

The Story Matters. A Lot.

The person presenting the opportunity and his personal-story reason for presenting it matters more than writers unfamiliar with marketing opportunities would guess.

Consider the Darin Garman lead generation ad shown here, from one of its successful runs in FORBES. The ad could easily omit the story – HOW TO PROFIT FROM AMERICA'S HEARTLAND. There's no need and no apparent benefit to adding at top and end of the ad reference to Darin's prior career as a prison guard. So why put it there? It is used full-length in subsequent marketing, but why mention it here? Simple. Because response to the ad with it mentioned is better than to an ad without it.

Another financial opportunity ad that had a long, profitable life, presents commodities trading, from "a 79 year old master trader who 'calls it quits.'" The subhead could replace the headline, and the reference to the 79-year-old trader who's quitting omitted – but that doesn't work as well. (There is also a "Blackie story" here, another staple of opportunity marketing.)

The "when I was 8 or 9 years old" copy example is one I wrote for Jay Mitton, a marketer of do-it-yourself asset protection courses.

Logically, analytically, none of this *should* matter at all. Information, education, coaching, opportunity should be judged on its merits and bought for its benefits to the buyer. Because of this, many marketers under-play these cards or toss them aside altogether. I often have to hunt and probe and search for these stories when clients do not volunteer them, and then argue with clients to be allowed to use them. If your younger brother died when he was 12 and you were 16, you may not think that important in selling your system for re-habbing houses or increasing sales at restaurants, and you may not be eager to talk about it, and you may feel squeamish about using it – but I damn sure want to use it.

Its relevance is not so much the issue as is it making the person real in the mind of the reader, listener or viewer. So one good example of this, and where's Darrin? I know you're here. Garmin where are you? There you are, back there with the beer in his hand.

So Garmin's story you see it on 156. You see a lead generation ad. And so the headline on the lead generation ad, and is this from IBD? Forbes? Okay so this is from Forbes.

NOTES

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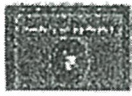
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Shows Investors How to
Escape Financial Prison and
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Heartland"**

In This FREE Report I reveal the easy to implement apartment and commercial property investment system, with a 10 year track record, that millionaire real estate investors are profiting from - here in the heartland of the U.S. With No Time Consuming Management Necessary - and how I discovered it years ago while working as a prison guard.

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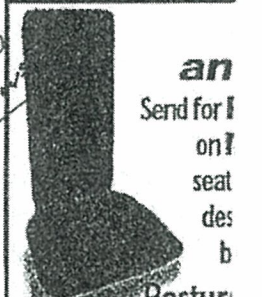
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So you assume Forbes to have a relatively sophisticated audience. This is Forbes. Former Iowa prison guard shows investors how to escape financial prison and truly profit from America's heartland. Now nothing in the rest of the copy develops the story at all. The story is only developed once the material is sent to him, 156 if you're lost, 1-5-6.

So there's no development of this story. Why even say it? The ad works with how to escape financial prison and truly profit from America's heartland or really all we need is how to truly profit from America's heartland and if we do that we've got room for four more lines of copy. On the surface it appears to add nothing. I can assure you if you split test it without it and with it you get better results with it. Now logically that may not make sense to you but I can tell you again and again and again it is the story that makes the difference in the response and the believability of the premise.

So look at 157. So 157 is a Wall Street Journal and Investor's Business Daily ad. And it is a for a commodities trading system. It's not the ad I was mentioning earlier although this does have a blackie story in it. So when you study it later you will find the blackie story. So 79 year old master trader cause it quits and finally agrees to reveal the one commodity's trading secret that made him rich. A brilliantly conceived original strategy with a 15 year history. So the subhead, the subhead that starts with a 'brilliantly conceived original strategy' that could be the headline. And we could throw the story headline out all together and get right to the point. But works better with the story. The 79 year old, which works better than 80 because it has specificity. So the guy's got to stay 79 till he turns 89. 70 year old master trader calls it quits and finally agrees to...it works better because there's a story and now if you go through the ad and see how much of it is a story and how much is features and benefits and facts and figures you will see it's very story dependent. Now it is ideal when someone has a relevant story. Sometimes, by the way, people don't know they have one until you probe the hell out of them in order to find it.

It's better if they have relevant story. But even if they have not relevant story their personal story matters. If they have 56 cats and they ranch cats it matters even though that has nothing to do with anything that they are doing in the pitch. It matters because it makes them real. And the main thing about what prospects want to know about the person they are buying from is the person real. That's what they want to know. They may not enunciate it but that's what they want to know.

79-Year-Old Master Trader "Calls It Quits" . . . And Finally Agrees To Reveal The One Commodities Trading Strategy That Made Him Rich!

Exhibit #2

A Brilliantly Conceived Original Strategy With An "Over 15 Year History" Of 100% to 240% Average Annual Returns — Per Market! . . . Time Required To Implement This Strategy: 5 Minutes Per Week — Tops!

This is the one secret William Grandmill swore he would keep under wraps forever! The one (and only one!) method he adamantly would not share. Born out of his own creativity . . . nurtured along by a 39 year trading career . . . this unique "time and price" forecasting strategy became his bread and butter. The approach he relied on to win the bulk of his fortune.

Deliberately omitted from 9 previous trading books he's written, here — at last — is Grandmill's completely original long-term method. It requires "next to no effort," yet offers consistency and astronomically high percentage returns. In fact, for the past 15 years average annual returns range from just over 100% to approximately 240% for each of the 3 active markets it focuses on. All that time (for nearly two decades!) the knowledge and forecasting innovations at the heart of Grandmill's Personal Strategy remained private . . . exploitable by one man only. But something changed . . .

THE QUIET "UNEVENTFUL EVENT" THAT SLIPPED BY UNNOTICED . . . BUT IS ABOUT TO CHANGE THE WAY YOU TRADE — FOREVER!

A few years ago . . . very silently . . . William Grandmill retired. Unplugged his computer . . . dug out his fishing pole . . . and opted to spend his golden years savoring life with his wife along the rugged coastline of Western Canada. Walking away from trading wasn't easy, but — at age 79 — Mr. Grandmill felt it was the right thing to do. Still, it got him to thinking. With so much time on his hands . . . and no reason not to share his Personal Strategy (now that he wasn't using it) . . . Mr. Grandmill chose to write one more book. To reveal the one strategy he couldn't imagine ever revealing back when he was trading. To Go Out With A Bang! after all.

Grandmill's final book is finished now . . . and yes he tells all. Every last detail of his entirely original PERSONAL STRATEGY is spelled out . . . from A to Z. A long-term strategy that slashes the "time required intrade" by 99% (to just 20 minutes a month) . . . and could conceivably skyrocket your profitability by 10,000% — or more! — in the next few years.

HERE'S HOW GRANDMILL DID IT . . . HERE'S HOW YOU'LL DO IT!

Grandmill's specialty, for decades now, has been trading grain futures. So — not surprisingly — his personal strategy focuses exclusively on the increasingly popular Wheat, Soybeans and Corn markets. Three markets poised to re-emerge with record volume.

The cornerstone of Grandmill's Strategy is his *Forecasting Graphs* . . . original charts constructed for one purpose — to predict where price will be up to 8 months from today! One "fundamental" indicator . . . one easily obtainable measure of the current market lets you tap into the Forecasting Graphs. Find the indicator's "value" on the horizontal axis of the appropriate Forecasting Graph . . . make one simple calculation . . . and your "expected price on a specific day" forecast will jump right off the page at you!

Trading "off" this information . . . turning predictions into profits — is the next key step. A long-term "investment trade" will almost always be your best way to go. Establish a position . . . safeguard your trade with the specialized "capital protection" techniques Grandmill provides (which sometimes suggest — but never dictate — using options) . . . then target closing the trade on the forecasted day.

It's this strategy — "2-to-8 month" long-term trading based on Forecasting Graph predictions — that William Grandmill grew to depend on in the later stages of his career. The accuracy of the forecasts is stunning — almost mystical! William Grandmill has tapped into a predictive relationship existing between a single tell-tale fundamental indicator and grain prices. Amazingly, his Graphs call long-term price direction with nearly 100% accuracy . . . and come awfully close to hitting the nail right on the head with "exact price" forecasts — time and time again!

GRANDMILL AGREED TO PUBLISH PRIVATE FORECASTING STRATEGY — UNDER ONE CONDITION!

Once his final book was written, William Grandmill submitted the masterwork to his long-time

publisher, Windsor Books. But he laid down the law. Mr. Grandmill would not allow his book to be published unless FREE assistance was offered to every trader learning his strategy. Grandmill insisted a thorough analysis of current grain markets be sent to you. So you can check your forecasts . . . and not miss a beat swinging the strategy into action.

Included with every book are details on how you can obtain this FREE guidance and coaching in applying The Grandmill Method. Why did William Grandmill insist on this extra step? Simply because — ever since he retired — he had a genuine interest in sharing his "tools of the trade," and seeing you apply them correctly. I guess it's called going out in style!

UNCONDITIONAL GUARANTEE

Send for your copy of "Investing In Wheat, Soybeans and Corn" today! I am so sure the "Grandmill And Grains" combination is the trading opportunity of your lifetime . . . I am guaranteeing this book for one solid year. If at anytime within the next year you decide Grandmill's "career capping" book is not for you, just return it for a full, immediate refund. But don't delay! There's a Grains fortune out there waiting to be won. Send for your copy today! ORDER NOW!

UPDATE FROM THE PUBLISHER

Sadly, recently, Mr. Grandmill passed away. Please note that the free coaching offer mentioned in this advertisement is now being supplied by a firm specializing in "Grandmill-style" analysis. Details will be in with your book.

3 YEAR MONEY BACK GUARANTEE 10-51

Windsor Books, Box 280, Brightwaters, N.Y. 11718

Enclosed is my check or money order for \$65.00 plus \$3.00 shipping (Total cost: \$68.00). Please rush me William Grandmill's new book, "Investing In Wheat, Soybeans And Corn." I must be 100% satisfied or I may return it for a full refund.

TO EXPEDITE CALL 1-800-321-5934

Name

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City State Zip



I gave you on 158 a very successful sales letter I wrote for a guy in the asset protection business. And it has the firm resolution/day that turned my life around thing in it. So how many of you have heard Jim Rohn's Girl Scout at the door story? Keep them up for a second. It's instructive.

IF YOU'RE STILL UNDECIDED.....

IF YOU READ NOTHING ELSE
I'VE SENT YOU,
PLEASE READ THIS BRIEF NOTE
ABOUT MY PERSONAL STORY,
MY LIFE MISSION

K9
THE
HOOK-
HIS
MISSION
STORY

When I was about 8 or 9 years old, we were living in a little yellow brick home my father, a builder by trade, had built for us with his own two hands. I will never forget him gathering the family together and telling us, "We have to move, we are being forced to give up our home because of a lawsuit."

My father was a good builder, a hard-worker, an honest man, but he was not a very good businessperson in terms of protecting himself. Because two more times, three times total, we were forced out of our homes - each one worse than the previous one - because of lawsuits against him. One came about by his simply, innocently loaning his neighbor his business' dump truck.

I vividly remember my father's shame and humiliation. I grew to dislike bread and milk with a passion, because that was too often the evening meal.

I was only 10 or 11 years old when I wrote in my little purple-covered diary, in my own words: "When I grow up, no one will ever take one penny from Jay Mitton."

This has led to my life's mission.

Some kids wanted to grow up to be firemen. Policemen. Pro athletes. Movie stars. The President. Me, I wanted to grow up and stop families from being destroyed by these "lawsuits", whatever these things were.

