

## DAN KENNEDY'S OPPORTUNITY CONCEPTS MARKETING

Welcome to Dan Kennedy's OPPORTUNITY CONCEPTS MARKETING Training. While these recordings omit some group discussion, question and answer, hot seats, films shown, and a few other items, the majority of the core Training and most of the 3 days' sessions are intact here.

To be clear, this is NOT a training about marketing actual business or moneymaking opportunities, although they are often used as examples and referred to, there were entrepreneurs from that field in attendance, and everything said is definitely applicable to the sale of such opportunities. This is broader. This is about marketing just about anything, but certainly information products, courses, seminars, coaching programs and business services by transformation of them so that they can be presented with opportunity concepts and language. In this context, increasing the sales of pet shops, the leadership skills of executives, or weight loss can be presented as opportunity concepts.

Dan's experience with both actual opportunity and opportunity concept marketing spans nearly 40 years, and, as you will see, his depth of experience and knowledge about these very advanced and sophisticated strategies is unrivaled.

You can always find more of Dan's resources, including those derived from other advanced trainings on different specialized topics at [DanKennedy.com/store](http://DanKennedy.com/store). These include multi-day programs like the Influential Writing Workshop, the Renegade Millionaire Retreat and the 7-Figures Academy.

Now, we'll join the Opportunity Concepts Marketing Training shortly after the start of the first morning....

We're going to look at the **different approaches that pure opportunity marketers take** with their prospects and you'll see examples. But by pure opportunity marketer, I mean somebody who is selling a "get rich, make money opportunity" to the great unwashed masses. They are not in a business niche. They are not selling how to make your business better or they're not selling a marketing system. They are taking the guy preparing our food or the guy parking the car out front right off the street and they are convincing him to buy this "get rich" thing. They are convincing him to change careers to suddenly become a real estate investor or an internet marketer or whatever. And so that's what I mean by pure opportunity marketer.

And as you will see, if you have not studied them much, their approach is very different than most info marketers, we'll for shorthand we'll say Planet Dan info marketers, some overlap but for the most case their approaches are very, very, very different. And one reason for that is they know and understand and respond to one thing about prospects that most of you do not and so we'll see that surface as we go along. Obviously we're going to talk about how to reframe, reposition, repackage, re-language, reinvent the way you present whatever it is that you present now as opportunity rather than as the way you currently present it.

There are pure opportunity marketers in the room but to be clear this is not a training about business opportunity marketing per say. It is about how to use the concepts of opportunity to sell just about anything. So we do have some purists in the room who really are in the opportunity business. We don't have very many of them. Most of you are of the other ilk. Most of you are niche info marketers. You're selling to one or more industries or professions and you are selling something other than opportunity at the moment.

And then last we're going to talk a little bit about how you might not just re-position, re-package, re-present, re-language what you do but how you might actually reform it and do something entirely different with it in the opportunity field. So there are six ways to play if you look at your page five. There are really **six ways to play**.

One is taking your present deliverables in your present market and presenting them differently as a result of everything that we're going to talk about and that's the way probably most of you will make use of what it is that we do here. You're really not going to change the thing/things that you are delivering but you are going to change how they are perceived and how they are presented and how they are talked about.

The second way you might play is bringing different deliverables than you now have into the market where you live. So you might actually decide to make some structural changes in the deliverables that you bring to the market.

Three: You might take your existent deliverables to an entirely different marketplace as a result of what we do here.

Fourth, you might in your niche or in a different niche take your deliverables, package them up, attach them to a consultant opportunity for somebody to go out into the forest of the world armed with your stuff and teach the little elves one-on-one and it becomes a business for them.

Fifth, you might actually take your deliverables, convert them in some way to a pure opportunity to put the great unwashed masses into the field where you now work with people who are already in that field.

Sixth, you may have a pure business opportunity. You may already be a purist as Bill Driscoll, Michael Kimble, Dave Dee, Susan Berkley, Dean Killingbeck, Mike Gravette, Steven McClean, those of you in the room who are already, and if I left somebody out forgive me, but who are already pure opportunity marketers. So that may be the way you choose to play.



