

## MEET YOUR CUSTOMER

## NOTES

Here are some things **about your customer**. Number one he's **bored**. He's bored with what he's doing. He's bored with his business. He's going through the motions. He's probably discouraged particularly now because in case you haven't noticed this is not 2008. In 2007 a lot of people we're making a lot of money not having to do much to get it. In 2008 it kind of started to change and right now you may not be suffering. Your top guys may not be suffering. But there's a lot of people out there suffering and they're discouraged because people aren't just showing up. He may be **resigned to his fate and reluctant to be told otherwise**. He has **deeply held beliefs that discredit the notion of improvement** and as we'll talk about he feels compelled to defend those beliefs. Understand when something constitutes a belief people feel compelled to defend their beliefs. We got any Catholics? Okay fair amount. Well raise your hands nice and proud. It's okay. Okay. So you guys, so not my family but both wives families' all Catholic. So I have some experience at this.

So you guys, for example, for many years believed that if you ate meat on Friday you burned in hell forever. The entire Friday fish fry business of local restaurants, the Filet of Fish at McDonald's and Mrs. Paul's Fish Sticks all pretty much prospered based on this belief system. And as nutty as it may seem to non-Catholics should you have attacked that belief in the most polite and gentle, logical discussion way with say my ex-wife and her family you would find that they felt compelled to defend this idea. Despite the fact that the Babylonian calendar is different than the real calendar. Really does God own stock in the fish stick company? Pretty much no matter how you approach that you will lose with someone who is devout.

If you wish to have a discussion about Mitt Romney as a presidential candidate with a devout, evangelical Christian you are going to find a belief system in the way of accepting Mitt Romney as a candidate because he is Mormon and wears magic underwear. Despite the fact that you are having this conversation with somebody who has their own version of magic underwear. It does not make any difference.

Now I was raised Lutheran so that's Catholic light. So pretty much they made pretty much they made most of the rules go away in order to build the herd. But still there was some stuff, enough so that I never got confirmed. I got all the way through Catechism class--but bailed out at the last minute. So everybody is this way about their religious beliefs. Some more devout, and therefore determined, than others but everybody is this way about their religious beliefs.

Religious beliefs go beyond religion. So people have their own sort of secular religious beliefs about themselves, their business, the world around them, how things work and most importantly why things work the way they work in their lives and they feel just as compelled to defend those beliefs as they do the beliefs of their particular church. And often we are arriving in challenge if not opposition to those beliefs. Big hurdle.

Your customer is tired. If your customer is a small business owner he's exhausted and we are making him more exhausted by the minute. So when I started in my business, selling to small business owners, here's what they had to cope with in the advertising/marketing media arena. They had a Yellow Pages ad they had to get done once a year. They had a Val-Pak coupon maybe they had to do which pretty much they didn't change once they got that done and it just ran every week. Maybe they were in the newspaper. Maybe there were on the radio. And usually they weren't doing direct mail so I was showing up trying to get them to do direct mail. That was it.

Now let's think about everything they're trying to cope with. Just make the list by comparison and don't just list social media. List every frigging one of them because the guy's trying to keep up with all of them. And there's somebody everyday asking him if he's on XYZ.net and he's going, "Huh, shit I got to get on that too." So his list of things he's trying to cope with in that arena alone just went through the roof.

When I started to sell to him pretty much his employee issues were limited. He was coping with getting them to show up, show up dressed, shaved and shined and do some basic work functions, which pretty much they would do well enough not to get fired. That was it. Think of what he's coping with now. There's an entire industry of management training now just to help people cope with the Gen-X employee and coddle them and nurture them and take care of them.

There's diversity issues, sexual harassment issues. The sexual harassment issues in small business, when I started dealing with small business owners was you put the Playboy centerfold behind the door. That was the whole hostile workplace conversation. Put it behind the door. That was like it, right? Now, so he's coping with all this and he's tired. So don't think he isn't. He's wore out.

He is bereft with other interests. So when I started selling to small business owners here's what was going on at home. Kids came home from school and they went out and played and they returned home at dinner. Guy came home from business maybe spent a half an hour, dinner table, half an hour with kids, kid went to bed. Little bit more on the weekend.



At most the kid might be in an activity – Little League, Boy Scouts, Indian guide, something – once a week. That was it.

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Think of today's business owner and his activities just with his kids. They're in six million things. They haven't been out to play ever. Huh? What? A yard is completely irrelevant. I can't even imagine how they're selling swing sets. It's a mystery to me. The one in my grandkids' yard doesn't even have the paint scratched. The only thing on it is birds. It's a giant bird perch is what it is. Well there's a swing set on a Wii machine for Christ's sake. Why the hell would you be out there? Well I'm serious.

They're in six million activities. So he has all their interests. He has whatever the hell his interests are. So he's got **a lot going on that is in your way**. He's stubborn. He has his own ideas and as I said he probably isn't very bright. He's not nearly as ambitious as you think he is and thinks about money very differently than you probably, hopefully, think about money.

**So let's start with his boredom** and let's talk about his boredom a little bit. So you guys all know the number one marketing sin is being bored. We all know that. So since the likelihood of you going and looking it up on your own is slim I've given you dictionary and thesaurus definitions of what being bored really is. He feels weary because he lacks the interest in his current activity.

In Earl Nightingale's *Strangest Secret* talks, so how many own the *Strangest Secret*? Good for you. How many have heard it, I don't know, in the past year or so? Oh good. Okay. Because see that's actually a pitch talk in case you don't know it. That actually was used for a long time by just about every direct sales company and MLM company in America. They showed the film of Earl delivering that talk, which by the way the film is less than scintillating because Earl was not Tony. Earl was not Zig. Earl was more like Gore. And so it's a film of Earl's standing at a podium not moving delivering the speech in black and white. That's what it is. We used to show it to start meetings. But there's a place in the *Strangest Secret* you may remember where Earl talks about, now keep in mind this was recorded in the 50s. So imagine today. But Earl talks about how the guy comes home from work and he flops down in a chair and he says very audibly with a big sigh, "I'm tired." Because he heard his father say that every day when his father came home from work when men actually worked for a living. Okay. Now that's in the *Strangest Secret*. Again recorded in the 50s. So imagine what Earl would think today.

But the point is the reason people feel weary today, and they do. Ask them at the end of the day if they're tired. They're all tired. 25 year olds are tired. I can't even conceive of it. So I'm tired. It's physically

impossible. You're 24 years old. You can't possibly be tired. We never slept. What are you talking about tired? But they're tired. But why are most people tired today? Not because they work so hard. They're tired because they lack interest in what it is that they're doing.

They're apathetic about what they're doing. So therefore we show up with something, repair or improvement, that is closely linked to what they're already doing but they're bored with what they're doing. We now have an impediment. It is the same as me starting a conversation with you at a cocktail party or when all the relatives gather about a topic that bores the living shit out of you. It almost doesn't matter how entertaining I am. It doesn't matter how stylistic I am. If it does not interest you, I'm still boring.

Think about when you sit and click. What do you click through? Stuff that doesn't interest you. Doesn't matter if it's potentially helpful or not. You click through it because it doesn't you. So we're showing up when they're bored. What are they more bored about do you think? Is he more bored about his marriage, his friends or his business? Yeah, all the above, right? Business probably more than anything else for most. So here's what we're trying to do. We're trying to arouse a bored prospect with a message linked to something he's bored about. That's what we're trying to do. And we're talking and he may be making eye contact but he ain't there. That's the battle we're fighting.

My father's old joke was you subscribe to Playboy and National Geographic and you'll see a lot of places you'll never go and a lot of things you'll never do but it's okay to look. Now there is no magazine out there. You can check the newsstand. There is no magazine called Wives in Sweatpants and Sneakers. There are unimaginable fetishes but that is not one of them. There's just not a lot of interest in that. That's their business. That's it, especially if they've been there longer, a long time. It's got on sweat pants and sneakers. It's why they're immune to a lot of the bad stuff in it. They don't see things that a new pair of fresh eyes goes, "Oh my God lookat this." They don't even see it. They don't smell things that other people smell.