I have devoted my life to helping good people understand that earning a living and accumulating assets is only one side of the coin, one-half their responsibility to their families, one-half of their financial life. Making certain you get to keep what you earn and accumulate is the other. Do only half the job at your extreme, hidden yet certain peril.

I have done a good job, both halves of this job, for my family. No one has ever taken a penny from Jay Mitton. No one ever will. I tell my wife, "Bury me with my asset protection documents. They've served me well here, maybe they'll even be useful where I'm going too." I don't want to be without them.

I have made sure my private clients get this job done right. No client of Jay Mitton's has ever lost his home, ever when his business has failed, he has been sued, whatever. No

WAT'S SAYING STORIES



Look at how many people know what I'm talking about and know that story. For those of you that don't, now keep in mind, what you may not know about Jim, many of you do, many of you don't. All of his material, if you've enjoyed his personal development material, all of his material is really pitch material from multi-level marketing opportunity meetings. That's where he came from.

And so his seminar is really the seminar done for the distributors and the prospects with the hard pitch for the opportunity taken out. The rest of it all came from there. So that story served a purpose. That story, so it's either the day that turned my life around or the firm resolution, the put my hand on a Bible and this is what I believe and will never do it, which is what's here. So that Girl Scout story, which for those of you that don't know is the Girl Scout comes to the door selling cookies and he tells her that he already bought some and doesn't need any more but really he can't afford to buy a box of cookies. And how much lower could you be in life than lying to a Girl Scout? And so on that day he made a resolution never to be in this position again. So it's told more elegantly, of course, than I just told it but that's the story for those of you that don't know.

And it's strategically placed in every Jim Rohn presentation. And you will find a version of it either the day turned my life around or the firm resolution story. So if you go get Challenge to America and you bought, you listen to Challenge to America listen for the 'I kept asking Santa Claus for a bicycle' story and that was his version of this story. In here it's this paragraph right here. I was only 10 or 11 years old when I rode in my little purple covered diary in my own words. When I grow up no one will ever take one penny from Jay Mitton and this has led to my life's mission. It comes after a story about his dad losing everything from one little lawsuit, etc.



Now it works, it's important. It's an important part of the story because we are asking people to make a commitment. We're asking people to make a change. We're asking people to make a resolution is really what we're doing. And so the story from the person who's asking them to do that is an important element.

Transformational story, I'm on 160. So probably the longest running transformational story, really not from the opportunity business, but still selling opportunity the fitness business was the Charles Atlas story.



The Transformational Story

One of the most famous of all transformational stories used in advertising is *The Bully Who Kicked Sand In His Face* story used to sell Charles Atlas. It tells a 2nd person story about the humiliated wimp who makes himself into a strong hero – which parallels Atlas' own story of 97-lb weakling to "the world's most perfectly developed man." The Charles Atlas business had about a 30 year prime-time, but has lasted over 75 years to-date, and the product is still sold today, more as nostalgia novelty than for its original purpose.

The transformational story is an important element of all opportunity pitches. Its core is a very dramatic and extreme before-after, but it is about more than the basic transformation. A basic transformation might be rags to riches, bankrupt to millionaire, or fat to thin, weak to strong – but the best transformation stories are 'bigger' than such things. The Atlas cartoon, as example, is not just about the weakling's physical transformation, but also about his transformation in how he feels about himself and transformation of how others view and relate to him (status) and, even 'bigger', his place in the world. This reflects the fact that hardly anybody responds to an opportunity motivated only by the opportunity or its specific, practical results and benefits – there is a 'bigger meaning' behind their response.

It probably ran more than any other such story as the basis for advertising and it mostly ran in cartoon form. Most of the advertising in the earliest years was in comic books. You could still buy the product by the way. I got one here if you want to see it and it's got the little cartoon on the back and you can go, if you want to see all the old ads and stuff you can go to CharlesAtlas.com, of course.

So this thing lives on and the pitch still works and it is truly a transformational story. So the transformational story is literally Jekyll and Hyde except positive version of it. The Incredible Hulk except positive version of it. And it is powerful to the degree that it is dramatic. So little, little transformation not so helpful to you. Big transformation, very helpful to you. And one of the things that opportunity marketers understand about these stories, if you flip over by the way this is a piece for Psycho-Cybernetics for Nightingale Conant that Jeff Paul and I wrote. It really is the Charles Atlas story in words. It is a dramatic transformation story.

So here's the big thing to know about these stories. And this one demonstrates it. Again you can go study it on your own. But this thing demonstrates it and its thing – opportunity marketers, pure opportunity marketers understand that, see you can flip to 168 if you want, that a lot of info marketers don't understand. So here's the big difference. The difference you will see in the way they tell their stories is that the opportunity marketer has come to understand that the before is more important than the after.

The dramatic success story

A common ingredient found in every huge success in selling opportunity is the Very, Very Dramatic Success Story. “Rags to riches” or other forms of Before/After do not fairly describe these stories, except by structure; there is a Before and there is an After, but there is epic drama to both. In these Before’s, the person must be in extraordinary dire and desperate circumstances, in crushing despair, seemingly hopeless. Their ‘place’ needs to be far worse than the place the prospect feels he is, their oppression much crueler and more severe than that the prospect feel’s victim to, their handicaps much more brutal, their poverty much more grinding. If you think about it in this context, Christ’s resurrection from death by torture brought on by betrayal is the ultimate such story.

It is also important to present these as Stories – not as ordinary testimonials. The models are the tabloids, Readers Digest, religions’ stories. These need to be Human Interest Stories told in a Dramatic Fashion by an emotional storyteller, supplemented by direct quotes from the hero.

Opportunity marketers have learned that the drama of the Before is more important than the drama of the after. A comparable, that everyone is familiar with, that has been movie plot repeatedly, is the dog somehow lost, left behind at a campsite, kidnapped, etc. that travels thousands of miles, surviving all manner of close calls and near deaths, to find its way home and re-unite with its family. The tearful reunion warrants but a few minutes of the movie, and happy life after the climax no minutes at all: *the drama is in the journey.*

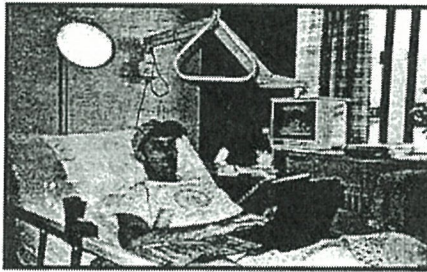
Info marketers tend to tell the story evenly weighted or if anything put the emphasis on the after. The before is more important because that's where they are. So for it to have leverage they have to really believe you were where they are or worse. So the waiting has to be on the drama of the before. So if you downplay your "before" and you don't make it as horrible and miserable and humiliating and unsuccessful and painful as it was in your worst nostalgic memory, you make a mistake.

Now a lot of people don't like to use their story in this way. If you read the Jeff Paul thing we have him sitting in his car in his driveway weeping. So a lot of people don't like to do that and I understand that. I'm just telling you what's most effective and what's most effective is the very dramatic before and the weight on the before part of the story because that's where they are. The other example I put in here is a great one we did from Ben Altadonna and that's on page 170 and 'it's hard to be beat struggling, broke and near death all in the same story.' Hard to beat that.

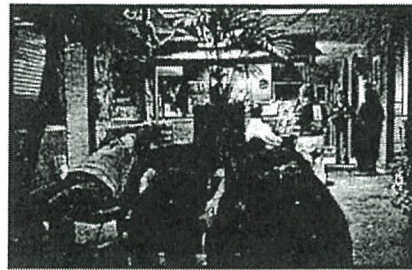
"I've learned more from Dr. Altadonna's methods than I did spending close to \$90,000 in management consulting! After using Dr. Altadonna's incredibly simple patient acquisition methods, I cut my work down to 4 hours a day and my practice doubled! Now every afternoon, around 1:30 when I leave my office, I enjoy my life. I can honestly say, I have the perfect practice." – Dr. Eben Davis

Once Struggling And Broke... Dr. Eben Davis Went From Near Death In Hospital From Stress 28 Months Ago, To Being San Francisco's #1 Practice. Now He Leaves His Office Every Day At 1:30!

Dr. Davis And 2,937 Other Doctors Across The Country Are Doubling Their Practices While Slashing Their Work Week By 33% And More! Read How To Specifically Attract P.I., W.C., Low Back, Carpal Tunnel, And Headache Patients Without Spinal Screenings Or Free Exams To Low Quality Prospects! Will Work For You! GUARANTEED FOR AN ENTIRE YEAR!



**Dr. Davis Was Admitted Into The Hospital
With A Stress Induced Lung Infection
That Almost Took His Life.**



**San Francisco's #1 Office
Crammed Full Of Patients
Who All Called Dr. Davis First!**

Dear fellow Chiropractor,

After reading this true story about Dr. Eben Davis, now San Francisco's #1 Chiropractor, you will discover how he became one of the top chiropractors in the country, leaving his office at 1:30 everyday and how you can do the same thing for yourself!

Be sure to read this fascinating rags to riches story all the way through. Experience Dr. Davis' pain and subsequent joy so you can learn how he went from near death to the top of our profession in only 28 months. (Which turned out to be so simple, you'll be utterly and amazed!)

"One night I was coughing up blood!"...

172. So our next element, we're all the way to item seven. So our next element is being a larger than life figure. So most info marketers are shy about this. They're timid about this for a variety of reasons. So I just had a conversation with a private client and his reticence is about not looking like everybody else who's selling to his niche by making themselves out to be Clark Kent turned into Superman and posing in front of the Rolls Royce's and the Bentley's and the babes and all of that. The reason you see so much of it is because it works and it works unendingly. That's the reason you see so much of it.

Can you function without it? Yes you can take any of these elements out if you want to. It's not necessary that they all be there but I will tell you if you want to play the odds you make yourself into a larger than life figure.

And so some people are reticent about it because gee I don't want to look like all those other 'pick the work you like' hucksters. Some people are reticent about it for personal belief system reasons. Some people are reticent about it because they fear the loss of privacy. All of these concerns including the privacy one are real. The more of it you do the more you have to worry about somebody jumping out of the bushes when you pull up into your driveway and putting a bag over your head. These things are real. They are real concerns.

But if you want to talk about what is most effective people respond best to a larger than life leader, a heroic, super heroic, dramatic figure that stretches beyond their own aspirations. And most info marketers are shy about it and they are ineffectual at it. They have assets in this department that they don't really even use. So they sky dive and they never tell anybody about it.

I had a client some years ago his father, and in his industry this was very meaningful, his dad worked with William Lear personally, the guy who invented the Learjet and as a kid he was running around in a laboratory, which he'll never use the story. Didn't want to use the story. So people are ineffectual at it. They're timid about it. And yet it is a common element in the best successes. So if you think back to Tony and Personal Power I, Personal Power I, which pre the TV show Personal Power, Tony had been a testimonial in the Think and Grow Rich infomercial, which I'm going to show you a commercial from for a different purpose but I'm not going to show it to you in the show.

And basically was doing small seminars. So Personal Power I featured three things that everybody talked about, buyers and non-buyers and focus groups afterwards, it featured a castle. Not a house, not a mansion, a damn castle. Now you might think that was something new. It isn't. I'll show you, it has a lineage. But it featured a castle. It featured a helicopter

and it featured a handful of celebrity testimonials who at that period of time no disclosure was required when you compensated. Just as a piece of information. It made him larger than life.

Most info marketers don't arrive that way to the market place and they make a mistake by not doing it. One of the main reasons to do it, is on your next page, 173.