### **Six ways to play**

- 1: With present info-marketing deliverables in present niche, but changing from Repair or Improvement to Opportunity**
- 2: Different deliverables as Opportunity, same niche**
- 3: Same deliverables as Opportunity, different niche/additional niches**
- 4: Info-marketing deliverables sold to established business owners in niche, put into a 'consultant opportunity' in that niche**
- 5: Info-marketing deliverables sold to established business owners in niche converted to Opportunity that puts people off the street into that business**
- 6: Actual business opportunity sold to people off the street**



All of the information is applicable to any of those purposes and the bottom line here about this is that you can attempt to do marketing by attempting to interest the uninterested, which is really what most people do is they develop a story, whatever that story is and they start telling it to everybody. So that's the classic direct sales network marketing mode but really most info marketers do it too. So they use big broad media, they tell their story to everybody and for the most part they're telling it to uninterested people and by the time we get done today you will probably be surprised and mildly depressed as I convince you of just how uninterested they are. And how far apart they are from where you think they are.

Or you can seek out just the interested, which is a game many of us play predominantly through lead generation. We are needle and haystack folks. We know there aren't that many needles. We know there's a big haystack but we're convinced there's needles in there somewhere. Or you can attempt making the fundamentally uninteresting message more interesting to more prospects in the prospect audience, which now is what we're going to do.

### WHERE "THEY" ARE, WHEN YOU BEGIN

One of my favorites about where people are, so this is, I've kept it all these years. Every once in a while I trot it out to use. So this from May 2nd, 1997. This is a note that came back with the Magnetic Marketing package in order to get a refund. So it's from Hamco Professional Awning Maintenance Company. So this guy is in the awning business and here's his note. "I can't use this. My life is going nowhere. Why fight it. I can't afford it. Thanks anyway."

A, he's very polite. And B, sometime from the period of time that he was jazzed up in the room and made this purchase, to a few days later, he kind of snapped back to where he really was, which obviously is at a point of abject, near suicidal despair. This is how this poor fellow was getting up and going to his business every morning, which those of us who believe in an attitudinal connection there's clear reason why he's not doing well. And he's kind of in his way of not doing well.

But I keep this one because it was on letterhead and it was handwritten. But we actually got a lot of them over the years because we sold a lot of product. And you got to admit the guy's got a good reason for refund. So obviously we were happy to give it to him but this speaks to where

an enormous number of them are that you have no idea this is where they are and may I point out this was *a buyer*. So imagine if this is the buyer who manages to muster up the temporary burst of optimism required to go to the back of the room and spend \$287 dollars. Imagine where the non-buyer that day was as he heard the same story.

And so a lot of what we're going to talk about today is really about where they are starting versus where you're starting your conversation with them. And there's a Grand Canyon size gap. So if you'll look at your next page there really are three basic stories that we can tell and there's really only three. So almost every information marketer, every trainer, coach, consultant, teacher, publisher, etc. we really have a choice of three stories and three stories only.

We have a *repair story*. We are going to fix the flaws in your business. And so when people talk about plugging the holes in the bucket. Jay Geier who's not here, who's in the fix the phone business, Ari, in some respects, you're in the repair business of their sales process. We have a repair story to tell and often we use repair language when we tell it.

The second kind of story we have to tell is the *improvement story*. So now rather than talking about, we're going to fix things. We really show up and say, "We're going to make something work a lot better." So your sales process is going to be better, your marketing is going to be better, you're going to get a better quality of lead, you're going to be better able to close, your pricing's going to be more profitable, yadda, yadda. We're telling an improvement story.

The third choice of story, which is the subject of our time together is really how to tell the *opportunity story* instead of the repair or the improvement story and why we should revert to that story and how we should tell it. The cartoon speaks to the fact that we think that there's a big market, a waiting audience who would want to repair their leaky roof if it was pointed out to them. Or a whole lot of people who are eager to improve if opportunity to improve is presented to them and so everybody needs what we're selling but that does not necessarily mean that they are prepared to buy it.

So when you think about these stories and when you think about repair and improvement one of the important things to know about it is that we are dealing either with need, obligation or desire. So repair is about need, right? Now a lot of repair's pretty easy to sell if it's urgent. So if your toilet's overflowing somebody's going to get that sale because you are highly motivated to get that fixed. Most of the stuff you and I fix in business is not that blatant. Their business is not going to gradually fill up with water and they're going to drown if they don't do anything about what it is that we deal with. We're not exactly plumbers.



But all repair is linked to need. And need is fundamentally boring as I'll point out in a few minutes. Improvement is linked to obligation. Improvement is about: you *should* want to make your thing better and so it is all about obligation. Only opportunity is linked to desire. So the worst thing about repair is we wind up where we were before. This is the worst thing about repair is all we do is get it back to where it was before. So the hinge on the door's broke. We put a new hinge on. The door is where the door was before it needed repair and that is not fundamentally exciting.

