOT create. These came from people just like you. who purchased previous Editions of the Kit, took something, adapted it to their business, then sent it in with a report of extraordinary results.

---

Million Dollars' carnes praise from people like Joan Rivers and Al Ries, of Ries & Trout.) Success Magazine has praised his 'Magnetic Marketing System' .Dan has 6 business books in the bookstores, a 7th on the way, and his books have received favorable attention in Success, Entrepreneur, and Selling Magazines, numerous trade publications, even USA TODAY. Millions of dollars of his cassette programs and other products have been sold by his own companies worldwide, and products he has co-authored or edited have also been featured in major catalogs like Nightingale-Conant and Sybervision, The Be Your Own Boss System" he co-authored with Tony Robbins, Fran Tarkenton and the columnists of Entrepreneur Magazine was featured in its own TV infomercial,

Reaaon#4: And he is an entrepreneur, who actively, currently lives what he teaches and practices what he preaches. Dan says that there are too many experts, authors and speakers who "sell only in their memories and run businesses only in their nightmares." He is NOT one of them.

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These Exhibits let you see exactly how business owners, marketing executives and salespeople have very successfully adapted and used the 'power documents' in the Kit. By seeing how they've moved the 'documents' from one business to another, from a different business to theirs, you can see how to do it too.

Included in these 102 Exhibits, you even get a 'Cash Flow Surge Letter' 4 typed pages that brought in \$58,000.00 of extra, cash business in 15 days for an art gallery owner, and has been adapted, with similar success, in over a dozen different businesses that we know of. These four typed pages ALONE could easily be worth thousands of dollars to you.

Don't mistake this Kit for a big collection of "form letters", by the way. SOME of my Marketing Systems are "letter driven." But virtually EVERY possible media; every effective method of getting your 'marketing message' out to your target markets is included in my Systems. My MAGNETIC MARKETING KIT is a comprehensive, integrated package of help with marketing messages, target marketing, and every media and method.

### **MONEYMAKING COMPONENT #3:** **THE "CAFETERIA TAPE"**

Audio Tape #1 "walks" you through every page, every 'power document', every tool, every example in the Kit. Sit down for about a half-hour at your desk or kitchen table, with the Kit, listen to this first Tape, and you will understand everything in the Kit, where it is, why it's there, how it is to be used. This way, you quickly set up your own "cafeteria line", so you can go back through the line....pick out the strategy and 'tools' most relevant to your business right now....get those up and running, working for you....then go back through the line and pick another system...etc.

Oh, and don't worry about the "how to eat an elephant problem" here - the answer IS "one bite at a time." This Kit is NOT something you're going to zip through once, put on a shelf and never go back to. Not at all! It IS a true "tool kit" you'll keep going back to, time after time, month after month. And each time you choose and put to work a System, a strategy or tool, you will AGAIN simplify your business, strengthen your marketing, increase your income!

### **MONEYMAKING COMPONENT #4:** **A "CRASH COURSE" IN MAGNETIC MARKETING**

Audio Tapes#2,3, 4 and 5 give you a fast, crash course in his unusual, powerful marketing strategies. These unique cassettes condense my answers to a full day of interviewing about all of my marketing methods...it's a total "brain drain"...and it's eminently listenable. I promise you: you're going to EAGERLY listen to these four cassettes over and over again, making new discoveries every time! If you have business associates, get them to listen to these 4 tapes and they'll instantly have their minds opened to these new approaches.

### **MONEYMAKING COMPONENT#5:** **GET OFF TO A SUPER-FAST START...**

Audio Tape#6 is the FAST START TAPE. Here, I focus only on a couple of the most powerful, easy to master, easy to implement Marketing Systems you can very quickly see great results from.

### **MONEYMAKING COMPONENT#6:** **HANDS-ON. PERSONAL ASSISTANCE:** **A \$1,000.00+ CONSULTATION VALUE!**

You get TWO "2nd Opinion Critique Certificates" - each lets you send any one printed promotional item for your business to me for my personal feedback, by mail or FAX. You can send in an ad, letter, brochure, whatever. And staff does NOT do this; you get advice from me on what you've done well, what you haven't, and how to improve it. (By the way, a warning: I'm rather blunt. I may hurt your feelings. But I WILL improve what you're doing!)

As a consultant, I frequently provide this 2nd Opinion Critique Service to many companies, entrepreneurs, even ad agencies, and charge \$200.00 per Critique, so this IS a very real \$400.00 value. However, it can certainly be worth a whole lot more to you. (There's a dentist in Sacramento, for example, who made three "little" changes in his Val-Pak Coupon after my critique - and TRIPLED the response. Or an industrial products company—one "little" change in their trade journal ads slashed their cost-per-lead by 3096.)

You ALSO get a "My #1 Marketing Challenge Consultation Coupon" -I will respond to your most vexing marketing challenge. I regularly charge \$800.00 per hour for consulting, but this is included for you at no added charge!

Finally, in addition to this entire Kit, you get TWELVE additional audio-cassettes: three 4-cassette programs: Midas Touch Marketing, Midas Touch DIRECT Marketing, and Midas Touch Selling: 19 Secrets Of Exceptional Results Selling.

### **BY NOW, I'LL BET YOU ARE "WORRYING" ABOUT THE PRICE**

Most people guess we're into the \$500 to \$1,000 price range. Fortunately, we are not. The Publisher's Price for my 'Magnetic Marketing Kit, 1998', in their Catalog, is \$399.00. And lots of Kits are sold at \$399.00. Then, the 12 Cassette Package is catalog priced at \$139.95. There's a Coupon in the package for your choice of my books free -a \$10.00 value. In total: \$548.95.

*But I've arranged big savings for you!* At the events, I provide all of this for just \$278.00. This is the lowest price this material is ever available for, anywhere, at any time. Peter Lowe convinced me to "test" offering this exact same "super savings" exclusively by mail to his attendees who may have missed my presentation. This is a "test", so it is available only for a short time. I hope it'll be an easy, quick decision for you to make, because at just \$278.00, if you apply yourself to my advice, use even ONE of the Tools in this Kit, you'll probably get that back the first few weeks!

### **THERE'S EVEN A REMARKABLY GENEROUS DOUBLE GUARANTEE - AND I ENJOY A 96% SATISFACTION RATE.**

#### **Here's the Guarantee:**

Your first Guarantee - you have TWO full months to examine everything, use what you wish, and, if for any reason or even no reason, you want a full refund, just return everything and you'll get your money back immediately. No questions asked. You do not need a 'my dog ate my homework story.' No one will ask you any questions at all. No hassle. No 'fine print.' Simple and straightforward: you are thrilled with what you get in my Kit or you get a full refund. And, incidentally, I'm devoted to the goal of only having satisfied customers. If you're not going to profit from having my Kit, I really would prefer to buy it back.

Next, your SECOND Guarantee: if you keep the Kit after the two months, I'll ride along with you for another TEN months - if, after a full year from your purchase date, you will show me proof that you used at least one strategy, System or tool from the Kit, and you will look me in the eye on paper, send me a note describing your use and failure with the Kit, I will STILL refund every penny you've paid. Even if you've used the Critique and Consultation Coupons, I will STILL refund every penny you've paid. I want you to put tens of thousands of dollars of income in your bank account that you know would never have gotten there without my Kit, or I want to buy it back."

Now let me give you an amazing statistic: in 1996 and again in 1997, I sold over One Million Dollars worth of my Magnetic Marketing Kits. This includes sales at speaking engagements, to my corporate clients, and through my publisher's catalog. All were sold with this same Double Guarantee. The result: a 96%

satisfaction rate. But that doesn't just mean that 96% of those people kept their Kits 96% not only kept their Kits but also sent me success reports and testimonial letters, subscribed to my newsletter, attended my advanced seminars or bought additional Dan Kennedy books, cassettes, courses or tool kits. I think that fact has to tell you a lot about the results YOU can expect from getting my "secrets" working for you. After all, why would anybody make additional investments in my materials if they weren't profiting tremendously from their first investment?

#### **AN INCREDIBLY VALUABLE FAST ACTION BONUS OFFER:**

I've also reserved a copy of my Special Report *"How To Solve All Your Advertising, Marketing & Sales Problems, Fast & Forever"* - and the 3 Bonus Reports offered to the first 100 at-event buyers - for you - and you keep that Report and the Bonus Reports even if you choose to return everything else for a refund.

The three Bonus Reports are extremely powerful:

1. How To (At Least) Double The Results From Your Yellow Pages, Coupon & Other Print Advertising
2. How To Turn Mailing Lists Into Money: Sophisticated Target Marketing Made Simple: How To Obtain The Names, Addresses, etc. Of The People Most Likely To Buy Your Services Or Products
3. How To Print All The Money You Want Legally! - This Report shows you how to create "Lead Generation Magnets", "Widgets" and "Secondary Reason For Response"

So, TWO FULL MONTHS, unconditional satisfaction guarantee. PLUS an additional TEN MONTHS' conditional guarantee. PLUS all of the Bonus Reports, yours to keep regardless of your decision about everything else.

#### **HERE'S HOW TO GET YOUR MAGNETIC MARKETING SYSTEMS KIT AT THE VERY SPECIAL DISCOUNT**

*(This IS a limited offer. Act now!)*

I have allocated only a certain, limited number of Kits for event attendees, at this deeply discounted price. As a result, I can only extend this invitation to you for 15 days....I need your response immediately! (After the 15th day from your receipt of this letter, this offer is void, and I will extend the invitation to the next attendee in line.) There are three ways to order.

One: you can call 1-800-223-7180, and use your American Express, VISA or MasterCard. All telephone orders are fulfilled and shipped by UPS within 72 hours. Be sure to tell the Customer Service Representative that you are a Peter Lowe Success 1998 Attendee, calling for the special Dan Kennedy offer.

Two: you can FAX your Order Form in, anytime, 24 hours a day, 7 days a week, using your choice of credit cards. FAX orders are also fulfilled and shipped within 72 hours. FAX to 602/269-3113.

