

THE ELEVEN AGREEMENTS

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So there's the issue of possibility. So there's the issue of open architecture versus closed architecture.

So Dave this goes back to your 'I can't even believe they think this way problem.' So pretty much we all, everybody in the room, has at some point probably for most of you, quite some time ago, embraced to a great degree if not completely the idea of open architecture, which really means you can remake any way you want to remake it.

So George Douglas told me the story last night about after many years they've had a boat or boats including a river boat, steam paddle wheel boat for many years. So they got boats for many years. And have been going to Florida and spending time on a boat. And so what a year ago, last year ago decided we're both getting up there. it's time to get rid of the boat and we'll just get a great big, giant motor home for the months that we go spend in Florida and after a year of that Jeanne comes to George and says, "I think we should get a boat. We should go back to having a boat." The caliber of the people in the mobile home park isn't exactly the same as the caliber of people who camp out on boats for three months. And so we'll go back to having a boat.

And so they got another boat. Now what I have just described is as unimaginable to the majority of people outside this room as it is as unimaginable as anything you could think of that would be unimaginable. It is inconceivable that you would have a boat, not have a boat, get a motor home, decide you don't like the motor home. Get rid of the motor home and go get another boat. You've just described something you might as well have described them sprouting wings, flying to Mars, bringing back blue rocks in their mouth. It's just inconceivable to them. It's inconceivable to most people. Choosing the place you live. Now not so much as it used to be. True. But still. Over 50% of the people die where they're born. Some come back. So I did. Some are like elephants. When they know it's getting towards the end they come back. But it's over 30% never leave. Don't leave. They stay where they were planted, which pretty much was random in the first place. And the idea of just pack it up and going no matter how miserable and broke they are where they are, the idea of packing up and just going somewhere is conceivable to them. So I've had the conversation many times because when I left here and moved to Phoenix, if you count the three days I was trapped in my apartment, it was an eight day decision. And we were going and I'd never been there. The decision was how far away from snow can you get and not be in California? That was the decision. I'm serious. That was the decision.

Let's look at a map. How far away from winter can I get but I know I don't want to be in California. Arizona. That was it. I just told you the whole thinking process and arguably, by the way if I'd been a little bit more deliberate about it I would've gone to Nevada that has no state income tax and I wouldn't be here because I would've hit my enough is enough number about 9, 10, 11 years ago and somebody else would be here talking to you.

But anyway, so I've had this conversation many times because I picked up and moved fairly quickly. Sold the business in a week. I was gone. After three days trapped in my apartment with my wife, unable to get out this cannot happen again or murder will ensue and I wasn't confident that I was going to emerge as the murderer. So I would call that a tossup. So this could not be permitted to happen even one more time. When you cannot see the roof of your car for the snow you know you've got to go.

So when I have that conversation with people it's just unimaginable to them. The speed of the decision, the not having been there, this beyond their possible comprehension. So all of it that we sort of now take for granted, that you take for granted that is part of your belief system now. So where's the British couple that lost all the weight? Oh there you are. So how much did you lose?

Audience: [Inaudible].

Dan: Okay. So how much in size? Four sizes. In how many months?

Audience: [Inaudible].

Dan: Good for you. Okay. And how many dress sizes sir did you lose?

Audience: [Inaudible].

Dan: Okay, good. Very good. Okay. So they were at a seminar in the UK and I guess I was the final nudge because I made probably an impolite remark about weight. The combined diet and exercise program in one, which you place the palm against the table and you push your fat ass back before you eat a second helping. It's actually the only one that works.

And when you're saying it in the presence of overweight people, it's rude and I imagine for the British it's probably even more rude because they tend to be a polite people unlike us. And I've said many times, by the way, because you don't know. The British audiences are so much better than the American audiences. So much better. If the damn place wasn't so far away and so small I would infinitely rather work. So anyway so

they were ready, I guess, and got a nudge and they now dropped all this weight and they look fabulous.

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And I don't know did you do it on your own? Did you join some program? You did it on your own. All on your own. Just did it. You understand how unimaginable that this to most people. They cannot, do you understand they cannot conceive of it. So then they would immediately start going back into all the stuff we talked about this morning. Well they're genetic freaks. They're some explanation for how they are able to do this and I can't do it. It is unimaginable.

So this whole issue of possibility, **the acceptance of possibility cannot be assumed** by you in your advertising, marketing and selling. It can't be assumed. So like Susan, if you look at your stuff about someone becoming voiceover talent. There's an assumption on your part that they believe that's possible. I haven't even got to personal possibility, just possible. And for many people the assumptions erroneous. So what do they really believe? They believe there's a part of that story that's not being told, that actually is the explanation. So if they show their before and after pictures to a bunch of fat people and the fat people say, "Well how did you do it?" So I probably answered a question. I probably didn't go into it on my own initiative at the seminar. Somebody probably asked me. And that I gave my answer, right? Probably. Oh I started it of my own initiative? Well then I really apologize for being rude but you look great. However there's a bunch of other fat people who were there are still pissed off.

But so if they show their before and after picture to fat people or they run into people now who knew them the people will say, "Well how did you do it?" And if they then say, "Well we pushed and we ate less and we took a walk." Everybody's going to be 'A' pissed off and 'B' they ain't going to believe it. It requires a belief that that's possible. And 'A' most people don't believe it's possible and in fact their conscious mind can't let them believe it's possible because they're fat. There has to be an explanation for why they're fat other than choice. That's an unacceptable explanation consciously and subconsciously.

So what do people believe? They believe there's part of that story they aren't telling. They did something. They all got sick. They were deathly ill for four months and they lost the weight laying in the hospital, that's why or they had a coach they're not telling us about or they, whatever. They found a magic herb in England, it doesn't grow here, that they're not telling us about. So this idea of possibility is not the given we think it is, not for most people. And so when you talk about starting points we're starting way, way, way back here.

One of the pathways kind of out of that that is consistently used with opportunities, that it's very hard to use with anything else but opportunity language is either new and now available for the first time or this has been kept hidden from you and used only by an elite few till now. Those two things, for example, now make me able to acknowledge that something may be possible, that up until now has in fact been impossible. So technology has done it. The whole kind of get rich in internet is based on the idea that up until now you had to have a bunch of money and open a store and inventory and now all you need is a website. That changes my view of what's possible.

Second thing, second agreement that has to occur before they can really buy from you is **beneficial nature**, meaning they have to agree that the outcome of what you are putting in front of them is really beneficial. So let's think about it a classic business niche improvement story that ties to what everybody says they want. So if you ask most business owners, most practice owners what they want one of the things they're quickly going to say to you is they want more customers. They want more customers, they want more patients or they want more leads. That's what they'll tell you.

Now of course we know that's not what they need but that's not my point. My point is is even in saying it you can't assume they are in agreement about the beneficial nature of having it even though they said they wanted it. Because what's in their head about what comes with more customers or more patients or more leads? More work. More overhead. More staff. More headaches. More pains in the asses. More taxes. Maybe lower quality of customer or patient. So they're a bigger nuance than the ones I got now. There's all sorts of bad shit that comes with more customers, more patients or more leads.

So even though they say they want it because 'A' it's the only thing they know to enunciate that might get them to what they really want or 'B' they think it's what you want to hear. It's reflexive. It's what they hear everybody say. It's feeding back what everybody's trying to sell them because we know that's what they all want so we all talk about it. So they feedback what we talk about. But it does not mean they're in complete embrace of the beneficial nature of the thing they just announced that they want to buy from us. We dare now to assume that they have agreed to the beneficial nature of what they have just enunciated that they just want. And especially beneficial nature sufficient to then motivate, purchase and follow through on.

John and I had a, because I was joking about buying a kettle bell and not being able to get it out of the box. I got a guy though who would come over and get out of the box for me but that seems to defeat the whole

purpose. I guess I could have him come over and exercise for me too but that seems to defeat the whole purpose too. Unless you think watching him exercise would be of any dynamic benefit.

We had the little conversation and I acknowledge, by the way, that there is beneficial nature, and even, which we're going to, personal beneficial nature to me getting one of the damn things and exercising with it every day. I am not yet willing to acknowledge sufficient beneficial nature in order to torture myself in this manner despite his generous invitation to send me a trainer, which by the way, see you thought that might help the cause. See that doesn't help the cause. It is even less appealing to me to have the thing and a guy making me use it in my house then it was just having the thing. So you didn't really help. I understand you think you were.

People can hold conflicting thoughts and emotions. And so they can describe something they want and not be completely in agreement about the beneficial nature of that thing.

Third agreement that we need is **attainability**. Attainability is different than possibility. So for example, you will all acknowledge in the room, I think, that it is possible to buy a lottery ticket and win the lottery. Somebody wins every week. But the reason you don't buy tickets is because you don't think it's attainable. You'll acknowledge it's possible, you just don't think it's attainable. So there's a practicality bridge that has to occur because for people to really to buy a thing they not only have to accept that it's possible they have to accept that it's practically attainable. So everybody will acknowledge it's possible to be the winner on the Celebrity Apprentice. It's possible right. Let's forget Celebrity because I want to use you. Nobody in here, with the exception of Ally, is a celebrity.

So let's use the regular Apprentice. You'll acknowledge it's possible to be the winner of the Apprentice, right? Will you all acknowledge there's beneficial nature, especially for us because we would know what to do with it if we were the winner of the Apprentice. So how many of you entered to compete on the Apprentice? One. One, two, one. One in this whole room. What the hell's the matter with the rest of you? Well it starts with you didn't really think it was attainable. Because if you got the invite, if you got the phone call for some reason and Trump's assistant calls you tomorrow and says, "Hey Linda, if you want to be on you're on." How many in the room would say yes? A whole bunch of you. You kind of got to be brain dead stupid to say no. But why haven't we entered? Same reason most of you didn't go to the American Idol auditions.

We know it's possible. We know there's beneficial nature but we can record our self and listen to our self back and we can kind of decide it ain't attainable, not even with the new judges. So now we need, number four, we even need agreement to personal possibility. Now this gets even tougher because somebody can acknowledge that something is possible. Somebody can acknowledge that there is benefit to it and somebody can even acknowledge that it's attainable but not agree that it's a personal possibility for them. There's an error in the booklet by the way. There's a typo right there in that section. When you find it it should be obvious and you can fix it for yourself. Give you something to do late at night when you don't have anything better to do. But it is a meaningful typo.

So personal possibility, that means...so how many of you seen the movie The King's Speech? Not as many as I would've thought. It's worth seeing. You should see it. It's worth seeing. And if you can you want to see the version, because they just changed it, in case you don't know it. The thing that's in the theatres now, the original one was the R rated version. This is now a G- rated version so they can get it in more theatres, have more people come see it. So basically they took the F words out but still it changes the tone of the movie. So they had the other one cut in case it won so they could roll it out on a bigger, broader scale. Interesting, which means probably from Netflix and stuff you can probably A or B at some point.

But anyway so The King's Speech, the central figure here is a guy who stutters and has to get his act together and give a speech that changes the destiny of the world. So if you, you have a little speech impediment. I think you and I are the only ones in the room I know of who have a speech impediment. So if you stutter and so at the time that I first saw Zig speak I still had a really significant stutter. It is now very intermittent. It is usually fatigue related or telephone more than anything else because I hate being on the phone.

But at the time it was constant and so obviously you would sit there and acknowledge it's possible to do what he's doing because you can see him doing it. So we can't deny the possibility. The beneficial nature's pretty damn obvious. You tell 500 people to get up, march to the back of the room, get in lines, get their credit cards out. I get it. At the time I'm selling stuff to people one-to-one. So beneficial nature's pretty damn obvious. Even attainability because if hears Zig's story you say to yourself, "Well okay, the guy was a pot and pan salesman who wasn't very good at it." So it's attainable.

However, he don't stutter. So personal possibility very different thing. See the only good news as a speaker about a big stuttering problem is you need less material to do a three day seminar. That was Glenn's old joke

about a hare lip. I need less material because it takes long time to say what I'm saying. So personal possibility whole different thing, right? But we need them to buy into personal possibility if they're going to buy from us personally.

Now mostly, and we'll talk tactics tomorrow, mostly we try and address this how?

Audience: Testimony.

Dan: Yeah we try and address this with testimonials. Exactly. We try and show them somebody who matches up with what they believe to be their personal impossibility factors so that this goes away. And there's nothing wrong with that as a tactic but generally speaking it's insufficient and it takes more. So, for example, we'll often show them, we'll make sure we have this great diversity of testimonials so that we try and cover, we got somebody from Britain in our testimonials because we don't want somebody from the UK well I work over there but not for me because I'm in the UK. We've got somebody with a stutter. We got somebody who's old. We got somebody's who young. However the guy's sitting there with the stutter, one stutterer does not convince him. A hundred might. But one probably not but that's typically what we do and there's other tactics as well as testimonials. So we got to get over every one of these hurdles and we really got have to have agreement.

We were at attainability, number five in your 11 agreements book is where we were.

So the big thing about this to know is that and it's stated in your little booklet, people are reluctant to try and fail at pretty much anything to the extent that the derision from others, the pain, the humiliation that will come with the failure weighs more heavily on their mind then the possibility of the gain and the benefits. And any time and every time they're presented with another situation in which they may succeed or fail all of the ghosts of disappointments and frustrations and criticisms past rear up in their ugly little heads.