NOTES

**“I am your trainer and you are
the trainees.**

**I am here because my life works
and you are here because
your lives don't work.”**

From: Script of EST training, quoted in THE BOOK OF EST

One of the main reasons to do it is you really need to take control of the prospect and we have the ego issue, which we talked about this morning in the way. I've been doing this for 10 years, 20 years, 30 years, who the hell are you to tell me right? We have that. And we have them needing to borrow confidence from you because they don't have confidence in themselves or in the proposition either way. So this is almost the opening line of an EST training, which is: I am your trainer, you are the trainees and I am here because my life works and you're here because your lives don't work. Said not in the monotone that I just said it in.

One way or another this needs to be included in what we say to our prospects. Now not necessarily verbatim. It can be shown rather than said but absolutely we need to take control of them by arriving larger than life and lording a presentation over ourselves over them rubbing their noses in it that is greater than the most successful of any of that. So I have a client right now who is selling coaching to a peer group and in that peer group he is, I think, number four or number five top earner but there are three above it. And there are some others pretty close to him. But we need him to be in this position with all of them. Fortunately he's in a really small town in a terrible market where nobody would think you could make any money. So even though somebody's out producing him they're doing it in a good market. Bingo. It gives me the fact that he's in this rat hole.

Now I also have to explain away why he's living in a rat hole place. So I buy a problem when I buy the asset. He also happens to drive a Bentley. None of the rest of them got a Bentley. Well he and Frank Kern went out and got drunk and Frank Kern got him to buy a Bentley. But now that we got it by God we're going to use it. And so if you looked at his stuff pre-Dan it was all heavily weighted towards features, benefits, here's methodology. It is increasingly weighted towards I'm your trainer, you're the trainee, my life's fabulous, yours is okay. And it is in their face.

If you look at page 174, Jim Blanchard. By the way this is the guy we're studying. For those of you in the newsletter businesses, those of you in the information marketing business there's a book, it's out of print.

Meet Jim Blanchard:

Helping Individual Investors Grow Wealthy For 30 Years

By Brien Lundin, Managing Editor, Gold Newsletter

Jim Blanchard's life is the stuff that legends are made of.

The first time most people heard of Jim, he was buzzing Richard Nixon's inauguration with an airplane banner that read, "LEGALIZE GOLD."

They scrambled fighter jets for that one.

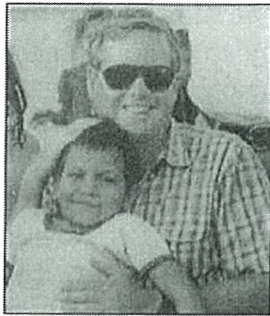
The next time he made the news, he was driving the bureaucrats over at the Treasury Department crazy: Touring the country, displaying a bar of gold and defying the government to arrest him for owning the still-illegal metal.

Not long after, he was piling up a fortune. When—mostly thanks to Jim's efforts—Gerald Ford signed the bill allowing Americans to invest in gold, Jim put his money where his mouth was.

How much did he make? Nobody knows. And Jim's not talking.

But this much we do know: He turned his passion for gold into a hundred-million-dollar company—one that was so successful, he ultimately sold it to a subsidiary of General Electric for more untold millions.

Jim's still wheeling and dealing as never before. Just recently, he talked Mozambique into giving him control of 580,000 acres of prime beach-front property. At the moment, he's planning to turn it into a world-class resort, aided by one of the world's largest international conglomerates.



Better Than Money

To Jim, making money may not be the most important thing in life—but it's definitely in the top five.

His commitment to personal liberty, democracy and capitalism is unshakable.

When it comes to spreading the gospel of capitalism, he is one of America's leading proponents.

According to Jim, the best way to teach the merits of capitalism is to help others stay free and get rich—a mission he attacks with unflagging enthusiasm:

■ In 1971, he founded the National Committee to Legalize Gold (later, the National Committee for Monetary Reform), which played a major role in convincing President Ford to repeal FDR's 35-year old ban on private ownership of gold.

■ In 1971, Jim also founded *Gold Newsletter*, the nation's oldest and most respected metals investment publication—a monthly letter that he still publishes.

■ In 1974, Jim founded the prestigious New Orleans Investment Conference, which brings hundreds of investors together every year with the world's top economic, investment and political analysts.

■ In 1984, Jim co-founded the Industry Council for Tangible Assets (ICTA)—the watchdog group govern-

ing the precious metals industry.

■ In 1986, Jim co-founded the billion-dollar Blanchard family of mutual funds, including The Blanchard Strategic Growth Fund—one of the fastest-growing funds in the history of Wall Street.

■ In 1987, he founded the *Blanchard Foundation*, a museum of Americana containing prized artifacts from our nation's past.

■ Since 1987, Jim has served as a member of the board of directors of Washington's famous Cato Institute—a major political think tank.

■ In 1990, Jim turned his love of American history into a new business: *Jefferson Rarities*, which specializes in valuable original historical documents and autographs.

■ In 1993, he founded Jefferson Coin & Bullion, one of America's top dealers in investment coins.

Today, Jim is one of the world's most successful investors. In the past three years alone, his selections have generated average returns of 112 percent—and many regularly double, triple and even quadruple in value.

Most recently, Jim has put the finishing touches on *How Grow Rich During The Gold Price Explosion of 1997-1999*—to help individual investors enjoy the same astonishing profitability Jim has.

...And for a limited time, it can be yours, FREE, for mailing the enclosed FREE Gift Certificate.

**Send for your
FREE copy NOW!**

Gold Newsletter Special Report

I'll try and remember to bring it tomorrow so you can try and find it. I know where it is. I just forgot to throw in the box. Harrison gave to me. I haven't seen it in years. But Blanchard was the big guy in the gold bug business during the Jimmy Carter recession. And spawned most of the guys you see hawking gold today, the whole hard money movement.

And what's important about the piece on Blanchard, so this is a piece out of a newsletter pitch, on 174, is really the first column on the left hand side beginning with the first paragraph and it makes him a larger than life figure. If you flip over to 176 and 177 so there's three categories of things that need to be present – humble beginnings. What happens if you don't have them? Well you're at a big disadvantage. So it would be better if you had them because most of the people you're going to sell to have humble beginnings. So humble beginnings.

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Larger Than Life

For those unfamiliar, Glenn W. Turner sold distributorship-type opportunities to an estimated 500,000+ people, at an average entry fee of \$5,000.00 each in under 48 months, from a ground-zero start, before the internet. Setting aside opinions about the legality or ethics of sales practices, the stark mathematics are unparalleled.

Follows, pages of photos of (a) Humble Beginnings, (b) Symbols (The Castle), (c) Proof of Importance.

These are three elements every Opportunity Marketer needs:

Humble Beginnings

In infomercial, Tony showing Leeza the bathtub he washed his dishes in
Rich & Jay (copied for Len S.) – previous failures, plural
Dr Tom Orent: his origin story begins with his near bankruptcy
To mail-order beginners, fr. me: “the cat who licked stamps”

Symbols

Tony – castle ie. Houses
Cars
For guys: woman/women
Spouse/family
Lifestyle

Proof of Importance

The Following – audiences, fans, etc. – numbers
Association
Awards, honors, recognition
Press
Power



One of the shacks Glenn lived in as a child.



Glenn returns to the tobacco drying barn he spent the night in after running away from home.

I tell, when I'm talking to information marketing beginners, you've probably heard me tell it, I tell the cat who licks stamp story. So how many of you know the cat who licks stamp story? Okay good. Almost all of you. So I won't do the long version. I'll just remind...so the cat, which happens to be true, so the cat, it has the added virtue of true. Well not all stories do. And I do consider an added virtue. So the cat who licks stamps story is for mail order beginners who think that they are going to need a lot of resources in order to get started in info marketing.

And so the cat who licked stamps story is simply about me doing my early mail order business right after my first divorce and she left me a spoon, a fork, a knife, a plate, a cup and her damn cat. And that's it. And that cat hated me, by the way. But after about eight days it figured out the meal ticket was gone and so it had to at least tolerate me. And so the cat's job was to lick the envelope and lick the stamp. And it turns out they're pretty good at it as long as you give them a little bowl of water. I'm sure it shortens their life but I didn't like the cat either. And they got nine so what's the big deal, right?

So literally the cat would sit on the coffee table. I would have the TV on and I'd have my mailings for the night stretched out and the cat would sit facing me and it had to do its work before it got fed. And you would hold out the strip of stamps and the cat would go [noise] and then you would put the stamps on. And then it would refreshen its tongue in a little bowl of water and then you would do it again. And so really all you need is a sales letter, a list and a cat who will lick the stamps. And you're good to go.

Now the reason I tell it is to get over the "I'm going to need a bunch of resources that I don't have." And so it's reassuring to a complete novice who feels overwhelmed. It's a humble beginning story. Now again it actually happens to have the virtue of truth. But if it didn't I'd have to invent it or find some other story that could be used for that purpose. So that's category of stuff, number one, you need when you do larger than life. You need humble beginnings because otherwise you can wind up doing larger than life and this kind of gets to where you were Dave. You can wind up doing larger than life and just perceived as an arrogant, egotistical asshole without the humble beginning story.

What proof of importance is if you're going to be larger than life other people but you have to share that opinion? Otherwise, again you're just an arrogant asshole with a Bentley. So there has to be proof that other people believe you're a big deal. And you got to show the proof. So there's a whole category of how do you show that? Big audience is one. Hopefully Turner, Turner, Turner gets here and we can show it to you. I just showed you a couple of Turner things.

And just as a point of reference for those of you that don't know, this is old fashioned, and forget legitimacy, illegitimacy but in three and half years these guys put 500,000 people into a business at \$5,000 a piece and of course no internet, no webinars, no Google. Hell no teleseminars. You couldn't even do teleseminars. But the most people, I think, you'd have a conference call was 50 people. So these guys did it all with old fashioned manual labor. Putting people in the rooms doing meetings. And a half a million people is a ton of people at \$5,000 bucks a flip. I don't care if you're selling them how to breed chicken feathers at home and make money. It doesn't make any difference. It's a ton of people.

And they pretty much did it on the strength of this guy and his persona and his story. And he didn't invent this stuff either by the way. There's a long lineage of this goes back to William Penn Patrick and before him. But there's the shack that we grew up in, there's the castle. Tony not the first guy to think of the castle thing. There's the big crowds. Big crowds are very good, proof of importance. Very good. You know how a big crowd will meet like a presidential candidate at an airport and they'll have a rally in an airport and when a plane lands and he's come off the plane there's all these people gathered around to see the political candidate. They replicated that in every city for him. Proof of importance, right?

Book signings can be proof of importance. Media appearances can be proof of importance. So those are the three elements.

On to eight. A difficult but intriguing proposition made simple for the prospect. So sometimes we are selling difficult to understand propositions. So get rich in real estate is the oldest, the most enduring of the pure opportunities. Why is that? Because everybody gets it. Everybody lives in a house or in an apartment. Everybody's going to buy from you. Well unless you're right [inaudible 78:20] and then homeless people are coming to seminars and buying but that's inside baseball that none of you will get. But there is a get rich in real estate guy, I spoke at five seminars for him, who strategically locates the seminar locations though where the prospects could get there. And I'm not kidding.

But for the most part everybody lives in a house. They get it. They know somebody who lives in a house. And almost everybody has somebody in their family who owns a rental property. So get rich in real estate works real, real well, always has worked real well because everybody gets it. It's not complicated for people to understand what the hell it is that we're talking about. Everybody knows houses get bought, everybody knows houses get sold, everybody knows houses get rented. There's *a base of knowledge*.

Get rich in mail order used to be almost like that because there really was mail order. So there was this basic frame of reference of the Sears and Roebuck Catalog. And so when you said mail order it was almost like saying real estate. So for a number of decades get rich in mail order was like second behind get rich in real estate. Then it all got very complicated because there is really no mail order. There's direct marketing. There's internet and there's EBay. And so today if you say mail order, unless you're selling to 65 and up, you're either viewed as being antiquated or really it doesn't matter have meaning and so it's harder to explain.