Three: you can send your order in by mail, with your personal or company check, made payable to: Empire Communications Corp., to 5818 N. 7th Street #103, Phoenix, Arizona 85014. Please write: "Attention: Peter Lowe Offer" on the outside of the envelope to insure instant processing. Orders arriving by mail are also fulfilled within 72 hours, but, of course, there is the delay of the inbound mail. (And, if your order is received after the 15th day, we will have to refuse it and return your check uncashed.)

I urge you to act on this opportunity today, right now, while it is fresh in your mind.

Sincerely,

Dan S. Kennedy

## WHAT SUCCESS MAGAZINE SAYS ABOUT DAN KENNEDY'S MAGNETIC MARKETING SYSTEM

"All effective marketing starts with what Dan Kennedy calls a 'unique selling proposition', a message that answers the question:...why should I do business with you, above any and all other options, including doing nothing or whatever I'm doing now?....as Kennedy explains on HIS INFORMATION-PACKED AUDIO SERIES, a USP hooks your prospects because...

Kennedy urges you to use his strategy to get the highly qualified prospect to stand up and identify himself.....

...templates for successful ads and tips on creating sales letters...you'll find you've broadened your potential customer base AND YOUR ABILITY TO BRING THAT BUSINESS HOME."

EXCERPT FROM AN INTERVIEW WITH DAN KENNEDY ABOUT  
MAGNETIC MARKETING FOR THE IN-FLIGHT AUDIO BUSINESS  
CHANNEL, AMERICA WEST AIRLINES

### **1 • Interviewer:**

**Dan, what is 'Magnetic Marketing and how can it help our listeners?'**

#### **Dan:**

Magnetic Marketing is all about positioning. Instead of prospecting, about attraction. Instead of pursuit. For different businesses or sales careers, a different combination of marketing message, target markets, and direct marketing strategies comes together in a SYSTEM, to magnetically attract the right quantity of quality customers or clients, affordably and effectively, it changes the way businesses and salespeople acquire their customers.

### **2 - Interviewer:**

**What's wrong with the way businesses seek new customers now?**

#### **Dan:**

Frankly, an enormous amount of advertising dollars are completely wasted • and businesses can't or do not know how to hold their advertising accountable, to get tough-minded about it. P.T. Barnum once said, "I know half the advertising for my circuses is wasted • if I only knew which half." And, for salespeople, much of what they're taught to do, to prospect, is as old-fashioned as a wringer washing machine • very inefficient, and very frustrating.

### **3. • Intel viewer:**

**Can I ask you for some specific examples of how your Systems are different?**

#### **Dan:**

Sure - let's take businesses first salespeople second. One of my clients is an industrial equipment manufacturer. His marketing consisted of running big, image-building ads in a lot of trade and business magazines and exhibiting at trade shows. Then he had a room full of telephone sales representatives who would call possible prospects, fight their way through screening, play phone tag, and finally get to talk to a decision-maker. Then they'd send out literature. Then they'd chase that prospect again on the phone. Then they might make a sale over the phone or set up an appointment with a field rep. 80% of their business came this way, requiring an average of 7 outbound calls per prospect. I changed the entire system. For starters, I changed their ads to feature what I call 'Lead Generation Magnets' and 'Qualifiers', so smaller ads got better response and got response from the right decision-makers. This switched the inside sales reps from outbound call activity to 80% of their time taking In-bound calls from pre-qualified, interested prospects. This, in turn, cut the time lag from first contact to a closed sale almost in half.

### **4. Interviewer:**

**So you reduced the cost of making the sale, sped up the process of making the sale, and made the salespeople more productive?**

#### **Dan:**

Well, that's right. You see, for just about any sales professional, I can cut out all the old-fashioned cold call prospecting grunt work, get more of his time allocated to actually selling to qualified leads, and actually change his whole work experience for the better. For companies, I can lead them from traditional, non-accountable, costly advertising to target marketing.

### **5. Interviewer**

**What are the limitations of all this? Are there or "ajies" "businesses that can't use your methods?'**

#### **Dan:**

If there are, I haven't found them yet. I've been applying, refining and teaching my methods since 1978. In 1992 and 1993, I worked directly with clients in 63 different businesses and industries, and taught my methods to well over 100,000 people. Just to give you a feel for the diversity of all this, let me tell you that I've recently worked with a computer software and services company marketing to large corporations, a leisure travel company marketing direct to consumers and families, a large law firm, salespeople in Insurance, securities and financial services, real estate, automobiles, office products, retirement communities, and snowmobiles.

### **6 - Interviewer i**

**You mentioned direct-mail. Tell me more about your strategies for using direct-mail?**

#### **Dan:**

Just as one example, I have an unusual sequence or series approach that just about any business can use to become the dominant known presence in a target market for about \$1.50 per prospect. Every time I show this at seminars, people get very excited about it. People are getting response rates of 12%, 18%, even 23% from these mailings compared to direct-mail averages of 1% or 2%. More importantly, it beats any other type of advertising or cold prospecting.

### **7 - Interviewer**

**How about a few quick marketing tips?**

#### **Dan:**

First develop a compelling marketing message targeted or matched to a very specific prospect. The quality of this match determines whether marketing or prospecting is easy or hard. Second, do not spend even a nickel on any advertising that cannot be held responsible and accurately measured. Third, stop chasing new customers: chasing drives them away; you need to find ways to attract them, and bring them to you predisposed to choosing you over any and all competition. As you can see, this involves a big change in thinking about how we sell.

WHAT PEOPLE USING DAN KENNEDY'S MAGNETIC MARKETING  
SYSTEM & OTHER MARKETING STRATEGIES HAVE TO SAY

**A BUSINESS-TO-BUSINESS MARKETER POCKETS \$26,000.00  
FROM HIS FIRST USE OF JUST ONE IDEA.**

"After attending the seminar in Omaha, we purchased your Magnetic Marketing System. WOW! We used your 'letter system' to sell our coupon books. We targeted 1,600 local companies. We sent out our letters about 9 days apart. Our response: Letter #1, 7%; Letter #2, 8%; Letter #3, 3H; total response 18%! We sold 3,700 books and had a profit of \$26,000.00! You're a Legend!" DOUG NIELSEN - THE BIG-O BOOK, OMAHA, NEBRASKA

**A DIRECT SALES PRO TRIPLES HER SALES!**

"In 1993, I attended Peter Lowe's Success Day in St. Paul. I purchased both sets of your tapes (including Magnetic Marketing) and promptly set to work. Although my company has a direct-mail program that I participated in, I had not developed any type of follow-up of my own. Using your system, I tripled my sales results and increased my referrals by 100%. Thank you!" ...KAREN POPKEN-MARY KAY SENIOR SALES DIR, APPLE VALLEY, MN

**ONE OF MANY "DRAMATIC" SUCCESS STORIES FROM DAN'S STUDENTS.**

"Your materials have catapulted me out of a roach-infested, black and sorrowful dwelling! I'm now being referred to as 'one of North America's top sports artists' whose paintings belong to a dozen superstar athletes. I have an opportunity to market two of my lithographs for an estimated profit of \$500,000.00 in 1994. Six years ago, I was a homeless person living in a shelter for abused women. I keep your books next to my bed, beside Napoleon Hill's. You're a life saver!" KATHERINE ALLEN, OTTAWA, ONTARIO, CANADA

**PRAISE FROM A LEADER IN THE SUCCESS-EDUCATION FIELD....**

"If you're a salesperson, businessperson or entrepreneur, your greatest asset is your mind. Your second greatest asset is Dan Kennedy's mind." .....DAVE BELIZE, DIR.-THE SILVA METHOD FOR SALES PROF.

# YOU NEED TO READ THIS ONLY IF YOU'RE STILL UNDECIDED ABOUT ORDERING

A message from Dan S. Kennedy:

Several years ago, after 15 years of developing and teaching my moneymaking methods, I came to the realization that people did not just want someone to tell them how to do it — the truth, good, bad or indifferent, is that people want it done for them! That's why my Magnetic Marketing System has garnered such phenomenal acceptance - because, in it, I turn implementation of my proven systems into a near-no-brainer... I've done 80% to 90% of all the work for you....this IS a "tool kit", ready to go, ready to use, that you can get very fast results from.

That's what permits me to give you such an incredible guarantee; 2 MONTHS with no conditions, A FULL YEAR with only one condition - that you try to do something. This guarantee would bankrupt me if the overwhelming majority of people did not increase their incomes measurably with my Kit. I cheerfully dare other speakers and sellers of how-to information to match this guarantee, but none will. **So, if you're still undecided, frankly, I'm puzzled. Why wouldn't you try my systems** in your business or selling career? I suppose if you are already making a whole lot more money than you need or want, if you're just buried in new, quality prospects and customers, then I guess I understand. And I congratulate you. (Drop me a note. I like having rich friends.)

Otherwise, why wouldn't you? I just don't get it. **So, if you have some other legitimate reason for saying "no", if you'll take the time to drop me a note and tell me why, I'll pay you \$5.00 cash money, just for the research.**

But why settle for five dollars when you can make thousands, tens of thousands you wouldn't make otherwise *WLTB* my Kit. Get the Kit, the 12 extra Tapes (Midas Touch SELLING alone could double your income!), the Bonus Reports, everything, all guaranteed, so you canNOT lose. It is impossible to lose here. You must PROFIT or get a refund, period, end of story.

Best,

Dan



## Creating Word Pictures

*"I have a great big folder in the lower left-hand corner of my desk.*

*I've had it for as long as I can remember, and I call it 'Corny Language'. Whenever I hear a phrase in conversation which strikes me as being particularly apt in expressing an idea or bringing it to life or accentuating the smell of it, the looks of it, I scribble it down and stick it in there. So my ear is always tuned for putting usual things in unusual relationships that get attention and aptly express an idea. I also have another file -Ads Worth Saving... I go through magazines every week. I read the NY Times every morning, as well as the Chicago papers, the WSJ..... "*

*- Leo Burnett*

Great copywriters are good at creating vivid word pictures, at saying even mundane things in interesting and unusual ways. This makes reading long copy fun. It builds interest.