So while you're delivering a pitch to them and you think they're with you in the pitch they're really drifting off about this point into everything they've tried and bungled or been disappointed by or that to use his term, didn't work in the past. Now the pure opportunity marketers they have, if they are selling to repeat opportunity seekers they have this multiplied to the max because generally speaking those people have bought and not done much with a number of things to the point that they have a spouse who is saying, "Not another one of those." But even the established business owner in a niche, in most cases they have, because a buyer's is a

buyer is a buyer is a buyer. They have a shelf of things with shrink wrap on them. Some with the shrink wrap off. Some where they actually did something with some of it but a lot of it with the shrink wrap still on it.

And in some cases they have a big shelf. I've seen them personally. I've gone into chiropractors' offices and seen the entire bookshelf full of everybody's courses and systems being sold to chiropractors including mine and 80% of it still has the shrink wrap on it. And at some point somebody feels like they've done that often enough. And if they don't feel like they have their spouse who scrutinizes the credit card bills feels like they have.

And so why does all that stuff exist? Well in most cases because they got over the hurdles to make the buy but they didn't get over the hurdles to actually now use what it is that they bought and that accumulative experience is in the way of the next person who shows up. And so as a collective community the more of us who sell with non-usage the harder it gets on everybody else because we're all taking turns showing up. You're showing up to his guy three months after he was there and you're showing up to his guy three months after he was there and so over a period, it's like Vance's whole thing about sanctioning incompetence. Eventually you just make it miserable for everybody else.

So this personal attainability thing, see now this next hurdle is they really have to believe, they have to accept, they have to agree with the idea that this thing is doable. This is actually something that they can use, will use, get a result from all the way to the point of actually getting into taking the shrink wrap off and using it and it's a very high hurdle.

The next one then is they've got to be convinced that your thing is **different from all others** that they have on that shelf. Different from all others they have tried in the past, yet it must be familiar enough. It's not scary to them. We can't show them a Martian. But they got to believe there's something profoundly different about this because the alternative, you understand, is almost impossible to convince them of. You would have to convince them that there is something profoundly different *about them* today then there was last Thursday.

One of two things has to happen. They either have to believe there's something profoundly different about them or there's something profoundly different about this thing. One of those things has to happen. So if we're going to pick one to try and convince somebody of I strongly suggest the second. So there has to be a way that they can agree that this is now personally possible, personally attainable but that lets them off the hook. So not having already done it is okay. It's not an admission of

personal incompetence, sloth, whatever and that there's a reason. Why this will work when nothing else will work.

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If you are of a certain age you're familiar with the reoccurring autumn theme of the old Charlie Brown comic strip of Lucy pulling the ball away at the last second convincing Charlie to run up to kick the ball and Lucy pulling the ball away. And this went on for years with Lucy repeatedly convincing Charlie that this time for some reason, I'm not going to pull the ball away this time. This is going to be different. And he resisted first and finally he runs up to kick the ball and of course she pulls the ball away and he lands on his ass again. This is them. They're Charlie Browns. And so time and time and time again they've been talked into running up and kicking at the ball again and then they fall on their ass. And we're trying to do it yet again.

So at some point we can't show them Lucy and we can't show them a ball. We got to show them something that looks different, different person, different object, different place.

Eighth is **personal beneficial nature**. So again it's possible for somebody to generally agree that doing 'X' and the outcome of 'X' is very beneficial and yet not be willing to agree that it is sufficiently, personally beneficial. It's possible for them to think, "Oh yeah I see how this could be beneficial." And then change their mind for one reason or another that is personal as they get closer and closer and closer to it.

So Ally and I just had this. So there's a gender list that goes in, we didn't even do gender separation. So a woman might acknowledge wanting and the beneficial nature of having a very big income of her own. But then she's married to an auto repair guy who makes 32 G's a year. And so if she gets into Tupperware, does a party every once in a while, makes an extra \$200, \$300 bucks, he's happy to stay home with the kids once or twice a month and he's happy she's got her own spending money to go to the mall with. If she starts making say eight grand a month 0, and he makes \$30,000 a year and now she wants him to stay home with the kids three nights a week we just entered a different arena. And she ain't no dummy. She's been married to this guy for 18 years. She can figure this out all on her own. We don't need to tell her and it's probably not going to be a surprise in many cases. So if we're trying to recruit her into Tupperware she is going to acknowledge the beneficial nature of having her own business making 80 Gs a year.

But then this scenario is going to occur to her in her own little mind. And if we aren't addressing it we're not going to get her to sign up in Tupperware. Now you can extend now the analogy any place you want to extend the analogy but it demonstrates the difference between

acknowledgement of beneficial nature and acknowledgement of personal beneficial nature. Something can be really beneficial to everybody in a general sense and suddenly feel not very personally beneficial.

Number nine is **timing**. So one of the last lines of defense for people against commitment is timing, right? So they can agree to every one of these agreements up until now but the timing not be right. So let's take investing in real estate. We could get agreement on all eight and then somebody determine that the timing's bad because real estate's toxic and it's hard to sell and I can't flip it and who knows how much farther it's going to drop. But we don't think we've seen the bottom, etc., etc. A few years ago they could've said the timing's bad because all the prices are high and every morons buying and everything's inflated and there's a bubble and there has to be a crash. And so it's true of everything. There's timing reasons not to, readily available to everybody about everything. And it's kind of the last line of defense for somebody who may not be able to enunciate why they don't want to buy or act but has decided, is trying not to buy or act.

So we have to get agreement somehow that the timing for 'X' is perfect right now because A-B-C-D-E-F-G. Then we have personal timing. So we can even get agreement now that boy now's a great time to start a business. Now's a great time to expand your practice. Now's a great time to add this piece of equipment. Now's a great time to do this for all the following reasons, right? Take your thing, your laser thing. So now's a great time because the boomer population is exploding, everybody's got aches and pains, they're all looking for solutions. What a great time to be in the laser pain treatment/therapy business. Add it to my practice.

But **personal timing** now, another story because Barbara who's been with me forever just quit and I got to replace Barbara before I really take on anything new. Summer's coming up and the kids are going to be out of school and we're going to take a bunch of vacations. So really summer's not a good time. Fall would be...on and on and on and on and on, right? So for every person who starts a diet there's 10 people who are going to start a diet as soon as the next event occurs. I'm going to start right after my cruise. I'm going to start right after the holidays. I'm going to start right after my vacation. I'm going to start right after, there's a right after point at which I'm going to do this that I'm not going to do now.

So now we got to get agreement somehow that personal timing is either, there's only two ways to approach this. One, it either has to be made advantageous or it has to be made so urgent that personal timing is trumped by the urgency. Those are the only two things we can do to them. So once we understand their personal timing issues.

So I don't want to steal his presentation but at lunch Craig Simpson was telling me about the use of a particular list in which they discovered profound seasonality. The list responsive at one time of year and utterly unresponsive at other times of year. This now gives us actually three choices. One's a tactical, mechanical choice. One is ignore the list except for the three months out of the year when it's exceptionally responsive and then be sure you mail the living be-Jesus out of it while you can. So there's a tactical response in that case because there's other lists.

If it was our only market, if it was who we sell to and we have no one else to sell to then that tactical option doesn't solve our problem.

So now we don't have the option of just selling to them three months out of the year. They're all we got. So now we got to do one of two things. We got to figure out what their personal timing excuses are, which in this particular case, which he'll tell you about tomorrow, they're obvious and they're shared. They're personal but they're shared by every one of the person's in this market. So now we either got to convince them that what they think is disadvantageous timing is actually ideal timing. Or we've got to get their agreement that the urgency of action is so great that we acknowledge the fact that the personal timing is disadvantageous but you've got to act anyway.

So you've all been hotels probably, I hate to jinx this but you've all been in hotels probably when the fire alarm goes off, right? So some of us ignore it no matter when. If you've traveled a lot you get to the point just like a car alarm going off in a parking lot now doesn't, all it does is make a dog bark. Everybody else ignores it. Well fire alarms in hotels the most seasoned travelers of us at all, real road warriors and I've done my own little survey. So I've asked Zig. I asked Brian. I asked Tommy. We all do the same thing. We just say, "Screw it." The odds are we're not going to get burned up and if we do we do but by God I'm not going out and standing in a parking lot. So everybody leaves but us.

Some people though are very situational about it. If they're dressed and they were going down to dinner away they'll flee the building. If it's 3:00 in the morning and they're in their underwear and they're trying to sleep I'll take my chances. So they're situational about it. So the only way you're going to get them out at 3:00 in the morning is if you're able to convince them the damn thing is on fire. Then they'll move. So those are our choices.

Finally agreement 11 is **personal appropriateness**. Now this is interesting because it gets back to belief systems, religious and otherwise. So somebody can agree to everything leading up to this and still feel that

not for them. They can agree to everything else. So the example I give you in the book is when Mary says she doesn't want a house that big or fancy of a house because whatever would we do with all that space and gee it's going to take a lot to keep it clean and all that. In most cases what she's really expressing is either disbelief or personal attainability. So I don't want to want it because I can't have it or it's inappropriate for me to have it.

And so appropriateness gets all the way back to people's beliefs about money and success and ambition and many, many people will acknowledge, will make all these other 11 agreements and then they finally get stopped at is this really right for me? Do I deserve it? Is it appropriate for me to have it? Is it ethical for me to have it? Is it okay for me to have it? What will other people think of me? What will the neighbors think, etc.? So a small example of that is visible big ticket purchases by the affluent were affected in recent years not because of their inability to buy them or their lack of desire to have them but because they didn't want to drive home in the big new Lexus and park it in the driveway when across the street from them they knew that guy was getting laid off and two doors down somebody's house was in foreclosure. So they stopped at it was just inappropriate to do it and be seen with it at this moment in time.

And so in a sense, although we're talking about a car now they got all the way through all the other agreements but they stopped at number 11 and they just decided it was not appropriate. And so we ultimately have to deal with that.

So now we've talked a lot about where they are and what's going on in their pointy little heads. And in many cases you have probably begun to think about that differently than you did yesterday. And think about their mindset and where they are and where we are starting with them. So now we'll talk about some of the key elements of an opportunity positioned and languaged presentation of anything that is designed to help counter these things going on in their head. And for convenience you've got a little checklist, looks like this. So you can keep it outside your manual and hopefully not get super lost as we go along. And we are going to go through the list in order.

So number one I want to talk about **pure hype**. So there is an entire school of pure opportunity marketing, really an industry in and of itself that is as old as the hills and as current as today that is pure hype. And by that I mean for the most part what the actual opportunity is not disclosed at all. It is made mysterious or it is barely disclosed. So people are buying something they don't even know what it is.

Now actually that happens more than you would think even with other things when people are in an environment where it's easy to happen. So in a seminar room there's any number of people who bought Magnetic Marketing from me when I sold from the stage, who did not know what they were buying. Five minutes after they got it if you asked them to describe what was in the bag they couldn't do it. They just, I don't know what. Everybody else was running back there so they ran back there. They didn't even know what they got. And I would test people, "How are you going to use it?" "I don't know." They don't know.

And so it happens with other things but there is an entire industry of it in the opportunity world. And there are practitioners who've been at it for many, many, many years who invent one mysterious thing after another and present it in a very hype-y way and lots of people buy it without really even knowing what it is that they're buying. I'm not necessarily suggesting that but I am suggesting that most info marketers probably air to the other extreme, meaning that one thing that helps people set their conscious mind aside and buy in opposition and conflict to beliefs, experience and so forth is really unadulterated greed. So Halbert used to talk about the necessity to jump and down on their greed glands until blood spurted out of their ears. It's a rather inelegant way to say it I suppose. But that's really what this does.

And most info marketers tend to err on the other side. So we tend to very much explain the tools in the toolbox and spend a lot of time on this is a hammer and this is a screwdriver and this is a pair of pliers and this is how each one gets used and this is why this one's better because it's got rubber grips on it. And yadda, yadda, yadda.

And at the opposite end of the spectrum these guys don't even let them look in the toolbox. They basically are saying, "Yeah there's a toolbox over there but I'm not even going to show it to you. It's not important." What's important is all this great shit that's going to happen to you. And it really is about suspending all that conscious thought that we've talked about all morning. So I thought I'd show you a couple of examples. First of all these are not even the greatest examples. But they're representative of the school.

So page 83 really is all about the mental picture described in the headline. And so the headline is depositing \$20,000 into your bank account every month is the most exciting feeling in the world.

"DEPOSITING \$20,000 INTO YOUR BANK ACCOUNT EVERY MONTH IS THE MOST EXCITING FEELING IN THE WORLD!"

Dear Friend,

As unbelievable as it sounds, I have actually discovered a "new money plan" that lets you earn \$10,000, \$20,000 or even \$30,000 a month or more without having to borrow any money to start!* When I first discovered this plan, I started with "out-of-pocket" money and made thousands of dollars the first 30 days.

NOW I WANT TO TEACH YOU TO DO THE SAME THING!

Hello, my name is Dr. Thomas Garnell. If you will read on, I will show you what this "Money Plan" has done for me -- and what it can do for you!

HERE ARE THE FACTS

- *EASY . . . No borrowed capital to start.
- *FAST . . . Thousands of dollars a day.
- *OVERWHELMING . . . I earned \$159,180.07 in **Just 7 Months!**

DOUBLE YOUR MONEY BACK GUARANTEE!

I wouldn't have dared to make such a guarantee 18 months ago. Then, I was highly skeptical . . . but now I am a believer! Boy am I a believer! The principles of this plan are so sure that I will double your money back if it does not work for you. Yes you heard me right! I am serious! I will give you double your money back if it does not work for you!

I THOUGHT I KNEW EVERY PLAN

My business is seminars, lecturing on many subjects. It was my practice to buy every money-making plan that crossed my desk. Then I would research them and test them. I wanted new teaching materials for my seminars. Some worked, some didn't. Most were worthless. Over the past years, I have received a great education on how to make money. People are willing to pay a big price in seminars for that information.