It's why they have finally installed videos on treadmills so you can pretend like you're arriving somewhere at the end of the time on the treadmill. Because otherwise, truthfully, walking on a treadmill's not real exciting because when it's all over with your sweating and you wound up in the someplace that you started with and your hamstrings hurt unless you're in John's condition. For the most of the rest of us our hamstrings hurt. We're sweaty. We wound up in the same place we started and that may be okay if that's in bed but it is generally not okay if it's on the treadmill. So, going and getting on the treadmill is not a highly motivational thing for a whole lot of people. Hence repair is not a highly motivational thing for a whole lot of people and yet we try and sell it.

Obligation is, in some respects, even worse. So here is, people always ask so I always like to dispense some relationship advice as we go along. Here is the Valentine's Day card not to use: *Happy Valentine's Day. Of course I love you. I'm your husband. It's my job.* Pretty much no matter how pretty that card is, it's not well received. So, some of you can avoid an expensive lesson now. That language should not be...this is an aside but I'll give you, I actually heard this from a comedian but it's brilliant.

So who in here has been married for 15 or 20 years or longer? You're in that neighborhood. Okay so we're all, for the most part, we're at the point now where everybody knows you ain't going anywhere. So all that leverage is gone, right? Well when you were kid you could run away. Not now. Although what did somebody say the other day, so Kelsey Grammar's getting married this week and so in about six months she's going to get half of the half of the half of the half that's left is pretty much the way that deal's going to work.

Here's something I just discovered I didn't know and depending on how you count, I don't know, I've been married for a long time with breaks in between. 20 plus though no matter how you count. So I didn't know this. Here's something I didn't know. When women tell you a story, and you know they often tell you a story. They don't just report a fact. They tell you a story. When they tell you a story their stories often don't have and



aren't supposed to have a point. I didn't know this. I just discovered this. So you learn something new all the time.

## NOTES

See we think there's...we're waiting for her to, yeah punch line, right. We're waiting for her, probably why women can't tell jokes, we're waiting for them to get to the point. The point was the telling of the story. That's it. There is no point. They just have a story to tell and they want to be listened to and there is no point. This was a new piece of information to me. So I have it written on a 4x6 card. I have a little board where I put these things. Now when I discover them I call it my money board because I'm trying to avoid having to replace a whole shit load of money again. So I have this money board with little hundred dollar bills and stuff tacked on it like we have laying around here to motivate me. And I have these little 4x6 cards of these discoveries. And one of them is that is the point of their story. And so also the obligation for, of course, because we're married, this is an unwelcome sentiment however accurate it may be. So guys it's best kept to yourself and said in a different way.

So really obligation in all of its forms exists but is not really motivating to anybody. So obligation is having to help a friend move. We do it because they are a friend. We have a truck. They don't. And they know we're not out of town. But nobody really is looking forward for two weeks to the experience of helping the friend move. That is actually how most people feel, most of the people you're selling to it's how they feel about much of their business. They view it as obligatory.

So if you ask most people why they get up in the morning and go to their job, so you undoubtedly have somebody in your family, everybody has fewer of them these days, but you probably have somebody in your family who has a job – brother or sister, son, daughter. You know somebody who has a job. If you ask them what's the number one answer of why they get up and go to work. Pay the bills. Number one answer. The way you get this poll information, by the way is from Family Feud. Family Feud's a very educational game show. If you don't watch it you should watch it because the whole game is based on a selection of options and who picks this one the most. So it's public opinion poll turned into a game show.

So the number one reason and if you ask anybody, if you go take your own survey why they get up in the morning and go to work at their job, the number one they say is to pay the bills. What's the number two thing? Because they'll get fired. Number two reason is: because if I don't, I'll get fired. Number one reason is to pay the bills.

Now if you ask small business owners why they get up in the morning and go to their business what do you think they say? I love my job. Well most of them are not honest. They give the answers they believe they should

give. They give their obligatory answers. However, if you switch the question on them, so try this, if you switch the question on them and they don't understand the answer you're looking for and you play this game. You bring eight business owners up here and I get a whiteboard and a marker and I say, "Everybody today hits the lottery and you each have \$50 million dollars. What are the first five things you're going to do?" And we play the game and I write it on the whiteboard. Guess what's on everybody's top five list? Yeah, walk away from their business. Every single one of them. So who's kidding who?

Now we got to the real answer, which their answer is the same as the guy about his job. The real answer is they get up in the morning, go to their business because they got to pay the bills. That's their number one answer. Now if that's true then their interest in their business is negatively motivated, not positively motivated. It is obligation not desire linked and so in reality how excited about improving it are they really ready to be?

