I GET TO DO SOME PRETTY COOL STUFF. The mystery novel I’ve been collaborating on, with a very successful writer of a detective series, Les Roberts, will be published this spring. (You can “tune in” at his blog: LesRoberts.com). I am a huge fan and student of superhero mythology and fiction, and of Batman specifically, so meeting TV’s Batman and sitting in the TV Batmobile at the Info-Summit, was a thrill. You can tell by the goofy grin. Being a road warrior for 15 years wore thin, but out there as a speaker I got to meet, and in many cases get to know, a very eclectic Who’s Who of celebrities, athletes and world leaders. “My Final Thoughts,” This Month in The Dan Kennedy Letter are about one of those people. I got to spar with Gerry Spence, ask Ronald Reagan about Gorbachev, talk football with Joe Montana, Rocky Bleier and other champions, pretend to be Ben of Ben & Jerry’s for fans stalking them outside a Seattle hotel, play “can you top this with a better dirty joke” with Tom Hopkins city after city, spend a week traveling to speaking events in Canada with Jim Rohn. In producing infomercials, I’ve slipped a thumb of adult beverage to an over-stimulated stunt baby held by Florence Henderson, hung out with Rose Marie from The Dick Van Dyke Show, talked horse racing and gambling with Robert Wagner, and misted soap star Gloria Loring’s legs to stop static cling. And may I say, very nice legs. I’ve written words spoken by Joan Rivers, Fran Tarkenton, Alan Thicke, and Jennifer Love-Hewitt. Pretty much everyday, I get paid to write, much of that about things that interest me, and all of it in my cave absent any interference or supervision.

I’ve created some very fine gigs for myself, some brief, some lasting a decade or two, some now in their fourth decade. Key words: created…for myself.

Yes, there is luck involved, beginning with place of birth, and a good home with a father and a mother running it – but countless have as good or better luck and make nothing of it. Is there a “Secret”? Maybe….
A Word from GKIC

As I write this, it’s the coldest day of the year here in Chicago and we have yet to see real measurable snow for this winter – not that I am complaining. In fact, I am looking forward to sunny Orlando for the Next Level Summit for Women Entrepreneurs in just a few weeks.

A big "Congratulations!” goes out to Gold Member Dawn Foreman who was just awarded $1,000 in GKIC resources for winning the 30-Day Challenge, following her participation in the December F-A-S-T Implementation boot camp!

Congrats also goes out to the other finalists: Lorne Poon (Peak Member), Rafael Scarnati (Gold Member), Shea Bailey (Gold Member), Chip Franks (Gold Member), John Mulry (Gold Member), Michael DeLeon (Gold Member), and Patrick Barrett (Peak Member) - who each received an autographed No B.S. Marketing book from Dan.

(The boot camps are FREE for all members – Dave and I would love to see you at one this year. Find out when we are in a city near you at www.dankennedy.com/bootcamp.)

Over 2,000 people took advantage of one of the best products ever put out by GKIC this fall when they grabbed their copy of the Ultimate Lead Generation Machine. As a bonus, they received six live training calls with “The Millionaire Maker” Dan Kennedy and GKIC’s Chief Marketing Officer Dave Dee. However, not all were as smart as Gold Member Al Watson who actually participated in the calls and thanks Dave for … "Your advice for our Thanksgiving Special netted me $6,000 in November and an additional $3,000 in December from what I thought was a lost client. This was money out of thin air. It made my customers look at my business in a new light. It had my competitors wondering what did he do." Nice job, Al!

A parting thought... The Power of Being “Criticism Immune”: Effective marketing is almost always criticized – by your associates, peers, spouse, friends, and mother. However, the blunt truth is that none of their opinions count. The only opinions that count are those expressed by people who might give you money. In other words, it’s the customer’s response that matters!