THEN THE DAY CAME THAT CHANGED MY LIFE

After all those months of research and testing, I had discovered a plan that can absolutely make you thousands of dollars a month for years to come. The principle works like mathematics. It works every time. And anyone can do it. You need no special license or education. I call this the Great American Opportunity.

This is the first, I didn't give you the whole thing. This is the first page of a 16-page sales letter that never discloses. There is never disclosure about what it is you are buying.

NOTES

The next one is really the same. This happens to be a control. So this was, I don't know about the first one. The second one I do know the background of, so the Pat Williams letter was a control for many, many, many years. And I've given you just a couple pages and so the first page, 84, so the headline is, "I've made over \$429,000 doing absolutely nothing and I'll show you how to make as much or more than I did doing absolutely nothing." And the entire rest of, exactly you should. And I'm about to show you an even funnier part of this.

So even funnier part is page 85, which is a lift note that from someone identified only as SC who testifies with a little confession to the truth of this.

HERE'S WHAT MY READERS ARE SAYING . . .

"4 MILLION DOLLAR MAN!"

Dear Pat,
Your "\$429,000" report is right on the money, but you've got a long way to go to catch up with me.
I figure I've made **OVER \$4 MILLION DOLLARS** for doing absolutely nothing just as you described in your report.
With your simple instructions to get them started I sincerely believe that anyone could follow in our steps and do as well or even better.

"\$15,000 So Far!"

Dear Pat,
I'm proof the information in your reports works exactly as you say. I've made \$15,000 so far and it's only the beginning.
You're absolutely right, there's nothing that compares to that check every month for doing absolutely nothing. You said it best, it's just like Christmas.
I've been

"FIRST CHECK DUE ANY DAY!"

Hi Pat,
Thanks for sharing your secrets with me. There's more valuable knowledge in your reports than in books I've seen that cost twice as much.
Report Number Three is my favorite for the obvious reason that I'm already making money with it. But I've put Report Number One into motion and expect to receive my first check within days! And thank God it has **NOTHING** to do with network marketing or MLM.
The facts are clear. I know of several hundred people who are getting these checks every month and have talked to at least a dozen personally. I wouldn't part with the reports for \$1,000!
You already give so much, I can't fix the life of me figure out why you're making Report Number Four available.
M.L.N., Eugene, OR

Dear Friend,

You don't know me yet but I'd like to set a few things straight.

\$429,000.00 FOR DOING ABSOLUTELY NOTHING IS NOT TRUE!

I Ought To Know — I'm The Person Who Sends Pat The Checks Every Month!

You're right — there's no such thing as something for nothing. Somebody has to do something to collect that kind of money. Well that someone is **ME** — not Pat!

You see, as Pat mentioned in the letter, this extraordinary income is a side benefit to one of Pat's businesses. Pat sends me a small box of papers about once every three months and I do all the rest.

It's what I do with those special papers that allows me to deduct my expenses and send Pat a sizeable check every month.

How sizeable? Well, I'm proud to say that Pat's Report Number One, "How To Make Over \$429,000.00 Doing Absolutely Nothing", is **NOT** exactly true because as of the last check I sent Pat, the total is now:

Over \$484,000.00!

I plan on sending Pat checks every month for years to come, but even if Pat stopped sending me the packages, I would still be sending Pat checks for several more years.

But more importantly, I've given Pat permission to reveal my name and address in the report. If you've got what I want (and Pat's Report shows you how to get it) I'll be thrilled to send you checks as big or bigger than Pat's!

The way I look at it, Report Number One is so powerful, I don't know why Pat's letting it go so cheap. The other reports could be considered free bonuses and you'd still be getting a fantastic bargain!

P.S. In case you're wondering, Pat and I are **NOT** involved in any MLM plan or program together.

P.P.S. I've got lots of blank checks here — let me put your name on one each month!

S.C.

☐ YES PA
I want to learn
\$429,000.00
— and — "How
Dollars Per Year
Recorder (VCR)
and Number Two
each! (they cannot
Enclosed is \$39.95
handling for a total

Please Make A

RISK-FREE K GUARANTEE

any reason — you
you paid.

ll arrange for
you at my
mediate refund!

GUARANTEED!

I Today! — — — — —

T DEAL ☆ ☆

LL!

ays. Send me reports
Two and Number Three
\$19.95 report — your
powerful report of all,
ire's 'No Work'
four reports — an
handling included.)
FOR ONLY \$40!

Money Order
mail to:

Box 8, Bell Rd.
Lockport, IL 60441
(708) 216-9708

**YOUR SATISFACTION IS
100% UNCONDITIONALLY GUARANTEED!**

So his \$429,000 for doing absolutely nothing is not true. What you actually do is you send a shoebox of paper to him and he sends you back \$429,000 every month. That's the lift note, which now makes this real. Now this is a control for many, many years and it has to go to the right list and so forth, although it would work with broader lists than you would think. And the 8 or 12 or 16 pages, I forget which, is really all about jumping up on greed glands to the point that they will suspend logic, won't laugh and will get caught up in it.

This is an ad, wrote for a guy in 1991. We also did a half hour show and if you have the old, original piece I used to sell my newsletter you'll find I turned this into a bonus. So this ad was extremely successful and if you can't see the picture real well he's standing in front of a Rolls Royce and throwing money in the air. And this is, I mailed two sheets of paper and started a financial fortune, \$2,000 a week and that was just the beginning. And this whole thing is now about two sheets of paper, that's it. All you need is the two sheets of paper and so what you're going to get for the, I don't remember anymore, for \$19.95 what you're getting is the two sheets of paper. That's the deal, which it's pretty cool. It's disclosed that all you're getting is two sheets of paper, was my idea because I don't like to see my clients go to jail.

This entire ad never says word one about what's on the two sheets of paper, who the hell they're sent to, nothing. It's all two sheets of paper. It's all you need and money falls out of the sky. Worked on TV too, by the way.

There's a whole school of this and when you look at it you will tend to presume that everybody responding to it must be a moron. But you would be wrong about that as you would be again about most pure hype pitches. So in the make your, well hell with it, in the make your penis bigger industry, which is a billion dollar a year industry, in the make your penis bigger industry you may have noticed, if you pay attention, there's currently a half hour infomercial for extend pills hosted by Jimmy Johnson, which is very sad. It tells us Jimmy must've owned a lot of highly leveraged real estate. That's what it tells me because the only way you host that show if you are Jimmy Johnson and you have got to put up with Bradshaw and Howie Long, the only way you host that show is if you are dead butt broke or you lost a bet. That's the only way you host that show.

But in that business, in that industry who do you think, from all the email, so a vast amount of this marketing is done by just spam. Who do you think are the number one buyers? So the big companies in Scottsdale, which Halbert wrote copy for that got put out of business. So all their records became public records because, of course, they took them to court.

So we know who the customers are. So who do you think is the number one buyer and they did hundreds of millions of dollars of business of a magic pill you can take that will make your penis bigger?

Audience: Doctors.

Dan: You got it. M-Ds, medical doctors. Number one buyer. Now they must know better. You have to know better. They're MDs. Furthermore they have prescription drugs available to them that still won't do that but it will temporarily make it do something at least. And they are buying from spam penis enlargement pills. They're MDs. Now if you see the pitch or you watch that half hour show see you would think who the buyer is is some high school dropout who hasn't got a brain and must be high while he's reading the email. That's who you would think. No, they're MDs. Why?

Because the hype is to such a degree and the desire to believe the hype is so great that they will take the entire conscious mind box and set it aside and tell it to take a hike and they will buy this thing. Now again I am not suggesting it has strategy or tactic in and of itself. What I do suggest to you is to pay more attention to it than you have, to understand that it works on intelligent, educated, sophisticated consumers. It works on CEOs. It works on doctors. And that there is a place for it as a tool in your toolbox and it is profoundly underused at the moment by you. And the more logical you are, the more likely you are to laugh and giggle and to think this doesn't apply.

The other thing to understand about it is--is that people react very differently in privacy than they do in public. So that's an example, that's a case, for example, where putting them in a room would be a profound disadvantage. So if we had 200 MDs in a room and somebody got up on stage and did a pitch for penis enlargement pills he probably would not be very successful. But in privacy, in secrecy people behave very differently than they do in public and for those of us who distant market that works.

So a couple other great examples out of this school. You have on 87 just so you kind of saw what it looked like in a newspaper, on 89 you have a complete copy of it.

Too Busy Earning a Living To Make Any Money?

You think you've got problems?

Well, I remember when a bank turned me down for a \$200 loan. Now I lend money to the bank — Certificates of Deposit at \$100,000 a crack.

I remember the day a car dealer got a little nervous because I was a couple of months behind in my payments — and repossessed my car. Now I own a Rolls Royce. I paid \$43,000 for it — cash.

I remember the day my wife phoned me, crying, because the landlord had shown up at the house, demanding his rent — and we didn't have the money to pay it.

Now we own five homes. Two are on the oceanfront in California (I use one as my office). One is a lakefront "cabin" in Washington, (that's where we spend the whole summer — loafing, fishing, swimming, and sailing.) One is a condominium on a sunny beach in Mexico. And one is snuggled

right on the best beach of the best island in Hawaii — Maui.

Right now I could sell all this property, pay off the mortgages, — and — without touching any of my other investments — walk away with over \$750,000 in cash. But I don't want to sell, because I don't think of my homes as "investments." I've got other real estate — and stocks, bonds, and cash in the bank — for that.

I remember when I lost my job. Because I was head over heels in debt, my lawyer told me the only thing I could do was declare bankruptcy. He was wrong. I paid off every dime.

Now, I have a million dollar line of credit; but I still don't have a job. Instead, I get up every weekday morning and decide whether I want to go to work or not. Sometimes I do — for 5 or 6 hours. But about half the time, I decide to read, go for a walk, sail my boat, swim, or ride my bike.

I know what it's like to be broke. And I know what it's like to have everything you want. And I know that you — like me — can decide which one it's going to be. It's really as easy as that. That's why I call it "The Lazy Man's Way to

day... about 8 months out of the year.

It doesn't require "education." I'm a high school graduate.

It doesn't require "capital." Remember I was up to my neck in debt when I started.

It doesn't require "luck." I've had more than my share. But I'm not promising you that you'll make as much money as I have. And you may do better. I personally know one man who used these principles, worked hard, and made 11 million dollars in 8 years. But money isn't everything.

It doesn't require "talent." Just enough brains to know what to look for. And I'll tell you that.

It doesn't require "youth." One woman I worked with is over 70. She's travelled the world over, making all the money she needs, doing only what I taught her.

It doesn't require "experience." A widow in Chicago has been averaging \$25,000 a year for the past 5 years, using my methods.

What does it require? Belief. Enough to take a chance. Enough to absorb what I'll send you. Enough to put the principles into action. If you do just that — nothing — nothing

of a Ducati Motorcycle, and my liabilities could be read on my BankAmericard statement."

"Now, thanks to you and the 'Lazy Man's' program, I have made enough money (at age 41) to retire in style. Let me assure you that I have not 'come into' any money by inheritance or marriage or by any other means except through the practicing of your program..."

R.A., Huntington Beach, Calif.

From \$50 to \$565 per week

"...when I sent for your (Lazy Man's Way to Riches), I was delivering the L.A. Times for \$50 per week... Now... I earn an average of \$565 per week, have \$7,000 in the bank and a condominium that's worth \$85,000..."

J.N. Culver City, CA

Takes in \$587,000 in 2 years

"Everything you say is true. I'm a lawyer. I ordered your material two years ago. I received it within a few days and put your method to work immediately. Since then I have taken in \$587,000 by following your system. Needless to say, I have given up my law practice — it just wasn't worth working anymore..."

C.F.A. Provo, UT

"Wow, it does work!"

"Oddly enough, I purchased Lazy Man's Way to Riches some six months ago, or 10,

\$7,000. It took me all week to do it, but that's not bad for five day's work."

M.D., Topeka, Kansas

What I'm saying is probably contrary to what you've heard from your friends, your family, your teachers, and maybe everyone else you know.

I can only ask you one question.

How many of them are millionaires?

So it's up to you.

A month from today, you can be nothing more than 30 days older — or you can be on your way to getting rich. You decide.

The wisest man I ever knew told me something I never forgot: "Most people are too busy earning a living to make any money."

Don't take as long as I did to find out he was right.

I'll prove it to you, if you'll send in the coupon now. I'm not asking you to "believe" me. Just try it. If I'm wrong, all you've lost is a couple of minutes and a postage stamp. But what if I'm right?

© Joe Karbo - 1979
17105 South Pacific
Sunset Beach, Calif. 90742

PROOF!

Don't take my word for it. These are excerpts from articles in newspapers and magazines:

Time:
He only works half the year in his writing office in California's Santa

a great headline. Many people are at least secretly lazy — they'd love to be the work. The letter uses a convincing first-hand account, testimonials, and a sworn statement from the storyteller's accountant. Brilliant!

Clever headline, but don't miss the subhead ...

The Lazy Man's Way to Riches

'Most People Are Too Busy Earning a Living to Make Any Money'

I used to work hard. The 18-hour days. The 1-day weeks.

But I didn't start making big money until I did less—a lot less.

For example, this ad took about 2 hours to write. With a little luck, it should earn me \$5, maybe a hundred thousand dollars.

What's more, I'm going to ask you to send me 10 dollars for something that'll cost me no more than 50 cents. And I'll try to make it so irresistible that you'd be a darned fool not to do it.