See if you own horses and you spend a lot of time in the barn doesn't matter what you do you bring a smell home with you. It doesn't matter, you can undress in the garage, don't make any difference. After a certain period of time there's a smell embedded in the house. You can spray the horse with Febreeze if you want. Doesn't make a damn bit of difference, okay? But we don't smell it.

Cigarette smokers, until they quit...I had a business associate who for years was a three or four pack a day-er. And about a month after he quit



he said, "I can't even believe how bad all my clothes in the closet smell." Well he's immune to it right? Well business people are immune to all the stuff in their business because they're in it every day. It has become routine. It's routine. And we're trying to interest them in something that for them is routine. It's a tough uphill battle that we have to be cognizant of and so the best thing for us to do is to find ways, not to try and win the battle but to disconnect what we're presenting from what they're already bored with. It's not a matter of saying it better. It's a matter of creative disconnection, which is where we're headed.

**Now let's talk about their beliefs.** The cartoon says, "I make no claims about all my success Bernard. I never went to school. I never worked hard. I'm not particularly bright. I'm just a lucky skunk." And the joke is it's a skunk. It's funny. It's a cartoon. Gee whiz. So they have this belief system. It is people's secular religion. Sometimes it's tied to their actual religion. Some have all of them, some have some of them but they are beliefs and so as I said they feel compelled to protect them, to defend them.

So one big one is a belief of pre-ordination that for various reasons things are pre-determined. So some people believe they're pre-determined by God. Some people believe they're pre-determined their numbers, their birth date. Some people it's determined by astrology and so the astrological forecast is important to them.

I shot an infomercial--never aired--interesting project. I don't think it even ever got edited to tell you the truth. But we shot an infomercial with Nancy Reagan's astrologer and her sister. Her sister's three times crazier than she is. But I think she actually believes this stuff. We were picking shoot times based upon her astrological charts because you couldn't go shoot at this location unless the stars and the moons and the planets were aligned, which by the way went over great with the production crew. But I'm convinced she believed.

A lot of people believe their fate is pre-ordained by genetics. So for whatever reason there's a belief in pre-ordination that actually a lot of people carry around with them and the very conversation of what I call open architecture, which is really what we're showing up with. We're showing up based on a premise, a belief that there is no pre-ordination. Not by place, not by geography, not by education, not by background, not by genetics, not by astrology, not by anything that you can take our stuff that we're here to sell you and you can make your reality anything you want it to be. That's what we're selling. Doesn't matter, by the way, you're selling health, get thin, get healthy, get rich, don't make any difference. Same premise applies. That's our premise. That's what our whole pitch is based on.

However, they have a set of beliefs that contradict the basic premise and their beliefs have been reinforced by their experience to make matters worse because they have tested their ability to change their reality and in most cases they've got a bloody nose and they've walked away more convinced of the basic premise that they can't and we're showing up saying, "You got to set that whole belief system aside and here's a box based on a new belief system."

I have a devout belief, reinforced by my experience, that I should not have tools. I am at best feckless and I am at worst dangerous. I cannot hang a picture, drill a hole, hammer a nail without wound, injury, damage, breakage or humiliation. When you now try and sell me tools, it doesn't matter now that it's got a laser device on it that makes the thing straight. See it's all in opposition to a profound belief system. So for the most part I don't even hear you. I've never watched. There are infomercials for tools. I've never watched one because it's contradictory to my belief system. I will acknowledge the tool probably works and I will acknowledge that you could probably use it. But I know there's just going to be wreckage. So there it is.

Now fortunately that's kind of harmless, right? I got money so I can hire a guy. He comes over and hangs pictures. It's not a big deal but this is a big deal. So there's pre-ordination. There is, then the whole big idea that pursuit of wealth and prosperity and money is evil. And in many cases it has been beat into their head. So even though the desire may be there there's a check on it because it's really viewed as a bad desire. And they have other desires they rein in too that are bad desires, unless they're Sheen. So some people have no governors but most people do. So they want things and then their internal dialogue says, "Well no you really don't want that because you shouldn't want that and it's a bad thing that you want that." And so don't want that. So they've got that in their way.

If they have liberal political beliefs they link because liberals fundamentally believe it's a limited finite game and if you get, somebody else suffers and so with integrity they can't motivated by taking too much because then more children are starving in Bangladesh.

Then there's a belief in the importance of credentials so if what you are presenting to them has improvement or has opportunity would elevate them to a position beyond where they are entitled to be based on the credentials they have. That's a problem. For years a staple used in opportunity advertising has been some version of "earn" or sometimes the word is used, "enjoy." So earn or enjoy a doctor's income with your "fill-in-the-blank," home-based business that only takes eight hours a week and you need no education, no brain, no money, no energy. I've never used it



because to me it tempts too many people to rule the whole thing out instantly because, to get a doctor's income, you've got to be a doctor. You got to have gone to school. You've got to have a diploma. You've got to know how to do something somewhat surgically difficult perhaps. So that's immediately creating conflict in people's mind. We don't want that.

Their own experience, their background, their history, mostly reinforces the ideas that are in the way because most people have not been particularly successful. However, if you look at page 57 even successful people still tend to look for causes outside of themselves for their results pro and con. So a whole lot of successful people give the lucky skunk answer. And you may think they're giving it just like in an interview to sound modest but in most cases I don't believe that's the case. I think they are honestly expressing an internal belief system.

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**“The tendency to look for causes outside ourselves persists** even when it is clear that our state of being is the product of personal qualities....

...it is understandable that those who fail should blame the world for their failure. The remarkable thing is that the successful, too, however much they pride themselves on their foresight, fortitude, thrift and other sterling qualities are at core convinced that their success is result of a fortuitous combination of circumstances. The self-confidence of even the consistently successful is never absolute.”

Eric Hoffer in *The True Believer*

**“It’s luck when you lose. Skill when you win.”**

Dan Kennedy, about driving in races



I saw--who's the rock guy who that was on Celebrity Apprentice? Brett Michaels--yeah. So he was interviewed on Piers Morgan last night, the guy that took over for Larry King, who--I give him about five more months, tops. Piers Morgan, not Brett. Although if you were betting... I meant on the air. I didn't mean on the planet. But two or three times in the interview Michaels answer was basically the lucky skunk answer. And nothing could be further from the truth if you actually know this guy's biography. Nothing could be further from the truth. But you hear this answer a lot.

So even successful people really have a belief system in there that is not one of total control, open architecture, which is really the belief system that we are selling to. Now page 58 really gets to the heart of this matter. The defense of beliefs that are in our way in making the sale. The copy comes from The Book of EST. How many got the, well first of all how many have you done EST? By the way you'll learn more if you look around. So a few. One, two, three, not many. So for most of you if you got the book it was probably somewhat of a surprise. How many of you went and got the book that I recommended that you found a book? How many read the book? Really? That's shocking. Good for you. Well it's thick. I figured the odds were not good.

So now this won't come as a big surprise to you if you read the book but this is maybe the smartest EST stuff, is, you can also find it in Ayn Rand's novels if you're a Rand reader. The very same idea that the purpose of the mind is its' own survival. And so the conscious mind is engaged in protecting itself and what is it? It's a collection of beliefs. That's what it is. We're walking around with this big book of accumulated beliefs stuck in our head. The book has power in and of itself. It's a living, breathing creature with all sorts of defense mechanisms and it's only purpose to survive. And when you take anything from it that is already there that's like ripping a body part off of your physical body. So if you extract a belief out of that thing and replace it it's like ripping your left arm off. So think of that movie where the guy, what did he do? Cut his arm off or chewed his arm off to get out of the, which I'm sure he was willing to chew another one off to get out of hosting the Academy Awards after about the first 20-minutes because God knows he was awful. And I would've cheerfully cut his arm off to get him out of there myself because I watched the Academy Awards because I'm married.