In the sales letter for this event I quoted Marlon Brando, who at one time said, "If somebody will just drop off," and I forget the number now, a million dollars, five million, whatever it was, on the island on the first day of every year I'll never act again. Now seriously what are your odds of selling him anything about improving acting? Not good. Right? So I did the Success Tour, the Peter Lowe events for nine consecutive years, 25 to 27 times a year. It was factory work because you did the same presentation, etc. But still little nuances you can improve. I stopped thinking at all about improving that with about three and a half years left to go. I had lost all interest. I didn't want to have a conversation about it. Anybody that broached a conversation about it I changed the topic. I wasn't buying anything about how to improve and you couldn't have sold me anything about how to improve. I was showing up essentially because I was obligated to do so by contract and for the money. But I had no more interest in it than I have in putting you guys all on cruise ship for a week and sailing together. The two things are right at about the same level. All my events are on land where there's a door I can leave. I can't swim. So cruises with customers are out. So I was turned off. I was doing my job and I was doing my job well but I was doing it entirely out of obligation.

And so if Brian Tracy wanted to sit around and brainstorm how we could be more effective on the platform, I wanted to go talk to Troy Aikman about what it was like to play for the Dallas Cowboys or I wanted to get the hell out of the room but I did not want to have that conversation. So if that's where somebody is here's what you got to get. They're at a starting point way the hell over there. You're starting way over here and you've left them behind. So obligation is not a highly motivational factor, need.



So what does need look like when people do things out of need? Need looks like this. (Held up a roll of toilet paper.) We got to have it. You don't got to have it. There are entire nations that don't have it. We're over in some of them trying to do nation building and as Clinton said about Afghanistan if we drop the big one on them we will bomb them into the 20th century. And so there are people who don't use this. They don't have it. They don't know what it is.

My guess would be, I have no idea, my guess would be the president's brother who lives in the hut in Kenya probably not. Probably not. But we all consider it to be kind of a necessity. If you went up into your hotel room tonight and there was none you would be on the phone, right? And depending on when you discovered its absence you would be polite or you would be extremely aggravated but you would consider this to be sort of not an option in a hotel room. It's not in the upgrade package, only on the concierge's floor has toilet paper. See you would be disappointed to discover that fact. Right? However, having said all of that that we all agree we need it and we are unhappy being in any place for any length time that doesn't have it.

If we have oatmeal for breakfast we're really unhappy being in any length of time. If we're of a certain age and have oatmeal for breakfast we're really unhappy of being in any place that does not have this present. Having said all that is there anybody who is wildly excited about going to the store to buy it and so Ally you're going to go to the store and buy toilet paper today or you're going to buy shoes. Which is more interesting to you? Shoes, right? We can have a four hour conversation about shoes. We are not going to have a four hour conversation about toilet paper. So we need it but nobody is really interested in it. They try in TV commercials to get us interested in ply. So we're not really interested in it. We're not motivated by going to get it. We're probably not going to read a direct mail piece about it.

We've done infomercials about some pretty boring stuff but nobody's attempted a 28 and half minute show about toilet paper. It would be funny. The testimonials would be fabulous. But it would be funny but nobody's attempted it and nobody has any sort of emotional pay off when they go buy it. You don't come home from the supermarket or you went out and now you come home and spouse says, "Where did you go? What did you do?" With elation and sort of a victory dance around the dining room you say, "I bought toilet paper and I bought this really cool toilet paper. Wait till you see the toilet..." It doesn't go on, right?

So most need is actually the same thing's going on everybody's mind and emotions as goes on in there about toilet paper. Not much is going on at all. Right? That's why.



So Dr. Roizen at the Cleveland Clinic tells me that 80% of the patients at the VA who can fill their prescriptions free never fill the prescriptions. So it's not about money at all. It's just yeah they need them but nobody's even motivated enough by the need to walk out of that office, take the elevator down four floors, walk across to the pharmacy and fill the prescription. So selling on need is maybe the biggest loser of all. And yet what we do a lot is try and convince them that they should want what they need. And that's a tough game.

So let's talk about some of the *obstacles to selling the improvement story*, the big obstacles. So one is a level of resentment. So now this is not in your book. You have pages in your book starting on page 14, that track with it. But so I want to talk about where they're starting from. So when we show up with an improvement story here are some of the places they immediately go to as their starting point. One is a great level of resentment. *I shouldn't have to do all that.*

So Bill Hammond where are you? Bill? There you are. So Bill sells to attorneys. So when you go to sell business improvement marketing, sales training, etc. to attorneys this has got to be a prime response. I shouldn't have to do all that. I went to law school dammit. That was supposed to be the ticket. That and showing up, that was supposed to it. And in fact that's how they sold them law school.