After all, why should you care if I make \$25 profit if I can show you how to make a lot more?

What if I'm so sure that you will make money my Lazy Man's Way that I'll make you a most unusual guarantee?

And here it is: I won't even cash your check or money order for 31 days after I've sent you my material.

That'll give you plenty of time to get it, look it over, try it out.

If you don't agree that it's worth at least a hundred times what you invested, send it back. Your unsolicited check or money order will be put in the return mail.

The only reason I won't send it to you and bill you or send it C.O.D. is because both these methods involve more time and money.

And I'm already going to give you the biggest bargain of your life.

Because I'm going to tell you what it took me 11 years to perfect: How to make money the Lazy Man's Way.

O.K.—now I have to brag a little. I don't mind it. And it's necessary—to prove that sending me the 10 dollars ... which I'll keep "in escrow" until you're satisfied ... is the smartest thing you ever did.

I live in a home that's worth \$250,000. I know it is, because I turned down an offer for that much. My mortgage is less than half that, and the only reason I haven't paid it off is because my Tax Accountant says I'd be an idiot.

My "office," about a mile and a half from my home, is right on the beach. My view is so breathtaking that most people comment that they don't see how I get any work done. But I do enough. About 6 hours a day, 3 or 4 months a year.

The rest of the time we spend at our mountain "cabin." I paid \$30,000 for it—cash.

I have 2 boats and a Cadillac. All paid for.

We have stocks, bonds, investments, cash in the bank. But the most important thing I have is priceless: time with my family.

And I'll show you just how I did it—the Lazy Man's Way—a secret that I've shared with just a few friends 'til now. I'm a high school graduate.

It doesn't require "capital." When I started out, I was so deep in debt that a lawyer friend advised bankruptcy as the only way out. He was wrong. We paid off our debts and, outside of the mortgage, don't owe a cent to any man.

It doesn't require "luck." I've had more than my share, but I'm not promising you that you'll make as much money as I have. And you may do better: I personally know one man who used these principles, worked hard, and made 11 million dollars in 8 years. But money isn't everything.

It doesn't require "talent." Just enough brains to know what to look for. And I'll tell you that.

It doesn't require "youth." One woman I worked with is over 70. She's travelled the world over, making all the money she needs, doing only what I taught her.

It doesn't require "experience." A widow in Chicago has been averaging \$25,000 a

"... I didn't have a job and I was worse than broke. I owed more than \$50,000 and my only assets were my wife and 8 children. We were renting an old house in a decaying neighborhood, driving a 5-year old car that was falling apart, and had maybe a couple of hundred dollars in the bank. Within one month, after using the principles of the Lazy Man's Way to Riches, things started to change—to put it mildly.

• We worked out a plan we could afford to pay off our debts — and stopped our creditors from hounding us.

• We were driving a brand-new Thunderbird that a car dealer had given to us!

• Our bank account had multiplied tenfold!

• All within the first 30 days!

And today, ...

• I live in a home that's worth over \$250,000.

• I own my "office." It's about a mile and a half from my home and is right on the beach.

• I own a lakefront "cabin" in Washington. (That's where we spend the whole summer — loafing, fishing, swimming and sailing.)

• I own two oceanfront condominiums. One is on a sunny beach in Mexico and one is snuggled right on the best beach of the best island in Hawaii.

• I have two boats and a Cadillac. All paid for.

• I have a net worth of over a Million Dollars. But I still don't have a job ..."

year for the past 5 years, using my methods.

What does it require? Belief. Enough to take a chance. Enough to absorb what I'll send you. Enough to put the principles into action. If you do just that—nothing more, nothing less—the results will be hard to believe. Remember—I guarantee it.

You don't have to give up your job. But you may soon be making so much money that you'll be able to. Once again—I guarantee it.

The wisest man I ever knew told me something I never forgot: "Most people are too busy earning a living to make any money."

Don't take as long as I did to find out he was right.

Here are some comments from other people. I'm sure that, like you, they didn't believe me either. Guess they figured that, since I wasn't going to deposit their check for 31 days, they had nothing to lose.

They were right. And here's what they gained:

\$250,000 in eleven months

"Two years ago, I mailed you ten dollars in sheer desperation for a better life ...

One year ago, just out of the blue sky, a man called and offered me a partnership ... I grossed over \$250,000 cash business in eleven months. You are a God sent miracle to me."

B. F. Pascagoula, Miss.

Made \$16,901.92 first time out

"The third day I applied myself totally to what you had shown me. I made \$16,901.92. That's great results for my first time out."

J. J. M. Watertown, N.Y.

I'm a half-millionaire!

"Thanks to your method, I'm a half-millionaire ... would you believe last year at this time I was a slave working for peanuts!"

G. C., Toronto, Canada

\$7,000 in five days

"Last Monday I used what I learned on page 83 to make \$7,000. It took me all week to do it, but that's not bad for five days' work."

M. D., Topeka, Kansas

Can't believe success

"I can't believe how successful I have become ... Three months ago, I was a telephone order taker for a fastener company in Chicago, Illinois. I was driving a beat-up 1959 Rambler and had about

\$600 in my savings account. Today, I am the outside salesman for the same fastener company. I'm driving a company car ... I am sitting in my own office and have about \$3,000 in my savings account."

G. M., Des Plaines, Ill.

I know you're skeptical. After all, what I'm saying is probably contrary to what you've heard from your friends, your family, your teachers and maybe everyone else you know. I can only ask you one question.

How many of them are millionaires?

So it's up to you:

A month from today, you can be nothing more than 35 days older — or you can be on your way to getting rich. You decide.

Sworn Statement:

"On the basis of my professional relationship as his accountant, I certify that Mr. Karbo's net worth is more than one million dollars."

Stuart A. Cogan

Bank Reference:

Home Bank

1708 Magnolia Avenue

Fountain Valley, California 92708

Joe Karbo

1703 South Pacific Dept. 55-R

Sunset Beach, California 90743

Joe, you may be full of beans, but what have I got to lose? Send me the Lazy Man's Way to Riches. But don't deposit my check or money order for 31 days after it's in the mail.

If I return your material — for any reason — within that time, return my uncashed check or money order to me. On that basis, here's my ten dollars.

Name _____

Address _____

City _____

State _____ Zip _____

© 1978 Joe Karbo

The writer SHOWS his success and the success of others to prove that his system works ...

The sworn statement is a nice touch.

You have, and on 90 you have another version of it. This is one of the most famous get rich ads ever. This is the original Joe Karbo ad. It's an entire mystery opportunity pitch. There is no real disclosure of what it is that the book is going to reveal to you. So it is a mystery.

NOTES

How A Failure At 40 Can Retire A Millionaire Before 50

More important, how anyone can start over at any age and retire a millionaire in less than ten years. See below.

"... I had just reached the age of 40. I didn't have a job and I was worse than broke. I owed more than \$50,000 and my only assets were my wife and 8 children. We were renting an old house in a decaying neighborhood, driving a 3-year old car that was falling apart, and had maybe a couple of hundred dollars in the bank.

Within one month, after using the principles of *The Lazy Man's Way To Riches*, things started to change — to put it mildly.

- We worked out a plan to pay off our debts — and stopped our creditors from hounding us.
- We were driving a brand-new Thunderbird that a car dealer had given to us!
- Our bank account had multiplied tenfold!
- All within the first 30 days!

And today....

- I live in a home that's worth over a half-million dollars.
- I own my "office." It's about a mile and a half from my home and is right on the beach.
- I own a lakefront "cabin" in Washington. (That's where we spend the whole summer — loafing, fishing, swimming and sailing.)
- I own two oceanfront condominiums. One is on a sunny beach in Mexico and one is snuggled right on the best beach of the best island in Hawaii.
- I have two boats and a Rolls Royce. All paid for.
- I have a net worth of well over a Million Dollars. But I still don't have a job...."

You think you've got problems?

Well, I remember when a bank turned me down for a \$200 loan. Now I lend money to the bank — Certificates of Deposit at \$100,000 a crack.

I remember the day a car dealer got a little nervous because I was a couple of months behind in my payments — and repossessed my car. Now I own a Rolls Royce. I bought it outright — with cash.

I remember the day my wife phoned me, crying, because the landlord had shown up at the house, demanding his rent — and we didn't have the money to pay it.

Now we own five homes. Two are on the oceanfront in California (I use one as my office). One is a lakefront "cabin" in Washington (that's where we spend the whole summer — loafing, fishing, swimming, and sailing). One is a condominium on a sunny beach in Mexico. And one is snuggled right on the best beach of the best island in Hawaii — Maui.

Right now I could sell all this property, pay off the mortgages, and — without touching any of my other investments — walk away with over \$750,000 in cash. But I don't want to sell, because I don't think of my homes as "investments." I've got other real estate — and stocks, bonds, and cash in the bank — for that.

When I was 40 I lost my job. Because I was head over heels in debt, my lawyer told me the only thing I could do was declare bankruptcy. He was wrong. I paid off every dime.

Now, I have a million dollar line of credit; but I still

don't have a job. Instead, I get up every weekday morning and decide whether I want to go to work or not. Sometimes I do — for 5 or 6 hours. But about half the time, I decide to read, go for a walk, sail my boat, swim, or ride my bike.

I know what it's like to be broke. And I know what it's like to have everything you want. And I know that you — like me — can decide which one it's going to be. It's really as easy as that. That's why I call it "The Lazy Man's Way To Riches."

So I'm going to ask you to send me something I don't need: money. Ten dollars to be exact. Why? Because I want you to pay attention. And I figure that if you've got \$10 invested, you'll look over what I send you and decide whether to send it back... or keep it. And I don't want you to keep it unless you agree that it's worth at least a hundred times what you invested.

Is the material "worth" \$10? No — if you think of it as paper and ink. But that's not what I'm selling. What I am selling is information. More information than I give when I'm paid \$1000 as a guest speaker. More information than I give in a one-hour consultation for \$300.

But you're really not risking anything. Because first, I don't want you to send me any money — at least none that I can use. Instead, as a token of your sincerity, send in your check or money order and postdate it for a month from today. You see, it's not really money because it's not negotiable — besides, I won't even touch it for 30 days anyway.

In this way you'll have plenty of time to receive my material, look it over, try it out and prove to yourself that everything I am telling you is true.

If you don't agree that it's worth at least a hundred times what you invested, send it back. Your uncashed check or money order will be put in the return mail.

How do you know I'll do it? Well, if you really want to be on the safe side, postdate your check for a month from today — *plus an additional week*. That way you're sure to have plenty of time to receive it, look it over, try it out.

I know what you're thinking: "He got rich telling people how to get rich." The truth is — and this is very important — the year before I shared "The Lazy Man's Way To Riches," my net income was \$216,646. And what I'll send you tells just how I made that kind of money... working "part time"... a few hours a day... about 8 months out of the year.

It doesn't require "education." I'm a high school graduate.

It doesn't require "capital." Remember I was up to my neck in debt when I started.

It doesn't require "luck." I've had more than my share. But I'm not promising you that you'll make as much money as I have. And you may do better. I personally know one man who used these principles, worked hard, and made \$11 million dollars in 8 years. But money isn't everything.

It doesn't require "talent." Just enough brains to know what to look for. And I'll tell you that.

It doesn't require "youth." One woman I worked with is over 70. She's travelled the world over, making

all the money she needs, doing only what I taught her.

It doesn't require "experience." A widow in Chicago has been averaging \$25,000 a year for the past 5 years, using my methods.

What does it require? Belief. Enough to take a chance. Enough to absorb what I'll send you. Enough to put the principles into action. If you do just that — nothing more, nothing less — the results will be hard to believe. Remember — I guarantee it.

You don't have to give up your job. But you may soon be making so much money that you'll be able to. Once again — I guarantee it.

What I'm saying is probably contrary to what you've heard from your friends, your family, your teachers, and maybe everyone else you know.

I can only ask you one question.

How many of them are millionaires?

So it's up to you.

A month from today, you can be nothing more than a little older — or you can be on your way to getting rich. You decide.

The wisest man I ever knew told me something I never forgot: "Most people are too busy earning a living to make any money."

Don't take as long as I did to find out he was right. I'll prove it to you, if you'll send in the coupon now. I'm not asking you to "believe" me. Just try it. If I'm wrong, all you've lost is a couple of minutes and a postage stamp. But what if I'm right?

Some have called it a *Miracle*. Some have called it *Magic*. You'll call it "The Secret of the Ages."

As for me, I thank God that before he died Millionaire Joe Karbo left, for all to share, the secret of "The Lazy Man's Way To Riches." The above story, which is in his own words, is his gift to you.

Because of the nature of this special offering, we can guarantee delivery *only* to the readers of this publication who respond within the next 10 days.

After that date, orders will be filled on a "first come, first served" basis as long as supplies last.

To order, write your name and address on the coupon and send it with your \$10 today.

If you have any questions, you may call us at (714) 898-4357 during normal business hours. Make your check or money order payable to Financial Publishers.

©Joe Karbo - 1985, 17105 South Pacific, Sunset Beach, CA 90742

Sworn Statement:
"On the basis of my professional relationship as his accountant, I certify that Mr. Karbo's net worth is more than one million dollars."
Stuart A. Cogan

Bank Reference:
Bank of Westminster
8251 Westminster Avenue
Westminster, CA 92683

Financial Publishers
17105 South Pacific, Dept. 436
Sunset Beach, California 90742

You may be full of beans, but what have I got to lose? Send me *The Lazy Man's Way To Riches*. Enclosed is my check or money order postdated a month from today!