One way to help yourself with this is to read fiction written by writers who are very clever and entertaining in their use of language. Let me suggest a few:

DAN JENKINS-get his novels "Semi-Tough" and "Dead Solid Perfect"

JOHN McDONALD - any Travis McGee mystery novel

REX STOUT - any Nero Wolfe mystery novel

ELMORE LEONARD - any of his. Try 'Rum Punch'.

There is a basic principle: input controls output. If you are not constantly feeding your mind with a variety of new information and interesting "raw material" you cannot expect your subconscious mind to produce when needed. And good copywriters need more than just business journals on their reading list.

One of the many aspects of your frequent reading ought to be the periodicals read by your target market(s). When I'm doing work with weight loss or skin care, for example, I make a point of reading Cosmopolitan, Self, Woman's World, etc., both articles and ads. Just about any copywriter worth his salt regularly reads the tabloids, like the National Enquirer. Be sure to visit a good newsstand at least once a month and read a few magazines that are different from the ones you usually read -most big Barnes & Noble bookstores have good newsstands.

From all this - even from cocktail party conversation - you'll want to emulate Leo one way or another and capture phrases you may have the opportunity of using in your advertising. For years, I did so on 3x5 cards, filed by topic. To be honest, I haven't kept that up to par in recent years, although I still use it I now find that there is so much storage in my subconscious mind's files that I can often rely on it alone to produce what's needed. But I continue to be a voracious reader of a vast variety of material.



## **Power Of The Cliché**

*"Most writing today does not contain enough clichés."*  
- Gary Halbert



### **Power Point #544**

## **We communicate best via the familiar**

The pressure to avoid clichés and find new, imaginative, creative ways to say things may be appropriate for novelists, movie script writers, etc. but not for the ad-writer. We are far better served by utilizing familiar, commonly used language, words and phrases, so that our readers need not work at getting or deciphering our message.



### **Power Point #545**

## **Sell, Don't Impress**

Remember that our job is not to impress readers, it is to sell to them.

## **The Power Of Long Copy**

*"The length of the letter in inches or pages is NOT what determines its readership."*

*- Maxwell Sackheim*

This foolishness never ends. As I finish this, I'm in a potentially relationship ending skirmish with a client who keeps trying to get me to agree with him, that "long copy letters" have been overworked in his niche so we must switch to a different approach. Pfui. Put all the arguments made against long copy together and you will have rich fertilizer for your vegetable garden, but nothing more. Long copy outsells short copy, period, end of story.

But Sackheim's point is that the length of copy is NOT what determines readership or response. Long copy is more effective than short but only when the copy sings and sizzles, is carefully matched with the interests of its targeted reader, uses both logic and emotion, and is given every opportunity via format, graphics and cosmetics, etc. to do its job.

Bad copy is bad copy, long or short.



## **Power Point #547**

## **The Power Of The Fact Book**

*"...the first step is to gather the facts. Every aspect of the product and its market is analyzed. The research is thorough. When it is completed, the report, called a FACT BOOK, is compiled in an organized manner."* -

*"The Law Of Primacy And Recency" - from*

*'Marketing, Advertising And Sales Promotion' (1965)..... a high school textbook!*

Early in my writing years, I used the FACT BOOK approach and usually had a wire-bound notebook full of notes for each product or project. Later on I switched to 3x5 or 4x6 cards, because it provided the added opportunity of "shuffling"; re-arranging, re-arranging and re-arranging them. One way or another, though, you need to gather as much factual information as possible about a market and a product before attempting to write an ad or sales letter or sales pitch of any kind for it.

Many novelists use this same technique for the fictional characters in their books. For each character, they create a FACT BOOK: how old is he, where did he grow up, go to school, what does he eat, how does he dress, parents names, etc., etc., etc. - then they use this tool to stay consistent throughout the novel.

You might be amazed at how many people do not have all the factual information on their own industry, market and product all in one place and kept up-to-date.

It is from all this information the marketer has to find the "gem" of an idea for a new sales approach or a new offer. These things do not fall out of the sky, manufactured only from thin air and the power of the imagination. They are suggested by the information you can marshal together about your customers, your competitors and your own product.



## **Power Point #548**

### **Keep Working At It**

*"When I wrote that ad for Rolls-Royce", I wrote 26 different headlines for it and then got half a dozen other writers from the agency to go over them and pick out the best one."*  
- David Ogilvy

Ogilvy points out the difference between the successful and unsuccessful here as in many fields: the willingness to work. Zig says too many folks quit working when they get a job. Creating an ad or a sales letter or a brochure capable of bringing money in by the bushel basket requires work. I get critiques requests, for example, from business owners suddenly trying to slap together their next year's Yellow Pages ad in a week - they should have been working on it for 6 months.

("At 60 miles an hour, the loudest noise in this new Rolls-Royce comes from the electric clock.")

## The Power Of Enthusiasm

*"How I Raised Myself From Failure To Success In Selling "- by Frank Bettger, in which he reveals this secret: "Enthusiasm makes the difference." - Dr. Norman Vincent Peale*

One of the ways an 'amateur' copywriter, writing for his own product or business, can whip the efforts of an experienced pro is by infusing the sales letter or advertisement with his own honest, intense enthusiasm for his proposition. Because we are doing selling in print, enthusiasm is just as important as in face to face selling.

Frank Bettger discovered that he could make up for a lack of experience, a lack of skill and a lack of know-how in selling with sufficient enthusiasm - but that no amount of skill and know-how can make up for the absence of enthusiasm.

This is why you can't just sit down and write an ad "on command", like you can sit down and do bookkeeping. You have to work up some enthusiasm for the task as well as for the proposition you'll be putting across. If I'm going to write first thing in the morning, as I often do, I try to set my subconscious mind working on that particular project while I sleep. Sometimes I wake up with the "big idea" I need. Other times, I at least wake up with ideas and a readiness to write. I don't think you should force yourself to "grind out" direct-response copy when you really don't feel like it; the result will be flat and mechanically assembled; it may be technically correct in that it has a headline, subheads, bullet points, an offer, a PS, etc., but it will lack "spirit."

The person who is genuinely enthusiastic about what he is selling definitely has an advantage. That's why the freelance pro copywriter should always download as much of the pitch from the product's most enthusiastic salesperson as possible, to transfer to paper. Over the years, the clients I've done the best work for and have been most successful with have been passionate and enthusiastic about what they sell

## Momentum Selling

*"Nothing in this world is a detached phenomenon. Everything in this world is the result of some precedent causes. Therefore, if a salesman has done his work well, adequately building up in the mind of the prospect that desire which should normally culminate in a sale, the actual work of closing, far from being difficult, should be the easiest part of the whole procedure, as plucking ripe apples is the easiest part of fruit growing. Making a sale is not a trick that causes the prospect suddenly to reach one big decision to buy. Rather, it is a series of small decisions, just as climbing a flight of steps isn't one jump from bottom to top but a succession of easy steps." - Charles A. Mears, Author, Salesmanship For The New Era (Copyright 1929)*

Very early in my selling career, I learned, mastered and used "hard sell" and very manipulative closing tactics. As I evolved as a sales professional, I learned that the need for such techniques revealed significant weaknesses in my entire approach to selling. Even later, that revelation was followed by a bigger and more important one; that the need to "close" could be virtually eliminated by transforming the very first steps of the selling process; the selection and magnetic attraction of qualified prospects. I believe reading the above passage in Mr. Mears' book was instrumental in redirecting my entire approach to selling.

The other practical application of this idea, to selling in person or in print, is understanding that you build momentum to a sale. For want of a better way of saying it, there is a "rhythm" to selling. A good sales letter gets the reader wrapped up in mental and emotional movement, saying to himself: yes, I agree with that yes, I want that...yes, that makes sense...piling up yes upon yes upon yes so that the final yes is natural and automatic.

I think it is interesting that this idea was put forth in a book published in 1929. If you looked, I wouldn't be surprised if it could be found in even older works. Just another demonstration of the evergreen nature of the core fundamentals of selling.

## The Power Of Simplicity

*"K.J.S.S."*

*- Fred Herman*

Master sales-trainer Fred Herman coined KISS - Keep It Simple, Salesman! - as an admonition against overly complicating the presentation or otherwise confusing the prospect.

In person to person selling, one of the chief hazards is that prospects will not ask questions they feel make them look stupid, but they go unasked and therefore unanswered questions de-rail the sale. In selling in print, this hazard is multiplied because there's no opportunity to correct it. If the prospect does not understand the ad message, he will simply shrug, turn the page and move on. Prospects will NOT work at figuring out your proposition so that they can give you money.

This is why any sales pitch should have, at its core, a simple and straightforward idea that can be clearly communicated in one or two sentences. Sometimes we call this the Unique Selling Proposition. Or 'the big idea.' In politics i.e. the selling of candidates or positions, it is the sound bite to be repeated over and over and over again. The great movie and theater impresario Mike Todd was fond of saying: if you can't fit it on a cocktail napkin, it's too complicated. The mega-hit show 'Miami Vice' was sold to the network with a pitch written on the back of a matchbook, consisting of two words: "MTV Cops."

KISS also applies directly to copy. It's usually wise to avoid complicated sentence structures or vocabulary that may be "work" for the reader. On the airplane today, I was reading George Will's column in Newsweek Magazine, and I gave up halfway through the darned thing - too many words I didn't know the meaning of, and some paragraphs so convoluted I forgot the beginning by the time I got to the end. I wonder who George thinks he's writing for?

### **"Don't Vote For A Negro"**

Carl Stokes became the first black mayor in Cleveland and I think any major U.S. city while I was still living there. (His ad campaign is mentioned in the book "The Great Brain Robbery" by Raphael and Considine.)

## "In Your Face" Marketing

I call this "in your face advertising". It requires enormous courage, to put the unspoken chief reason not to respond or buy right up front - however, this is one of the most powerful ways to grab attention in a crowded marketplace.