Dentists for many years, chiropractors were the first to get over it because they had to. So chiropractors worked past this 30 years ago. Dentists more recently because they were sold dental school with the same story. This is it. Degree from a dental school, a drill, a sign, cavities, end of story. So now somebody shows up and says, "Hey you can achieve the goals you originally went to dental school for that they told you you were going to get and here's only the 412 things you need to do in order to get them. You need to learn how to manage money. You need to learn how to do advertising. You need to learn how to do marketing. You need to learn how to case presentations. You need to deal with price resistance. Here's all this shit we're going to teach you that now will enable you to do, which you thought you were going to be able to do in the first place when you spent eight years going to college."

Well if you stop to think about it that's going to breed some resentment. That guy says, "Wait a damn minute. I got this sheepskin here

The person who opens a pet store, the veterinarian, see the veterinarian's reaction to us is "that's not what I signed on for." I got in the restaurant business because I couldn't get in the rock band. I got in the restaurant business. I want to be Ted Danson in Cheers. I want to hang around and have friends come in and give me money to be my friend and have a good

time. That's why I got in. I didn't get in it to do all our shit. I didn't want to do, no. So where their starting from is hey this is not. I don't want to hear it. This is not what I signed on for.

Ego, right. Next one. *I've been doing this for 10 years, 20 years, 30 years. Who the hell are you showing up to tell me I should be doing it differently? I got a degree. Who the hell are you?* So big problem. It's why certain professions you can never get them in a seminar room because even though they might want to come in and get the information their ego precludes them from coming into the room and being seen by other people in their profession in the room. For them it's an admission that they cannot bear to make even if they have a high level of interest.

But again think about worker mentality. So we now have all these near riots going on and they are based on a simple premise. So what is worker mentality based on? Well yeah in a sense. There's a religious belief and a link between longevity and income escalation, right? So everybody thinks the longer they're there the more they should be paid. And we teach our employees that, right, because we give them raises based on the length of time that they're there. That's how workers think. See what workers don't know, don't think is that the job of filling this pitcher with tea is only worth 'X' dollars. Doesn't matter who does it. Doesn't matter if a monkey does it, doesn't matter if the guy doing it has been here for 45 years. The value of getting the tea in the glass doesn't change. But everybody thinks it does just because he's been here for 40 years.

So the guy who goes to work every day for 10 years think he's entitled, whoever used the word, Linda, to more money than the guy who just got hired this year. The only people who don't think that way basically are sales people who are on straight commission. Those are the only people that don't think that way. But everybody else that's their worker head is there's a link between longevity and tenure and pay. And the more I show up the more money I should get even though I am doing exactly the same job that I was doing when I started showing up 10 years ago.

Now most small business owners, remember, go to their business every morning just like the guy goes to a job. He doesn't go to it like you and I go. They have a worker head still on their shoulders. So what do they think about this? They think, they believe the longer they're at it automatically, intrinsically in terms of economic justice, A, they should be making more money and B they damn sure shouldn't have to deal with the stuff we're talking to them about in order to make more money. Because they have been there longer. So that's in their way.

Then we have the real absence of ambition. Now this is a biggie. It's a biggie because you and I think, most of you in this room are pretty



ambitious and have been ambitious if not all your lives for a long period of time. And so we tend to think that everybody has the same view of ambition that we do. And so we talk to people like they do. But very, very few people have the same view of ambition that we do. They have all sorts of different views but they don't necessarily have the same view. And many have already, if they have it, they've settled in and they've turned it off. And they're pretty much just now going through the motions.

So again what do most workers do who have jobs and they're in the same job for a period of time? At some point what does their ambition level, how would you describe their ambition? Where does their ambition arrive? Doing enough, doing enough not get fired. Right. Doing enough not to get fired. So where really are most small business owners? Doing enough not to go out of business. Doing enough to get the bills paid. That's where they're at. That's where they settle into. And so really trying to get them to do much more is sort of annoying.

It's like at this point, like we have that little dog. Carla every once in a while watches Caesar or whatever the hell his name, you know I'm talking about? The guy with all the weird dog tricks. And so every once in a while we have to have this conversation because our dog's very badly behaved from a human perspective. I'm sure the dog thinks we're badly behaved. But from our perspective. So every once in a while Carla and I have to this conversation where Carla says, "Hey we should take the dog to an obedience trainer/person. I saw these DV...", see the DVD thing see. Got to order Caesar's dog training DVDs. This is like Barbara Streisand putting up a clothesline. It's another job for James Brolin.