If I return your material — for any reason — within that time, return my uncashed check or money order to me. On that basis, here's my ten dollars.

Name _____ (Please Print Clearly)
Address _____
City _____
State _____ Zip _____
SORRY — NO COD'S
(All foreign orders please add two dollars)

PROOF!

Don't take my word for it. These are excerpts from articles in newspapers and magazines:

Time:

He only works half the year in his stunning office on California's Sunset Beach, and even when he's there he puts in short hours.... In other words, Joe Karbo, 48, is the prototype for... "The Lazy Man's Way To Riches".

Money:

Joe does more than dwell on personal problems; he solves them....

Which is a nice change: Karbo almost went bankrupt back in '62....

Boston Herald-American:

The book has drawn hundreds of letters from persons who have profited by it....

Los Angeles Herald-Examiner:

"Going broke was the best thing that ever happened to me," explains Joe Karbo who went from one business trouble to a million-dollar business fortune....

Fortune:

After bouncing around show biz, advertising, and real estate, he made his fortune....

Money Making Opportunities:

Maybe Joe Karbo has the secret. Don't you think you owe it to yourself to find out what it is all about?... I just finished it — and I'm off on a vacation myself. Get the idea?

Long Beach Independent:

He's programmed the path to riches for the lazy man.

The Kansas City Star:

He prints statements like "Most people are too busy earning a living to make any money." He should have added that too many people these days are too busy earning a living to do any living.

Some important things about it based on what we've already talked about, just a couple of highlights to call your attention to. One, it hits every major money related problem. So it hits everything they could possibly have. It has a big off the hook aspect to it. Here's why this hasn't been your fault up until now. And so look at the first version of it, the original version. So the first one.

So look at the one on page 87. I'll help you even though it's tiny print. You don't have to read very far. Tell me where they let them off the hook, it's not your fault that you haven't been rich up until now, tell me where it is. See if you can find it. I'll give you a minute. Anybody yet? Very good, very good. It's in the headline. That's exactly correct. It's right there in the headline. The headline says, "Too busy earning a living to make any money." And the guy says, "Well yeah, that's exactly the frigging problem. That's why I'm not rich. I'm too damn busy earning a living." So we let them off the hook in the headline. It's brilliant.

Now I don't know if Joe knew what he was doing. I have no idea. But it's right there at the very beginning, very cool. The next one I gave you on 91, starting on 91 is two versions. It says one version on 92. There's one version on 93. The one on 93 is easier to read.

My **YOU, A MILLIONAIRE?** Ad

This ad is in the same ‘get rich’ genre, but it daringly sells a \$300.00 course instead of a \$10.00 book “one step”, right from the ad – at the time, there were no other ads in the magazines where this ran trying to one-step such a price.

I admit I didn’t think about it exactly this way at the time, but the headline and subhead deal with possibility and personal possibility. The reason the headline is a question is the inspiration of the Karbo ad. Its awkwardness is to get YOU in front. And its brevity, I can’t recall. This ad was front-end profitable, often by a *multiple* of cost (as high as 8X), in SUCCESS UNLIMITED, a number of opportunity magazines, the Jaycees magazine, and a few others. We offered it to Nightingale-Conant, to run in a catalog, and they refused because of it selling a Glenn Turner product – and because they judged the price outrageous and our stated results fictional. After several month, Stone also banned it from SUCCESS UNLIMITED – and began running a poor copycat of it for their own product.

One of the commonalities with the Karbo ads is the vagueness about the contents of the course or the means by which its owner will achieve the promised results. There are a few bullet points, but the emphasis of the ad is on two simple ideas; one, there’s a millionaire explosion and all around you people are getting rained on by money, and you are missing out; and two, if you knew a few things that you obviously don’t, that’s all that would be necessary to join the crowd becoming millionaires. The first idea – the existence of the millionaire explosion (which proves possibility) – is supported by two shocking, statistical facts, in the first paragraph. The rest of the ad is devoted to persuading of personal possibility. Placing the emphasis of an entire long-copy ad or sales letter on one to no more than two simple ideas hammered home with redundancy is a common practice in the get-rich opportunity field, but not one that migrated to the info-marketing field – except in some full-page lead generation ads I wrote for clients.

A lot of info-marketing sales copy is weighted much more heavily to the contents and the component parts of the course, seminar, coaching program, etc. – ie. selling the thing rather than selling the dream. And that includes some very successful copy of my own. I believe there remain situations, particularly back-end with established customers, where that is best. But I admit there are times I fall into it myself without a lot of thought about this weighting, and with personal bias toward the rational and specific vs. the fantastical and vague.

YOU, A MILLIONAIRE?

"It Is Still Possible."

Says This Century's Greatest Business Empire Builder

"THERE IS A MILLIONAIRE EXPLOSION GOING ON IN AMERICA!" In the past 24 hours, 27 more Americans have become Millionaires. This year there will be at least 10,000 new Millionaires. These Millionaires are just average people who thought and believed they deserved their fair share of this nation's wealth. Millionaires are from all walks of life and all age groups.

Unless you're a negative, know-it-all loser when you compare your life to the life of any Millionaire, the first thing you will think is: "If he can do it, why can't I?" The answer is that you can. If you are a salesman.

If you are a small businessman.

If you are an executive, climbing the corporate ladder... or just an ambitious man or woman.

YOU CAN TAILOR-MAKE YOUR OWN BUSINESS EMPIRE.

Read this amazing, factual story with an open mind: In 1967, a 9th grade dropout with a barely borrowed \$5000 to start a new, unusual business. It was his 4th attempt at succeeding on his own. 24 months later his business was worth over \$100,000,000.00.

And that was only the start. This man continued to develop his own business empire. In 3 years, he had 60 companies. His business covered 50 states and 11 countries. His empire involved 500,000 people... and was worth more than 200 Million Dollars.

"Yes," says Glenn W. Turner.

You can use the same success techniques he did to improve your own career, finances and personal life as much as you desire.

You may have read or heard about the highly unconventional, uncommon, controversial businessman Glenn W. Turner. But you may not have heard the whole story. Mr. Turner's story is important to your future. So I am going to send you two full-length books by Pulitzer Prize winning investigative reporter John Frasca... two exciting books that describe Mr. Turner's check-to-cash, mile-to-Lear jet, rap-to-riches empire building story!

BUT RIGHT NOW, AS I TALK TO YOU... THE IMPORTANT FACT IS THAT GLENN W. TURNER HAS KNOW-HOW AND METHODS WORTH MILLIONS. Of course, you may not want to build a multi-million dollar international business empire. But you can use these unique methods in whatever you are now doing, or to start the new career or business you've dreamed about.

You'll learn from Mr. Turner how to...

- Cope with problems
- Think bigger
- Recognize the right opportunities
- Manage yourself and others easily—get things done!
- Own the grocery store instead of worrying about the price of a loaf of bread!

"To spend just One Hour with Mr. Turner would be worth \$1000 to me," wrote an Ohio businessman familiar with the Turner methods.

We know you'll soon feel the same way. Our firm, SUCCESS EDUCATION CORPORATION, is a highly respected, professional marketer of the finest business and personal self-educational programs ever produced. But the fortune-building know-how of Glenn W. Turner is the most valuable and powerful material we have to offer!

LET ME TELL YOU WHAT HIS TEACHING HAS BEEN

WORTH TO ME, JIM TOLLESON. I was raised on an Alabama farm. I left the farm at a very young age and went into business, buying and selling used cars. When I first met Mr. Turner, I was earning \$50,000 a year. In fact, I had made over \$9000 the month before! You'll agree, I think, that I was doing pretty well.

But Mr. Turner blew my mind! When I saw what that sharecropper's son was accomplishing, I felt like a money-making leech by comparison. I said to myself: "Jim Tolleason, that Glenn Turner sure does know something you don't. And if he's willing to train you, you have got to be willing to learn. All I have to do is learn what he knows, and I can do everything I've ever imagined!"

37 MONTHS LATER, USING THE METHODS REVEALED IN THE EMPIRE BUILDER'S PROGRAM, I HAD EARNED OVER \$44,000,000.00! I even made \$54,050 in a single month! Great things have been happening ever since! Today, I am President of SUCCESS EDUCATION CORPORATION. I enjoy a level of personal freedom and enjoyment in my work that most men only dream about. I've dedicated myself to showing those open-minded enough to listen... those not too old for a new idea... those not too "smart" just how amazingly easy and simple it can be to really take charge of their lives. Will you listen? You can live as you want to... not as others say you have to live.

SUCCESS EDUCATION CORPORATION has purchased exclusive rights to market Mr. Turner's and Dare To Be Great, Inc.'s most valuable materials. I've hand-picked from them and put together the Empire Builder's Program.

The Empire Builder's Program includes a full fifteen hours of intensive cassette-tape training—7 hours of Glenn W. Turner. Live! There are also step-by-step written supplements. Together, these materials can help you "design and build" your own empire of personal and financial freedom—exactly as you see it in your mind... freedom from worry about bills, rising prices... from wasting your life on things you don't enjoy doing. The Empire Builder's Program is a must for the person ready to reach out for the financial success and security that does exist in great abundance.

The only difference between the new Millionaires and you is their use of certain basic success principles best taught by Glenn W. Turner in "The Empire Builder's Program." Just a week or so from now, you can know what they know.

The price for the complete Empire Builder's Program is only \$300. In one way, that's a big price. (In fact, this is the most expensive success program ever offered privately by mail.) But in another

way, The Empire Builder's Program is the greatest buy of your life. To have the man who averaged \$20,000 per hour in his career as your private, personal consultant for only \$300, makes that a very, very small price, doesn't it? Of course it does.

America is the richest country in the world, but most people go through life never learning how simple it is to step up and enjoy the wealth that exists all around them. The Empire Builder's Program gives you, and the members of your family, that ability... for a one-time cost less than 3 college credit hours or a good TV. There is no other program like The Empire Builder's Program. I know that only 2% of the readers of my message are ready to accept its challenges and make an investment in themselves. 98% of the people say, "I wish I could... I'd like to... I may someday." One excuse after another! If you are one of the 2% who will say, "Man, I'll bet I can get thousands—maybe millions of dollars worth of great ideas from that Program!"—then, I have a unique Guarantee for you.

PERSONALLY GUARANTEE YOUR HAPPINESS WITH THE EMPIRE BUILDER'S PROGRAM BY GIVING A FULL REFUND ON REQUEST. But more than that... I urge you to experience The Empire Builder's Program in your home or office for 30 days. If, at that time, you don't feel it will be worth at least 100 times its cost... or \$30,000... to you in the next 5 years, return it at once. SUCCESS EDUCATION CORPORATION is in the Results Business. Your prosperity is our business. If you're not going to profit... greatly... from The Empire Builder's Program, we simply do not want you to have it.

I know you've never heard of a Guarantee like that. But then, there has never been anything like The Empire Builder's Program before. either. SUCCESS EDUCATION CORPORATION will have no part of any get-rich-quick, something-for-nothing gimmicks. We endorse and market only proven methods that require honest effort on the student's part. When you apply yourself to The Empire Builder's Program, you'll profit more than you ever believed possible.

So order now. Mr. Turner has said, "Show me a person who can make an immediate decision, after getting the facts, and I'll show you a winner every time." You have heard the facts and the strongest guarantee of results ever offered. Now make the right decision.

Emerson said, "A wise man investigates what a fool takes for granted." Are you ready to investigate your potential? Do you dare to compare your abilities and future with the man who became a money-making legend? Can you accept this challenge and Dare To Be Great? Sure You Can—Do It Now! Order The Empire Builder's Program at once.

Yes

Jim, have Success Education Corporation send me my own EMPIRE BUILDER'S PROGRAM now! I know it worked for you—it can work for me. (And if I don't feel it will be worth \$30,000 or more to me in 5 years, I'll return it, get my money back and keep the books for my trouble.)

Name

Address

City State Zip

Send order to:

Success Education Corporation
980 W. Lafayette Road, Medina, Ohio 44256

Telephone your order by calling, Toll Free, 800-824-5136.
Operator 55A—California residents call 800-824-7631.

☐ \$300 check or money order enclosed
☐ Charge my ☐ Master Charge ☐ VISA
☐ I am enclosing \$5.00 to cover shipping and handling. All Mail—Please Rush. SU-12

Card #

Bank I.D. #

Card Exp. Date

The Future Belongs To Those Who Prepare For It.

See Response Coupon

THE WORLD'S GREATEST MOTIVATOR Speaks Out And Tells All

"IT IS STILL POSSIBLE TO MAKE A MILLION IN AMERICA TODAY!"

"THERE IS A MILLIONAIRE EXPLOSION GOING ON IN AMERICA!" In the past 24 hours, 27 more Americans have become Millionaires. This year there will be at least 10,000 new Millionaires. These Millionaires are just average people who thought and believed they deserved their fair share of this nation's wealth. Millionaires are from all walks of life and all age groups.

If you compare your life to the life of any Millionaire, the first thing you will think is: "If he can do it, why can't I?" The answer is that you can.

If you are a salesman...

If you are a small businessman...

If you are an executive, climbing the corporate ladder... or just an ambitious man or woman...

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Start now by reading this amazing, factual story with an open mind:

In 1967, a 9th grade dropout with a harellip, borrowed \$5000 to start a new, unusual business. It was his 4th attempt at succeeding on his own. 24 months later his business was worth over 100-Million Dollars.

And that was only the start. This man continued to develop his own business empire. In 3 years, he had 60 companies. His business covered 50 states and 11 countries. His empire involved 500,000 people... and was worth more than 200 Million Dollars.