Consider this ad:

**"I HATE LAWYERS!"** - And I understand - but here are five reasons to call me when you NEED a lawyer (or even before):

or

"No, this ain't health food." - this is a headline used in a series of successful ads for a steakhouse-type restaurant, accompanied by photos of giant slabs of beef, onions and potatoes. As another headline, I suggested "Heart attack on a plate", but they didn't have the guts to use that one.

One of the most successful headlines in the info-product business was Karoo's "Are You Too Busy Making A Living To Make Any Money?". By today's standards of coarseness, I suppose this isn't all that confrontive, but in its time it certainly was. This comes right at the reader. It insinuates he's not cutting it.

More by style than content, on TV, Susan Powter was very "in your face". In mainstream TV advertising, somebody tried it last year with Internet service ads with Dennis O' Leary screaming at people about wasting the power of the 'Net. Unfortunately, as too often happens, I recall the ads but not the company, and the ads had no DR mechanism, so I'm sure they were never able to accurately measure the outcome either. The anti-smoking commercials - "puking, smelling, etc., etc. habit" - are supposed to be a success.

Another DR campaign that ran some years back in business and financial publications used the line, "If you're so smart, why aren't you rich" with considerable success.

This is a tricky area, Halbert once tried this approach with a weight-loss campaign that failed miserably. Carl Stokes got elected mayor using it. I'm using it currently with some success, selling a book about multi-level marketing to that industry, titled "Prospecting Sucks". The ad copy is intentionally confrontive and controversial. (Two versions of same ad on following pages.)



If you're going to do it, it would obviously be nice to test rather than have to make a major commitment results unseen. But in this "age of clutter", I suspect this is a tactic that you will see used very successfully from time to time.

## **Notes**

# "A blast of brutal honesty"

My name is Dan Kennedy, and I've been involved in MLM, off and on, for over 20 years.\* My corporate consulting clients have ranged from Amway to start-ups. Currently, I consult with one of the largest, fastest growing and most respected companies in the industry. One of my individual distributor, private clients made over 1-1/2 Million Dollars last year. Over two million of my "recruiting" and "product" tapes prepared for a couple of companies are in circulation right now. I also command high fees for developing "new" recruiting strategies and tools for many industries, like insurance, financial services, real estate, and direct sales. But you may know me as a speaker or author; I speak to over 200,000 people a year and frequently appear on events with Zig Ziglar, Tom Hopkins, Jim Rohn, Brian Tracy, as well as former U.S. Presidents and dignitaries, celebrities and famous athletes. Six of my books are available in bookstores.\*\*

Companies of all types and sizes hire me to teach their salespeople how to eliminate "cold prospecting" from their businesses. And I'm here to tell you that you CAN build your network marketing business without an ounce of cold prospecting drudgery. That's one of the reasons I've written this new book: PROSPECTING SUCKS. Not only does it summarize everything I know and teach about how to use smart positioning, my own "Magnetic Marketing", direct response advertising, lead generation "magnets", etc. to build your kind of business (with zero "manual labor" prospecting)...it also reveals insider, little-known truths about the MLM industry and gives you a big dose of reality, which may not be yummy-tasting when you swallow it, but may save you a lot of money, wasted effort and frustration, and may even make you a great deal of money.

You can read my book at no risk; if, for any reason, you're unhappy with it and don't want to keep it, you can return it for a full refund. I sell well over a million dollars a year of my

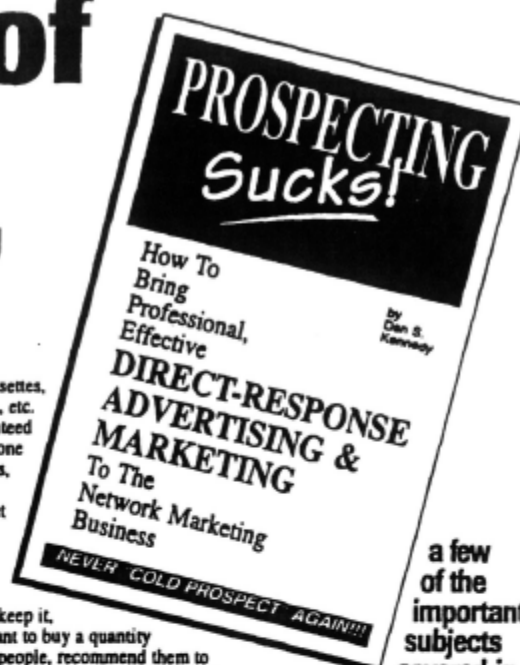
books, audio cassettes, courses, systems, etc. on such a guaranteed basis, and I've done so for many years, so you can rest assured you'll get an immediate refund just for the asking. (I'm betting you'll not only want to keep it,

but that you'll want to buy a quantity of them for your people, recommend them to others, and so on.) Admittedly, the book's a bit 'pricey', but I promise you the content is very different from anything you've ever read or heard or been told about MLM, and is worth far, far more than the book's cost. You may be a bit offended or annoyed by some of what you read. You may have "fantasies" de-bunked and find that uncomfortable. But I dare you to read this book and not find it and me a welcome breath of fresh air in an environment largely full of hot-air hype, misinformation, and rah-rah motivation.

To order with VISA, MasterCard or American Express, you can call 1-800-223-7180, 10-4 EST, M-F, or write your name, address, phone, credit card number and expire date, and signature on a piece of paper or the coupon below and FAX it anytime to 602/269-3113, or mail to Dan Kennedy, 5818 N. 7th Street, #103, Phoenix, AZ 85014. (Checks/M.O.'s payable to: Kennedy Inner Circle, Inc.) The book's price is \$18.95 including free shipping/handling. Less \$5 Discount to IC Members!

\*As a professional speaker and consultant, I do not join or participate in any network marketing companies, to avoid conflicts of interest. My clients in this industry trust me and rely on me never to be directly involved in recruiting or building an organization. (Please do NOT waste your resources sending me information in an attempt to interest me in your particular business.)

\*\*A schedule of public seminar dates/locations where I'll be appearing with various other top speakers and celebrities, and a catalog of all my business publications will be sent with your book.



a few of the important subjects covered in this book

1. Meet 'The Professor of Harsh Reality'
2. MLM Lies, Myths & Fantasies That Can Cost You Dearly
3. Little-Known MLM Realities that You Can Profit From
4. How To Use Lead Generation Advertising & Baby-Step Marketing/ "Auto-Pilot Recruiting"
5. Five Ways To Sensibly Use Direct-Mail
6. The Truth About "Recruiting Tapes"
7. Positioning vs. Prospecting: How To Magnetically Attract Good Prospects & Have Them Begging You To Accept Them
8. What To Do To Have Credibility And Authority When You Haven't "Made It" Yet (No—Don't "Fake It 'Til You Make It")
9. What You Can Expect & Get From The New Technologies: Internet, Conference Calls, Broadcast FAX, F.O.D., Voice Mail, etc.
10. Public Speaking/Group Presentation Tips From The Man With the "Million Dollar Speech"
11. How To Correctly Predict The Likelihood Of A Company's Long-Term Survival
12. The 5 Philosophies Of Building A Network Marketing Business, Pros & Cons Of Each
13. Understanding "The Critical 72 Hours - Factor": How To Immunize New Distributors Against Discouragement
14. The Powerful Secret of "Affinity Prospecting"

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

☐ VISA ☐ MasterCard ☐ American Express ☐ Check enclosed (Payable to: Kennedy Inner Circle, Inc.)

Card No. \_\_\_\_\_

Expire Date \_\_\_\_\_

Signature \_\_\_\_\_

Phone \_\_\_\_\_

FAX TO: 602-269-3113 MAIL TO: Dan Kennedy, 5818 N. 7th Street, #103, Phoenix, AZ 85014

# One of America's Top Marketing "Gurus" Takes On Multi-Level Marketing—Says Much of What is Told to Distributors About Prospecting, Direct-Mail, etc. Sends Them Marching Off The Edge of a Cliff!

by Stewart Daniels

He speaks to over 200,000 people annually, frequently appearing with other famous business speakers like Zig Ziglar, Brian Tracy, Mark McCormack as well as a long list of sports and entertainment celebrities, but Dan Kennedy is even better known in American business as a much-in-demand, high-priced, sometimes difficult to work with marketing consultant who routinely challenges conventional wisdom, and who achieves extraordinary results with unusual strategies. In the multi-level marketing industry, his clients have included the largest company, the fastest growing company in a given year, manufacturers, and top distributors. Including a million-dollar a year earner. Millions of copies of recruiting tapes he has assembled for clients have been sold and distributed. (As a speaker and consultant, he has made it a firm policy never to be involved in an MLM company, to prevent conflict of interest.)

Now, in one of his newest books\*, Kennedy reveals the true economics behind mass mailings, and presents a "harsh reality" accurate picture of what it takes to successfully market direct marketing and direct-mail with multi-level marketing. Kennedy says: "One of the 13 success principles presented by 'Think And Grow Rich' are: those Napoleon Hill is accurate thinking. In order to succeed at any business, you need to think accurately, to base your actions on true and realistic expectations, projections and costs. It is my firm opinion that too many companies and sponsors in MLM set their new people up for disaster by failing to give them a true and complete picture of what is required to achieve success in the business. I am trying to correct that industry-pervasive defect with my book, 'PROSPECTING SUCKS.' Of course, if you'd rather cling to fantasy or hide your head in the sand and ignore reality, then you definitely won't want to read this book." Kennedy actually DARES industry leaders to read his "expose" book!

"In addition to this book available only by mail, Dan Kennedy has six books available in bookstores, including his newest: HOW TO SUCCEED IN BUSINESS BY BREAKING ALL THE RULES. And he is co-author of the hot new book, ZERO RESISTANCE SELLING—the first book to apply the famous Psycho-Cybernetics mental training techniques to selling. (Kennedy is a Founding Board Member of The Psycho-Cybernetics Foundation, and controls all rights to all the works of Dr. Maxwell Maltz.) You can find these books in bookstores, visit Kennedy's web site at [www.inner-circle.com](http://www.inner-circle.com), or FAX a re-

quest for a Catalog to his office @ 602/269-3113. Or order the book PROSPECTING SUCKS from 1-800-223-7180 and you will automatically receive all the other information.