But understand that's, for the mind, when you're now setting about taking a belief out of there and replacing it with something that you need accepted in order to make your sale, you are taking a rusty saw out of the garage and trying to cut off an arm. And if somebody tries to cut off your arm, you're going to be kind of resistant, aren't you? So that same thing. So this is a completely closed environment. So whatever it is now that we

believe. So there are probably some of you in the room who believe Ronald Reagan was the greatest president of our lifetime. There's some of you in the room who believe he was the worst president of our lifetime. There's some of you who have very mild opinions about all that. It's not a big part of your belief system one way or the other.

For those for whom it is a big part of your belief system one way or the other any information, evidence, conversation, facts to the contrary of where you already are are going to be avoided if you can avoid them and resisted with all your might. Otherwise very few people are willing about somebody like that, a profound iconic figure in their life. Very unwilling to take a nuanced complex approach to their opinion of the person and acknowledge that you can be a great president and a shitty president all in the same week. And there are some things you did that are brilliant and other things that are mind numbingly dumb. Most people are not going to have that, they're not going to do that.

So you have a formed belief, just as you do about fish sticks. And so a whole bunch of Catholics kept eating fish on Friday even after, whichever Pope it was, which you Catholics would know. To me they kind of all look alike. But I'd like to have the concession though. But whichever one it was said, "Okay you can eat meat." Different deal. You kept eating fish on Friday even though now you were told you didn't need to do that anymore. So people are bound to these things and the conscious mind is about protecting whatever collection of significant beliefs. They'll give on some. Your conscious mind is uncommitted to all sorts of things but there are things that your conscious mind is very committed to.

We can have the abortion argument. And again there'd be some people in the room who aren't profoundly committed to one end of that argument or the other. There's some who are okay with the exception argument. Exception in life if the mother's threatened, exception in case of rape, exception for this, exception for that. There's others at the furthest end of that extreme for whom there is no exception whatsoever because by God that thing is...and there's other people who really kind of they don't even care. It's not really in my universe, etc. So there's all such places but there are people who are absolutely firmly committed to a position and you can bring in sonograms, whatever you want to do. You're not going to change that position. And in fact the conscious mind feels it must defend that belief or it is permitting you to cut off an arm with a rusty saw.

So I often talk about not underestimating the difficulty of the task. Think of this as a profound picture of how difficult our task often is. We are threats to the survival of their conscious mind. That's why historically a lot of selling of opportunity and of personal development has occurred in what environment? Oh it's occurred here. It's occurred in a very



controlled environment with people in a room with all sorts of control and stimuli. They're completely taken away from their regular environment, their regular associates. They're kept in the room for long periods of time, made tired. They're fed a lot of sugar. One of the biggest companies that used to put them in gymnasiums in order to do their preview seminars, hooked up vibrating devices to make the thing vibrate a little bit while they sat there has a device to distract the conscious mind. So a lot of this has been sold people in an environment where we could temporarily separate them from their conscious belief system trying to defend itself. Very hard to do that with a sales letter. Very hard to do it with a webinar. It's not the same and that's why it was done that way is because the mountain you're climbing is so very, very, very high.

So if you go to page 62, what you think is in their minds may very well not be in their minds. What you don't think is there is there. You think because they already own a business, you think maybe because they're already making good money, you think because they're already successful, you think because they raised their hand and expressed interest in something you give them a lot of credit for having a certain belief system that is more in common with yours than with the rank and file, mediocre majority out there walking around when in reality they have all this stuff not only standing in the way of what we want them to accept, not only that, not just that. It is not only standing in their way but they are unwittingly committed to defending it.

**What you don't think is in their minds,  
but may very well be in their minds**

The following pages are from Ben Suarez, one of the most brilliant of a generation of direct marketers, this from his book about succeeding in mail-order. He astutely realized that people buying his book would still not necessarily be convinced of the possibility or their personal possibility for the plan described in the book, so he raised and addresses twenty-one negative thoughts or beliefs that might stand in their way.

Tactically, it is an important exercise for you to build your own list like this and continually collect information from buyers and non-buyers alike, and other sources, to add to or refine the list as well as your answers.

For Glazer-Kennedy Insider's Circle™ and what I teach to diverse business owners, I long ago identified "But MY Business Is Different" as a key belief on their minds, that must be constantly raised, confronted and de-bunked if I'm to make any headway.



So not only is it in their way they are fighting to preserve it against our confrontation. Again it's why so much personal development was done in a very confrontational way. So now you all read the book of EST. So EST was the biggest personal development phenomenon maybe ever but certainly of its era. And clearly very confrontational. Why? Because that's what worked. It's the only thing that worked. Very hard to do from a distance.

So a mechanical thing to do as a result of all this, and I'm going to show you an example, a mechanical thing to do when you go home is to rethink what's in their heads, the particular people that you sell to. Some things are generic, some things are unique to them based on the business they're in or their age, their demographics or whatever, is to rethink what's in their heads avoiding giving them probably. Make your list of what's there. Put little stars next to the stuff you think they are compelled to defend against you. And now you have a clear representation of the difficulty of the task.

So as a quick example, starting on page 63, there's a section at the very start of Ben Suarez's book.

## CHAPTER 1

# PREPARE YOURSELF FOR SUCCESS

### THE 21 MYTHS THAT WILL KEEP YOU BROKE

1. **Myth:** You can no longer start a business in the United States. The big established companies that were started when the country was young are too powerful to compete with.

**Fact:** Nothing could be further from the truth. Thousands of successful new businesses start each year. And many of these companies grow as big as the existing giants in a relatively short period of time.

The Franklin Mint, a small mail-order company, was in *Fortune Magazine's* top 500 companies in the U.S. within ten years of its inception. And when Microsoft and Apple Computers got their respective starts in the late 1970s, they were nothing more than two small groups of aggressive and imaginative young people — with a vision. But in very short order, they brought industry giants, such as IBM, to their knees by ushering in the age of the personal computer and turning the world of information systems upside down.

In fact, big companies are the easiest to compete with. The founders, the ones with all the drive and ingenuity, are usually long gone. These large companies become corporate bureaucracies run by misdirected, unmotivated people who work at only a fraction of their potential. There is duplication of effort, lack of communication, and jobs are segmented into such small portions that few people have enough knowledge of the total operation to know what makes the company tick. The result is a slow-moving, inefficient, unimaginative operation.

You may relish the thought of competing with a big company. However, in many cases, they won't be your competition. There are so many unique new markets springing up each year that you may well find yourself all alone in the field.

2. **Myth:** I don't have a product to sell.

**Fact:** You don't need to have your own product that you created from scratch. You can get products easily. Products are a dime a dozen.

Getting the product first is the fatal error made by almost every beginning entre-



How many of you went got, read Ben's book? Good for you. Okay. So you saw this. Whether you took note of it or not another question but you saw it. So Ben pretty much opens his book with this list of 21 myths that will keep you broke. Because he's astute enough to realize that their starting point, even though they went and bought the book and they are beginning to read the book about how to get rich, their starting point is not really ready to be told how to get rich. This stuff is in the way. And some of it you would think elementary, primitive, right? So you got some of the myths. I'm not going to do them all. So you can no longer start a business. The big established companies are too powerful to compete with. There's variations. It's harder than it was. How many people do you suppose believe today it's harder to start a business from scratch and get rich today than it was 20 years ago? Do you think that's the majority opinion or the minority opinion? How many of you think it's majority? Absolutely it's the majority. And what are the empirical facts? Well of course it's easier. Most of the barriers are gone. You can start a business with an 11 year old kid who knows how to build a website. That's it. Boom you're off to the races.