Is it really possible for you to aim at such big goals? "Yes", says Glenn W. Turner.

You can use the same one-of-a-kind success techniques he did to improve your own career, finances and personal life as much as you desire.

You may have read or heard about the highly unconventional, uncommon, controversial businessman Glenn W. Turner. But you may not have heard the whole story. Mr. Turner's story is important to your future. So, I am going to send you two full-length books by Pulitzer Prize winning investigative reporter John Frasca... two books that tell the full story of Glenn W. Turner's rags-to-riches empire building.

BUT RIGHT NOW, AS I TALK TO YOU... THE IMPORTANT FACT IS THAT GLENN W. TURNER HAS KNOW-HOW AND METHODS WORTH MILLIONS. Of course, you may not want to build a multi-million dollar international business empire. But you can use these unique methods in whatever you are now doing, or to start the new career or business you've dreamed about.

You'll learn from Mr. Turner how to —

- Cope with problems
- Think bigger
- Recognize the right opportunities
- Manage yourself and others easily — get things done!
- Own the grocery store instead of worrying about the price of a loaf of bread!

To spend just One Hour with Mr. Turner would be worth \$1000 to me", wrote an Ohio businessman familiar with the Turner methods.

We know you'll soon feel the same way. Our firm, SUCCESS EDUCATION CORPORATION, is a highly respected, professional marketer of the finest business and personal self-educational programs ever produced. But the fortune-building know-how of Glenn W. Turner is the most valuable and powerful material we have to offer!

LET ME TELL YOU WHAT HIS TEACHING HAS

Telephone Ordering — Toll Free — 800-824-5136, Operator 55W; California Residents 800-852-7631

BEEN WORTH TO ME, JIM TOLLESON. I was raised on an Alabama farm. I left the farm at a very young age and went into business, buying and selling used cars. When I first met Mr. Turner, I was earning \$50,000 a year. In fact, I had made over \$9000 the month before! You'll agree, I think, that I was doing pretty well.

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"Jim Tolleason, that Glenn Turner sure does know something you don't. And if he's willing to teach you, you have got to be willing to learn. All I have to do is learn what he knows, and I can do everything I want to do."

37 MONTHS LATER, USING THE METHODS REVEALED IN THE EMPIRE BUILDER'S PROGRAM, I HAD EARNED OVER ONE MILLION DOLLARS! I even made \$54,050 in a single month! Great things have been happening ever since! Today, I am President of SUCCESS EDUCATION CORPORATION. I enjoy a level of personal freedom and enjoyment in my work that most men only dream about. I've dedicated myself to showing those open-minded enough to listen... those not too old for a new idea... those not too "smart"... just how amazingly easy and simple it can be to really take charge of their lives. Will you listen? You can live as you want to... not as others say you have to live.

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The only difference between the new Millionaires and you is their use of certain basic success principles best taught by Glenn W. Turner in the "Winner's Success Program." Just a week or so from now, you can know what they know.

The price for the complete Empire Builder's Program is only \$300. In one way, that's a big price. (In fact, this is the most expensive success program ever

offered privately by mail.) But in another way, the Empire Builder's Program is the greatest buy of your life. To have the man who averaged \$20,000-per-hour in his career as your private, personal consultant for only \$300, makes that a very, very small price, doesn't it? Of course it does.

America is the richest country in the world, but most people go through life never learning how simple it is to step up and enjoy the wealth that exists all around them. The Empire Builder's Program gives you, and the members of your family, that ability... for a one-time cost less than 3 college credit hours or a good TV. There is no other program like the Empire Builder's Program. I know that only 2% of the readers of my message are ready to accept its challenge and make an investment in themselves. 98% of the people say, "I wish I could... I'd like to... I may someday." One excuse after another! If you are one of the 2% who will say, "Man, I'll bet I can get thousands — maybe millions of dollars worth of great ideas from that Program!" — then, I have a unique Guarantee for you:

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Name

Address

City State Zip


Send reports to **Success Education Corporation**
980 W. Lafayette Road • Medina, Ohio 44256

☐ \$300 check or money order enclosed
☐ Charge my ☐ Master Charge
☐ VISA
☐ I am enclosing \$5.00 to cover shipping and handling Air Mail — Please Rush.

Card #

Bank I.D.#

Card Exp. Date



This is an ad I wrote and it ran all sorts of places. It was rather daring at the time because most of the get rich ads were selling \$10 books. And this one step sells a \$300 course, which I guess in today's dollars nearly a grand probably. So this is a one step sale of what today would be about a thousand dollar item from an ad. And in magazines where there were \$10 book ads all around it. So it was rather daring at the time.

The emphasis of the ad, the emphasis of the ad is really on just a couple of big ideas. Something important, the first paragraph presents facts. They probably, it's questionable if they were real facts but it presents facts nonetheless, which are important for the rest of the premise to be accepted. The last column, so if you're looking at 93, which is the easier one to read the last column has a big winner versus loser pick. This ad was front end positive everywhere it ran but one. So it's kind of an interesting study. And it again does not actually disclose any real details.

Page 94 gives you, and then the pages behind it give you a couple of examples. This is a grand ole master of mystery opportunity ads.

Example

Here is one of Bud Weckhesser's great MYSTERY
OPPORTUNITY ads.

With ads like this, placed in magazines and newspapers, over 35
years, a business selling millions of books only direct to consumers
sustained itself. One title topped 1.6-million copies sold.

(greentreepress.com)

So Bud ran ads like this for years and like this one they usually, not always, but they usually had a photograph in them of somebody doing something rather incomprehensible – wearing a goofy hat, their head buried in a bucket, something. And violated the headline rules because a great number of the ads were very much like this. Can you tell what this woman is doing? What the hell's this woman doing? They sold one, one ad sold 1.6 million copies of a book, which I don't care by any standards is a crap load of books right? Again there's no promise up top so that's kind of interesting. But they're very disarming stories and we're going to talk about disarming copy in a little bit.

And they have, if you look at page 96, and I'm going to show you a different version of this later but you'll see a box in the middle called 'try this test.'

What's this woman doing?

Several years ago, I was a teacher in Akron, Ohio. One evening, my wife and I were visiting a group of faculty friends. One of them began discussing a very simple small business that a person can start at home — a "home-money project," as he called it. But when he told me how much money it brought in, I almost dropped my coffee cup on my lap.

My wife and I discussed the project as we were driving home. We decided to try it.

The project kept us busy about 8-9 hours each week. We used our dining room as an office and kept supplies in one corner of our hall closet.

At first our income was small — \$75 to \$95 per week. But, as the months passed, our "kitchen-table" income climbed to over \$680 per week.

Let me emphasize one thing. This is very important. Our "money project" is moral, honest and downright enjoyable. And, it's 100% your own. It doesn't involve working for anyone else.

I explained the project to my mother in Akron, Ohio. She was 71 years old and lived by herself in an apartment on West Market Street. Within the first 90 days she made over \$3,000. All by herself!

As our curiosity grew, we discovered a variety of other people making money but with somewhat different projects.

I talked with an Iowa housewife who's been earning thousands of dollars for over six years. She uses one bay of her garage as a work area.

- She makes up to \$200.00 per week — just in her spare time.
- She provides a needed service to her community.
- She works exclusively at home... using a card table. She doesn't need a special office of any kind.
- She works for no one else. There is no selling involved. Most of her clients call her at home. In fact, she installed a phone in the garage.
- Her service is so simple that almost anyone with a flair for crafts could start the same business in their own neighborhood within 20 days. The photo above shows her busy with one of her craft projects.

OVER \$35,000 PER YEAR

Two New Jersey housewives I spoke with started a similar project two years



TRY THIS TEST

1. When your Guide arrives, select one project. Read the directions carefully. Remember to begin slowly.
2. Try it for six months.
3. At the end of this trial period, examine your income. If you're not satisfied with the results, return the Guide and we will REFUND YOUR FULL PURCHASE PRICE... NO CONDITIONS... NO DELAYS.

ago. Both of them have young children at home and households to run — in addition to their home-based business. Currently, their part-time project is bringing in over \$35,000 a year.

A California couple, using the same project we used made \$14,870 in just five months.

Obviously, this is exceptional income. What you make will be up to you. But the income potential from some of these projects can be staggering. A husband and wife team I spoke with started a money project similar to ours. Last year, operating full time, they earned over \$108,000 — all at home — on their farm in western Wisconsin.

FEATURED ON NATIONAL TV

The complete story of several of our money projects recently appeared on a national television series. Other projects have been featured in numerous newspaper and magazine articles throughout the U.S. and Canada.

HOW TO START

First, you must be willing to work. All of these projects require time, energy, and creativity.

Second, you'll need some working space in your home or apartment. A telephone will help, too.

Third, our projects are tested and workable. No envelope-stuffing schemes,

no "party-plans," no door-to-door selling. None of that nonsense.

You won't need "money" to begin. Many of the projects can be started for as little as \$25 to \$50.

You won't need youth. Maturity and experience are excellent assets.

You won't have to wait. Most of these projects can be started in just 15 days!

Mary and I are happy to share these projects with you.

Because we won't be competing with you. One person can start a project in Charleston. Another in Duluth. Another in Lansing. Another in Fountain Valley. But since each project is a local business, we won't be competing with each other. Each person is totally independent.

We've put everything into a fact-filled 92-page Starter Guide. It contains all the instructions, sample forms, ledger sheets and step-by-step starting instructions you'll need to begin.

I'm so confident that you'll want to begin one of these projects yourself, that I'll send you our Guide to examine for a full month.

Our guarantee is simple.

1. Write your name and address on a plain piece of paper and enclose a check for \$12.95. BUT POSTDATE YOUR CHECK 30 DAYS IN ADVANCE. That way it's not cashable by us or anyone for a full month. You can, in fact, stop payment on it any time during the next 30 days. It's not really money. So you'll be able to try a project without paying a penny. There is absolutely no risk to you.

2. We'll send you the Starter Guide immediately. Read it and try a project if you wish. If you're not absolutely delighted with your Starter Guide, simply return it within the 30-day period. WE'LL PROMPTLY RETURN YOUR ORIGINAL UNCASHED CHECK. NO DELAYS. NO EXCUSES.

This is the fairest way I know to help you get started.

To order, send your name, address, and postdated check to Home Money Projects, Green Tree Press, Inc., Dept. 100, 3603 West 12th Street, Erie, PA 16505.

Green Tree Press is a member of the Erie, Pennsylvania, Chamber of Commerce. Bank and Business references are available upon request.

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To the best of my knowledge Bud was the first one to do this in opportunity advertising. Give somebody some kind of way they could prove the validity of what was being said to them. And some are more interesting than others. This one's pretty weak actually. But it almost doesn't matter because the idea is planted that you proved to yourself that this works.

CREATING TRUST

So on our list now one of the elements of an opportunity pitch that we can use to get them to act contrary to what their conscious mind is telling them is hype. The next one, number two, is trust. They're not mutually exclusive, although arguably they should be.

So opportunity marketers, so what we can learn from them is they are often having to establish trust for essentially very untrustworthy propositions. So they are telling people that with two typed pages money will fall out of the school doing this weird little thing with a jar is somehow going to give you thousands of dollars a month. They're not stepping forward with anything as giggle proof, as most of the propositions you are stepping forward with. And yet if they can't establish trust they pretty much can't make a sale.

So what they do, what they have to do to establish trust will work even better for you. And so it ought be paid close to attention to. There's basically four things they all do, on page 98. So it's basically four things they all do. So one is they present a person who they have a big story for, can be themselves, it can be somebody else. They present a person that they can build up trust in through the story, the tone, the sense of authenticity. So one of the things I'm going to do is I'm going to show you an infomercial in a few minutes. And I'm going to ask you to watch it closely. It'll take 28 minutes out of your life but I'm still going to ask you to watch it closely.

You will see that it is horribly primitive by today's standards. It was pretty primitive by the standards at the time it was made. I think you're seeing the second version of it but we didn't change much. It's just that the first version was shot for \$8200 bucks. The whole budget. By the way it looks it. And the lighting was so bad that TNT, the national cable network, it was TNT at the time, Turner owned it. I forget what it's become but it was TNT. They wouldn't air it just because the lighting was so shitty. So we wanted to be on TNT. So we reshot the show a second time and spent \$10 grand, \$11 grand I think and tried to fix the lighting. Being careful not to fix anything else because quite frankly we're not sure what was making it work. So one guy's got mismatched socks on in the first one. We made

him wear mismatched socks in the second one because who the hell knows?

Well that's the problem with direct response. If you're not testing every variable and you got a winner out of the gate the bad news is you don't know what the hell made a win. So it's the last thing we wanted to do was screw with it. So I think you're seeing the second one but it's still painfully primitive. Because at the time probably most infomercials on the air the production budget was say \$60,000 to a \$100,000. And so this production budget was like \$11,000. My fee was bigger than the production budget and it looks it.

And everybody in it is bad. The host is bad. The client's not good on TV. The testimonials are scared shitless and they're not good on TV. And when you're shooting a show for \$11,000 you have no options. You have four hours of studio time and by God we're putting it in the can. It's not like 50 retakes, it's not try testimonials and pick the four. No we only had four. So we're shooting what we got. It is not quite laughably bad but it's bad. And it was bad for it's time.