Kennedy insists that the keys to a new paradigm for integrity in multi-

level marketing, as suggested in his book, will lead to better retention and fewer drop-outs, more serious and committed distributors, and less "hopping" from one MLM to the next by disillusioned distributors in search of a quick fix. The specific recruiting

methods he includes in the book PROSPECTING SUCKS have not only been tested and proven in MLM, but incorporate strategies he has developed for client-companies in the insurance, financial services, real estate and direct sales industries.

## "A blast of brutal honesty"

My name is Dan Kennedy, and I've been involved in MLM, off and on, for over 20 years. My corporate consulting clients have ranged from Amway to start-ups. Currently, I consult with one of the largest, fastest growing and most respected companies in the industry. One of my individual distributors, private clients made over 1-1/2 Million Dollars last year. Over two million of my "recruiting" and "product" tapes produced for a couple of companies are in circulation right now. I also command high fees for developing "sales" recruiting strategies and tools for many industries, like insurance, financial services, real estate, and direct sales. But you may know me as a speaker or author. I speak to over 200,000 people a year and frequently appear on events with Zig Ziglar, Tom Hopkins, Jim Rohn, Brian Tracy, as well as former U.S. Presidents and dignitaries, celebrities and famous athletes. Six of my books are available in bookstores.

Companies of all types and sizes have me to teach their salespeople how to eliminate "cold prospecting" from their businesses. And I can help you tell your sales team that you can build your prospect marketing business without an office or cold prospecting strategy. That's one of the reasons I've written this new book: PROSPECTING SUCKS. Not only does it summarize everything I know and teach about how to win direct prospecting, my own "Magazine Marketing", direct response advertising, lead generation "magazine", etc. in build your head of business (with zero "massed labor" prospecting)...it also reveals insider, little-known truths about the MLM industry and gives you a big dose of reality, which may not be jumping starting where you want to go, but may save you a lot of money, wasted effort and frustration, and may even make you a great deal of money.

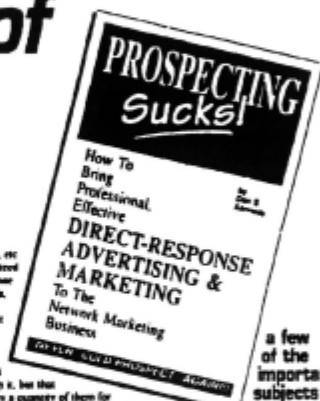
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audio cassettes, courses, systems, etc. as such a guaranteed bonus, and I've done so for many years, so you can rest assured you'll get an immediate refund for the asking if I'm letting you know that you'll want to buy a quantity of them for your people, recommend them to others, and so on. I understand, the book's a bit "risky", but I promise you the content is very different from anything you've ever read or heard in MLM and some MLMs which are the worst. And the book is LONG. You may be a bit offended or annoyed by some of what you read. You may have "intuition" de-bunked and find that uncomfortable. But I dare you to read this book and not find it one of the most beneficial of books out there on prospecting. It's full of hot-secrets, information, and real-life motivation.

To order with VISA, MasterCard, or American Express, you can call 1-800-223-7180, 10-4 EST, M-F, or write your name, address, phone, credit card number and exp. date, and signature on a piece of paper at the coupon below and FAX it anytime to 602/269-3113, or mail to Dan Kennedy, 5818 N. 7th Street, #103, Phoenix, AZ 85018. If check/M.O. is payable to Kennedy Inner Circle, Inc. The book's price is \$18.95 including free shipping/handling.

\*As a professional speaker and consultant, I do not act or participate in any network marketing companies, to avoid conflicts of interest. My clients in this industry trust me and rely on me to be directly involved in recruiting or building an organization. (Please do NOT waste your reputation building me experience as an attempt to recruit me in your particular business.)

\*\*A statement of public service advertisement where I'm appearing with various other top experts and consultants, and a sharing of all my business philosophies will be sent with your book.



a few of the important subjects covered in this book

1. Most "Top Prospectors of Your Field"
2. MLM Lies, Myths & Fantasies You Can Call The Office
3. How Many MLMs You Can Run That You Can Profit From
4. How To Use Lead Generation Advertising & Door-Step Marketing "Door-Step Marketing"
5. Five Ways To Securely Use Direct Mail
6. The "Secret" Behind "Recruiting Tapes"
7. Prospecting In Prospecting How To Make Millions Attract Good Prospects & How To Stop Prospecting
8. How To Use The "Secret" Behind "Recruiting Tapes"
9. What You Can Learn & Get From The Most Successful "Recruiting Tapes"
10. Public Speaking/Group Presentation Tips From The Most Successful "Recruiting Tapes"
11. How To Correctly Profit The Unleashed Of A Company's Long-Term Success
12. The 5 Phases Of Building A Successful Marketing Business: Pros & Cons Of Each
13. Understanding The Critical 17 Hours Factor: How To Increase Your Distributors Against Disappointment
14. The Powerful Secret Of "Miles"

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 Signature \_\_\_\_\_ Phone \_\_\_\_\_

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**don't vote for a negro**

**vote for a man**

**vote for ability**

**vote for character**

**vote for a leader**

**a man who can attack problems and solve them**

**a man who can rally the people behind him**

**vote for a man**

**Carl stokes**

## The Power Of A Good Title

*"A good title is a work of genius. "*  
*- E. Haldiman-Julius*

Ted Nicholas and I once stood on the floor of the ABA (American Booksellers Association) convention, after walking the show, bemoaning how inept book publishers are at creating titles that sell. Recently, I have gone through a frustrating exercise in titling with my publisher that reaffirms this oddity. The direct-response marketer cannot afford this flaw - we must get very good at creating titles that sell, for LGM's as well as for products.

EHJ was especially sensitive to this, because he sold his wares almost entirely based on their titles alone.



# About Direct-Mail





## 'A Pile' vs. 'B Pile'

*"What would you do if you HAD to make your next mailing work?  
What if you could only mail ONE letter and if you didn't get a  
response you would, quite literally, be beheaded? "*  
- Gary Halbert

This is the prelude to Gary's discussion of "A-pile vs. B-pile mail", based on the correct insistence that America sorts its mail over a waste-basket. (In biz-to-biz mail, the gatekeeper sorts it first over her/his waste-basket, then the intended recipient sorts again over her/his wastebasket.) And, of course, this is the argument against envelopes with "teaser copy". It is this thinking that has led me to favor "a-pile look" in 90% of all situations - except when mailing to established, responsive customers who welcome mail from the mailer.

However, here's an interesting FACT: direct mail covered with teaser copy is used more than "a-pile mail" by about a 100-to-1 ratio, and thus, far more goods and services are sold via the "junk mail look" than with the "a-pile look". Some of this can be chalked up to more mailers using bulk mail than any other class and thus losing the opportunity to use a pure a-pile look, some to stupidity, but, still, this fact also suggests the wisdom of testing the one approach against the other in just about every situation.

The most important point I would make is that if or when you violate pure a-pile - such as having a corporate name or logo in the return address or mailing bulk - once you've crossed that line, you are best advised to go way over the line to use every available inch of both sides of the envelope as billboard space.

My preference remains a-pile.

## **Direct-Mail Success**

*"Maximizing direct-mail success depends first upon the lists you use, second upon the offers you make, and third upon the copy and graphics you create. " - Bob Stone*

I'm not sure, but I'd guess there are fewer than 30 professional, freelance copywriters at my compensation level and in as much demand. Few would cheerfully admit this; that our work is the least significant of the three ingredients of direct-mail results. I have never made a secret of this and routinely urge clients to do a better job with the first two. Fortunately, early in my copywriting career, I studied Bob Stone and accepted the importance of selection and the critical importance of the offer itself.



## **Power Point #556**

## **Direct-Mail Sequences**

*"A follow-up to the same list within 30 to 45 days will pull 40% to 50% of the first mailing." - Bob Stone*

This was one of the suggestions that initiated my thinking about direct-mail sequences, such as the 3-letter "intensified plant-the-farm direct-mail sequence" featured in my MAGNETIC MARKETING SYSTEM. It turns out, by the way, that Bob was and is wrong; in some cases, the follow-up mailing, and in many cases, a series of follow-up mailings can actually out-perform the first mailing's results. However, at the bare minimum, his number should occur.

And using his number, it is very easy to determine whether or not you should do a second mailing - are you profitable with half the results you got from the first? If so, and you do not do a follow-up mailing, then you are an idiot.

## **Envelopes vs. Self Mailers**

*"Self-mailers are cheaper to produce, but they practically never outpull envelope-enclosed mailings. " - Bob Stone*

I was indoctrinated to favor enveloped mail from the very start of my work in direct-mail and in writing copy. Literally growing up in the shadow of the Halberts epic success, I had a profound respect for the moneymaking power of a simple sales letter in an envelope.

It never makes sense to me to denigrate your message by putting it into a "junk mail" format.

Only in recent years, maybe the last five years or so, have I become a serious user of the lowly postcard for a number of direct-mail purposes. I am also an advocate of using merge mail like Val-Pak, Money Mailer, etc. for many local and some national businesses.

However, it is still true that a letter in an envelope will outperform any other direct-mail option 80% + of the time.



# About The Prospect



## Know Your Audience

*"...he must have a very vivid notion of the person (prospect). If he does not personally know him, he must build up in his mind the best possible conception of him - visualize him as well as possible from the revelation of personality that has been made in previous correspondence or that has been imagined by the writer."*  
- George French

When describing the prospect I was creating an opportunity pitch for (to Phil Kratzer), I said, simply, "He's Al Bundy." Now, if you've ever watched even a few episodes of Fox's first, incredibly successful sitcom 'Married With Children', I need say no more; you know Al Bundy. He is, incidentally, modeled somewhat after Jackie Gleason in The Honeymooners. In essence, this is a constantly frustrated working man, bewildered by the success of others, frequently trying one oddball scheme after another to escape his deadly-dull job and achieve overnight fortune or fame. If you are going to write to Al, it IS useful to further, fully remind yourself of who he is and what he is all about. And it would be useful to watch a few years of 'Married With Children'.