Info marketing now has always been around. Some people called it self-publishing for a number of years but it's always been there in the opportunity category but it's always been tougher to put across because people don't have a ready reference for it. It has to be explained. So it's an example of something in the opportunity world that is a little more difficult. So how do we get the difficult proposition across if we're stuck with a difficult proposition to get across? One, which we're coming to is analogy but another that is brilliantly used often, I made reference to it earlier. So if you flip to 182 and 183.

"When I Looked Through The Little Glass Door, I Almost Dropped My Key"

If you enjoy writing and you'd like to write for money — I mean significant dollars — the *real* money is in nonfiction. Specifically, "how-to" books and newsletters. Let me explain.

A few years ago, my wife and I lived in Kent, Ohio. I was an Assistant Professor at Kent State University.

As a summer project, we decided to print and advertise two of Mary's recipe booklets and a small booklet about jobs in Australia.

To sell our booklets, we placed three small ads in the back of *Popular Mechanics* and *Popular Science*. Perhaps you've seen them. They're the tiny ads you'd swear nobody ever reads.

About four weeks later, I stopped by the post office to see if we'd received any orders. I walked across the lobby to the P.O. Box we'd rented.

When I looked through the little glass window on the door, I almost dropped my key.

The box was stuffed with mail!

Hundreds of envelopes — there were checks and money orders from all over the country. Within the 60 days that followed, we received 1,820 orders — over \$7000.00 — for just *one* of the booklets.

The next few days were hectic, to say the least. We had our booklets printed. We processed the orders at home. We set up a special bank account. And mailed the booklets.

During the months that followed, we corresponded with several other advertisers.

- I spoke with a 71-year-old retired woman in Akron, Ohio. She was running a small ad for her own 17-page booklet. Using five magazine ads, she sold over 2,500 copies of her travel booklet in just 90 days — all from her one-bedroom apartment on West Market Street in Akron.

- A husband and wife from Costa Mesa, California, desktop published a 5" x 7" "how-to" booklet about card games. They received over 2400 orders in just five months at approximately \$10.00 per order.

- A young man I spoke with began publishing his own business opportunities booklet using a personal computer in a spare bedroom. During his first year

he generated over \$120,000 in book sales — all by placing his own small magazine advertisements.

PROFIT TEST

Here's a simple way you can test the profit potential of these small ads ... at home ... in just minutes.

First, obtain a copy of *Popular Mechanics*, *Field and Stream*, *Popular Science* or any popular magazine. Turn to the small mail-order ads in the back. Now, count the number of ads on just one page. Multiply this by the number of pages of ads ... and then by the vast number of publications that have mail-order ads.

But, go one step further ...

Check some of the same magazines that are 12 months old. Notice how many of those same ads are STILL RUNNING.

This is an absolute profit test. It has to be. These people wouldn't *continue* running their ads for over a year *unless* they were making a substantial profit!

Let me give you even more facts about this unique little business.

- You can start at home ... in your spare time ... quietly ... it won't interfere with your present job.

- I'll give you a list of suggested subjects for your booklets. Topics that sell!

- You can take out a test ad for as little as \$75.00 in a variety of well-known national magazines.

- Almost any printer can design your ad for you.

- You don't need a long book. Our Australia booklet was only 14 pages. Just simple instructions.

- You can set your own hours. All you need is a post office nearby.

- You can deduct up to 33% of the expenses on your home if you set up your office at home.

If you're wondering why I'd share such a profitable business with you, the reason is simple: I won't be competing with you — nor you with me. There are *thousands* of profitable topics to choose from. I have a whole drawer full of ideas I haven't even tried yet. There's plenty of room for everyone.

START IN JUST TWO WEEKS

I've put all my instructions and *everything* — *every* detail — in a simple

← profit

- papers:
- Sample ads.
 - A list of national magazines with special discounted mail-order rates.

MONEY BACK GUARANTEE

My guarantee is simple.

I'll send you the complete program to examine for 31 days. There's no obligation to keep it. In fact, we won't even cash your check for a month. You may even postdate it 31 days in advance.

When it arrives, read it. Try a test ad, if you wish.

If you're not absolutely delighted with your results, simply return the program and I'll promptly return your original uncashed check. No excuses. No delays.

This is the fairest way I know to prove to you how profitable my method of self publishing can be for the beginner.

To order, just send your name, address and post-dated check for \$12.95 (plus \$3.00 shipping and handling) to *Dollars In Your Mailbox*, Green Tree Press, Inc., Dept. 550, 3603 West 12th Street, Erie, PA 16505.

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

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So this really is an ad and it's old, this is an ad for info marketing to sell the opportunity of information marketing, which now is a more difficult proposition to explain than get rich in real estate. So one of the clever techniques used by people for those kinds of opportunities that does have transference for all info marketing is right in the middle of the page the profit test. This is really a demonstration. So it's worth taking a second here and reading it before we go on. So this demonstrates and makes clear what it is that this opportunity is about.

When you're done if you flip to 185 you'll see another classic opportunity ad.

NOTES

Now—pass our free test and . . .

Write for Publication!

By Karen O'Connor

If you've ever dreamed of writing and seeing your words in print, there's your best chance to test that dream and find out if you have the aptitude to make it a reality.

I first dreamed of becoming a writer when my third-grade teacher encouraged my early attempts. But, life being what it is, I kept deferring my dream until "later," and 30 years slipped by.

Then I saw an ad for the home-study school that created *Breaking into Print*. As my childhood dream returned in a rush, I was where you may be right now. I realized that "later" might never come if I didn't grab this chance to test my dream.

I took the school's free test and within a year of my enrollment, I sold 12 articles. Now, after writing hundreds of published articles and more than 50 books, I'm passing along the secrets of my success to others who dare to test their dream.

Learn to sell what you write

We've developed a test that accurately reveals writing potential. If you demonstrate genuine promise, we'll teach you how to write the kinds of stories and articles the \$200 billion publishing market is looking for.

You'll learn how to write like a pro—and how to sell what you write. Since we introduced our *Breaking into Print* program, more than 1,000 of our students and graduates have been published.

One-on-one guidance from your personal mentor

If you qualify for *Breaking into Print*, you'll be paired—as I was—with a nationally published author or professional editor as your personal mentor. You'll learn by writing for publication starting with your first assignment.

Your mentor's expert edits and notes are written right on your manuscript, help you to develop increasingly polished and professional skills.

You'll write the stories and articles that editors are looking for

You'll discover how to "mine" your everyday experiences, observations, memories and imagination for the kinds of professionally crafted stories and articles that editors are looking for.

Your mentor's detailed letters of

critique will help you to find your individual "voice" as a writer, build your strengths, and eliminate any weaknesses.

In addition, your mentor will guide you step-by-step to the niche in fiction or nonfiction that suits your writing strengths and interests, and show you



"... advice, encouragement, and, as often as you earn it, praise"

Whether you work with me or one of my nationally published colleagues, your instructor will read and edit your manuscripts line-by-line, and send you detailed letters of advice, encouragement, and, as often as you earn it, praise. You'll get constant support, constructive criticism, priceless tips, and you'll learn invaluable marketing techniques from someone who knows how to succeed in the marketplace.

—Karen O'Connor

how to market your finished work. As an added advantage, there are no classes to go to; you work at home, at your own pace, on your schedule.

No other writing program offers you such intense personal instruction from nationally published writers and editors specifically trained to nurture new writers.

"Published with my first effort"

"At the end of her comments on Assignment #4," writes Herbert M. Hohn of Bristol, Rhode Island, "my instructor encouraged me to try for publication. Surprised and a bit nervous about leaving the nest so early, I took her advice and was published with my first effort."

"Super pleased"

"I have one piece published, one 'out and about', and am working on

Assignment #6," writes student writer Wanda Edwards of Creswell, Oregon. "I am super pleased with your course."

"35 sales and only one rejection!"

"Since I started the course," writes J. Douglas Hinton of Orlando, Florida, "I've sold 35 articles among five publications with one rejection slip. My instructor has been of immense help."

"My Assignment won first prize . . ."

"My Assignment #8 won first prize in *Byline Magazine's* Short Article contest . . ." says Aostara Kaye, of Downey, California.

Of course, we don't guarantee publication. But if you pass our test, we'll give you this promise in writing:

Your personal instructor will teach you how to write both short stories and articles . . . help you find your writing niche . . . and show you how to market your writing.

By the time you finish the program, you will complete at least two manuscripts suitable for submission to an editor.

Free Writing Test

To identify adults who are qualified for *Breaking into Print*, we offer a free Writing Test. To get your FREE copy, complete and mail the coupon below today.

We'll include a brochure that introduces you to 32 nationally published instructors on our staff.

When you return your completed test, we'll evaluate it at no cost to you. If you qualify, you'll be eligible to enroll. But that's entirely your decision—there's no obligation.

Long Ridge Writers Group,
91 Long Ridge Road
West Redding, CT 06896-0802

Yes, please send me your FREE Writing Test and a brochure describing your combined fiction/nonfiction program.

I understand that if I pass, I may enroll—but I am under no obligation, and no salesperson will visit me.

Mr. Mrs. Ms. Miss

(PLEASE CIRCLE ONE)

T5873

PRINT NAME CLEARLY

STREET

APT.

CITY

STATE

ZIP

Breaking into Print is recommended for college credits by the Connecticut Board for State Academic Awards and approved by the Connecticut Commissioner of Higher Education.

Karen O'Connor, one of *Breaking into Print's* writer-instructors, has written hundreds of articles and more than 50 books, two of which are *Squeeze the Moment* (Regal Books, 2006) and *The Beauty of Aging* (Regal Books, 2006).



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There have always been four or five major players in this category and their opportunity is how to be a writer, which is even harder to put across, 'A' because it's harder to understand and 'B' the whole personal possibility, personal attainability that gets more and more difficult. There's a lot of people who would like to do it but a lot of people simply don't think they can. So what you find here is the use of the free writing test down in your hand corner of that ad. The free writing test, which then enables them to come back to you and say, "Good news. You passed the test. You have enormous latent talent. This is perfect for you."

So the proof, the explanation of the opportunity is helped by the test and the proof of personal attainability is in the test. How many of you, you guys have all seen the print ads or the TV commercials for the 'we will market your invention for you' guys? But it is absolute horse shit.

It works and the average sale's \$5000, \$8,000, \$10,000. And so if you want to play prospect, so you have to send in, so they send you stuff and then you send back in a little description. You fill out a form of what your proposed invention is. And if you want to play prospect go make up the dumbest dumb thing you can think of it. Just the stupidest thing you can think of because you will get the call telling you that their invention evaluation committee has decided yours is the most amazing thing they have ever heard of. And industry will be salivating all over itself competing to get the rights to your combination, portable urinal for women and Bose stereo system all in the same. They are going to tell you it's the most brilliant thing they've ever heard of. It's a version of this. It is proof by passing the test. So it's proof of personal attainability in an environment where belief and personal attainability is exceptionally low.

The other answer to this is analogy. So if you flip to your page is 187, 188 and so forth.

The power of Analogy.

Often, your Opportunity Concept is unfamiliar and may be difficult for the prospect to translate into something he understands and can appropriately value.

This is where analogy comes in. For example, one I have used in many different places is ownership of oil wells. With Tracy Tolleson's opportunity sold to mortgage brokers that got them real estate agents as providers of deals, I made each real estate agent owned an oil well. This slide is from the presentation for the Glazer-Kennedy IBA opportunity, comparing each Member owned by the IBA to an oil well.

If you examine opportunity marketing in search of use of analogy, you will find it used frequently.