And some of my professional peers who saw it were immediately sending me jokes, meaning I can't believe you put this piece of shit on the air is really what they were saying. It still holds the record today. It ran for eight and a half years uninterrupted other than changing from the first version to the second version but again they're really the same show. It ran for eight and a half years non-stop. Mostly local broadcast all across the country but four different national cable networks every week. It ran on TNT for five of those years twice a week. It ran on Lifetime. It ran, you name it. If you clicked around the dial much you hit it late night and early morning and weekends. And it holds the record for the longest consecutive running lead generation business opportunity infomercial ever. The longest running opportunity infomercial belongs to Carleton Sheets. He was on the air with Get Rich in Real Estate, although changed shows, but he was on the air for the longest uninterrupted period of time. I think 14 years. But we were on the air for eight and a half.

The exact number eludes me but it produced between 22 and 26 million dollars worth of revenue. So it's a big winner. Now I have a theory about why it was so successful. I think actually there's two key things. One of which we'll talk about later. One of which we're going to talk about now before I show it to you.

So you really want to be watching for the two things you think really make it work. So before we show it we'll finish the list. So **the ways opportunity marketers establish trust**. One is based on **the person**. Who is the face? Who is the person about the story being told or who was

telling their first person and how does the market relate to that person? Do they admire him, do they believe him, do they feel they're authentic, are they inspired by them? Are they oh geez if this moron can do it certainly I can do it inspired? How are they reacting to the person?

The second thing is **place**. People underestimate its importance. Most opportunity marketers understand it to the extent that the overwhelming majority of pure opportunity marketers, particularly those of the get rich kind of secret school are all located in Eileen trustworthy places. They don't, now they may not actually be living there but some are, some aren't. But they don't locate themselves say in Las Vegas. Most of them do not locate themselves in big cities. They tend to locate themselves in small towns, mostly heartland of America towns and they tend to tell a I'm in a small town story.

So George Douglas, who we'll visit with tonight, so George was in Sheridan, Indiana, which like once you took him out there wasn't anything else in Sheridan, Indiana. It's very small town outside of Indianapolis. I vividly remember the restaurant you took me to for lunch. It was actually in somebody's trailer and you walk across plywood to get into it and you eat today's lunch. It's not a menu. They just serve you. And I'm pretty sure there were picnic tables in it. It was mostly blue collar working people sitting there eating. That was the restaurant.

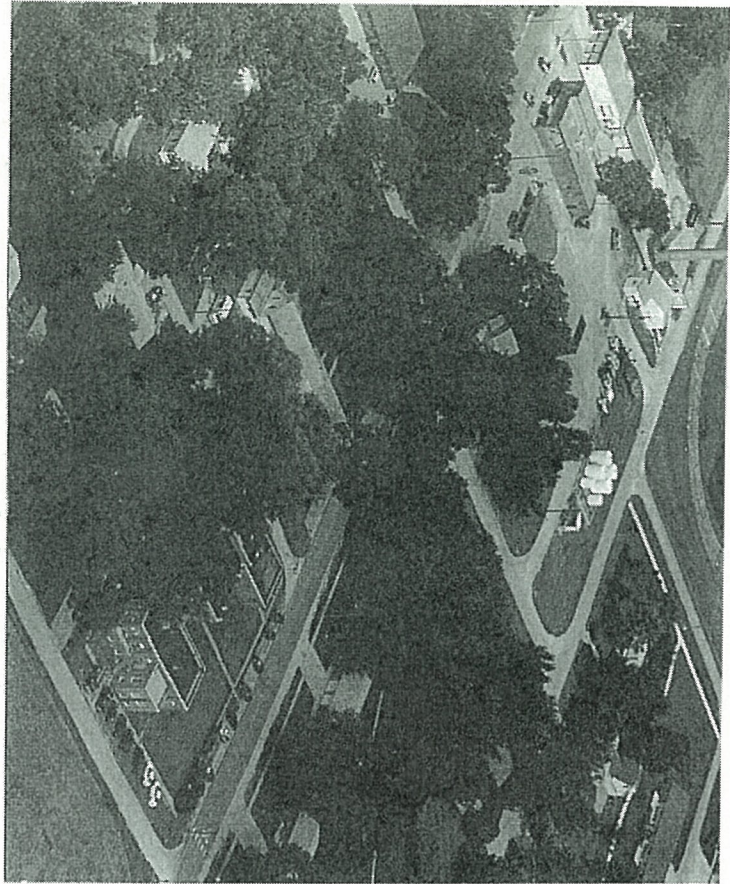
Long time Platinum members of mine, and their stuff is in here for you to see, Rohleder's have over the years done a brilliant job with this. So you have these examples in there but these are all out of direct mail packages. And the picture's one thing. So here's a picture and you have it in your book. It's on page, I don't know, it's in there, 103, 104, 105. Really what's written on the back is as important as the picture. Now the funniest one though you'll giggle because you laughed before. So here's a picture of Eileen, right? So this is in a direct mail piece.



I thought you might enjoy a picture of our M.O.R.E. Incorporated headquarters... SO HERE IT IS! This building was starting to decay when we bought it in 1989 — but now it is restored to its original beauty!

This building was originally the Bethesda Hospital. This hospital took care of all the Mennonite farm families who first settled this area in the 1880's... It was constructed in 1928 and forced to close in the 1960's... We bought it over 30 years later for only \$1.00 a square foot!

As you can see — this is a beautiful place for us to come to work every day and serve our Customers and Clients like you... They don't build 'em like this anymore! I hope to meet you in person someday soon and give you the Grand Tour!



So the back says, "It may be silly to send you my picture but I wanted you to know I am a real person who truly wants to help you make money part-time. See my letter. Anyway I hope to meet you in the near future. Ilene."

Now you and I know this does not prove you're a real person. It does actually happen to be a picture of Eileen. It doesn't prove it, it could be anybody right? And there's no sales copy here but this is really, really important. The copy on this, so here's the picture. So the copy is more of Goessel, Kansas, which by the way Goessel makes Sheridan look like a thriving metropolis.

Here's the More Incorporated Headquarters at the bottom on the right. At the bottom of the far left is our local community center and public library that my wife, Eileen, helped build. At the top of the photo you can see part of our high school football field. This is where most of us gather on Friday night during the football season. There is not a single word there that is sales related. It's all about the place because if you live in Goessel, Kansas you are more trustworthy than if you live in Phoenix, Arizona or Cleveland, Ohio or New York, New York or Los Angeles to most people, and particularly to the market that they are targeting, which is 55, 60 and up demographic, married.

Again core opportunity marketers get this very well. The welcome to Goessel, Kansas letter that's in your book is an absolute classic. They get this very well in part because what they are selling is so inherently untrustworthy and hard to get people to believe in. So they got to get these things right. Most other info marketers don't get how important these things are. So for example, do they want to know you're a real person? Yes they do. Do they want to think if they're in your town that they can drop by your office and there's really an office there and there's real people there and they can come in and everybody will be hanging out? Yes they do. These things are important. So a place.

Third is **affinity**. So opportunity marketers create trust with people by affinity. Sometimes they use that tactically as well. So if you're a fighter pilot you might seek out other fighter pilots in order to do your marketing to. That gives you direct affinity but the affinity that is most effective is really tone, conversational tone with your audience, with your market and shared general background and experience. So if you grew up in a small town and now you live in a small town and you're all about small town and you're going to do direct mail, for example, the smartest thing you can do is mail to people who live in small towns and not mail to people who live in big cities. So there's affinity. And there's other examples of affinity in your book.

Last is **being disarming**. Now this particularly interesting I think. And if I had time I'd show you. So a homework assignment, not easy to get by the way, well hard to get I don't think, but so if you go to, where'd you go to get Turner, Turner, Turner? Is it?

Audience: GlennWTurner.com

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Dan: Okay. So if you go, and we'll talk about Turner a little later. But just make a note now so I don't forget. So if you got to GlennWTurner.com and you get a copy of The Challenge to America speech, which I'm not going to show you because the DVDs are all, they're not produced well. You take your chances just getting the DVD whether it'll play all the way through to be honest with you but it's worth the struggle because you will never see a better example of disarmingness to relax and take away resistance from an audience than this guy doing this speech. So this was the number one recruiting speech asking people to fork over \$5,000 a number of years ago when \$5,000 was real money in order to get into a business they couldn't possibly believe in. And most of them by the time this speech was recorded they were being drug to the meetings and the news media was full of what a satanic criminal he was.

So the sales environment was not beneficial. And so these, so they're all you're not getting my wallet kind of audience and the disarming nature of what he did as you watch it you will be able to feel yourself relax and be drawn in and not feel that this person is any threat to you whatsoever.

So here's the point about every pitch. Every pitch – repair, improvement or opportunity – but so every pitch is a threat to them on several levels. It's a threat like we talked about this morning to the conscious mind and its portfolio of beliefs. It's also a threat because it's going to ask them to spend money. Everybody knows in advance as soon as they detect it's a pitch they know that at the end of the pitch we're going to ask them to spend money. And nobody wants to part with money. Period. And so all the defenses start to go up. So disarming copy, whether delivered from the front of the room or one-on-one, in print, on TV, whatever, disarming copy is about convincing them that you're not a threat. You don't wear horns. You're not really going to force them to do anything. In many respects, you don't care whether they do anything or not. You're sort of casual about it.

The next time you go to Disney, and you should all go a couple times a year bare minimum, no kids. The next time you go to Disney, be sure to go, if you haven't done so, go to the timeshare pitch. Go ahead and make up your mind ahead of time you're not going to buy anything but go to the timeshare pitch, especially if you've been to other timeshare pitches because you will never see a more relaxed timeshare pitch in your entire life. The guy's almost comatose. He's laying languid. Doesn't, never is there a salesy, physical movement, speeding up of tempo response to an objection that looks like a response to an objection. You will be completely disarmed and feel...you go into a timeshare pitch and everybody has to go in thinking uh oh. Think of what I'm putting myself

through, right? I kind of want to see it. It's kind of like going to buy a car, right? You want the car but you just know this is not going to be pretty. And they're going to beat the crap out of me. And so people go into these things braced. And you will be completely disarmed.

Alright we are on 119. And 119 is very simple. Doesn't take much time but I gave you a really good sample. So 119 is about making sure that when you present opportunity there is a thing that people can think of in physical, tangible, it has a name.

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The Big Idea

The Thing

Follows, a successful direct-mail booklet I wrote for Corey Rudl, shortly before his tragic death. It was tested with a number of lists, and showed sufficient promise; results ranging from front-end profit to only modest negatives. The booklet demonstrates two important component parts of an Opportunity pitch: the (one) big idea; the (tangible) thing.

Here the one big idea is speed. It is expressed via “Warp Speed Wealth”.... “change your life in three months or even faster”.... “make you wealthy in months, weeks or even days”.... “in just 14 days”...etc. WARP SPEED WEALTH is a term I decided on, because of its Stark Trek origin, thus sounding vaguely scientific, modern, high-tech, appropriate to a get rich on the internet program.

The “thing” is THE FREEDOM INCOME SYSTEM. This is about more than name, title or label. It takes an intangible and makes it tangible. If I talk about a miraculous means of turning dough into warm, crispy breakfast, lunch or snack food in just minutes, you don’t necessarily see an object sitting on your kitchen counter – if I say TOASTER, you instantly see a toaster. SYSTEM has a certain familiar meaning as does TOASTER. It’s a thing, not a concept. In front of it, two words, each representative of the benefits of owning this thing.

In presenting an opportunity, you need it to be A Thing...and you need it hooked to One Big Idea.

If you will examine every successful, long-running opportunity being marketed, past and present, you will find these two elements.

And so the analogy I use here is if we describe to somebody the process of making toast, so you need dough and you need whatever the hell else you put in a bread maker to make bread. We're now beyond my level of expertise. So you need some ingredients and you need a bread maker and they you make bread and then you form it into a square and then you heat it up. Even somebody that wants toast this has now become unappealing.

But a toaster it's a physical thing and it's easy to understand how it works. We put the bread in, we push a button and somehow it heats it and when it pops up it's ready to eat. So the toaster is pretty appealing. The closer you get to toaster where they see a toaster based on what you're describing to them and the further away you get from the process for making toast, the better off you are.

If you go and you find my old Magnetic Marketing pitch one of the best things in the pitch was that I don't want you to be creative. It'd be better if you didn't think. It'd be better if you didn't monkey with it. You just take this home, you take a letter out of it, you fill-in-the-blanks and you use it just the way I did it for you. Guy gets, he's seeing "Gold by the Inch," that's what he's seeing in his head. He's seeing take notebook, find letter, take letter out, write in name, mail letter. Now it wasn't quite that. It's a slight stretch of the truth. But that's what he's seeing. He's seeing a toaster and toast. Instead of seeing dough, yeast, water, process. That's what they want. They want a toaster.

So a thing has to sound to them, first of all it's got to have a name and it has to sound to them like a kitchen appliance. Not like a big elaborate process. What I gave you, and it's a great example for a variety of reasons, but for this one as well. When you take the time to read it you'll see it. So this is a little booklet I wrote for Corey Rudl and shortly before Corey died. And in the direct mail test, in fact I think Craig you mailed it didn't you? Yeah. So Craig handled the mailing.

And as I recall it was successful with all but a couple of the lists and the test matrix. The initial results were all great and Corey intended to mail it more and that was the end of that. But there's lots of ways to have marketing projects go awry, one of which is the client dying. But we take sort of the intangible you're going to make money on the internet and you're going to get rich on the internet and we turn it into a toaster in this booklet. There's a lot of other things that make that booklet worth studying but the turn it into a toaster is one of them.

This ad on page 145, I wrote this and I think might've been even as old as 89 but I think 90 or 91.

NEW: An exclusive opportunity to offer business-owners and homeowners guaranteed savings on services they are already buying can finally give you the income you've dreamed of.