The success you have with a sales letter or ad has a great deal to do with how complete, detailed and precise your "picture" is of the prospect you are writing to.

The process described by Dr. Maxwell Maltz in Psycho-Cybernetics for visualization; going into The Theater Of Your Mind and creating a mental movie has direct application here. I suggest playing out a mental movie of your prospect's day, from eyelids opening in the morning to eyelids closing at night. What does he think? Say to himself? How does he dress? Where does he go? What does he eat? What conversations does he have with others? What problems does he deal with? Etc., etc., etc. Create this down to the minutest detail. Make this person real.

## Capture The Mind Of Your Readers

*"People go through life with their minds only half turned on, except when they 're promised an adequate reward for their full attention. Ordinarily their attitude toward nearly everything they see, read, hear and experience is 'so what?'" - Max Sackheim*



## Power Point #560

### "...sommnambulant sloths..."

- John Carleton

There is a natural tendency to believe that YOUR clientele is "smarter than the average bears", better, brighter, more sophisticated, more ambitious; after all, they reflect on you. This is arrogance, however, and arrogance can be costly. The most successful marketers assume exactly the opposite.

In my tapes of past Direct Marketing Conferences, you've probably heard master-copywriter John Carleton's funny, sarcastic description of the typical customer; the "sommnambulant sloth". It's worth going back and listening to John's entire presentation once in a while. It is apparent that John approaches the direct-response job as a mission impossible; the challenge of motivating the "sloth" to action as virtually insurmountable; and by doing so, he exerts monumental effort and leaves no trick unused.

If there is one observation I can say is almost universal about peoples' marketing, it is that they underestimate the difficulty of the task. Why else would marketers fail to use all the testimonials and other proof they might muster? Why else would marketers settle for a short letter instead of a long one? Why else would they neglect to offer exciting bonuses, incentives for fast action? When marketers who know better still make half-baked efforts, it reflects their underestimating the difficulty of the job.

You need to see your prospect as someone it is nearly impossible to move to action. See him as busy, overwhelmed with his own daily pressures and responsibilities, pressed for time, distracted by a million



little things, under assault by many more marketers besides you, and, on top of all that, intellectually lazy, not eager to think, an ostrich who would rather stick his head in the sand than face unpleasant truth or intimidating opportunity or any change or decision at all, and on top of all that, resistant to all sales pitches, reluctant to part with a penny. If he can avoid giving you his attention, he will. If he can justify ignoring your idea, he will. Picture this person. How will you move him to action?



## Power Point #561

### Move From 'Pest' To 'Welcome Guest'

*"...he is in deep discussion with himself over ways and means of getting certain things that mean a great deal to him. You butt in - that is the only term that describes it - and blandly tell him to forget those things that so deeply concern him and consider your proposition instead." - Robert Collier*

Preoccupation vs. the presumption you'll be paid attention to: here is the battleground for the mind, to paraphrase Ries and Trout.

The sales call - whether a cold call in person or by phone, or arriving by mail, or as an ad in a magazine acquired for its articles - is an interruption. In my language, an "annoying pest" that presents itself on the person's doorstep without invitation. We must utilize strategies to move from "pest" to "welcome guest".

My earliest (and only) real "job" was as a territory salesman for a book publishing company, which had spinner-racks full of inventory placed in all kinds of stores drug stores, gift shops, etc. Unfortunately, the rep in my territory had lied to sell and provided zero service, unbeknownst to me. The first three store owners I dropped in on and said 'Hi, I'm Dan Kennedy from Price/Stern/Sloan' cussed at me and virtually threw me out of their stores. The third guy actually chased me out into the parking lot, throwing rack parts at me. I then determined that my opening line wasn't working.

The next thing I tested was: "I'm the new Price/Stern/Sloan rep here to make things right and arrange for you to get \$500 of free merchandise." This worked infinitely better. I've since often thought of how

there are those critical, life-or-death first few seconds of time in which you are either perceived as a pest to be exterminated or someone with something useful and helpful, who deserves attention. And I don't think most marketers place enough importance on those first few seconds.



## Power Point #562

### Understand Your Prospects

*"Who is your client?...Karl often feels overlooked and insecure. Sharon has seven cats named after the Seven Dwarfs. Karl loves Stanford football and his 8 year old son. Sharon wishes she had more time. Karl wishes business could be better. Sharon wishes she laughed as often as she did when she was twelve. Etc. Before you try to satisfy the client (customer), understand the person." - Harry Beckwith*

Even if you are selling computer software to nuclear physicists, I think you have to achieve emotional connection to make the sale. To do this, you have to know more than demographics; you have to really KNOW your prospect as a human being.

Right now, FOX's show ALLY McBEAL is a huge hit because young career women feel connected to her; they share her insecurities and uncertainties. All of the research FOX has done supports this. That character has succeeded in achieving real emotional connection with a target audience. The old COSBY SHOW was a huge hit because parents of a certain age felt a connection to him. Other sitcoms that come and go and die can be seen lacking characters with whom audiences can emotionally connect. This transfers to marketing. In fact, some of the biggest blockbuster TV infomercials have featured/feature key personalities with whom audiences form strong emotional connections, like Susan Powter, Richard Simmons, Tony Robbins, Carleton Sheets. When I worked with Susan for a day prior to her first infomercial, it was very clear that she knew exactly who she was appealing to. She could describe her targeted customer to the nth detail

# **About Business And Profit Issues**



**"If you can't be first in your niche,  
redefine your niche"**

**- Al Ries**



**Power Point #564**

**"If you ain't the lead dog, the view  
never changes"**

**- Unknown**

Ries & Trout defined "positioning" as "the battle for the mind", and there is no doubt that both companies and individuals achieve, sometimes deliberately, sometimes accidentally, certain positioning in the minds of their consumers and/or the public. Even if Bill Clinton created world peace, he'll be forever known as "the sex president". Hertz is known as "# 1". Several years ago, I did a considerable amount of consulting work for Weight Watchers International, and one of the interesting things discovered in all their surveys and research was that both its customers and the public in general viewed Weight Watchers as the most effective, ethical program" but also "the most difficult program." Obviously, it is in your best interest to know how you are perceived and to exert deliberate control over your positioning.

Some years back, I made the decision to try and position myself as a "high content, no b.s." speaker, author and consultant. I am always pleased these days when, without prodding from me, people introducing me to audiences, writing about me or otherwise describing me do so in terms of my being straightforward, blunt, delivering hard, practical information, and so on...it means that my positioning efforts have had real impact

Back in 1983, I quickly developed "the #1 seminar and publishing organization exclusively serving the chiropractic and dental professions in North America". Actually, we were that on day-one of the business because that particular, specific description matched one and only one company; ours. I very deliberately defined a category where we could instantly be # 1 by virtue of there being no #2. I still believe in this approach. One of the many most interesting truths about human behavior is that people prefer dealing with successful companies and individuals.

We may root for the underdog but we feel safer, happier, prouder, etc. when giving our money to the leaders. Staking out and ballyhooing a leading position can easily become self-fulfilling prophecy.

I haven't been doing much marketing on my own behalf in the last handful of years (because I haven't had any need to), but if I were to press, there are two paths I think I might take: re. speaking, I suspect I've appeared on programs with more famous speakers and celebrities than just about anybody, and properly worded, that idea might yield a leadership positioning statement (LPS). Re. copywriting, I'm pretty sure I am the # 1 direct-response copywriter in the information products industry and that fact could yield another LPS.

Whether by redefining your niche, your product or yourself, I think it's very smart to look for an opportunity to be # 1.



## **Power Point #565**

### **Capital**

***"You must be adequately capitalized so you can afford to buy customers instead of expecting to make a profit on every initial sale."***

***-Maxwell Sackheim.***

If you are interested in knowing what stopped me from building a multi-million dollar company, such as a Nightingale-Conant, it was this simple truth; I learned through painful experience the impracticality of building a mail-order business without the ability to "go negative" on the front end, and, without the financial resources to do so, had to abandon my objectives and go in a different direction.

I often teach that even great marketing can't make up for bad economics. It is equally true that neither the greatest product or the greatest marketing can make up for insufficient capital.

The business truth many people insist on ignoring is that most businesses are built by "buying customers". If you are restricted to only acquiring new customers through means that deliver a first sale, front end profit, you cannot grow a business quickly, and you probably cannot grow a big business at all. Few marketing consultants are willing to hammer this point home with their clients, largely thanks to clients' tendency to shoot the messenger.

Conversely, the marketer with the willingness and ability to invest in acquiring customers (i.e. losing money on first sale) AND with an effective strategy for maximizing customer value has an enormous competitive advantage. He can utilize many media others cannot use.

This is not to say that you cannot scrap and scratch and create a lucrative business with little capital; you can. But doing so requires very different strategies. You are very limited in what you can do and how you can do it.

One of the most important questions to answer is: what can/will you spend to acquire a customer? That number determines what can and cannot be done, which media and marketing tools can and cannot be used; it virtually dictates your marketing plan.



### **Power Point #566**

## **"Throwing away names of future customers...."**

*- Jon Spelstra, ICE TO THE ESKIMOS*



### **Power Point #567**

## **Names are your most valuable asset**

Okay, maybe by the time you get here, to POWER POINTS, you already know that - but knowing and doing are two different things, often with a big gap between them.

In 1982, when I decided that I was never going to build a big company and subsequently, someday, either take that company public or sell it to a bigger company as my means of achieving financial independence, I also determined that the asset I could develop that would make me rich was a list of loyal, responsive customers. I spent the next 14 years setting up the series of big paydays that have occurred during the past 3 years. I did so by developing two very valuable lists; a large universe of customers plus a small universe of "hyper-responsive" customers. Mine is a million dollar asset that fits on a diskette. It requires no

building, no machinery and no labor-force to exploit.