Dedicated to Multiplying your Income,

Darcy Juarez,
Executive Director of Marketing

2013 Schedule

DIAMOND CALLS


2013 INFO-MASTERMIND AND COACHING GROUPS

Platinum: 3/19 + 20, 6/25 + 26, 10/22 +23
Titanium: 3/19 + 20, 6/25 + 26 + 27*, 10/22 + 23
*Special 3-Day Meeting/26th Special Training Day
Peak Performers: 3/7 - 3/8, 6/13-6/14, 9/19 - 9/20, 12/5 - 12/6
For more information please go to www.dankennedy.com/coaching

UPCOMING EVENTS

Winners Weekend: FEBRUARY 8-9
Women’s Entrepreneurial Summit: FEBRUARY 8-10
SuperConference™ MAY 2-4, Bonus Day: MAY 5
Info-SUMMIT™ NOV 7-9
www.dankennedy.com/sc2013

*New A-Z Info-Biz Blueprints Training
www.dankennedy.com/blueprint
(The Reinvention of the Info-Marketing Industry)
With Dan Kennedy – APRIL 4-5

“This is a comprehensive “re-boot” of all the business blueprints of info-marketing, plus NEW blueprints, timely strategies, copy and marketing, product development, case histories and examples personally presented by Dan Kennedy.

Wealth Day for Info-Marketers with Dan Kennedy – APRIL 6

DAN KENNEDY
Speaking:

2/8/13 GKIC Women’s Entrepreneurs Summit
2/9/13 GKIC Winners Weekend Mastermind
4/4 + 4/5 GKIC "New A-Z Info-Biz Blueprints” Training*
4/6/13 GKIC ‘New Wealth Attraction & Creation Day for Info-Marketers’
5/2-5/4 GKIC Marketing & Money-Making SuperConference™

Consulting:

2/21, 22 Dr. Paul Searly
3/21 Iron Tribe Fitness
4/8 Donna Krech
10/24 Iron Tribe Fitness

For 2013 availability, contact Vicky, fax 602.269.3113
Marketing, the main topic covered here, played and plays a very, very, very big role. Halbert was basically right: there are few problems that can’t be solved by, and no opportunities beyond reach of, a great sales letter (or equivalent thereof). Ask my friend George Douglas: he got a heart transplant and 15+ years of extra, good life after being told “no,” and “no,” and “no” with his great sales letter FedEx’d to over 100 hospitals. Independence and autonomy; having things your way; creating the reality you want, the opportunities you want, the experiences you want. All of this is inextricably linked to being able to stimulate enough “deal flow” or lead and customer, patient flow that you feel secure saying “no” and dictating rules of engagement; to being able to charge premium prices, charge fees others can’t (see my Renegade Millionaire this month), and have ample income you’re confident will continue so that you feel fine about indulging yourself. When you become a Master of Marketing, anything and everything is possible.

A lot of people, even successful people, come to hate their businesses and business lives. Lawyers wish they were something else, farmers wish they were something else. I hear about “depression” a lot these days from high-paid people in varied professions. But people in these exact same kinds of businesses who are Masters of Marketing are not bored or depressed and do not feel imprisoned. They are intellectually invigorated and alive in a way their peers are not.

But there is another thing to keep in mind. Your success will be greatly affected by association. By your access to good people in various supportive roles, and I will tell you, you’ll be hard-pressed to find a better place to “shop” for the people you need – and discover people you didn’t know you needed but who prove immensely helpful – than GKIC, and Planet Dan. I own, today, nearly a million dollars worth of good, income-producing real estate only because of Member Darin Garman, who I met via GKIC. I have had capable pension account management, I can aid clients with experts in pay-per-click and direct-mail list procurement, met and found good co-authors for books, created profitable joint ventures, had expert assistance with my classic platform, a launch pad and thrive here; beanstalks become giant redwood trees reaching to the moon here.

(*If you still haven’t registered for 2013, really? Are you kidding me? Isn’t there some need you should be shopping for the key person, the expert vendor, the knowledgeable peer, the strategy to fill? Get to www.dankennedy.com/sc2013 and get in before it’s too late.)

Incredibly, a lot of people travel through GKIC without recognizing this exceptional opportunity of access. As Sherlock Holmes said, “They see, but they do not observe.” Others turn GKIC Membership into a team-building tool, a platform, a launch pad and thrive here; beanstalks become giant redwood trees reaching to the moon here.

I suggest you make this a priority. My odometer has a lot of miles on it. Time does disappear more quickly as you age. I first heard “eat dessert first” from a speaker in the chiropractic field, Dr. Barry Markson, some 25 years or so ago. It didn’t register then as it does now. NOW is the best time to create really good gigs for yourself, so you can do really cool things.
OUTRAGEOUS ADVERTISING

Outrageous Advertising is simply taking the OUTRAGEOUS path and getting noticed. It’s appearing in a way that no one else appears. It’s standing out from the crowd so people choose you. It’s the path less traveled, and usually traveled by those who think differently!