So the dog training thing if you don't, well never mind. That joke used to work better about five years ago when everybody know who the hell James Brolin was. So the DVDs would be another job for Dan and I already got a couple of jobs. So I discouraged that on that basis. But I have to explain to her fundamentally it's too late. All you're going to do now at this point is just annoy the hell out of the dog. The dog has settled in. It has decided the way things are going to be and it has really no ambition to please anymore than it already does. Because it's getting everything it wants. So why exactly?

And so most business owners really have sort of settled into this place where regardless of what they say, their ambition is actually dormant. It's turned way down to the equivalent of doing enough not to get fired. And there's a profound difference between desire and ambition. See everybody has desire for more. Almost everybody. Maybe we can find some who don't. But very few people will it turn it down. They play the lottery every week. They put money in a slot machine. They're nice to Aunt Mabel as she heads up to point of death in hope that she's going to leave something to



them. Nobody sits down with Aunt Mabel and says, "I'm going to be nice to you anyway but feel free to give it all to charity." Nobody has that conversation. I haven't had that conversation with anybody in our family. Nobody has come to me and said, "Even though we don't like you and you're a giant pain in the ass we're being nice to you because we've run the numbers. We know we're going to outlive you. But after thinking about it just go ahead and give it all to charity." I haven't anybody come with that pitch.

So everybody will take it. Everybody has to desire. Whatever car all the workers in this hotel are driving they have a desire for a better car. And when they see TV commercials they think about it or, "I'd like to have that car." But that doesn't mean they have ambition to go get the car and if we started to have a talk with them about how they could the car they would not have a great deal of interest that conversation. You would find they would be as disinterested in it as I was in the conversation I described to you. So there's a big difference between desire and ambition. We talk to people like they all have ambition and they don't.

Another one is, of course, "the won't work for me" stuff. Now that's very common. You all get it. That's the "my business is different" stuff. That's "I live in a small town and the story you just told me is from somebody who lives in a big city," etc., etc., etc.

Then there are the true zombie owners. And they are, not only have they settled in, they are really resigned to the way things are. They are convinced that there's no point. They are where the guy, whose refund note I showed you, they're nearly there. So they will acknowledge that what you are saying makes sense, could work. They'll acknowledge all that. But really they're really resigned to the fact that in their particular circumstances they're literally is no point. And if you get them to tell you the truth these are some of the things that you will hear.

There's no point in doing that because my employees will just screw it up. Now that's the number one thing I hear from clients, by the way privately, when you try and get to them do XY or Z. You're right but there's no point in doing because my employees will just screw it up or my employees will refuse to do it. I hear that a lot, which means if I hear it a lot I'm not hearing it from a lot of people who don't voice it but clearly that's what's in their head, which means it's in their head when they're reading your stuff, they're listening to your stuff, they're seeing your webinar or whatever. This is at the point that they shut you off. Because but my employees will refuse to do it.

Now we all know, you and I know there's an answer to that, right? There's a solution to that. But very few people are willing to go through the pain of

the solution. In professional practices, so dentists and chiros, where I've done a lot of work, this is extremely prevalent. They are not buying my premise or your premise because they know their employees are going to dig their heels and they are going to refuse to do it or they're going to mutiny or they're going to screw it up and they are not willing to fire, have quit, replace, not willing to do it.

I had a guy in a coaching group, we will not mention him by name but he was in coaching group for three years in one of my Mastermind groups. I'm not sure Dave if he was in the group you were in or not. If he was you'll know. Susan maybe you might've been in his group. Had a particular type of professional practice and he had a battle axe Bertha, right hand person who needed to be fired. And everybody in the group knew it. And so the reoccurring conversation with him at every Mastermind meeting included this. It included here's stuff you need to do. Him, yep that's stuff I need to do but there's no point in doing it because Bertha is not going to do it. And everybody would say, "You've got to get rid of Bertha." And he would say, he didn't say unwilling. He had 500 reasons why he couldn't get rid of Bertha. They're all bullshit because you can get rid of her. You go home and throw her out the door. She's gone. It's not a complicated process.

A few people will keep coming back to work after they've been fired. Well they will. A few people will. But not many. No I actually had a guy that came for four days after I fired him once. Reported for four days. We had to convince him we meant it. He just didn't believe it. But they're rare. So it's not a complicated process. And so most of what was discussed that he knew would benefit his practice he checked it off as not going to do it as quick as he heard it because of this. Some people will actually say, "There's no point because all I'm going to do is give the money to the government. So why make more money?" Retailers, "I can't beat Wal-Mart. Why even try?" So there's this level of resignation going on.