Notes

It kills me to see so many business owners squandering their own opportunities to develop a similar source of wealth. Restaurant owners, retailers, service providers, speakers - the list of people failing to even capture names is long and varied Believe me, this is very, very dumb. To paraphrase America's first Billionaire, Andrew Carnegie:



### **Power Point #568**

## **Customers Are Valuable Too**

Take away my railroads, take away my factories and take away my wealth, but leave my customers, and I'll have it all back again and then some in short order.



### **Power Point #569**

## **Upsell At Every Opportunity**

Just today, as Carla and I were leaving The Stage Door Deli in Las Vegas, I pointed out that when the waitress punched up the computer screen to enter an order, it read: "Sell Wine. Sell Dessert." This restaurant probably serves over 1,000,000 meals a year. If just 20% of the customers are sold a glass of wine or dessert they wouldn't have otherwise ordered, and the restaurant makes an extra \$ 1.00 profit on each sale, that's \$200,000.00 of additional net profit. If \$2.00 profit, it's \$400,000.00.



### **Power Point #570**

## **UPsell Profits**

A business upsell profits alone can make its owner rich.

And the 20% factor is a good big thumb rule; done right, you should upsell at least 20% of your customers.



## **Get The Second Order!**

*"The most important order you get from a customer is the **SECOND** order. Why? Because a two-time buyer is at least twice as likely to buy again as a one-time buyer. " - Bob Stone*

If you are tuned into building maximum TCV\*, then this idea is immensely valuable. This directs us to make it a high priority to make that second sale, as quickly after the first as possible. Having customers who are trained to buy repetitively and to respond to upsells is much more important than just having customers.

\*Total Customer Value



## **Power Point #572**

### **The Power Of Increasing Price**

*"It is easier to increase the average dollar amount of an order than it is to increase percent of response. " - Bob Stone*

Here is an idea that has made me a great deal of money. Most copywriters and many direct marketers are so obsessed with continually trying to boost response they overlook all the other ways of arriving at the same place: maximum profit.

## **SALES PITCH CONTENT/OFFER CHECKLIST**

Here is a very practical tool:

The Checklist on the following pages has evolved from years and years of work. But it came together as a result of my main presentation at the most recent (February, 1998) Super Conference. Jeff Paul decided then and there to get the points I made that morning about constructing offers assembled into a checklist. When he went to work on that, the task expanded of its own accord to encompass everything he and I know to do, when putting together a sales pitch (in print). It is Jeff's intent to further expand and refine this, add other checklists, possibly support material, and turn it into a separate information product, and, when it's available, you may or may not opt to acquire it. However, he has graciously allowed me to include this work-in-progress version in this Volume, and I think it is so valuable as-is it justifies your entire Power Points investment.

There are two ways to use the Checklist: first, early in your work on a new pitch/offer, as an idea starting device. Each of these questions has been assigned its own Power Point Number, because each one can trigger an idea to include in the pitch and might trigger "the big idea" you need, to formulate the pitch around. Second, as a final review of your ad/letter/ etc. to make certain you have not missed anything you should include. Few pitches can or should include all of the elements asked about here, but this review will make sure you don't omit anything accidentally. (Because I travel as much as I do, I'm grateful that airline pilots use checklists.)

If you find or create additional questions that should be part of this Checklist, that we've missed, please call them to my attention.

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## **Headlines/Intro/Beginning/Envelopes**

**Power Point #573:** Multiple headline ideas written down?

Yes   No   N/A

**Power Point #574:** Do headlines reflect proper context?

Yes   No   N/A

**Power Point #575:** Will offer be in headline?

Yes   No   N/A

**Power Point #576:** Will guarantee be in headline?

Yes   No   N/A

**Power Point #577:** Quotation marks around headline?

Yes   No   N/A

**Power Point #578:** Is headline bolded?

Yes   No   N/A

**Power Point #579:** Lead in headlines?

Yes   No   N/A

**Power Point #580:** Follow on headlines?

Yes   No   N/A

- Power Point #581:** Will story or stories be used in headlines?  
Yes No N/A
- Power Point #582:** Will testimonials be part of headlines or subheads?  
Yes No N/A
- Power Point #583:** Is strongest point(s) right up front at very beginning?  
Yes No N/A
- Power Point #584:** Have you used hidden benefit in headline and/or as theme?  
Yes No N/A
- Power Point #585:** Do you bring bullets out right away?  
Yes No N/A
- Power Point #586:** Do you have one or more Unique Selling Propositions offered/explained?  
Yes No N/A
- Power Point #587:** Is initial copy/script compelling enough to cause people to want to continue?  
Yes No N/A
- Power Point #588:** Is piece's salutation personalized or generic? (Dear Mr. Garcia vs. Dear Friend or Dear Golfer)  
Yes No N/A
- Power Point #589:** Is envelope handwritten/personal "A" pile mail, or if not, is teaser copy on both sides of envelope?  
Yes No N/A

**Power Point #590:** Does your font look as much as possible like the publication you're running in?  
Yes No N/A

### **Guarantees**

**Power Point #591:** Is guarantee worded in an interesting way?  
Yes No N/A

**Power Point #592:** Length of guarantee?  
Yes No N/A

**Power Point #593:** Value of guarantee?  
Yes No N/A

**Power Point #594:** Are there multiple guarantees?  
Yes No N/A

**Power Point #595:** Unconditional guarantees?  
Yes No N/A

**Power Point #596:** Conditional guarantees?  
Yes No N/A

**Power Point #597:** Satisfaction guarantees?  
Yes No N/A

**Power Point #598:** Results guarantees?  
Yes No N/A

- Power Point #599:** More than money back guarantees?  
Yes No N/A
- Power Point #600:** Will shipping/handling be refunded?  
Yes No N/A
- Power Point #601:** Keep premiums after refunding?  
Yes No N/A
- Power Point #602:** Need authorization for refund?  
Yes No N/A
- Power Point #603:** (Seminars) Less than entire seminar, "after first day" type of guarantee?  
Yes No N/A
- Power Point #604:** No guarantee?  
Yes No N/A
- Power Point #605:** Any warranty?  
Yes No N/A
- Power Point #606:** Use up product still get refund type of guarantee?  
Yes No N/A
- Power Point #607:** Prorated refund for subscriptions type of guarantee?  
Yes No N/A
- Power Point #608:** Any guarantee for free info?  
Yes No N/A
- Power Point #609:** Is guarantee stated on order device or info?  
Yes No N/A

## Offer

**Power Point #610:** Does order device (form) have a headline?

Yes   No   N/A

**Power Point #611:** Does offer give people opportunity to exercise power of choice?  
(Basic vs. deluxe, etc.)

Yes   No   N/A

**Power Point #612:** Is offer to buy or generate lead?

Yes   No   N/A

**Power Point #613:** Is offer too confusing or complicated?

Yes   No   N/A

**Power Point #614:** Does offer link product to American Dream, the big picture?

Yes   No   N/A

**Power Point #615:** Does offer promise bigger, better, more?

Yes   No   N/A

**Power Point #616:** Does offer present big ideas, big promises, big news, big pictures, big results?

Yes   No   N/A

**Power Point #617:** Does offer promise improvement over previous versions or competition?

Yes   No   N/A

**Power Point #618:** Does offer promise faster, more time, low time involved, instant results, or sell time?

Yes No N/A

**Power Point #619:** Does offer promote that it's NEW, or link to timely news events?

Yes No N/A

**Power Point #620:** Are you offering installment payments?

Yes No N/A

**Power Point #621:** Are you showing the price in the installment amounts, vs. full price?

Yes No N/A

**Power Point #622:** Are you offering an incentive to pay all at once?

Yes No N/A

**Power Point #623:** Do date deadlines have "hand-stamped" date stamped on order info?

Yes No N/A

**Power Point #624:** Is shipping/handling added and marked up?

Yes No N/A

**Power Point #625:** Is shipping/handling added to first installment?

Yes No N/A

**Power Point #626:** Do you ask if shipping address is different from credit card address?

Yes No N/A

**Power Point #627:** Does the offer compare price apples to oranges?

Yes No N/A



**Power Point #628:** Does the offer break apart each component's value/price and compare it to package savings?

Yes   No   N/A

**Power Point #629:** Is offer clearly explained? Does it detail exactly what they'll get?

Yes   No   N/A

**Power Point #630:** Have you compared the offer to what they already are familiar with?

Yes   No   N/A

**Power Point #631:** Have you chosen your price by first analyzing your costs and multiplying by factor?

Yes   No   N/A

**Power Point #632:** Is price shown as odd ending number?

Yes   No   N/A

**Power Point #633:** Have you thought through if price is at or above a resistance barrier, a break point?

Yes   No   N/A

**Power Point #634:** Are you marking price up and/or discounting? Are you explaining why discount is available?

Yes   No   N/A

**Power Point #635:** Are you offering 24 hour ordering?

Yes   No   N/A

**Power Point #636:** Are you offering a discount for fax or e-mail orders?

Yes   No   N/A

**Power Point #637:** Do you have an order form or coupon that restates the offer?

Yes No N/A

**Power Point #638:** Does order form leave enough room to allow customer to write comfortably?

Yes No N/A

**Power Point #639:** Are you collecting fax and e-mail info on order form or lead generation efforts?

Yes No N/A

**Power Point #640:** Are you enclosing more than one order form with package?

Yes No N/A

**Power Point #641:** Are all backs of order forms, whatever, filled with copy/graphics/testimonials, etc.?

Yes No N/A

**Power Point #642:** Do you have a multiple year option for subscriptions, with incentives to do so?

Yes No N/A

**Power Point #643:** Do you have any continuity offer for auto-charge?

Yes No N/A

**Power Point #644:** Are you accepting checks by phone?

Yes No N/A

**Power Point #645:** Is order form separate from rest of package?

Yes No N/A

- Power Point #646:** Is there a reply envelope enclosed with package?  
Yes   No   N/A
- Power Point #647:** Is response device or devices key coded for tracking?  
Yes   No   N/A
- Power Point #648:** Are savings expressed in dollar amounts vs. percentage vs. units? (2 for 1, buy 1 get 1 free, etc.)  
Yes   No   N/A
- Power Point #649:** Is price explained in context of the entire offer and promotion?  
Yes   No   N/A
- Power Point #650:** Are immediate upsells/cross sells/upgrades offered at time of purchase?  
Yes   No   N/A
- Power Point #651:** Is guarantee re-stated in offer and ordering instructions?  
Yes   No   N/A
- Power Point #652:** Have you told them who to call, when to call, who to make out check to, how much, etc.?  
Yes   No   N/A
- Power Point #653:** Have you informed them of any sales taxes?  
Yes   No   N/A
- Power Point #654:** Is ordering info on every page of offer?  
Yes   No   N/A
- Power Point #655:** Is offer made with an endorsement and sent out that way?  
Yes   No   N/A