But the belief system this is an old book. But the belief system is probably truer now. They think it's harder than it was. Everybody thinks whatever gold rush is it's over. Too late to do real estate, too late to do the internet. It's too late to go on EBay. It's too late to do mail order, right? How many people think the market is saturated in their business? It's the number one question I get from new info marketers. Is, "Oh I see all these ads. My niche must already be saturated." Well let's see if they each got one percent market share and there's five advertisers that's 5% but really it's only 1% because they're all selling to the same guys. So, no, saturation's not the problem.

But do people believe it? Absolutely they believe it, right? The whole I can't because I don't have experience. Best answer to that I ever heard by the way, best answer I ever heard from the stage is a guy rolled out a crib, a baby crib and he said, "Based on that you all would still be in a crib and you'd all be crawling around on all fours because you didn't have any experience walking until you walked." So theoretically we should all be going up to our cribs at night and we should all crawl up there on all fours if that made any sense. Now it's the best answer I've ever heard but see it's not a particularly effective answer. It's clever. It's dramatic but does it change anybody's mind about the fact that they can't do 'X' because they don't have any experience? No it does not. It's clever. Everybody nods in an audience. In an environment they nod, they laugh, it works well from the stage but it doesn't change anybody's opinion.

Genetics, right? So Zig always did a bit. So Zig did a whole bit about his birth announcement in the newspaper in Yazoo City and neither his nor

anybody, so there's baby boy announcements, there's baby girl announcements but even his there's never been a birth announcement in the newspaper about a born salesman, right? And so he had a whole piece of shtick about this, still probably uses. I don't know. But had it. Why? Because what do people believe about salesmen?

**Audience:** They're born.

**Dan:** Yeah they believe it's a genetic thing. He's a born salesman. I can't do that. So anytime you got business people that you're trying to convince they need to be sales people – chiropractor, dentist, lawyer, accountant, whatever. Somebody that doesn't self-identify as a sales person to start with or you're recruiting somebody into a sales environment like Bill does, Driscoll does. If you think this ain't in their way not only is it in their way they feel compelled to defend it, especially if they have someone in their family or a friend who is a salesman who makes a hell a lot of more money than they do. They must defend it because if he's not a born salesman and I'm not an unborn salesman what would be the opposite of born salesman? I don't know. A genetically incapable of selling person, whatever the shorthand for that would be.

Then how do I explain the fact that I'm 46 years old and broke and he's making a hell of a lot of money? Why haven't I already switched. Well I haven't because he's a born salesman. I have to defend that belief. The alternative's pretty ugly actually, right? So that's there. There's the 'I got to be shown how to do things by experts from institutions and some recognized authority has to tell me it's okay to go do it. Since I don't have that thing.' Now we can use this. We can manipulate this to our advantage, by the way. Suarez astutely, there's some keywords – recognized authority, institutions. Just because you tell they can if they don't view you as a institution of higher learning at a recognized authority doesn't mean that you telling them they can really means anything.

There's a thing that went on recently in our world, I don't know maybe over the last five, six, seven, eight years is the certifying of life coaches. So before I, is there anybody? Good for you. So there's a shit load of people who set up institutions to certify life coaches and there's a whole bunch of people who paid to be certified as life coaches and they're pretty much reduced to life coaching each other because nobody...it didn't occur to anybody that there needs to be a client in this process somewhere. That's been a revelation to everybody because, because just like the dentist and lawyer I described earlier, they bought the idea that the diploma itself was the ante to the game. And so they're mystified actually many of them. Why?



Now that they are certified life coach from Coach University and they put that up on a website the phone ain't ringing, the email ain't coming in and they're not making money. They are mystified by this. What's funny is when people fell for it over our area. So when the normal traditional speaking model, speaking business collapsed pretty much everybody in the National Speaker's Association got themselves certified as life coaches. They all did it. Because the answer to the disappearance of the paid speaking gig is being a life coach. So when they all joined NSA they actually believed, "Oh I joined NSA. I got a logo to put on my thing and I'm a member of the National Speaker's Association. I'm listed in the directory. This is it."

Of course, experience has taught them that wasn't true but that did not stop them from solving that problem by doing the same thing again. And now they're double mystified. They don't get it. But if you told them, "You don't need any of that shit. Really what you need is the ability to market yourself as a life coach. But other than you can just, well you're sitting the bath andoint yourself. Sprinkle some water on your head and declare yourself a life coach." And that's, see if you tell them that it is so antithetical to this belief system that you'll lose that battle 99% of the time. And by the way, I should say as an aside, I'm going to show you something in a minute, but I am in many respects, you have to be very careful now about like watching me as some kind of example of what to do in this regard. Because I'm really past the point of really wanting to win the battle. So in many cases I don't give a shit. And so I just, I write what I want to write, I say what I want to write and if they get it they get it. If they don't they don't.

So I'm not a good model. My stuff from a decade ago was a better model just as a little tip. I mean I'm guilty of not caring and it honestly is not a good thing but it is what it is. So money must be made slowly. Suarez had that on his list. What in many cases is part of our story? Speed. Well it's part of our story because it's what people want. It's what they desire. So many of us have speed in our stories. Go check your story. I bet you got speed in it. Some of you more than others but I bet you got it there.

However, their conscious mind is busy defending a belief that money can't be made fast, that you can't get rich quick. And the conscious mind's pretty determined to defend that because otherwise how does a 46 year old adult male defend being broke? How do you explain it? If money can be made quickly then how come you aren't making any? And you're still, we just showed this stat yesterday on CNBC and I don't know what research it came from. I wasn't quick enough to write it down but it was on CNBC yesterday of people earning six figures a year in America. 72% are six house payments or less away from being homeless. Now they're making six figures but they're broke, understand. They're broke. How do you

defend that if you can make money quick? Well you can't. So they're busy defending you can't make money quick. I'd like to make money quick. What you said about making money quick is appealing but the conscious mind is like no, no, no, no that's bullshit. Don't fall for that. And making a profit is sinful.

There were others on Ben's list as well. The biggest one I think on Ben's list that was pretty interesting was this one. A business person is low in importance to society. That was pretty big. I hadn't thought about it in a while. But here's what's true about it, the bigger truth that's worth thinking about is people of, well pretty much no one is reluctant to act when they're sober and aware, they're reluctant to act in a way that diminishes their status and their self-esteem. They basically try not to do that. Not everybody is successful at it. They try.

So if they view being a business person and being now more and more successful in the business that they're in as being of low status and we want them to be even more successful in this thing of low status, do we have a barrier? What do a lot of people say about what they do? Oh that's nothing. Well yeah, I'm not exactly curing cancer. Right? I'm not doing rocket science up here. Right? So people have these diminishing statements about what they do. And society in general says that a business person is of low status, a sales person even worse. So you're trying to get Joe Salesman to improve his sales skills.

And it's like what we used to say about dentists. You used to say the guy's a dentist because he couldn't make it through medical school. And the chiropractor was even worse? Why are you a chiropractor? Well because you couldn't make it through medical school. Why are you a salesman? Well because you couldn't do anything else. Right? That's why you're a salesman.

So if you go back to Zig you will find, and you should find it and I'm sure you can find it on You Tube or get it from Zig's office or something. There's a speech he gave for many, many years internal. It's not the public rally speech but it's if you got hired to come speak to a group of salesman. The speech is called "Selling: the Proud Profession," "Selling: The Proud Profession," and the entire 90-minute speech is Zig convincing sales people that they're not slime. Now he didn't say it that way, understand but that's what he's doing. He's selling them on the fact that what they are doing is worthy and important to society, etc., etc. You will see me use a piece of it, just only slightly tweaked. Often in newsletters, for example, I talk about the fact that everybody but us, sales people, entrepreneurs and business owners could take six months off and there wouldn't be a whole hell of a lot of damage done to society.



Politicians could take six years off and there'd be no damage done. There'd be improvement by their absence. Better they should shut down the government. There's this thing, we have a home near Washington, DC and every time there's heavy snow in Washington there's notices on the TV all the time to the government workers that only the *essential* government workers should report to work. Every time I see it, it pisses me off. I'm going well now there's a simple way to cut the budget. The next snow day everybody who's not here fire them. Let's just keep the essential ones. Seemingly. That would be a good policy on a sunny day as far as I could tell.