*What is an
opportunity that lets
you develop 100, 200,
300 or more
of these oil wells
worth to you?*

*Your entire start-up cost is equal to
less than five of these oil wells.*

How many in here have eaten rattle snake? Some. Good. But most of you have not eaten rattle snake? Want to know what rattle snake tastes like? Taste like chicken. So how many of you have eaten friend vulture? Want to know what vulture taste like? Chicken. You want to know what the most objectionable food you could think of that you would never want to eat in a million years taste like when somebody is trying to get you to eat it. Chicken. Taste like chicken. Fried shit on a stick. I don't want to eat that. Oh you'll like it. It taste just like chicken. That's what everybody says, right? And by the way quite a bit of it does not taste like chicken at all. And furthermore my theory is if it tastes like chicken why the hell don't we eat chicken? There's a KFC on the corner. We sort of know where that came from. Right?

Well the reason people do that to when they are trying to get you to eat some weird damn thing you don't want to eat is because it's an analogy everybody accepts. It taste like chicken. Oh okay. And they eat it. So that's what you need to put across a difficult proposition that people do not understand or may not believe. You need a 'taste like chicken' analogy for it. You need to link it to something that they already understand, they already get and they at least don't find objectionable in the case of the food or better yet they like and would want to own. And so two examples I gave you is oil wells. I happen to use a lot as an analogy because really everybody thinks it'll be pretty damn cool to own an oil well. And they get it.

You got an oil well over here. You turn it on. It just keeps pumping. Sometimes I talk about the little gas wells. If you drive across Texas everybody's got one in their front yard because the company will put in there for you and they send you a check every month. And you turn it on once and it just keeps pumping and every month you get a check. Well that'd be cool to have and most people wouldn't object to having it in their front yard. Put a few bushes around it, nobody notices and in comes the checks. Everybody gets that. They think it'd be cool.

In the Marketing to the Affluent book ad I gave you in here the analogy is to a place. So the affluent as a market not so easy wrap your head around. A place easier to wrap your head around. So you always want, when you are presenting opportunity, particularly one that may be a little difficult for people to wrap their head around you want to taste like chicken.

If you noticed in the U.S. Gold show we several times referred to it as a portable store. So that's a taste like chicken. In the early days of get rich in internet several companies, including Guthy Renker. Made an enormous amount of money, direct mail mostly and seminars, people in the rooms selling internet store fronts in an internet mall. So you may remember I-Mall was the biggest player in this category. Guthy Renker

was in the business and there was several others. So the story, they literally sold pieces of paper for \$3,000 dollars.

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And so the story went like this: we've got this mall. *You all know what a mall is.* So we got a mall on the Internet. It's just like the mall in your area except a ton more people come to it and it doesn't have any walls but it's a mall. And in that mall you can have a store except you don't have to have a physical store. You have to have a bunch of inventory. You don't have to have a bunch of employees but you can have a store. Now there's only going to be so many stores in the mall in every category of product. Just like there is in a real mall. There's only so many shoes stores, so many jewelry stores, etc.

So you've got to get your space. So even if you're not ready to build out your space yet you can secure your space. So you buy this piece of paper for \$2,000, \$3,000, \$5,000 and you now own your virtual store, but that word wasn't used, you now own your store in the internet mall in a particular category and whenever you're ready to build it out you can build it out. So you may not just want one, you may want two or three or four and in fact you may even be able to flip the piece of paper just like a condo and buy it for three and sell it for five six months from now when everybody wants in the mall and not everybody who wants to sell bags can come in there because you are one of the only four people who have store where bags can be sold. So that is a pitch. And people would buy six of them and they'd get an envelope and they spend \$18,000.

I hated the whole thing by the way and very quickly had nothing to do it. But that's neither here or there. The point is the taste like chicken thing. So this is being sold long before everybody was very internet conversant. They didn't really understand it yet. But everybody knows what a mall is and everybody knows what a store is and so taste like chicken works. Now obviously the story's utter nonsense because 'A' you can have as many stores in it as you want, which quickly happened. And 'B' it doesn't make any difference unless somebody comes to the damn mall and in real life they all go to the mall because Penney's, the movie studios and the food cart is there and none of that's happening. So the story is ridiculous but it worked like gangbusters because of the 'taste like chicken' analogy. And so you want 'taste like chicken' built into your story.

So 10 on our elements list is *reselling the original dream*. So think about your business owner who we described this morning who you are showing up with I hope not repair. I hope when we're done here even not improvement, opportunity but whatever you're showing up with think about that business owner that we described this morning who is beat up and fatigued and discouraged. All that stuff we talked about this morning.

And we want to get them to set that aside and be able to be excited about something. Well there are exciting reasons why he got into whatever it is he's in in the first place in the majority of cases. Now some people are there for really bad reasons because Dad's business and so they're there for that reason. They are there because they found themselves incapable of doing anything else. They are there, like Earl used to talk about, in the Strangest Secret is you're working at the place you're working because, of course, again it's dated but you got out the service and your buddy who got out six months before you are working at this place and he said, "Come on down here and work." And that's how you wound up there. But most people got into the business they're in for motivational reasons that were important to them because they wanted to do the thing because they felt a passion or a mission for it because it had made a difference to them.

So there's a lot of people in the life insurance business, for example, who are in the life insurance business because Dad dropped dead and didn't have any insurance. That's a real story. It's motivated them to sell life insurance. So they had, when they started they had a dream, a mental picture of what this was going to be like, right, and a passion for what it was going to be like. Most people went to chiropractic college, not because they couldn't cut medical school but for one reason or another. 'A' they had this picture of what it was going to be like to have their own practice and heal people with their hands and they don't believe in prescription drugs and yadda, yadda, yadda.

There's a whole motivational picture of why they got in business in the first place and, of course, the longer they'd been in business the further distanced from it they are. But it's what drove their behavior from the very beginning. So no matter how discouraged they may be if we can get them back there that's where we can start because that worked once. It's dormant now but it's laying there. Even if they're not discouraged. When I do a consulting day for the time with a client it's always part of my early part of the day is I want the background story beginning with how the hell did you get here and why? Why are you in the business you're in and how did you get into the business they're in.

When you get them to tell that story, they perk up because they begin to re-experience the excitement they had for something that now they may not be very excited about anymore. So you want to go all the way back to, and sometimes it's not that far back, but you want to go back and link yourself to the original dream.

So the example I showed you here, it's a good one, it's from guys who were in my Platinum groups for a number of years, the Harrison's. So the postcard looks like this. Postcard that's on your page 193. So the thing to

know about their customers is they're mostly discouraged. So they fall into three categories.

NOTES

A special invitation to every author who's written a book and dreamed of seeing it become a bestseller...

"How To Make Your Book An Almost Instant Bestseller And Sell More Copies In 48 Hours Than Most Authors Sell All Year...Even If You're A Book Marketing Novice"

You're invited on Thursday, August 14th to hear all about the "Bestseller Blueprint" and how you can apply it to your own book in a special, limited-seating, FREE telephone seminar

After Applying this Bestseller Blueprint...

...Peggy McColl's book hit the Amazon.com, Barnes & Noble and New York Times Bestseller Lists...

...Gary Renard sold over 10,900 books on Amazon.com...

...George McKenzie's book hit #2 on Amazon the first day...

...Kristie Tamsevicus sold 25,000 books to ONE company and got national bookstore distribution after becoming an Amazon bestseller...

...Gary Rebstock hit #1 on Amazon and landed a gorgeous deal with Random House...

The Good News – it requires no marketing expertise, no marketing budget, and no technical expertise. It works for any book regardless of subject, whether brand-new, out-for-years, POD or self-published.

Hello authors and publishers... I'm Steve Harrison, publisher of *Radio-TV Interview Report (RTIR)* and the *Million Dollar Author Club*.

On Thursday, August 14th you're invited to a special FREE telephone seminar I'm offering with Peggy McColl and Randy Gilbert about their *Bestseller Blueprint*. Since you're on my mailing list, I've arranged for you to get in on the call for FREE at your choice of two times, either 2 pm Eastern (11 am Pacific) or 7 pm Eastern (4 pm Pacific).

On the call, Randy and Peggy are going to reveal their 5-step process for rocketing books to Bestseller status. Their track record in this is mind-boggling. It requires no travel, almost zero cost, absolutely no technical expertise and can be done from anywhere in the world.

When Randy applied this method to his very first book, he was able to hit #5 on the Amazon Bestseller List! Peggy generated \$35,618.25 within 48 hours the very first time she used this strategy and her most recent book hit the Amazon, Barnes & Noble and New York Times Bestseller lists.

Since then, dozens of authors with no previous experience promoting their own books have used the same exact steps to rocket their books to bestseller status. Even famous authors like Jack Canfield and Debbie Ford sought their advice!

The free "teleseminar" will last about 90 minutes and we'll cover a lot of ground. Here's just a little preview of what you'll discover on this call:

- How being a bestseller could help you attract media interviews, speaking gigs, foreign rights deals or a major publishing deal.
- The five specific steps to making your book an almost instant bestseller.
- The most common pitfalls you must avoid if you ever hope to hit the bestseller list!
- How to get people to promote your book for you!
- How they used the Blueprint to make numerous books bestsellers and how one author used their formula to sell 6,828 ebooks for \$27 each without spending a dime on advertising. (Yes, that's \$184,256.00 in sales!)

Never been on a "teleseminar" before? It's easy... simply register and you'll get an email back with a phone number to call which will connect you to the call and let you hear the speakers. Your only cost is your normal long distance charges (same as when you're calling your Uncle Charlie in Minneapolis).

To register for the FREE teleseminar on Thursday, August 14th, go to www.BestSellerTeleseminar.com or call 484-477-4220 ext. 784 (24 hour voice mail).

They have a book, which they self-published. They paid to have published. They have them stacked up in their garage. Their spouse is not real happy about the 5,000 books stacked up in the garage on pallets so that one of the two cars has to be parked outside even in the winter. And they thought when they did the book that the book would be magic dust. And it would make them rich and famous. Or they have been published by a real publisher and their book was D.O.A. It lasted in the marketplace for roughly the blink of an eye and a gnat's fart and that was it and the publisher didn't do anything to promote it. And the publisher didn't advertise it and now they don't have 5,000 books. Maybe they only got 500. Somewhere there's 5,000 and nothing happened. Or three, they've been rejected, rejected and they haven't got off the dime. Those are three customers. But they're all disillusioned and disappointed that they didn't get the dream. What was the dream? The dream was going to be on Oprah and I'm going to be famous and I'm going to be rich. The order of those three things as they would say it to you might change but those are the three things.

The bad news is there's only 300, however many Oprah shows. Well it's over with at the end of this year but however many Oprah shows there are in a year and some of them don't have authors. You start to figure out how many slots there are, there aren't a lot of slots to be on Oprah under the best of circumstances if you're an author. But that's, believe me that's what's in their head.

So that's who they're selling to. And if you study this postcard, which you should, there's one other little aside I'll point out on it but they go right back to the original dream. So they are right back to how to have a bestselling book, how to make your book an almost instant best seller. Where's my, works for any book. Sell more copies in 48 hours most sell in a year.

The people that are going to be on a call have a best seller. Of course, they use Canfield because everybody uses Chicken Soup for the Soul, they trot that out. So they go right back to the original dream. The Publicity Summit, which they sell up until the last time because they couldn't get her, there's always an Oprah, ex-Oprah producer there. Why? Because everybody's dream is they want to be on Oprah.

A little aside I'll point out is the copy on this never been on a teleseminar before. Here's how a teleseminar works. It's really smart copy. It happens to be one of those categories where we think everybody knows what that is and it turns out everybody doesn't. It's very smart copy. So they've gone right back to the original dream.