HOW A \$29.95 'INVESTMENT' CAN PUT YOU INTO THE MOST EXCITING, EASIEST BUSINESS EVER INVENTED — EARN THOUSANDS TO TENS-OF-THOUSANDS OF DOLLARS A MONTH

Every once in a while, a really 'big' opportunity comes along. This is such an opportunity. Simply, we are ready to take you by the hand and put you into a ridiculously easy business, on a fully satisfaction guaranteed basis, that can realistically, ethically provide you with an income of \$1,000, \$3,000 or more part-time, two to three times that much, full-time, all from the comfort and convenience of your own home.

This is NOT 'multi-level.' Although you will have the potential of having hundreds or even thousands of like-minded entrepreneurs working for you through our exclusive S.I.R. (Supervising Independent Representative) Program. And we even recruit and assign them to work for you. Detailed for you in our comprehensive training program.

**OUR AMAZING MONEYMAKING SYSTEM
LETS YOU GET RICH BY SAVING
PEOPLE MONEY ON A SERVICE THEY
ALREADY BUY, EVEN BY
GIVING AWAY FREE SERVICES!**

This is NOT 'selling' like you've ever known it to be. Can you succeed at giving away 50-dollar bills? This is almost that easy. Simply put, you show business owners or homeowners how to save big money on their phone bills.

With our System, you offer people guaranteed savings, on a no-risk trial basis. Your customers do not have to give you a dime to try this service. You even get to give them **FOUR FREE HOURS OF LONG-DISTANCE PHONE CALLS** as a 'bonus.' There's no 'hard sell.' In fact, this is the easiest 'sell' ever created. (We're the only company in America that actually pays our customers to try us out!)

**YOU'LL BE PROUD TO BE IN THIS
LEGITIMATE, RESPECTED BUSINESS.**

If you've 'chased rainbows', been 'scammed' by get rich quick schemes, hate trying to sell something people do not need or want...well, here, finally, is something really different AND real. People will THANK YOU for telling them about this service. You see, big companies like IBM and General Motors have been saving big money for years through this exact same method. Now we're making those very same savings available to small business owners, even "ordinary folks". People will be impressed with everything you offer them, all on a no fee, no up-front cost, no risk basis. And you'll be impressed by your earnings.

**HERE'S THE TRUE SECRET TO
FINANCIAL FREEDOM:**

You get a commission, a percentage of all the long-distance phone calls made by every customer you sign up for this service. But that's only the beginning, because you get "positive, residual income" too. (You know, Jack Nicholson played 'The Joker' in the Batman movie once...he worked one time, making the movie...but he gets paid every time it's shown, every time a video of it is sold, even every time a related merchandise item, a toy, a T-shirt, is sold) — that's "residual income"...that's THE SECRET TO FINANCIAL FREEDOM AND SECURITY.

In our business, you keep getting commissions month after month after month, **FOR LIFE**, on every

customer you matched up with our service. Do that 'work' once, get paid forever! This lets you 'stack up' income, so that, after a year or a few years, you have big money coming in every month even if you do no work. (Travel. Play golf. Invest in real estate. Lay in a hammock. Whatever. And STILL GET PAID.)

However, while you are active in this business, you can also get a **FREE CAR** — we'll furnish you with a 100% paid-for 'company car' when you reach certain goals.

**THERE'S EVEN MORE. THE BUSINESS GETS
EASIER THE LONGER YOU'RE IN IT.
BECAUSE YOUR CUSTOMERS BECOME
"SALESMEN" FOR YOU!**

Once your customers see their savings, they tell everybody they know about you! We even teach you a unique 'referral management system' that motivates your customers to refer others to you, so, quickly, you'll find your customers doing most of your selling for you!

**WE GUARANTEE YOU'LL FALL IN LOVE
WITH THIS BUSINESS**

We've put EVERYTHING you need to know about this business in an incredibly exciting, step-by-step Manual, titled, we think appropriately, "UNLEASH THE ENTREPRENEUR WITHIN" — because it WILL, unleash the successful entrepreneur in you! Mary Anderson, the Executive Director of the Direct-Mail Order Association said, "I'm constantly bombarded with new programs and, after reviewing 'Unleash The Entrepreneur Within', I personally rate it one of the best, if not the very best opportunity around today." Robin Seymour, host of The Opportunity Show, seen on TV, calls this "one of the finest opportunities I've seen in 25 years."

You see, we believe you are simply going to fall in love with this opportunity — so we're glad to completely guarantee your satisfaction with everything we've put together for you. If, after studying the 'Unleash The Entrepreneur Within' Business Manual, you feel that this opportunity is not for you, for any reason, you can return the Manual within thirty days and we'll refund your money. Every penny. Immediately. No quibbling. No hard feelings.

By the way, you'll learn a lot more from this Manual than just this particular business. For example, you'll learn about Residual Income, Multiplex Income, Referral-Type Marketing, and the real secrets behind most self-made, wealthy peoples' success. You'll also get **FIFTEEN DIFFERENT WAYS** to promote our service...including a simple, dirt-cheap postcard you can send out so people call you, eager for what you offer...a way to help church, civic or school groups do the fund-raising with you...and much more. If you are already in sales, you can, of course, sell this "the old-fashioned way" too: face-to-face. The 'Free 4 Hours Of Service' can also be used as a premium. Jim Straw says: "As the publisher of some of America's leading business opportunity publications over the last 20 years, I have seen almost every business opportunity. I must say that 'Unleash The Entrepreneur' is the cream of the crop, the best of the best."

**THE ONLY OPPORTUNITY WHERE
MONEY IS NOT A PROBLEM.**

You do NOT need to ask customers to give you

money. There's NO start-up fee, NO monthly fees. You even GIVE AWAY four hours of service, FREE! The customer will never notice anything different in his phone service — the only difference will be his savings! (That he'll notice!)

And, YOU do NOT need to risk or invest your hard-earned money to get going in this business. You work from home. There's no inventory to buy, no costly seminars or 'boot camps' to come to, no franchise fees. We start you in this business for just \$29.95, and that's even guaranteed!

HOW BIG IS THIS OPPORTUNITY?

There are at least 20-Million potential customers for our service, who WILL save money with us. And we are on a mission to reach them all, to give each and every one of them **FOUR HOURS OF FREE LONG-DISTANCE SERVICE!** We need you, right now, to get our message out. That's why we're willing to set you up in a business equal in income potential to distributorships and franchises requiring thousands of dollars, for just \$29.95. And to give you a money back guarantee.

**WHY SHOULD YOU
TRUST THIS OPPORTUNITY?**

Our company, Business Network Communications, is located in a 4,000-square-foot office complex in Cherry Hill, New Jersey. Our Marketing Offices are at 5143 Cass-Elizabeth in Waterford, Michigan. (We do not 'hide' behind a P.O. Box, like some advertisers of get-rich information.) We are a member of the Better Business Bureau. And, all of our commercial customers get genuine AT&T long-distance services. We have created the finest wholesale, "group" long-distance service in America. We are now building the finest national network of Associates, to represent our services in their communities. We are interested in YOU, not your money — that's why we're putting you in business for just \$29.95. And, we guarantee your satisfaction or your money back.

LET'S SUMMARIZE:

You can use any of our 15 different promotional methods to find business owners or homeowners interested in saving money on long-distance calls...let them try our service without paying a cent...even give them 4 hours' service FREE...and you'll receive a commission on every customer's activity not just the next month, but EVERY month, for life! EVERYTHING you need to start in this business is provided in our 'Unleash The Entrepreneur Within' Business Manual, for just \$29.95.

THIS IS, HOWEVER, A LIMITED TIME OFFER.

Soon, we may change the way that people can get started. It will probably require considerably more than thirty dollars. In some areas, we may stop accepting new people altogether. This \$29.95 offer is a limited time situation, so act now.

HERE'S HOW TO GET STARTED:

To order with your VISA or MasterCard, call Toll-Free, 1-800-368-1277 Operator 255. Or, mail your check or money-order for \$29.95 plus \$4.50 shipping/handling to: BUSINESS NETWORK COMMUNICATIONS, 5143 Cass-Elizabeth #255, Waterford, Michigan 48327. Or, first, for even more information, call our Free Recorded Message at 313/458-1764. Do it now!

NOVEMBER 1992/85

It ran for quite a while and it has a big idea. So really all opportunity, presentations need a thing. So they need people to think of it as a toaster, not as a process and they need a big idea. In this case this was a fairly risky big idea but the big idea here is down here, right here. First column, right here, the subhead is, "Here's the true secret to financial freedom." The big idea here is residual income. And it's a good example of taking something ordinary, hooking a big idea to it and making it a lot more interesting.

REASON WHY

Point number five on our list is reason why. Reason why advertising, you guys all know about it and it's important for a lot of things. When you present opportunity it's even more important because there are profound causes for skepticism about opportunity. The biggest of which is if it's so good why share it? Why don't you just do it? And so really, like I have a friend right now who absolutely refuses to buy gold. And is absolutely a cynic about all the advertising selling gold. Here's his logic. Here's why he would never buy gold. You ready? Because if the shit was so valuable why would they be selling it? And you cannot disabuse him of this idea. Of course, everything of value is sold by somebody on that argument, nobody would ever sell anything. Everybody would be buying. So that's where he is, "I'd never buy gold because if the stuff's so valuable why would anybody sell it?" They would just keep it. Why would they turn it into paper? Their whole argument for buying it is the argument why they shouldn't be selling it.

So the same thing exists, many times, with opportunity. If you really have a system that works for taking shoe stores and making them 10 more times valuable than the average shoe store why in the hell don't you just open up a bunch of shoe stores? And it's actually a pretty logical objection. It makes some sense. If you really have a way to flood chiropractic offices with patients why wouldn't you just own a bunch of chiropractic offices? Why would you sell?

So that's one of a number of big reasons or big questions in their mind that require a good reason why. It can't be ignored. Has to be answered. You'll see I gave you a very basic example and it's only interesting as trivia because it actually comes from Chase Ravel, the guy who created Entrepreneur Magazine, although it says John Ravel here. But the same guy. But in my Jeff Paul ad, so that ad, which many of you will remember, there is, we use it right up front. So your subhead across the top says, "Why would any sane person reveal this kind of secret if it was true?" And then in the center column about here there is, "Why would I share all this with you?" So we deal with it and actually make it

somewhat of a focal point of the ad itself. This ad also has a blackie story, by the way, just as an aside.

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So how many know what a **blackie story** is? Oh good for you. Okay. For the rest of you very quickly. A blackie story it's linked to reason why. The blackie story is always about the person who opened the door for now the teller of the story and the seller of the opportunity. So it could be a dying man with his final breath. It could be the billionaire who was finally ready to retire and disappear and has revealed his secret to him but there is this other person who has, and often the dying man thing is the original blackie story. But there is always another figure from who was the source of the secrets, the methods, the strategies so that the seller is really moving legacy rather than inventing.

Why do you think a blackie story works so well? Well social proof. It brings two things to the table. One it actually brings a reason why. So the dying man with his last breath shared it with me. So I am now compelled to share it with you. Now it doesn't actually, because really if it was so good and you were prone to keep it it wouldn't matter who the hell gave it to you, you would keep it right? So it really doesn't. But it sounds like it answers the reason why. The dying man shared it with me. My great grandfather passed it to my grandfather, my grandfather passed it to me. I feel obligated to share. So it answers a reason why.

Secondly, it makes the source not the seller, which automatically makes it more believable. So if I thought it up, so you're rushing guys, a blackie story, John, which you probably know. That's what it is, right? It's much better than if you invented the kettle bell. Much better that this guy is from Russia and crawled under the barbed wire. It's a much better story. So the blackie story, if we just thought it up and we say, "I'm sitting in my basement one day. What did George say about thing?" Well I thought it up while I was riding my horse through the mountains in Colorado. Well that doesn't sound real credible. That doesn't give me a real sense of reassurance and confidence in this thing.

But if he got it from a grizzled, old mail order veteran who was hiding and spending his retirement years in the mountains of Colorado and one night over a bottle of whiskey by the campfire the guy broke down and shared it with him with the commitment that George would carefully share it with other ambitious. See that's a much better story and it makes the thing more credible. It really has nothing to do with the validity of the thing. But it makes it sound a lot more credible.

So reason why and opportunity is extremely important. One clever reason why that is often used, and I wanted to show you a great example of it is

timing. So you will, I'm going to show you one example that's in your book but this is used over and over and over again.

NOTES

We always need a reason why. So Harvey Ames is one of the great brand names in the gambling tout business and so Harvey's reason why, his story is I was about to retire. I was supposed to retire. My wife, my kids, my broker all getting on my case but I got a problem. I can't say no to all the hot new information horses that keep coming across my desk. So this new thing, this new incredible access to information has stopped Harvey from retiring and he is once again back in the game. Now it's hard to imagine anybody doing such a shameless thing as threatening to retire and then coming...yeah well, it's actually encouraging that very few people got that.

So he's got a new reason why, right, to appear with his story. Now this same thing, and I just couldn't lay my hands on it to show it to you, but there's a version of this for a stock trading system that is virtually identical to this story that runs an IBD off and on. They rest it for a while and then they trot it back out and run it, then they rest it, then they trot it back out. So he's really using what I call the irresistible impulse as his reason why he is arriving and offering you this opportunity. The thing is so great that it is in an irresistible impulse to bring it forward. One way or another though you need to find your reason why. You don't want to leave it out of an opportunity presentation.

Story. So I'm on page 155 for those following along. So the person presenting opportunity his personal story is important to him being believe even if the story is not very well connected to the opportunity.