In the first example – the request was to send in a summary of what had been accomplished in the first 30 days leaving the GKIC F-A-S-T Implementation Boot Camp. While most people sent in a report or list of what was accomplished, Gold Member Shea Bailey said, “I learned that I needed to do something different to stand out,” and he took his first attempt at writing a sales letter to stand out to the judges.

Shea definitely accomplished his goal in standing out as his entry was the top of the pile! And you can read his entire entry in exhibit #1.

The second example was by a potential candidate for a product specialist position here at GKIC. He was asked to describe a problem that small business owners faced in his cover letter – this is what arrived (you can read the full page in exhibit #2).

Needless to say, he not only got the interview, but he got the job and was quickly moved into Marketing!

Take a moment to think through what you are currently sending out to your prospects, clients, and members. Something as simple as acknowledging your clients birthdays. Here are two birthday acknowledgements I recently received. One is from someone I am paying money to (can you guess which one?) and the second is from someone I am not currently paying money to. One stands out from the crowd of birthday wishes and acknowledgements, one does not – which one do you want to be?

Your only goal is to get noticed, to get your marketing noticed, opened and read, and to peak enough curiosity that your readers have to ask “I wonder what this is about.”

What is your current marketing doing for you?

Do you have an outrageous advertising piece or idea that is working for you? Would you like to be featured in a future No B.S. Marketing letter? Send an email along with your example and why it’s outrageous to: marketing@dankennedy.com for consideration in next month’s newsletter.
What do magic tricks, fake Rolex watches, and hypnosis CDs all have in common?

If you want to discover how to dramatically increase the sales and profits of your info products via platform selling, teleseminars, or in print, then you might want to test by adding unusual bonuses (like the ones in the headline) to your offer.

In this article, I’m going to share with you two case studies where unusual bonuses either turned a losing product into a winner or increased sales faster than a greased monkey on skates.

Case Study #1: My Psychic Salesperson Toolkit. This product teaches salespeople how to read their clients’ minds and subconsciously influence them. The product is very powerful but I wanted to add a bonus that would make it irresistible.

So, I put together a magic set with tricks that salespeople could use in their presentations.

The question was: Would a box of magic tricks really drive sales of my $997.00 “Psychic Salesman” product? The only way to know was to test it.

I set up a teleseminar with a guru to financial advisors for his members. My teleseminar for the “Psychic Salesperson Toolkit” is very entertaining. In the presentation, I read minds and subconsciously influence listeners right over the telephone. Being entertaining was not enough. What mattered was how many kits I sold.

At the end of the teleseminar, I did my standard close but then added the “Deluxe Sales Magic Kit” as a special for the first 17 people who called and ordered “The Psychic Salesperson Toolkit.”

The orders started pouring in even before the call ended. Was it a fluke? Could it just have been the guru’s customers were hyper-responsive? That question was easily answered because virtually every single person who ordered said, “If I’m not one of the first 17 people to get the free magic set, I don’t want to order the product.”

Do you see what happened? People were buying the “Psychic Salesperson Toolkit” in order to get the free magic set!

Case Study #2: A number of years ago, Marketing guru, and long-time GKIC member, Joe Polish booked me to do my psychic entertainment stage show at his phenomenal boot camp for carpet cleaners. In addition to my show, Joe gave me a late night “bonus session” speaking slot to sell the “Psychic Salesperson Toolkit.”

(I’ve done this combination of a show followed by a platform sales presentation at other boot camps including the SuperConference and InfoSummit and it always works out great.)

Once again, I was trying to think of a unique bonus that would drive people to the back of the room after my presentation. Dan suggested putting together a report about how Joe’s clients could use my “psychic sales techniques” to win his “best your best” contest the following year. Since winning Joe’s contest is the major theme of his boot camps, it was a perfect idea. But I wanted to take it a step further.

So I created a customized hypnosis CD that “automatically programs your mind with the strategies and techniques you need to use in order to win Joe’s contest.”

It worked like a charm. I had people rushing to the back of the room to buy the Psychic Salesperson Toolkit, and be one of the first 20 people to get the free hypnosis CD.

But here’s the best, albeit diabolical part:

The hypnosis CD programmed into the listener’s mind the importance of buying and using all the products and services that Joe sells! I simply asked Joe to give me a list of the things they wanted their clients to buy and the actions they wanted them to take and I then incorporated that into the hypnotic message on the CD. So every time one of their carpet cleaner clients listens to the CD, they are being hypnotized into investing in and using more of Joe’s products and services!