If you go and analyze a lot of your copy you're going to find that you are not in any way at any place going back to what their dream was in the first place for the thing that they're doing that you are now offering to improve. So there's a picture that they had in their head of what this was going to be like owning a restaurant, being a chiropractor, being a dentist, being a mortgage broker, whatever niche they're in. There's a picture they had of what this was going to be like, what it was going to feel like, how people were going to treat them. It's not just about the money and that thing is pretty much shelved but if we can get them to get it back off the shelf and link our thing to it we can excite them like they were when they were virgins, when they were just getting in the game.

Next one: 11 on our list. 195 and 196. Pretty much always helpful, if not essential to have an enemy to sell against as well as a positive to sell. If not essential it's helpful.

Selling Against THE Enemy **Selling Against THEIR Enemy**

Who can I demonize, vilify, demean, discredit, attack?...that my ideal prospects will cheer me when I do, because they have quietly been developing their own suspicions about that target? – this is a very useful question to contemplate, as means of arriving as The Man On The White Horse.

The pages here come from one of the most successful sales letters of the many I aimed at the National Speakers Association membership. It essentially sells “replacement opportunity” – in this case “information marketing” replacing speaking. And it dares to make NSA itself, the fraternity/association they are all part of, as the enemy.

The Man on the White Horse isn't welcomed unless the people are subject to dark and evil forces. Robin Hood nothing but a petty thief were it not for King Richard's brutal treatment of his citizens, particularly the poor. Batman a feared, weird vigilante were it not for Gotham City over-run with crime, corruption and super-crooks. The Man on the White Horse peddling opportunity needs the same conditions – he must be arriving as savior, not mere peddler.

ON THE ESSENTIAL ROLE OF THE VILLAIN

“Mass movements can rise and spread without belief in a God, but never without belief in a devil. When Hitler was asked whether he thought the Jew must be destroyed, he answered: ‘No. We should then have to invent him. It is essential to have a tangible enemy, not merely an abstract one.’ “

Eric Hoffer in *The True Believer*

So the example I gave you here starting on 197 happens to be one of the most successful sales letters I ever wrote in selling things to professional speakers, to my colleagues within the National Speaker's Association.

good condition and not photocopied**, and you will receive a **300% REFUND** – no questions asked, no hassles, no delays.

Has Kennedy Finally Lost His Mind?

A few close confidantes have suggested that offering this outrageous of a guarantee means I have finally, completely lost my mind. They speculate that I will be taken advantage of. I do NOT share their concern. I know no one with even a Clinton-type conscience will dare demand a refund after seeing what they have been provided. But I stand by it. I have the money. Your refund won't alter my lifestyle one bit. I suppose there will be a few pitiful cheapskates and a few pathetically jealous egomaniacs who will buy the book with the intent of returning it without even reading a word, just to take money out of my pocket. I can live with that – if the trade-off is helping a sincerely ambitious speaker who is skeptical get over that hump, get this information and have his eyes opened wide to new and different realities.

I am leaving speaking myself, by the way, so I have no remaining concerns whatsoever about sharing everything in this book. (A bit more about this later.)

Gurus Galore – Will Any Dare Match My Guarantee?

By the way, I dare ANYONE else offering business how-to information specific to the speaking business to speakers to match or top this guarantee. Anyone who does during 2003 will receive a \$1,000.00 check from me or have \$2,000.00 donated for them to the Nido Qubein Scholarship Fund.

This Book May "Save Your Speaking Life" In The Post 9-11 World

More than one speaker has said that, were it not for finally paying attention to my advice, they would have been out of the business altogether.

Since 9-11, the herd of speakers has thinned as if hit by bubonic plague. A number of very well-known "NSA names" have still been busy --- but mostly busy refinancing their homes !!! Frantically juggling credit cards just to get by. They were living one gig away from trouble, like some convenience store clerk one paycheck away from being homeless. How can this be? Because they foolishly insisted and insist that speaking itself is a business. Because they failed to see 'speaking' for what it is, and failed to use it as a tool for creating a real business with multiple income sources, with end-user customers, and with stable, continuing and renewable income not dependent on the next gig. However, regardless of where you are at this moment, you can "re-tool" your approach to the speaking business, become a successful information entrepreneur, and quickly create – and stabilize – a very good income – with the advice, business models and information in my book. But you'd better not try to wait it out and just hope things will get better. The old business models (still the party line at NSA) are as antiquated as grandma's wringer washing machine.

There's Never Been A Tougher, More Challenging Time To Attempt Earning Your Living As A Speaker

9-11 taught American business some important lessons that won't soon be forgotten. Like: have fewer meetings. Send fewer people to conventions, conferences and trade shows less

And the villain in the piece is the National Speaker's Association. This is not necessarily going to get you invited to the front table at the awards ceremony. But it is the equivalent of with sales people the enemy is the suits at the corporate office. If they're in the big sales organization that's who everyday they hate. On a moron suits at the corporate office who don't understand what we're going through out here in the field and are getting paid to show up and go to lunch and that's it. And all they're doing is sucking out of us and we're doing all the work. That's villain.

And so even when I spoke for corporate groups because generally speaking my theory was I wasn't getting invited back anywhere so why not be as effective as you possibly could. I generally made the villain the employer, the corporation they were working for and the morons at the home office who don't know what's going on.

If you go in a sales book you're going to find a chapter in the No B.S. Sales book of dumb stuff sales managers to their sales people. The reason that chapter's in there is because sales people really like it. That's when I get request hey can I copy this more than any other chapter in any of the books because we're now railing against the same moron villain that exists in their life.

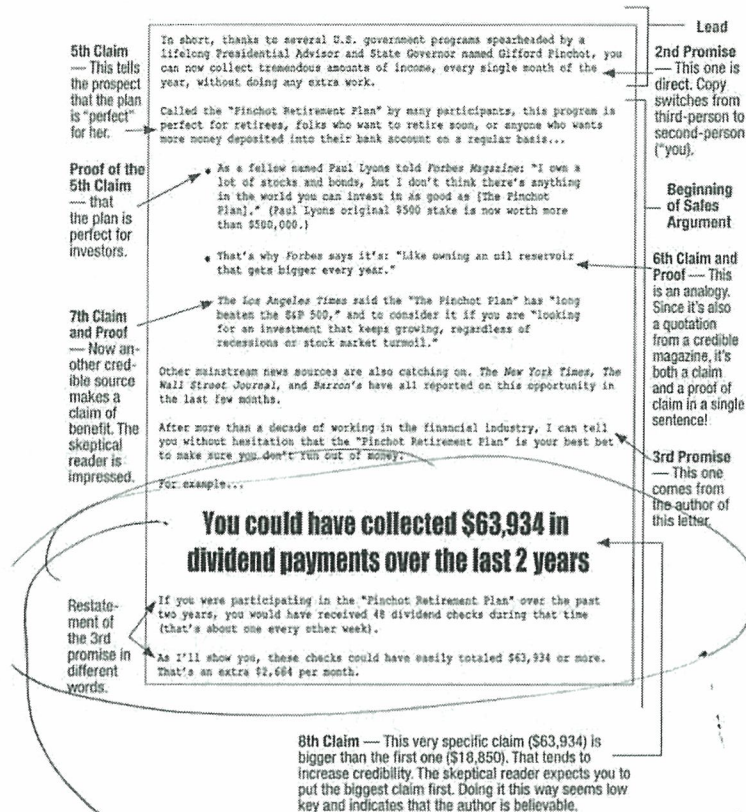
So it's a really good example of a pick a villain, make a villain nearly the subject of the sales letter and be able to sell against somebody which now moves you, if you think of it in physical terms, it moves you from the other side of the desk over to the same side of the desk as the person who is your buyer. You now have shared understanding of whoever is the ugly in their world.

Number 12, pretty cool. So 12 is **urgency drawn from what they've already lost**. One a lot of info marketers miss. So typically what do we base urgency on? We base urgency on some version of supply and demand. That's what we try, for the most part is there's only a limited number of these things or we're going to turn it off at a certain point and you won't be able to get it anymore or the price is going to up if you don't get it by 'X'. So we're all dealing with what's going to happen.

In opportunity language we deal with, again, the timing is perfect. Boy what a great time to get in this thing. What a great time to add a laser machine to your practice. What a great time to do this because all these trends are happening, which is all what's going to happen. All the gain that's going to come from future. And if you don't act what you're not going to get starting tomorrow. We sometimes miss talking about what they already lost by not already having acted. And that can be more painful and motivating than the game or what they're going to lose by not acting.

One of the best examples, which I gave you is from a Michael Masterson book. It's a great piece and start over on 205. So this is selling some kind of financial newsletter, book, manual, I don't even pay attention to what it was selling. Doesn't make any difference. But they have got it. So this is a pitch for some sort of magic retirement financial nonsense, some method of moving money around that miraculously creates incredible pensions out of thin air. That's what it is.

And if you look at 205 here's where it starts with you could have collected \$69,934 in dividend payments over the last two years.

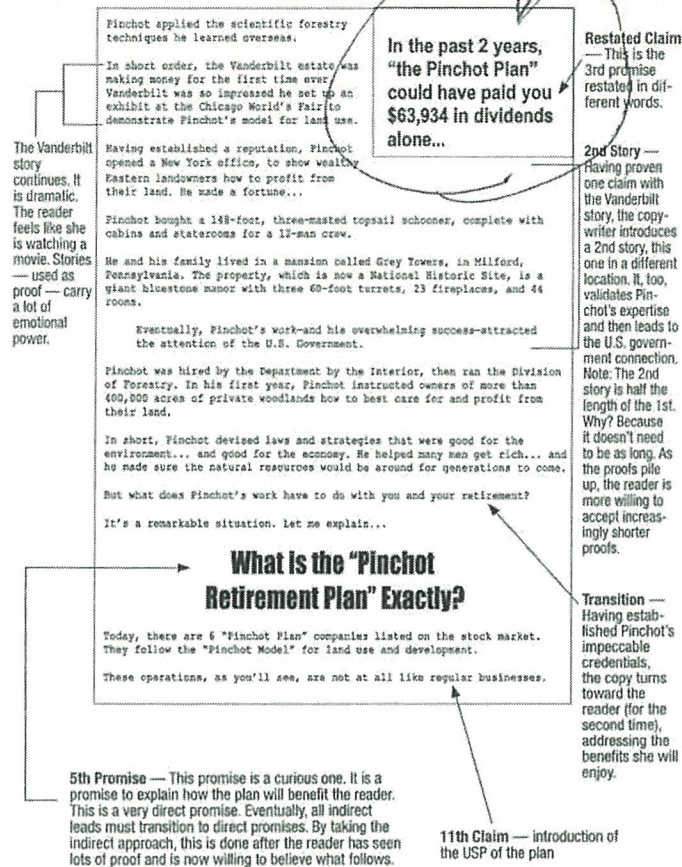


WHAT HAS BEEN LOST —
AND CONTINUES
TO BE MISSED OUT OF

So this language starts not with what you are going to collect what you could collect. It starts with what you could have collected if you had known about this and had acted on it. So it actually is rubbing their nose in money they should've had that they don't have and it continues throughout the piece.

So if you look at 206 keep in mind the date you receive your and it shows checks you'll receive in the next 12 months but it talks about the money you missed. 207, in the past two years this could've put 'X' amount of money in dividends in your pocket alone.

NOTES



9th Claim — This is a small claim (compounding interest), but it adds to the build-up.

And what's remarkable about this plan is that at the same time, your assets grow every single day of the year—that's on top of your dividend payments!

I've put together a chart (to the right), which shows the "Pinchot Retirement Plan" payment schedule over the next 12 months.

But before I give you the details on how to get started, I'd like to show you exactly how this Plan works, so you can decide if it's something you want to consider.

Here's the full story...