So there's stuff I do, same purpose that they do to try and raise the, to use the psycho-babble term, self-esteem, self-image, self-concept of people about selling, marketing and being in business as being a noble and worthy pursuit so that they then are out of their own way in doing it better, more aggressively, more profitably and more successfully. So no, of course, you don't feel that way. You've been in sales all your life. You've been an entrepreneur all your life. You've made a ton of money. So you think they think like you and me. They don't. And everybody around them, see, ain't you or me. So the mother wishes they'd been a doctor. She also wishes they'd married better. But she definitely wishes they'd been a doctor.

At the Canasta Club if she's got three sons and one's a doctor and one's a lawyer and one's an aluminum siding sales person who do you think she ain't talking about? The aluminum siding sales guy and he knows it and he may very well, by the way, be paying all her bills and out earning the doctor and the lawyer. Don't make any difference. She ain't talking about him. She ain't saying word. Well what about your third son? Oh he's doing missionary work. He's whatever. She has a concoction for how she explains what it is that he does and he is aware of it.

So when we want them to improve what they already do not have a real high opinion of we're asking them to make that worse. Big internal conflict--big. So Ben was very smart to identify all these things. Now this is not about selling but it is more about re-selling. So if you take, and so you can take this exercise, with any of them. I just did it with February's.

So here's the newsletter, which is supposed to be a marketing letter. That's what it's supposed to be. So everything in blue, see that line there, that's got blue highlighter on it. Everything in blue, I'm going to flip some pages, everything in blue is actually marketing information. Everything in orange is not. The stuff not marked in color is really neutral. It's just filler. It's like what's in the Taco Bell meat to hold it together.

By the way did you pay attention to that story? Because people missed the whole news story. The funny part and the news story, so everybody's on Taco Bell's ass because the meat in the taco only has 35% meat in it. And the rest of it is silica, sand, cat hair, whatever the hell it is. You can go to their website. They have to post it. It's only 35% meat, which their class action suit and Taco Bell now is scurrying to try to convince you that it's real meat and so forth.

Really to me is the hilarious part is this is such a big deal because the FDA rule is it has to be 40% meat to call it meat. We're arguing about 5% here. The big issue seems to me to be the 60% that is allowed by the FDA, which by the way the number one filler is sand. That's what it is. Sand. Yeah, sand, silica. It's the number one filler.

So anyway the stuff that doesn't have a color on it is just filler. The blue is marketing information. The orange, what do you think the orange is? Yeah. No, no, no the filler's sand. No the orange this stuff. Building up self-esteem, self-image, belief, attitude, trying to change, ingrained belief systems, words of encouragement, that's what the orange is. So this is supposed to be a marketing letter. So everything in blue is marketing and everything in orange is some version of selling the proud profession and selling the idea of open architecture.

So here's the first page. So there's your ratio. Here's this page. Here's your ratio. Now here we go. Here's a whole page of marketing information. The only page in the whole issue, by the way, of marketing information. But here's the ratio here again. There's a blue line here and there's a blue line here. That's it. The rest of it's all orange. Here's the ratio of here. Blue line, blue line. You could count the exhibit if you were being generous but the whole point of the exhibit is selling what can be done, not actually teaching anything. And here's orange. Okay? Don't go telling everybody this by the way.

Here's this page. There's not a blue line on it. Not one. Here's this page. There's orange and filler. Not a blue line on it. This page is all orange. There's not a blue line on it. And that page has three blue lines there and three blue lines there. The rest of it is orange. No filler. Big page. No filler. No. No. No, but by the way the very fact that you ask. So now the other thing you should know about this is that conversational comments always, whatever, notes, faxes, cards hardly any of them have to do with the blue. Very rare for me to get it about the blue. I get it all about the orange. And this is intentional. This is more complicated. I could break it down in 20 colors because it's more complicated than what I just showed you, what's done there, and why it's done. We're not selling them in a sense. We already got them. But we are selling them because, of course, we've got them in continuity, right?



So every day they're waking up trying to quit and we're trying to keep them for one more month. That's our business. So that ratio's really shitty by the way because depending on the month they got 28 to 31 times that they're trying to quit and we got one whack at trying to keep them for another month so that ratio's horrible, which is why, of course, is all the email and all the other stuff in between to try and tilt the ratio a little bit.

But really what I just showed you our sales pitch needs to be the same way because of the height of these hurdles, the depth of these obstacles and their determination to defend them. Now what we really want is we want to get all the way, if you go to page 71.

# About gullibility and skepticism, and how skeptics are made gullible



And I got it this side. Well I'm in good shape. What we really want is we want all that stuff suspended and we want gullibility. That's what we want. I think this is in your book, my gullibility cartoon. So we want gullibility. I have a favorite gullibility story too. So this is, I'm going to read you the story and then I'm going to tell you.

So this is an ad. The headline on the ad is, "Great opportunity to grow rich." Here's the ad. "We are starting a cat ranch with a hundred thousand cats." You guys all know this one? "We're starting a cat ranch with a hundred thousand cats. Each cat will average 12 kitchens a year. The cat skins will sell for \$0.30 cents each. 100 men can skin five cats a day. We figure a net profit of a thousand dollars a day. To feed the cats we shall start a rat ranch nearby with a million rats. The rats breed 12 times as fast as the cats. So we will have four rats to feed each cat each day. We will feed the rats the carcasses of the cats after they have been skinned. By feeding the rats to the cats and the cats to the rats the skins will cost us nothing, therefore the business will operate a 100% net profit."

Now this is a real ad, not a fake ad in the sense that they really ran it in a newspaper in 1940 something as a gag. However, the company that signed the ad received a large number of responses from people interested in investing money in the company including a number of doctors, lawyers and stockbrokers.

The number one buyers of gambling information systems are stockbrokers and the number two buyers are doctors. Those are the target lists. So you can't be much more gullible than that can you? But that really is what we want. We want to move all the way from skepticism, cynicism, resistance, all of that all the way to profound gullibility. So even though they won't believe anybody else they'll believe us.

To make people feel better about that, if some of you are squeamish we want to do that because we are always acting in their best interest aren't we? Good, okay. So now you should feel okay about all this, right? So we want a scenario where they are easily persuaded because they are in a state of gullibility. So you NLP folks understand 'state of.' So if you are a stand-up comic. How many of you go to comedy clubs where they have the three guys? There's the opening act. So here's how all comedy clubs work. There's three acts. So there's an opening person, there's a middle person and there's a headliner. The headliner is usually somebody people kind of know or they can at least tout as somebody they know. So it's somebody on their way down in their career who used to be like Rosanne Barr. Or it's somebody who's on HBO. He's got credits. People know him. They see him. The middle act maybe, maybe not. The opening act nobody knows them from Adam's house cat. So theoretically the worst guy goes first. The okay guy goes second and the best guy is third. So

that's rarely true but it's the perception. The headliner always gets a better response and more laughter and everybody goes along more even though if you actually analyze the material the middle one's usually the best one of the bunch, almost without exception.

But people are more in fun for the headliner than they are for the others because they have predetermined in their own head the hierarchy that I just gave you, the worst guy's first, the next best guy's second and the best guy's third. You could switch material it wouldn't make any difference in people's response. Now here's how it's even worse. People generally in a comedy club, unless somebody's really awful, they generally laugh. Now you can be bad enough so that they don't but rarely for the headliner. I've only seen it once and I go to comedy clubs a lot. I saw it with Paula Poundstone and it was bad, so bad that she committed the cardinal sin of "is there anybody out there?" And Pete yelled, "No." That got a laugh but her act did not. But that's rare because generally people go to a comedy club in fun.