There's a big amount of negative influences of other people. That may be what happened to the guy who's refund note I showed you. That may be reflecting what's going on in his awning store or at home. More than what's going on in his head. Maybe, maybe not. Obviously in 1997 I wasn't interested enough to call and have that probative conversation with him.

But again with private clients I have the probative conversation and very often there's a lot of this going on. They are swimming upstream very determinedly and that's why they're private clients but most people aren't very determined about swimming upstream. And they are hearing very different things from everybody around them than you are saying to them. And in cumulative influence, well first of all the person they sleep with generally wins the argument. Not always. But generally. You are at a



profound disadvantage in making this cases versus the person they sleep with unless sex already stopped a long time ago. Then maybe it's an even playing field. But otherwise you're at a profound disadvantage. So they're hearing it from the spouse. They're hearing it from partners and associates. I can't tell you how much mail I get over the years from members many of whom are existing but not all, many of whom are just frustrated and in despair and some who want advice about this.

They are chained at the hip to a business partner, a key employee, a business associate, worst scenario-- business partner/spouse-- who is diametrically and profoundly opposed to anything we are suggesting they do. Now it may be everything from ugly advertising material to whatever but they got this person firmly in the way of them doing anything. Now we get some of them obviously because I get this mail but imagine how many don't buy just because of this. They either know this is what's going to happen or they hear it pre-purchase. So the influences of everybody else in their lives, past and present by the way, because all the past are still present. The minister they had a decade ago was still hanging around and haunting the place from time to time. So this is all very much in their way.

Then there are the ones who are just brain dead dumb. So there's two categories of them. There are people who are just too dumb to buy. One is they're too dewey-eyed and wet behind the ears to know. So you have the jaded old timer whose ego and belief in tenure is in the way. At the opposite end of the spectrum you have the person who just got into the business like six months ago. Well he's too dumb to know. He still thinks that what they told him all you need is a sign and a business card and a location and everything's going to be great.

So most of our messages he can't, we might as well be telling him that dinosaurs are going to appear in his backyard and eat him if he doesn't put up a red fence. He's never seen dinosaurs in his backyard and doesn't believe they exist. So he's too dumb. Then there are people who actually are just too damn stupid. I mean they're out there. By the way they're out there in big numbers.

I did a, well and the percentage of the population that is in this category is growing. When you can't find your way from your car to the Starbucks without looking at your GPS this, we're going to have a rough time getting this person to do much. I did an infomercial, and this was years ago, I did an infomercial with Danny Glover. You know Danny Glover who is? He was in Lethal Weapon as the host in the infomercial for an adult reading program for illiterates.

And what really was actually shocking was the testimonials. The people that we interviewed for the show. Because they did not all live in trailer

homes in Arkansas. No disrespect if you're from Arkansas or if you live in a trailer or if you live in a trailer in Arkansas. Well disrespect if you live in a trailer. It was intended if both things are true. If one or the other is true not so much.

We had, for example, you'll appreciate this, there was a UPS truck driver. This guy could not read functionally. Couldn't read running a UPS route. Having to memorize where everything was. Would operate off memory and stop at home as soon as he left the depot so his wife could organize his route for the day. And this guy was functioning. They're like functioning alcoholics. There's functioning illiterates. There was a vice president of a significant sized company and this guy couldn't read a paragraph in the Wall Street Journal if you held a gun against his head. And he was making six figs. Again he had an enabler who was helping him, but they're out there. And there are people who just can't, they can't reason their way through complex problems. They can't. So there are people who are just too damn dumb.

Now all these obstacles are less triggered when we tell an opportunity story than they are when we tell a repair or an improvement story. They're still there but they're less triggered because at least, at least the opportunity story feels new. So it is harder for them to immediately apply their reject list to it because it is new. If it is in any way seen that before, heard that before then it's easy for them to apply their reject list.

I gave you, starts on page 17. It is a classic and it's a good one.



Here is the exclusive Special Report  
you requested.

From: Chauncey Hutter, Jr.  
President,  
Real Tax Marketing, Inc.