This unusual bonus had a two-fold effect: First it helped increase the sales of my product and second, it helps increase the sales and use of Joe’s products and services.

Here is the key to creating unusual bonuses that drive sales:

You want to make sure that the bonus is something that your prospect really wants and that they can justify getting it by buying your main product. For example, it would be difficult for an insurance agent to justify buying a $997 magic set (the thing he really wants), but since he is getting it for “free” (along with a “serious” product that’ll help him increase sales), he can justify the purchase.

Here’s a secret: Oftentimes an unusual, even unrelated bonus will boost sales more than a bonus that is tied directly to the product. Do you know what marketing legend Dean DuVall gives as a bonus when you subscribe to his Personal Success newsletter? Believe it or not, he sends you a book of magic tricks! When you buy one of his $1,000 or $10,000 info products, he sends you two fake Rolex watches.

The bottom line is that unusual bonuses work and can often dramatically increase sales. So the next time you are putting a product together, come up with a list of usual bonuses that you can offer. Then test ‘em and watch your sales and profits soar.

Kick butt, make mucho “DEEnero!”

Dave Dee, The Psychic Salesperson Chief Marketing Officer, GKIC
BIG LESSON of the month

Getting Your Mail Opened!

By Craig Simpson

One of my favorite sales piece formats to mail is the digest. A digest sales piece is usually around 6 x 9 or about the size of a Reader’s Digest magazine. A digest sales piece is considered a self-mailer (a mail piece that does not need an envelope). One huge advantage to a digest/self-mailer is that there is nothing to open—it’s easy to quickly see what the mail piece is about—you can immediately grab the attention of the prospect.

The biggest hurdle for an envelope sales package is getting the envelope opened. If the envelope is not opened, no sales will be made! We MUST make sure we find a way to get the envelope noticed, and it must intrigue prospects enough that they want to open it. If the outside of the envelope, or the teaser copy does not intrigue the prospect receiving the envelope, then it will go straight into the trash.

You must put serious thought into the envelope you use or you will risk wasting your direct mail dollars on printing and postage for a sales piece that will not bring you a good return.

If you have a pile of mail on your desk and a FedEx or UPS Envelope, which will you open first? Will you go through your stack of mail first OR will you open your FedEx/UPS envelope?

I’m not a betting man, BUT.... I don’t buy scratch-off tickets. I don’t play the lottery. I don’t bet on ball games (even though I love watching them), and if I’m in Vegas, I’m not going to put a nickel in the slot machine. Instead, I’m going play blackjack where I can use some strategy to stay in the game a little longer. I’m not a big gambler. I know I stand a better chance at making extra money by working a little harder or putting a new business deal together, not by throwing some change into a machine.

However, even though I’m super conservative, I’d be willing to bet a small fortune that 95% (maybe even 99%) of you would open the FedEx or UPS Package BEFORE you go through your mail.

Why? The package creates a sense of urgency. Everyone knows that it costs more to send a letter via FedEx or UPS than it does through the Postal Service. If there is a special package on your desk that someone paid extra to send you, then it MUST contain something important – right? Since it is important, you better open it first!

Not only will these special packages get opened first, but you’ll take more time to review the contents than you would a letter that came through regular mail. Why? Cuz someone paid more money to ship it to you so it MUST be important (I know, I already made that point).
Take a look at the envelope above. At first glance, can you guess who the carrier is? It’s obviously not FedEx or DHL. Do you think it’s from UPS? Most people do. They take a quick look at the envelope and think that it’s from UPS. As I already mentioned, if it’s from UPS, then it’s Urgent and contains something Important that must be reviewed.

This special envelope is actually a UPS Mail Innovations envelope AND it’s mailed through the United States Postal Service. It will show up in your mailbox OR P.O. box!

UPS Mail Innovations works with the U.S. Postal Service, providing the pick-up, processing, and interim transportation of mail, with final delivery being made by the Postal Service. The delivery time is the same as First Class Mail. The package even comes with a bar code so the package can easily be tracked. This same envelope also comes in the larger 9 x 12 size and it looks even MORE like the standard UPS envelope. They also offer a variety of other boxes and sizes to pick from.