Now here's how you know how little of it's funny. If you tape it and transcribe it and sitting in a chair and read it see how often you laugh out loud. Not much. Every once in a while. Now there are humorous writers. So Woody Allen crossed, Woody Allen was a stand-up comic. Woody Allen can write funny. If you read Woody Allen you laugh if he appeals to you at all. And you back in time, Benchley, these people wrote funny but most stand-up comedy is not funny if you take yourself out of the environment in which and everyone around you is in the state of fun and you read it or even have it read to you, not really funny. The state's very important that they are in fun to start with.

In environments like a seminar with your own troops. So speakers get lulled into the idea that they're funny because everybody laughs at them when they do their jokes in a seminar room and some of them think they can actually go do stand-up comedy and they come back with their head severed because the audience of their fans in the seminar room is really in a state of go along with anything. And that's not the state they're not there.

So what we actually want is **a state of gullibility**. Now again that's why so much opportunity and a lot of improvement over the years and a lot of personal development has been sold in environments where you could create a certain state. That distance makes it very difficult to do. I'm going to talk later about the big bugaboo of length of presentation and nobody will read anything and nobody will listen to anything and nobody will watch anything so we go to shrink everything down to a short...worst thing in the world you can do. Your only prayer at a distance is to deliver so much that they get themselves into a state while they are going through it and experiencing. Only hope you got.



So the idea that you're going to shrink all your messages and everything you deliver people down to something that will fit in 146 characters you're just committing suicide because they can't get in state. And we need them in a particular state. Ideally we need them in a state of gullibility.

So what does gullibility mean? In the off chance that you might not got go look it up for yourself on page 73 I have provided you with some definitions.

# gullible

(1): overtrusting, overtrustful, (2):easily deceived, easily taken in, (3): exploitable, dupable, impressionable, (4): unsuspecting, unsuspicious, unwary, (5): ingenuous, innocent, inexperienced, unworldly, green

1): We need to create a scenario in which our prospect is overtrusting of us

2): We need to create a scenario where he will be **EASILY** persuaded

3): We need to create a scenario in which the prospect's vulnerabilities and desires can be exploited

4): We need to create a scenario in which he lets his guard down, relaxes, is caught up in enthusiasm, or otherwise made unsuspicious

5): We can't be selling to someone with too much experience with our 'x', that would enable him to dispute our assertions or feel he "knows better"



Unsuspecting, unsuspicious, un-weary, over-trusting, over-trustful – so what we're looking for is a scenario in which our prospect is over trusting of us, which means we have to establish certain things about ourselves. He will be easily persuaded. So he is willing to take this whole, he's willing to tell his conscious mind to go take a hike. He's willing to take all this stuff, set it aside and buy this. We need to create a scenario, therefore, in which his vulnerabilities and desires can be exploited because really that's how you overcome all that stuff.

So why does somebody buy a lottery ticket? Is there anybody here that plays the lottery every week? It's alright, admit it. Come on. Really, nobody? Look you've got to make a bet at least once a day. You could be walking around lucky and not know it. Well see you're lucky just because you got here. Now see you've got to make a bet every day. You got to. You could be lucky and not know it. And what's the lottery slogan – can't win if you don't play.

Now how many people do you think buy a lottery ticket who have any, any serious thought that they are going to win the lottery? **A ton.** Exactly. Even though the reason you don't buy it is why? Well yeah because you feel like an ass, right? You don't buy it because you feel stupid. Because you know. The odds are, I mean, we know. Your odds are worse than being hit four times by lightning while sitting in this room on a sunny day next to a tall person with metal teeth. It just can't happen. I mean yes somebody wins but...so you don't buy tickets. But the vast majority of people who buy tickets are so gullible about that at that moment that they actually think one of these days they're going to hit this thing.

Most buyers do what? How do they play the lottery? Thank you. Same numbers. They play the same numbers like that makes a difference. So Pete Lowe and I go gambling. So here's something, so Pete has a belief that, and sometimes his experience validates it, which makes it worse. So he has a belief about slot machines. So his belief about slot machines is that if you win, you cash out and start over because the machine is more generous to a new player than it is to a player that has been there for a long period of time and in fact it knows it just gave you \$1200 so it is somehow programmed now to start getting that \$1200 back. Now clearly, this is all horseshit. Now he's got me doing it. But clearly, but really more to be socialable then. But it's all horseshit. They're all pre-programmed. They all do the same thing. Otherwise they'd have sensor in the seat. Because you cash out. Your butt's still there. It's still no. It's all horse manure. But believes it.

That's the kind of gullibility we need when we sell stuff. We need people to put themselves in a state of gullibility and their desires and

vulnerabilities can be exploited. So the one desire everybody does have, for example, that plays to most of us is to be rich. They all pretty much have that desire. They don't have the ambition. They have the desire. And their vulnerabilities are certain beliefs about that that are either our enemies or some can be made our allies. So take a look.

So almost everybody believes in predestination and they believe in luck. Good fortune, bad fortune. Professional athletes who make millions of dollar a year they all have luck, superstitions about winning and losing. One will only go out and play in his lucky socks. And if his lucky socks get stolen he can't play. These are reasonably intelligent, highly paid, professional people who know. Baseball's about physics. Golf's about...but lucky socks. So everybody has this. There's not a CEO who doesn't have a lucky pen or a lucky whatever. And then a bunch of people believe in predestination, right? They believe in some version of...if it happens it was meant to be. So sort of the personal version of that is the people who believe they're finding their soul mate on Match.com. They believe this soul mate thing and miraculously, conveniently their soul mate out of the billion people on the planet is within a 15-mile radius of their house. And also likes macaroni and cheese. But they believe this. They believe it. People leave their spouses all the time because they found their soul mate and three years later was wrong.

So luck and preordination. Now it can be our enemy or it can be our ally. How does it become our ally? Our arrival, our arrival is meant to be. And you will find it if you look for it in a lot of great opportunity marketer's copy. You will find some version of you are receiving this letter out of all the millions of people who could have received it because it was meant to be. You will also find your lucky day story integrated into an opportunity story. Why are those things integrated? Because we're taking what could be our enemy and we're using as an ally. So we want a level of gullibility and we don't want a level of skepticism in our way. So if you look at, well first of all if you think about Bernie Madoff, so jump to page 76.



***A strange little man claims a 'secret formula' for investing in the stock market that provides constant, never interrupted, good yield, complete safety of principal, and gains every year. You can invest with him, but never know the formula; your money will be managed by a very small staff in an office off limits to investors.***

*Who would fall for this, unless*

The man served on the Board of the New York Stock Exchange

He was obviously, personally wealthy – but also a respected, generous philanthropist, supporting “name” charities

Had substantial charities and prestigious universities as investors

Major business and financial media gave him favorable press – but you were told he turned down countless invites to appear on Fox Financial, CNBC, other news programs where “ordinary” money experts prostituted themselves, because he need to safeguard his secrets and had no need for publicity

Did not advertise, market or prospect: you had to be brought to him by a trusted client/friend or by your own professional financial advisor

So if you think about Bernie Madoff and you look at the list of people who lost money to Bernie Madoff and you look at the list, here's the conclusion you arrive at based on the list. Here's what you say to yourself if you go look at that list. You say to yourself, "Geez these people should've known better." That's what you say to yourself. And you're right. You're right. And in fact, they did know better.

But they set aside their conscious mind for this particular circumstance and they became incredibly gullible, so gullible that they believed that you could have consistent, steady, uninterrupted over a long period of time, positive returns, that you could be managing the size of money he said he was managing and actually investing it all in the market, when a calculator would tell you the Dow would have to be at 45,000 and every time you made a move, alarm bells would be going off, from here to Tupelo.