For: Tax Business Owners interested in increasing their incomes  
without increasing their work hours; and reasonably open-  
minded to non-traditional methods

**Introducing:**  
**Unusual But Now-Proven Methods For**  
**Taking Any (YOUR) Tax Business**  
**To The MILLION Dollar Level OR At Least**  
**Doubling Income Within One Year,**  
**Without Increasing Workload**

An amazing real life, true story of how a son (who still can't prepare a tax return) took his father's two room, \$50,000.00 a year tax preparation business and turned it into a MILLION dollar company in just a few short tax seasons ...

... and how that same fellow has since helped over 827 tax practitioners, electronic filers, EA's, CPA's and other tax business owners dramatically, quickly increase their earnings with his methods (*even though most of them were skeptics to start with*) and angered a big-name national tax franchise in the process ...

Dear Tax Professional,

This letter is actually GUARANTEED. I believe it is so important to you, that I offer this gutsy guarantee:

*Read everything included here carefully and thoroughly. If you then feel that I have wasted your time, simply send me back a note to that effect, and, at your option, I will send you \$25 for your trouble, or donate \$50 to your local Habitat For Humanity.*

Now, have you ever received a "guaranteed letter" before? I doubt it. So please give .....

But I gave you an info marketer sales letter, which I wrote for a client many years ago, that is a sort of a classic improvement story. And in many cases how we still present the story today. And if you, at your leisure read through it keeping now everything we talk about today in mind you will see just how fatally flawed it is in terms of where they're starting and where it starts.

So there's puzzles in our business, right? We don't understand, first of all we don't understand the cartoon. We don't understand why everybody isn't buying because clearly they need what we're selling. So that's puzzle number one. The bigger puzzle is we don't understand how it can be that they raise their hand and they ask for information from us, we send them the information.

So they ask for stuff and we send it to them just like this sample letter that you can now look at. By the way it worked and it built a business and all that. But a very small percentage of the leads who asked for it bought. It's transaction size and profit margin allows us to live with this crappy percentage. But we're still puzzled by it. why would this person answer this ad, request information about the thing in the ad, which is going to fix or improve their business, get all the information and it well-crafted and if you will read it you will acknowledge it's very well crafted. And then only a small percentage of them follow through and buy and we rack our brains about price, guarantee, copy. But in reality one of the biggest reasons is is they're left behind. We started our conversation with them way further along than where they were when we started it. That's really why.

I also gave you, if you look at page 44 and I mean no disrespect to the place I took the sample from. It was just the convenience. But on page 44 you'll see a fairly traditional, normal order form for an information marketing thing and on page 45 I gave you a quick and dirty replacement for it that demonstrates the difference between improvement language and opportunity language. If you compare the two the differences are kind of glaring.



TRADITIONAL  
INFO-MARKETING

Introduction

ORDINARY  
INFO-MARKETING

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So here's where we are so far. Our prospects and timing wise, by the way, I think this is increasingly true for all kinds of reasons. It's not like it just happened. But it is increasingly true. Our prospects for the most part are not who we think they are. Everybody already knows, you all know they're not you right? We all get that. Even though it's hard to create messages for people and not really create a message for ourselves. It's difficult because we project onto them certain attributes including kind of our own attributes just like we project on pets human intelligence and human characteristics that aren't there.

With dogs and cats, by the way, it's pretty harmless. With horses you can get yourself hurt. But we project onto these people all sorts of attitudes and behavioral characteristics and thoughts and beliefs that really aren't there at all and consequently we start pitching them from a position that is pretty distanced from where they're starting and actually we're pitching a different person than we think we're pitching. So it's no wonder really that we get such low response every step of the way. Now in many cases we can live with it.

Steven's in the traditional franchise business. So he sells a UPS Store franchise, which you all know the UPS Store particularly most of you engaged in all sorts of illicit activities because you have boxes over there. So how many leads who raised their hands and requested information how many do you have to process before you sell a franchise?

**Steven:** [Inaudible] at about 1400 discounted to 300 that are qualified and one or two from that.

**Dan:** Okay. So they start, to sell a franchise they start with 1400 leads who raise their hand and express interest. They narrow to 300 who could buy and out of that when all the dust settles one or two. What happened to the other 298 who could've bought? Well some of them, a better sales person with a different deal got them. But a good percentage of them haven't done anything. And if you look your material or really anybody else's material, so not to pick on you, we're starting talking to those 300 people thinking about them in very different terms than these terms. Well and logically we think well a guy raised his hand right? He said he was interested. He filled out a bunch of paperwork. He can't possibly be, yeah he can and he is. He's still way, way, way back.

So a lot of the message changing we're going to talk about from here on out is about recognizing where they are mentally and emotionally when we begin our conversation with them and backing that conversation up to where they are rather than starting with where we think they are.