The Man Who "Saved Retirement" for Americans

The "Pinchot Retirement Plan" is named after a long-time U.S. government employee (and former governor of Pennsylvania), named Gifford Pinchot.

If you've never heard of Pinchot, you're not alone.

He was an expert in the obscure but very lucrative profession of land management.

Mostly self-taught from a very young age—then schooled in France and Switzerland by geological and forestry scientists—Pinchot got his first big break when he was hired to manage George Vanderbilt's 7,000-acre Biltmore estate in North Carolina.

When Pinchot took over the property, it was a mess. Fires, clear-cutting, construction, and erosion had taken their toll. But Pinchot knew the rich natural resources (which included lumber, coal, and water) could provide profits indefinitely... if they were properly cared for.

Proof — This brief outline of Pinchot's career seems to prove out the claim that he was an expert in land management. Note the use of a famous historic person to substantiate the proof.

4th (Indirect) Promise — There is an implied promise here, but it is a big one: The Pinchot Plan will "save" the prospect from a disastrous retirement.

10th Claim — This establishes the credibility of the man who invented the plan.

Checks you'll receive in the next 12 months — **Proof**

By taking advantage of the Pinchot Retirement Plan, you should receive as many as 24 checks in the next year—about one every other week.

It's impossible to determine exactly when your checks will be delivered, but here's our estimated schedule for the next 12 months:

- Sept. 7th, 2007
- Sept. 9th, 2007
- Oct. 15th, 2007
- Nov. 13th, 2007
- Nov. 24th, 2007
- Nov. 29th, 2007
- Dec. 4th, 2007
- Dec. 8th, 2007
- Jan. 15th, 2008
- Feb. 11th, 2008
- Feb. 27th, 2008
- March 5th, 2008
- March 8th, 2008
- March 15th, 2008
- April 15th, 2008
- May 12th, 2008
- May 25th, 2008
- May 26th, 2008
- May 30th, 2008
- June 5th, 2008
- July 15th, 2008
- Aug. 11th, 2008
- Aug. 28th, 2008
- Aug. 30th, 2008

Keep in mind, the date you receive your first check depends on how soon you get started. In the last two years, these checks could have easily paid you an extra \$63,934

Transition — This is paving the way to the proof contained in the sidebar. Putting some of your proof in sidebars is a great way to maintain the pace of the copy.

Qualifying Statement — See how the copywriter discloses the fact that these proofs are retroactively computed.

Proof — Presented in this way, the proof of monthly payments is very compelling.

More Proof — This time, the proof is anecdotal, an account of what he did. In effect, a story.

And the whole piece does that all the way through. I've only reprinted a few of its pages here. So if you think about urgency and think about opportunity what are we trying to do? Well we're trying to get them obviously, at some point we're trying to get them to act now. We're trying to make a decision right now from this mail piece today on this website, at this webinar, at this teleseminar and there's all sorts of reasons not to do that. The timing is their last line of defense, personal timing is their last, last, last line of defense.

So we're trying to overcome both of those things, timing and personal timing. So one of the ways we can overcome it that we don't use a lot is what they've already lost and what they're losing preferably by the hour, by the minute, by the day, by the week. The other thing to keep in mind about that is people have a precedent in their head for having missed out on opportunity. Almost everybody has at least one such story of having missed out on opportunity. Somebody invited them to buy stock in whatever when it was \$0.10 cents a share and they didn't do it and now it's, they would've been a millionaire if they had bought it. Somebody invited them to go in with them on a real estate deal and they didn't. Everybody has that, if not personally they got it in their family. And there are great missed opportunity stories you can find to tell as well.

So Art Linkletter has a story about Disney. It's in the Disney books. There's a McDonald's story about Ray Kroc offering somebody half the deal for, I think, \$5,000 and the guy laughed at him. These stories are prolific. Linkletter was offered all the photo rights to Disneyland for some dinky amount of money and he told Walt he was out of his gourd. And obviously Kodak, God knows how much they banked out of the whole thing. So these stories are all around.

So people have a frame of reference for this. They know that by not acting on opportunity, especially ground floor opportunity much has been lost and when you quantify it's even better.

13 on our list is membership. So you will find in most opportunity presentations, and the samples I gave you here all have it, you will find membership hooked into it as well. Why? Well because we're trying to have people draw confidence they don't have. So they get that from the person. They also get it from being part of an organization and association and institution and entity.

Furthermore, this is big, membership allows us to give them, I should tell you about these pages, membership allows us to give them value from opportunity without achievement or result. Membership allows us to give them value from opportunity without achievement or result. So when somebody gives you money, so it's like if you, now I've gotten very lazy

about this, but if you sell from the front of the room to a group you will always sell more when you got the stuff at the back of the room for them to walk out the door with than if you're going to ship it to them later. Again I've gotten very lazy so I'm a poor example in recent years because I don't care, which really I shouldn't be out there doing it at all because I don't care.

But that's neither here nor there. And if you're not going to have all the stuff there you want to at least have something. So when they walk out the door they got something because otherwise they're giving you money for nothing and nobody likes that. So what's the value of any kind of opportunity? It's delayed. There's no value, improvement, repair or opportunity. There's no real value until they go use the stuff and get a result, right? Two problems with that – delay and the fact that most of them are never going to use anything and get any result.

So we want to find ways to give them value by their perception. So it doesn't matter if it's real or not. But by their perception value that does not require activity or result. So there's a link thing, status, which we'll come to. So the Brainerd Mellinger story. So I want to tell you the Brainerd story and then we're probably, unfortunately, going to be out of time.

So Brainerd for many years he's in the opportunity magazines. He's dead now. His thing was called the International Trader's Association. And the pitch really was, it really was a course on import and export plus access to a bunch of wholesale sources for product. George are you up there on the platform? Yeah. Did you ever meet old man Mellinger? No. See you would like Brainerd. Just funny, funny. Weird as you are in his own way.

So International Trader's basically sold a home study course that they didn't call it that and access to a bunch of wholesale merchandise that you could then sell. If you didn't want to use the home study course and actually do import and export they brought it in for you and you could get it. And I don't remember price points anymore. It's irrelevant.

But so here's what Brainerd tells me. He says, "You want to hear about a breakthrough in our business? You want to hear about a real game changer, something to really change this thing? I said, "Sure go ahead. I'd love to hear about it." He said, "So we got this big refund rate, right? We ship these courses and everybody now realizes they got to do a bunch of work and there's 12 manuals and so shit comes back as fast as we ship it out the door. It's no good." He said, "So we're trying to figure this out. We're trying to figure this out and we're trying to figure this out and we can't figure it out." He said, "We're making money but still." So he says, "One day I get this idea, really what do they want? What is this really all about?" He said, "Really they want to be in the import/export business but

it's not so much about being in the business it's about thinking in their business and being able to say they're in the business because really what they want to do is be more important to the people around them."

So he said, "What does everybody do when they get in a real business?" Bingo. I didn't answer it right away but you did. Brainerd says, "What does everybody do when they get in a real business?" Acknowledging of course that his was not a real business. I said, "I don't know." He says, "They all run out and get business cards, that's what they do. First thing they do is get business cards." He said, "So here's what we do now. As soon as we get the order we print them up 500 business cards, International Trader's Association, import/export consultant with their name and their address and their phone number on it and we ship them the business cards even before we ship them the course. We send the course like two days after we shipped the business cards." He said, "Guess what's happened to our refund rate? Dropped like a rock."

He said, "So really now we're in the business card business. That's the business we're in. We're in the business card business." He said, "The other stuff is superfluous." Now there's magic in what he did. He really recognized that people want to be a part of something. Why do they want to be a part of something because it links to whatever on your list, number 15? They want elevation of status.

So let's skip over to 15. So let's go to page 232. So here's an ad, this is on the cover of your manual too.

STATUS

the real reason men buy opportunity.

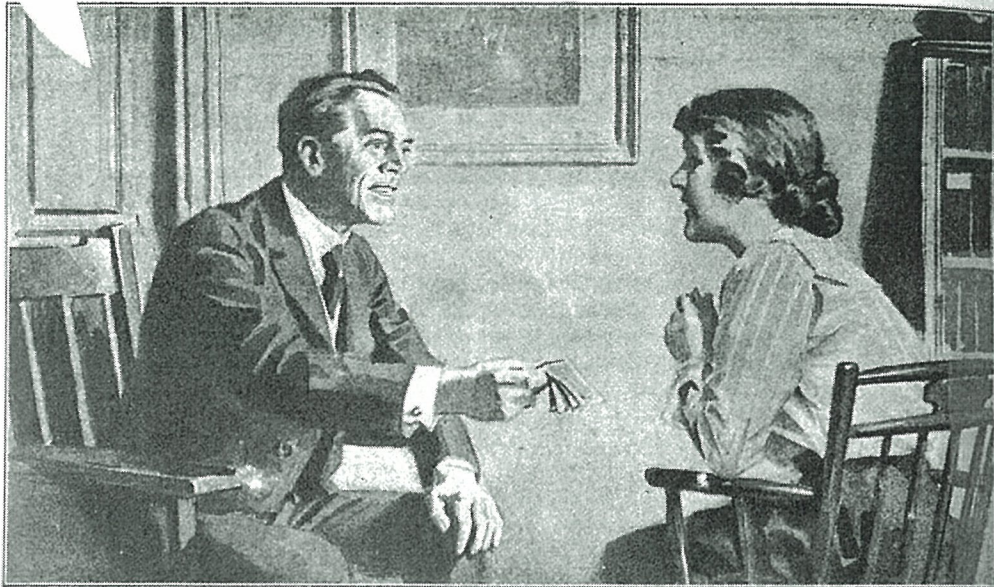
Pretty much same reason they climb trees when they're 8. To impress girls.

Broader perspective: people are driven forward by the same Chief Emotional Force that also holds them back: *what other people think of them.*

Hardly anybody stays focused on their own, personal goals. Instead, everybody concerns themselves with comparisons with others, with comparative rankings, with their place in the world and in their peer groups. Trying to get “gold stars” from spouse, dead father, some entity that draws power from dispensing recognition. “Keeping up with” the neighbor down the street – better, one-upping him.

This FACT is extremely important when selling opportunity – and is often neglected in favor of talking about one's personal goals and desires. Yes, that guy over there wants a yacht – but *why* does he want a yacht? He may or may not know, but it is a near-certainty he is *being made to want a yacht* for reasons that have nothing to do with enjoying sunny days sailing about the lake. You can sell your opportunity as a means of affording the yacht, or you can tie your opportunity to the same forces that make him want the yacht – which do you think more powerful?

So 233 has an ad from International Correspondence Schools, which was a client of mine for a number of years but this goes all the way back to 1919. I don't go back that far.



“Here’s an Extra \$50, Grace —I’m making real money now!”

“Yes, I’ve been keeping it a secret until pay day came. I’ve been promoted with an increase of \$50 a month. And the first extra money is yours. Just a little reward for urging me to study at home. The boss says my spare time training has made me a valuable man to the firm and there’s more money coming soon. We’re starting up easy street, Grace, thanks to you and the I. C. S.!”

The appeals of extra money, ecstatic female admiration, and a lordly gesture set thousands to filling out the coupon. This correspondence-school ad first appeared in 1919.

then

now

So here's an ad from International Correspondence Schools from 1919, right? And the guy is handing Grace some spending money and boy here's an extra \$50 bucks. I'm making real money now.

You flip it over to 234. This ad's from the 1990s all the way into the early 2000.

**"With no risk, no investment...
I made \$56,000
my first 5 months
in my own Pace
Business"**



A true story by a successful, NEW Pace Distributor

"I was lucky if I made even half that working a full year at my job."

"I was a sub-contractor doing construction work, you know—homes, apartments, remodeling, even mobile homes. I made what I thought was a decent income, but my money just didn't go far enough—especially after all the bills."