But gullibility set in. Now a lot of people look at that Madoff thing and they think they're seeing something new. Nothing new. The two that are fun to read about it, if you want to make yourself a note and it will give you historical perspective. So one is the Home Stake Oil Swindle. You can go Google it, Home Stake Oil Swindle. Same deal. First of all--the list. When you look at the list of people who lost money in the Home Stake Oil Swindle, you cannot, you say, "It's impossible," that these people... It includes the former head of the Fed at the time and secretary of the U.S. Treasury. It includes Bob Hope. The list is long, long, long, long, long.

And the Home Stake Oil Swindle was basically Enron before Enron. They had pink, blue and yellow plastic pipes out in the middle of the desert criss-crossing each other. They flew people over them in helicopters and they told them the story about how they were moving oil from one place to the other and through the pipes and everybody was making a ton of money. And the pipes were connected to nothing. There was no oil. There were pipes--\$50 bucks worth of plastic pipe from Home Depot--and a helicopter. Good, you're good to go.

The other one that's fun to read about that you want to go back and find and is much more clever and sophisticated and lasted for a long time like Bernie's did. Home Stake was pretty short. But "Bernie Cornfeld's Investor's Overseas Services." And Bernie--fun guy. And there's a lot written. So if you go Google "Bernie Cornfeld" and you Google "Investor's Overseas Services," there's also a Robert Vesco connection for those of you that are financial fraud history buffs.

But Investor's Overseas Services was just a preposterous story but there was a reason, because there always must be, why gullibility could be created among people who should have known better as there ways in



Bernie's case. In Bernie's case, Madoff, not Cornfeld, the reason was what? Who he was, yeah. He'd been on the board of the New York Stock Exchange. Well you're not going to question him are you? Right? So there's always one thing. If you go look at these other two cases it's a different thing but there's always one thing.

My favorite gullibility ad is on 77. So this ran, I've shrunken it in size. This is a full page ad from the tabloids. It ran for almost eight years. It's legally compliant. It's very careful.

NOTES

# RUB THE BUDDHA FOR MONEY!

Do you need money desperately? Are you up to your neck in overdue bills and worrisome debt? Are you struggling along just trying to make ends meet — with no light in sight?

Then, here's the good news you've been hoping and praying for all your life! Now, for the very first time, you can possess the long renowned BUDDHA... acclaimed by many for its magic powers of attracting GREAT wealth and unbelievable riches to anyone who gently rubs his belly! But before I go on, let me ask you this: How much money do you REALLY want? \$100.00, \$1,000.00, even \$10,000.00 or more?

Don't be shy. Just name the amount. ANY amount! Then join me in a unique Research Experiment to find out if the BUDDHA legend is really true.

And listen to this. To make this offer so unbelievably attractive that you flip and mail the coupon RIGHT NOW, I'm going to gamble my own money on you, a perfect stranger.

That's right! You MUST agree that the legend is absolutely true — that The BUDDHA actually brings you money by rubbing his belly — or I'll pay you for your time and trouble GUARANTEED!

But first, let me assure you of this. I know exactly what I'm doing. I wouldn't dare make such an offer if I thought for one minute that I would lose \$50 for your own sake. Simply mail the coupon to receive your very own BUDDHA and the Research Experiment Form.

Do you want lots of money NOW? Then starting immediately, and continuing for as long as you rub The BUDDHA, you'll have this sensational opportunity to possibly rub away your financial problems forever. Imagine the excitement and thrill of turning your cash situation RIGHT AROUND merely by rubbing The BUDDHA's belly as part of the Experiment.

155 When you want to pay off debts, simply rub The BUDDHA.

155 When you want to buy a house, simply rub The BUDDHA.

155 When you want to go on a long overdue vacation, simply rub The BUDDHA.

155 When you want to buy a new car, TV, boat, or whatever you wish, simply rub The BUDDHA.

## FEEL THE BUDDHA'S MAGIC! THE BUDDHA BRINGS MONEY!

Whenever The BUDDHA miraculously puts hundreds of cash right in your pocket... whenever you enjoy the glorious thrill of playing with a nagging bill collector... whenever you joyfully catch up on your monthly payments... just report the actual MIRACLES!

Even if you are skeptical, you have absolutely nothing in the world to lose. Not even a penny of your hard-earned money. Because from the very moment you receive The BUDDHA, you must receive a fantastic money blessing, or I'll pay you for your time and trouble. GUARANTEE!

And here is the best part of all in dream matter who you are, where you live, how much you need? You MUST agree that the BUDDHA legend is true RIGHT NOW, or I'll refund your money PLUS pay you for participating in this unique Research Experiment.

SEND FOR YOUR BUDDHA! MAIL A COUPON WITHOUT DELAY! This very limited coupon for your very own BUDDHA. For total 100% confidentiality, your BUDDHA will be rushed back to you in a private unmarked package... in YOUR name only. No one will be allowed to use it, except you! Then money take The BUDDHA into your right hand and gently rub his magic belly. It's that simple!

DOUBLE MONEY BACK! I can't imagine anyone passing up this unique chance to join the Research Experiment and use the legendary BUDDHA every single day. So the only thing holding you back is taking a risk. I'm going to eliminate that completely!

To prove to you that I mean every word I've said... I'll give you this fantastic DOUBLE MONEY BACK GUARANTEE. The BUDDHA must work a money miracle for you within 14 days, or I'll refund ALL your money PLUS ANOTHER \$10 for your time and trouble. That's right! You'll receive DOUBLE YOUR MONEY BACK with no strings attached. If you've never thought of clipping a coupon before, do it NOW! It may be the answer to ALL your money problems.

QUICK! FROM NOW ON, WHEN YOU SEE THIS COUPON, PLEASE CLIP IT IMMEDIATELY! 1) Print your name and address on the coupon below.

2) Attach your cash, check or money order payable to The BUDDHA for just \$10 complete. (Price includes postage and handling.) 3) Mail to: The BUDDHA, 8 West 36th St., New York, N.Y. 10018.

## MAIL COUPON WITH \$10

## FREE BONUS GIFT!

THE \$1,000.00 SECRET... YOURS FOR ACTING NOW!

Mail the coupon at once and I'll include this EXTRA exclusive gift with your order. This amazing secret could change your life instantly and bring you new thinking, success and happiness.

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The BUDDHA  
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I WANT TO  
RUB THE BUDDHA FOR MONEY!

Here's just \$10. Rush me The BUDDHA and the Research Experiment Forms in a private unmarked package. Money-back in 14 days if not absolutely thrilled with results PLUS ANOTHER \$10. That's DOUBLE my money-back GUARANTEED!

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☐ Rush me TWO orders! Here is \$18 for both. Same guarantee!

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## THE BUDDHA IS WORKING! MIRACLES EVERYWHERE!

### Now See How Much Money It May Bring You—Mysteriously!

People are funny! They say that they need money and would do almost anything to get it. Yet, when given the opportunity to try out The BUDDHA for a full 14 days (and even get paid for doing so), they just shake their heads. I wouldn't mind if The BUDDHA didn't work. But it does! And these testimonials from folks like yourself prove it over and over again. So if you still have doubts, read what former skeptics say now. Maybe you'll see the light and send for yours today. That next miracle could happen to you!

My husband was showered with \$10,000.00 in the street! —A.F., N.Y.  
Received unexpected \$1,000.00! —M.H., Ala.  
I won \$1,309.00 on numbers! —H.R., N.Y.  
Won \$600.00 at the slot-machine! —E.R., Calif.

I won \$500.00 in the lottery and could win a million more! —G.T., N.J.  
I won \$2,000.00 at Bingo! —M.D., W.  
Received a super-large bonus for my 2nd mortgage! —B.L., Fla.  
My husband and I won \$2,053.00! —J.K., Pa.  
Received over \$1,060.00! —Anon., N.Y.  
I got \$1,060.00! —J.C., Va.  
I got \$400.00! —L.O., N.J.  
I received a color TV! —J.D., N.Y.  
My husband and I received \$2,500.00! —P.H., N.Y.  
Won \$645.00 at Bingo! —E.H., Va.  
I won \$903.00! —B.D., N.C.  
I got a check for \$500.00! —R.H., Ga.  
I just won \$300.00 with numbers! —E.D., N.Y.