**Power Point #656:** Are recorded messages being utilized?

Yes   No   N/A

**Power Point #657:** If using recorded message, do you have "toll-free, 24 hour recorded message" in copy?

Yes   No   N/A

**Power Point #658:** Have you started or contemplated your follow up sequence of mail/fax/e-mail/phone follow up?

Yes   No   N/A

**Power Point #659:** Does offer lend itself to offering samples and/or free trials?

Yes   No   N/A

**Power Point #660:** What bonuses/premiums are being added to sweeten offer?

Yes   No   N/A

**Power Point #661:** If you sell internationally, do you explain different shipping costs?

Yes   No   N/A

**Power Point #662:** If you sell internationally, do you explain the types of currency you'll accept?

Yes   No   N/A

**Power Point #663:** Are you testing different colors and sizes for parts of a package?

Yes   No   N/A

**Power Point #664:** Are you testing how package is inserted in envelope? (Loose, in center, paper clipped, etc.?)

Yes No N/A

**Power Point #665:** Are postcards filled with headline(s), copy, testimonials, etc?

Yes No N/A

**Power Point #666:** Have you left room for address and bar code on bottom of envelope or postcard?

Yes No N/A

**Power Point #667:** Are you using stage names on lead generation follow up pieces, so calls can be tracked?

Yes No N/A

**Power Point #668:** Are you telling customer exactly what to do? (Call NOW, pick up the phone, don't delay, etc.?)

Yes No N/A

### **Believability**

**Power Point #669:** Testimonials?

Yes No N/A

**Power Point #670:** Who are you?

Yes No N/A

**Power Point #671:** Why should anyone believe you?

Yes No N/A

**Power Point #672:** Who says people should believe you?

Yes No N/A

**Power Point #673:** Are you using a celebrity(s)?

Yes No N/A

**Power Point #674:** Is your promise as big as possible without being unbelievable?

Yes No N/A

**Power Point #675:** Do you have proof in the form of graphics? (Pictures, drawings, graphs, etc.)

Yes No N/A

**Power Point #676:** Can you dramatize proof with before and afters?

Yes No N/A

**Power Point #677:** Is your guarantee designed to alleviate skepticism?

Yes No N/A

**Power Point #678:** Are you telling the whole story?

Yes No N/A

**Power Point #679:** Is the deadline or limit reason explained?

Yes No N/A

**Power Point #680:** Are you offering an alternative means of response: (Recorded message, web site, free info, etc.?)

Yes No N/A

**Power Point #681:** Can you demonstrate the results?

Yes   No   N/A

**Power Point #682:** Are you using testimonials that relate specifically to this offer?

Yes   No   N/A

**Power Point #683:** Are you showing the number of people who have bought?

Yes   No   N/A

**Power Point #684:** Do you have proof like copy of patent, survey results, studies, etc.?

Yes   No   N/A

**Power Point #685:** Do you have details that add to credibility? (Exact location, description of neighborhood, etc.?)

Yes   No   N/A

**Power Point #686:** Do you have any third party endorsements? (Articles, influential people, etc.?)

Yes   No   N/A

**Power Point #687:** Is promotion coming from a person rather than from a company?

Yes   No   N/A

**Power Point #688:** Have you used one or more damaging admissions?

Yes   No   N/A

**Power Point #689:** Have you acknowledged resistance with proactive objecting handling, Q&A, etc.?

Yes No N/A

### **Copy**

**Power Point #690:** Does offer present any aspect of underdog trying to come out on top?

Yes No N/A

**Power Point #691:** Has internal repetition of key points been used?

Yes No N/A

**Power Point #692:** Does P.S. re-state main benefit/theme/offer?

Yes No N/A

**Power Point #693:** Are subheads used throughout?

Yes No N/A

**Power Point #694:** Any bullets?

Yes No N/A

**Power Point #695:** Will bullets have reference to page number or actual part of product?

Yes No N/A

**Power Point #696:** Do pages end with cliffhangers?

Yes No N/A



**Power Point #697:** Has internal repetition of key points been used?

Yes   No   N/A

**Power Point #698:** Do you use a boxed off coupon in ads or have copy explain how to respond without a coupon?

Yes   No   N/A

**Power Point #699:** Do coupons or order forms state *YES!*....and restate offer in first person?

Yes   No   N/A

**Power Point #700:** Has copy been "mangled" with handwritten notes in margin, highlighting, etc.?

Yes   No   N/A

**Power Point #701:** Is paragraph spacing and indenting done so readability is enhanced?

Yes   No   N/A

**Power Point #702:** If advertisement, have you squeezed as much relevant, non-boring copy as possible?

Yes   No   N/A

**Power Point #703:** Will testimonials be re-typed/edited or copies of actual letters/shots be used?

Yes   No   N/A

**Power Point #704:** Will piece be explanatory without stories?

Yes   No   N/A

**Power Point #705:** Are recorded messages part of enticement to respond or order?

Yes   No   N/A

**Power Point #706:** Is copy strictly benefit driven with the sole focus on the prospect/customer?

Yes   No   N/A

**Power Point #707:** If features are mentioned, is every one backed with one or more benefits?

Yes   No   N/A

**Power Point #708:** Is a complete story being told?

Yes   No   N/A

**Power Point #709:** Does copy assume prospect/customer knows nothing?

Yes   No   N/A

**Power Point #710:** Is copy written at about a sixth grade level? (No matter who prospect is.)

Yes   No   N/A

**Power Point #711:** Does copy talk to one person at a time?

Yes   No   N/A

**Power Point #712:** Does copy talk to a potential buyer and ignore non-interesteds?

Yes   No   N/A

**Power Point #713:** Is copy laced with "lingo" that prospects/ customers talk/think in?

Yes   No   N/A

**Power Point #714:** Does copy give specific details without rounding off, or approximating?

Yes   No   N/A

**Power Point #715:** Is copy written to sound like it's being spoken? (Using words like "listen", "a minute ago", etc.)

Yes    No    N/A

**Power Point #716:** Are all sentences/paragraphs short and super easy to read?

Yes    No    N/A

**Power Point #717:** Are you using a serif font like "Times Roman", etc. for body copy? (Can use serif or sans serif for headlines.)

Yes    No    N/A

**Power Point #718:** Have you read copy aloud before finalizing?

Yes    No    N/A

**Power Point #719:** Does copy refer to any graphics? (Pictures, diagrams, graphs, etc.)

Yes    No    N/A

**Power Point #720:** Do all graphics have captions that are tantalizing and/or rein force other copy/graphics?

Yes    No    N/A

**Power Point #721:** Does it pass the "who cares" test?

Yes    No    N/A

**Power Point #722:** Does copy focus on *prospect/client* or on advertiser? (You/ your vs. we/I test.)

Yes    No    N/A

**Power Point #723:** Are you using any "grabber" like a dollar bill, Million dollar bill, foreign currency, condom, etc.?

Yes No N/A

**Power Point #724:** Are number of pages divisible by four?

Yes No N/A

**Power Point #725:** Are ads going to be fractional page, or 7 x 10 or larger?

Yes No N/A

**Power Point #726:** Are you going to attempt to get upper right hand page, or be above fold?

Yes No N/A

**Power Point #727:** Is copy big enough to read, and have you considered this especially if you market to seniors?

Yes No N/A

**Power Point #728:** Are you using a "table of contents" as a form of bullet points?

Yes No N/A

**Power Point #729:** Does copy make them feel empathy and that they're not alone anymore?

Yes No N/A

**Power Point #730:** Is copy written for decision maker?

Yes No N/A

**Power Point #731:** Does every separate piece in package have headlines?

Yes No N/A

**Power Point #732:** Are you including a cover letter or lift letter?

Yes    No    N/A

### **Bonuses**

**Power Point #733:** Do bonuses have high perceived value?

Yes    No    N/A

**Power Point #734:** Can you make bonuses by breaking out parts of product?

Yes    No    N/A

**Power Point #735:** Are bonuses linked to main product?

Yes    No    N/A

**Power Point #736:** Are you going to use non-linked bonuses?

Yes    No    N/A

**Power Point #737:** Are bonuses set up to be more desired than the product?

Yes    No    N/A

**Power Point #738:** Are you using bonuses to enhance purchase of upgraded (deluxe) product choice?

Yes    No    N/A

**Power Point #739:** Are you creating or buying multiple bonuses, instead of just one?

Yes    No    N/A

**Power Point #740:** Are you linking bonuses to fast responses? (Time, limited quantity, first time buyers, etc.?)

Yes    No    N/A

**Power Point #741:** Are you offering unannounced bonuses either at purchase or after?

Yes    No    N/A

**Power Point #742:** Are you offering installments as bonus?

Yes    No    N/A

**Power Point #743:** Are you offering upsells that are promoted as bonuses?

Yes    No    N/A

**Power Point #744:** Do you offer free or reduced cost shipping?

Yes    No    N/A

**Power Point #745:** Do you offer special shipping for single payment when installments are offered?

Yes    No    N/A

**Power Point #746:** Do you offer discounts or gift certificates or coupons?

Yes    No    N/A

**Power Point #747:** Do you offer unlimited calling in or use fax/e-mail help only?

Yes    No    N/A

**Power Point #748:** Do you offer coupons for additional help?

Yes    No    N/A