"One day, I was reading a magazine and a Pace Products ad caught my eye. I found the coupon and in a few days they sent me a packet of information. The program looked like a good one. But what I liked best was that I could start part-time and still

keep my other job while I tested the waters to see how I could do as a Pace distributor.

"And now look how my life has changed! The money I make is fantastic. I'm my own boss. I used to rent, but now I own my own home and I'm planning to buy a boat for my family. For the first time in my life I have a future."

"What I really like most is there is absolutely no risk. With a lot of companies you end up investing your own money. But not Pace. It doesn't cost a penny to get started."

"And Pace gives you big commissions up front, paid in advance, weekly. Without fail!"

A Proven Success!

"What is Pace? It costs a fortune for schools, hospitals, plants and other commercial buildings to have roof contractors repair or re-do their roofs. Pace saves them that fortune, by-passing the contractor. The building owner uses Pace Seamless Spray to apply Pace Roof Renewal Sealant right over the old roof. The cost is so low, the proven results so satisfactory, that there is little, if any sales resistance.

"Pace ships the Seamless Spray application equipment on Free Loan. The customer pays only for the roofing products from Pace. His own men can apply it. Or if you want, you can handle the application yourself. That's what I have been doing... so I make even more money! And the clincher—I get my big commissions paid up front."

"Today my family and I are enjoying a life we never thought possible before—all thanks to my answering that ad."

Easy to get started!

You too can enjoy success with Pace and the best part is you don't have to invest a penny. Or have any special background or experience.

Pace is a proven winner. That's why its products have been used by hundreds of well-known companies all over the world.

Be Your Own Boss!

Wouldn't you like being your own boss and running a successful business, never taking orders again from somebody else? Imagine setting your own hours, taking time off whenever you feel like it.

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Everything you need for this once-in-a-lifetime opportunity will be mailed to your home. Simply send in the coupon below. There's no obligation. No salesman will call.

Our field-tested sales kit gives you all the know-how you need. There's no investment required.

Get all the facts and decide for yourself.

MAIL TODAY!

Pace Products, Inc. Dept. SB-196
Quality Plaza, 11775 W. 112th St.
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☐ WITHOUT OBLIGATION send free materials that tell how I can have my own Pace business. No salesman will call.

PLEASE PRINT

Name _____
Address _____
City _____ State _____ Zip _____

EARLY RETIREMENT?
Thinking of retiring? Being pushed into early retirement? Many have made Pace their Second Career (often resulting in greater success than they ever enjoyed before!)

Notice it's the same damn ad. It's 56,000. She's looking at her checkbook instead of being handed cash same ad. Same appeal. 235 is from 2005. You can't really see the photograph,

doesn't make any difference. You can read. For Tracy. For Tracy I was finally able to purchase the kind of [inaudible 25:05] that she deserves.

You flip over to 236, also from 2005, again you can't really see the picture at top but they're on a tennis court and she's kissing him. And 237 here this is from 2010.

she says. "But, when I found out I could sell something at my own pace and get paid what I'm worth, it was like Heaven." However, a year into what she hoped would be a lucrative career, TPN merged with Pre-Paid Legal, a development that posed unique challenges for Canadian distributors.

It took Pre-Paid Legal nearly nine months to solidify its business model in Canada, leaving Kim and other Associates in the region without a product to sell. But Kim never lost faith, and continued to build her downline. "All I had was my belief in the company," she says. Kim's persistence was rewarded. When Pre-Paid Legal officially opened its doors in Canada, 1,000 people showed up at her opportunity meeting and she instantly cashed a check for \$7,000. "Everyone bought into the dream," she says.

Kim's efforts were making waves back in the States and taking notice were Mike and Steve, who were part of Kim's upline. They, too, were part of the merger and were at first dubious of

and spent months traveling with them helping to grow the business. Times were tight.

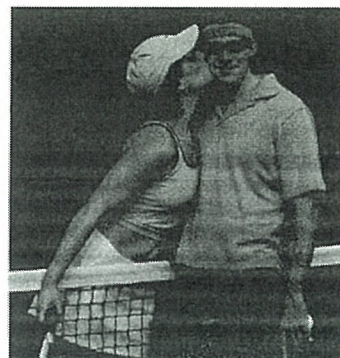
Once Kim officially joined the Melia brothers, marrying Steve in October 2001, the business began taking off. Having met with Jeff Olson, then the CEO of TPN, now a member of the corporate marketing team at Pre-Paid Legal, Mike and Steve improved their approach to the business. "It's important to remember in this business that you are the messenger," Mike explains. "The third party tools are the message." The brothers began a policy of exposing three people a day to the message, passing out opportunity CDs and DVDs. "If you and a group of 30 Associates were to expose three people a day, that would create 90 exposures a day; 450 exposures a week; 1,800 every month and eventually, 21,600 exposures in a year!" Kim's downline solidified their business and in March 2002, the trio was inducted as charter members of Pre-Paid Legal's Millionaire Club.

Fun in the Sun

Finally, success under their belt, it was time to celebrate. The Melias are known throughout the organization for their extravagant parties, often thrown at Steve and Kim's home in San Diego, where tiki torches blaze, Hawaiian shirts are donned and fun is the first order of business. "The money is great," Mike says. "But the friendships are the hidden gold." Mike now schedules training events around Yankee games, with Steve and Kim often joining him. Mike calls Orlando home, but travels extensively, often visiting his parents and four children spread throughout the country. "I used to see our mother maybe once a year," Mike says. "I've seen her five times in the past three months." Most of his travels, however, are to hook up with Steve and Kim, who live within miles of Moonlight Beach, California, and spend their free time playing tennis and traveling whenever they want. "We have friends all across the country," Steve says. They took a two-week honeymoon in Jamaica and have been on several cruises. They travel back to Canada often to visit Kim's parents. "It's nice to have the freedom to travel when you want and not have to worry about getting back in time for work," Mike says.



the new company. "I remember thinking, 'This doesn't look good—lawyers?'" Mike recalls. "Now, we love lawyers!" Steve and Kim met at a convention in Dallas, Texas, shortly after the merger and began dating. She joined the Melias



Giving Something Back

Not that it's always fun and games for the Melias. Mike was once worried about being able to send his children to college—not any more. "Jessica graduated from Wesleyan recently and my other daughter, Daniele, is pursuing her dream of making films at New York University Film School," he says. "Before Pre-Paid, I don't know how I would have been able to afford that." And together, the threesome founded the Melia Foundation, created after a close friend, David Stecki, developed pancreatic cancer. Wanting to help with his mounting medical bills, the Melias raised \$40,000 for David's wife. Now their goal with the foundation is to raise over \$1 million to be given to friends and family in need.

And the business has united two brothers who never had a chance to know each other. "Steve was born the day after I graduated from high school," Mike says. "We never lived in the same house growing up. Pre-Paid Legal has brought us closer together." That close bond was immortalized forever when Steve and Kim bought a Jaguar. The license plates read, "GEO2JAG."

Together, the Melias have built a lifestyle celebrating all that life has to offer. They often take trips with other Associates, helping to spread their joy for life across the country. "People want to enjoy themselves. They're tired of the constraints of corporate America," Steve says. "I think that's what appeals to them about this industry." **SEI**

Earnings representations are examples and not typical. Individual earnings potential depends on a variety of factors including effort and ability.



START YOUR OWN BUSINESS YOUR OWN ON-LINE STORE

FEATURES

1. An e-commerce enabled website (shopping cart and web design included).
2. Access to the Control Panel, you will be able to change your store information, upload products, manage your sales and your clients...
3. A secure server domain folder (https://) to keep your store and clients secure.
4. A guaranteed Merchant Account, this gives you the ability to process your sales on-line.

ADVANTAGES

1. An on-line store is a worldwide showroom.
2. It's easier to reach your potential clients.
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4. A sales agent that works for you 24/7 365 days a year.
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She's looking over her shoulder at the laptop adoringly because he's got his own business website and he's making money. So you go back to status. So the real reason why and this is gender specific Ally. So I don't have an answer for you but the real reason why men buy opportunity is to get laid. That's why men buy opportunity, same reason they take out the trash. And by the way the empirical evidence that it does not work does not discourage them in the least.

So the real, so here's the bigger thing to get about this. Often they're not buying the thing for the practical reason that we think they are buying it. Often they are not buying it for their personal goals. In fact, hardly anybody ever sticks to their own personal goals. They're buying it essentially to try and fulfill the expectations of other people and elevate their status in the eyes of others. Very few people you're selling to are what would we, self-actualized. Got a therapist in the room so I've got to try and get this right.

So very few people are self-actualized. So what other people think of them is the number one force in their lives, for good and bad. So what they are doing is trying to, in all they're buying they're trying to elevate their status in the eyes of others. That's what they're doing. So at a very simplistic level Brainerd Mellinger was delivering elevation of status that until he added the business cards didn't exist because I get the home study course with my manuals on it on how to be in the import/export business and I get a catalog of a bunch of stuff I can buy at wholesale, so what? I'm a tree falling in the forest with nobody there to hear it.

The business card changes everything because really he's in the business card business. So status is a very powerful element in any opportunity pitch. Just as I said earlier, people try not to do things that lower their self-esteem. They're motivated to do things that raise their self-esteem. So all the way back to membership now. If membership raises their status in the eyes of others, membership's a very good thing. If membership stays private and personal and in a drawer so what? It doesn't help sell the opportunity. It only helps sell the opportunity if raises their status in the eyes of others.

So first of all, so he did the business cards and sent the business cards before he delivered the course, right? So three years later I run into Mellinger again. And he says, "Want to know what we're doing now?" I said, "Yeah." He said, "Remember the business cards? Remember when I was talking about the business cards?" I said, "Yeah I remember the business cards." He said, "Wait till you see what we're doing now." I said, "Okay." He said, "Are you ready?" Yeah. He goes and gets two things, right. First of all he gets the directory of International Trader's in

which everybody has a page about them, which only goes to the other people buying the opportunity. It doesn't matter. It's who's who.

NOTES

But he says, "Here's the thing you've got to understand. We send them six copies." He said, "It breaks my heart but we send them six copies. Why? One for them, one for their mother, one for the coffee table because they want to show them to people. The other thing we do is we send them this big honkin' thing to put up on their wall." He said, "Stupid, nobody ever comes to their wall that has anything to do with the business. We send them this big honkin' thing to put up on their wall."

So I brought it to show you. So we don't do enough to make a big deal out of the things that deliver value and status that don't require activity or a cheap. So for, I think Christmas, I lose track now, but so Carla signs me up for Disney's D23 Whiz Bang Club. Is anybody a D23 member? One. You got to join. It's bad for me because a lot of shit's delivered online so she has to print it out and give it to me. It's a big pain in the ass. But other than that. But what you get, and this is not a lot of money. I forget what it is. But it's not a lot of money and they got a ton of stuff. They got special events, they got archives, they got different merchandise, whatever.

So here's what comes though after you sign up for this. First of all, this big gigundo box comes, which unfolds and there's huge Chippendale characters in it. It's this big color coffee table kind of book. There's a D23 wrist watch. There's a D23 pin. The only thing there isn't is a D23 mouse ears hat.

Then a couple days later comes this thing. Now remember, kids ain't signing up on this. It's like three, \$400 bucks a year, right? These are adults mostly. And I get this big honking thing to put up on my wall. Now really, seriously?

I got to get now the handyman guy coming over to put it up, which is, by the way, is why it's still able to be over here. Because I already picked out the place where it's going to go. And there's also this, there's like a thing here, this is a warning. This is a wall frame. Don't use it on an easel. So that's frightening but my point is they're making a big damn deal out of this and we don't make a big enough deal about it.