Now I can pay my bills. Won \$500.00! —R.B., N.Y.  
I got \$150.00 playing Bingo! —Anon., N.D.  
Received unexpected \$300.00! —M.A., Tex.  
I won \$150.00 at Bingo! —E.D., La.  
I won \$424.00! —R.R., Ga.  
Received unexpected \$146.00! —C.D., Wa.  
I won \$200.00 at Bingo! —E.J., Tex.  
I received a check for \$500.00! —R.H., Ga.  
Won \$900.00 at Bingo and \$400.00 with lot —Anon., N.Y.

**ALL TRUE! ALL ON FILE!  
ALL RUBBED THE BUDDHA  
NOW IT'S YOUR TURN!**

ALL about the risk (see below)

And it sells a little plastic Buddha that you rub its tummy and you get money. Now you might expect to find it in the tabloids. And that's, of course, mostly where it ran. One of the funniest things about the ad to me, let me see if I can find it. Oh at the bottom of the coupon you can check off and you can get two. So I'm not exactly sure why you would want to but you can get two. Well maybe. You rub two maybe you get double the money, that's right.

So, now you might think this has much in common with say the Bernie Madoff scandal but it has everything in common with the Bernie Madoff scandal all the way to the point that really what they're doing is rubbing Bernie's tummy and they're getting money. It's just as silly on the surface.

So here's what they all have in common. Oh what I want to tell you the rest of the story first. So you immediately think well of course it ran in the tabloids because everybody reads the Daily Star and the National Enquirer, all of that. He's a moron. Just like you don't buy lottery tickets. I'm sure you don't read that stuff, right? Right? Right. So you're not surprised that this ran in the National Enquirer. It also ran on the back page of daily newspapers all across the country. So we would argue, especially going back 25 years that that's a step up, wouldn't we. It would be no surprise to you that the Wall Street Journal would refuse to run this ad. They're pretty touchy. But on a bet a guy ran it in an Investor's Business Daily, which if you don't know Investor's Business Daily is basically a microcosm of the Wall Street Journal circulation. They're almost all dupes. So they describe to both. They don't get enough boring, unpleasant, depressing financial information from one. They want two.

So, on a bet he ran it on Investor's Business Daily. Only ran it once because "powers that be" at Investor's Business Daily realized what they had just run and, of course, were getting phone calls. I imagine the publisher was getting laughed at at the club and so forth. So they wouldn't run it again even if he wanted to run it. And it was the least profitable place he ran it. So there was no strong motivation to run it continuously. But noticed I said, 'least profitable.' I didn't say loser. They covered ad cost with a slight profit in Investor's Business Daily with the rub the Buddha for money. In Investor's Business Daily rub the Buddha for money. 'A' no man ever went broke over-estimating the incredible ignorance of any segment of the American public.

So the thing that they all have in common, they rub the Buddha for money and Bernie Madoff, this is very important. We'll come back to it later in the day. It's really an aside now but it's important. So what do they all have in common? What did Home Stake Oil have in common? What does rub the Buddha for money have in common? What does Bernie Madoff have in common? What did Bernie Cornfeld have in common?



Here's what they all have in common – the placement of faith in someone else, or in the case of the little Buddha, in something else, not in self. It's worth writing down exactly the way I just said it for those of you who are taking notes. **It's the placement of faith in someone else (something else), not in self.**

Every “achievement of gullibility with people who should know better” has that. Has a foundational element. It invites people to place their (belief) outside of self. Why does it work? Because we talked earlier, if you recall that even successful people tend to credit sources outside of self even for their own success. They tend to diminish their own role. In fact, those of you in the room with profound religious background are probably uncomfortable with the phrase 'self-made man.' It's an antithetical concept and deeply religious people will quickly deny it if they are introduced that way. They will quickly deny it.

So even successful people, and most people have been taught and ingrained, to look outside of self. So the scams all rely on it to achieve gullibility. It's almost impossible to achieve gullibility if the premise you're selling is all about faith in self. So now let's think again about repair, improvement, opportunity. What's one of the mistakes we make with repair and improvement? Self-improvement, yeah. Yeah. The George Carlin joke, really. If self-improvement was real there clearly would be no self-improvement such in a bookstore. It sort of denies the premise, right?

See as soon as we start actually selling self is going to improve 'X'. We're moving towards skepticism away from gullibility. The greatest achievement possible in gullible is self is going to have nothing to do with it. You're going to swallow the pill. Why do people prefer drugs to therapy? Not just because it's easier, it's deeper than that. Therapy requires belief that there's going to be self-improvement. Faith in self. The drug requires no such faith. So it's important to understand it and it's important to have it working for you, not working against you.

Now linked to that, your page 78, is that it is easier to create gullibility for a new, unknown opportunity than it is for a familiar approach to repair or improve it.

**It is harder to erase skepticism and create gullibility for  
Repair or Improvement of an existent thing than for  
a new, unknown Opportunity.**

If a real estate *agent* is told he can make from \$25,000.00 to \$100,000.00 a month by using the internet to find properties for a secret cabal of wealthy investors, and forming partnerships for each property so he and the investors share ownership and profits – in just 20 hours a week.....he is deeply, instantly, profoundly skeptical.

If a doctor is told the same story, he is much less skeptical and much easier to move to gullibility because he has no frame of reference against the five claims.

If a real estate agent is told he can double or triple his income with better ie. improved ads, listing presentations, sales presentations and negotiating skills, he is nearly as skeptical as about the first story, *and less interested in it*, because he is very familiar with the thing to be improved and with his own past attempts at such improvements and with “everything that might be done” to effect such improvements.

If a real estate agent is told he can double or triple his income with exclusive access to a list of relatively affluent home-buyers ready to buy in his area, one month before they begin looking, via a web site that pre-qualifies them and assigns them to him, his skepticism will be low, interest high, and gullibility easily created.

In short, the best path to interest and gullibility is to present him with something that he has some familiarity and comfort with yet appears as entirely new, different and unique, and offers a reason to believe in it.



And here's where another reality of our business works against us. So while it is true that a buyer is a buyer is a buyer is a buyer and a non-buyer is a non-buyer and so generally speaking we are selling to buyers. We're selling to people therefore who have already bought repair or improved. And in most cases we're selling to people who have bought it repetitive. The good news is they're buyers.

But there's a profound piece of bad news. They're experienced with buying repair and improvement. And what has happened for most of them in most cases with the repair or improvement they bought, quote, quote, 'didn't work.' Yeah. Now that, of course, is factually incorrect. Yeah in most cases they didn't work it. But from their perspective it didn't work. And so when we show up with something that is familiar as repair or improvement that have previously purchased despite their inclination to buy because they are buyers, they also where it's much harder to get them moved to gullibility and it's much more likely that we are going to be selling against skepticism because of their experience.

See there's all sorts of stuff like, I have a friend, we talk about this all the time, that at a certain point in time you have too much experience. So there's all sorts of things people show me that I just, I know too much. And I try not to dissuade them because their ignorance could allow them to go do what it is that they're proposing to do but I can't be a part of it because I know too damn much and I know the 5,622 flaws in the design they just showed me and it's too painful for me to have anything to do with it. Well so there's your buyer. So his experience with buying is generally not been very good. So even down to your kettle bells. So John sells the kettle bell. The best buyer's somebody that's bought, I don't know, a concrete block with a rope before, some kind of lifting, body building fitness device. By far it's his best prospect but the worst thing about that prospect is his experience with everything he has bought before, which is all in the garage. That's where it all is. It was all used very briefly and then it was moved to the garage.

We buy an incredible amount of trash. It's not immediately trash but it becomes trash in a very short period of time. So that's the experience that is in the way. So it's far easier to create gullibility for some new opportunity than for anything that sounds, reads, feels very familiar to the repair or the improvement that they have bought before.