Let’s take a look at another type of envelope. I received this 6 x 9 window envelope in the mail and it got my attention. The words “Losing Weight” and “drinking Coffee” caught my eye. I don’t respond to diet offers; I never have. I’m not saying I couldn’t lose a few pounds, but I’m not heavy enough to get on the next magic pill. However, I LOVE coffee! That’s what REALLY caught my eye. The fact that this envelope tied in Losing Weight and Coffee is interesting. Could I actually lose weight by drinking coffee? That would be very cool!

The envelope gets opened because it has GREAT teaser copy.

Let’s look at one more envelope.

I’m sure you have all received an invitation or special card in the mail. You are able to immediately identify them. They are always on nicer paper stock, maybe linen, and are not a standard envelope size that you normally get in the mail. It looks different and feels different.

When you receive an invitation in the mail, do you put it at the bottom of the pile and open it sometime next week?

Of course not!

Most of the time it’s opened between your mailbox and your kitchen table. You want to know what’s inside and what you are being invited to.

Next time you do a mail campaign and you want your envelope package to get opened, consider using something totally different and unique to make sure your package gets opened!
Information Marketing for Any Type of Business

BY ROBERT SKROB

It’s exciting to talk about information marketing as a way of building a separate, stand-alone business. However, the most powerful info-marketing tool is one I learned first, as a marketing funnel for an existing business.

One of the first concepts I learned when I started studying Dan Kennedy marketing was the special report. Dan has a technique of advertising a special report, guide or white paper that demonstrates your expertise and allows you to build trust with your prospective customer. What I didn’t realize for many years was that this is a form of information marketing. While most info-marketers look to sell home study products, memberships and coaching programs, these free reports allow any business to sell their products using similar approaches.

After the first edition of the Official Get Rich Guide to Information Marketing book was published, I was approached by an executive from one of the five largest consulting companies in the U.S. This company has more than 25,000 consultants, its minimum contract is $500,000.00, and the people who run it aren’t really interested in a consulting project that’s smaller than $1 million. Because of my agreement with this client, I cannot disclose the company’s name or markets, but that’s not important for this illustration anyway.

No matter the size of the company or their transaction size, it’s important to maintain deal flow, to have a steady stream of new customers coming to the company for work. In a big consulting firm where the partners bill at a $500.00 an hour and higher, diverting their attention away from billable work to marketing is extremely expensive. I was able to design an information marketing business that allowed them to create deal flow in an automatic, systemized process.

Robert Skrob is a member of the GKIC’s Expert Advisory Board for Information Marketing. He authored the bible of the info-marketing industry, The Official Get Rich Guide to Information Marketing, which includes an introduction and an epilogue written by Dan Kennedy. It’s available at Amazon.com, your favorite local bookseller or www.InfoMarketingBook.com.

FIGURE 49-1. High-Priced Consulting Services Sales Processes

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IMAGINE HAVING CUSTOMERS BRAGGING ABOUT HOW MUCH MONEY THEY’VE SPENT WITH YOU! This is the Official Month of Love, and that’s the kind of love I love. And I do have these customers. I was reminded of it by a letter from a Mailbox Millions graduate, Gold Member Dan Bradbury, from the U.K., which included:

“...I look forward to continuing my Dan Kennedy Journey and making my way into your $100K Club – I’m close to having spent about $70,000.00 with you in these past 5 years.”

The $100K Club he references has been, to this point, only a semantic device. I’ve mentioned it; Members who have invested over $100,000.00 mention it. You may have been at an event where I’ve solicited a show of hands from people in attendance who’ve topped this level of investment. I’m now toying with formalizing it in some way, so if you do belong in my $100K Club, please take a moment to claim your place with a quick note, faxed to me @ 602-269-3113. There are A LOT OF impressively successful people in this Club, who can attest to its slogan – “every time I give Dan money, I get it back in multiples”. Anything you care to share in your note about your origin story, i.e. how you got to me, amount invested, best pay-offs from your investment, will be most appreciated.

Man’s Search For Meaning

I didn’t bring this up to simply brag, or to solicit up-dated testimonials, though. Instead, to pose two questions that a lot of business’ leaders NEVER consider or give weight to, and if they did, would find contemplating difficult and disconcerting. I believe they are two questions that distinguish truly great companies from the ordinary majority. Disney has good answers. Schultz built Starbucks with these questions in mind – described in his own book. Understand that most businesses are managed without heart. Everybody is foolishly focused on their products and services, and imprisoned by the 1950’s selling model; many give lip service to “customer focus” but, they don’t mean it. They don’t even understand it. They view their customers as statistics. A distinct advantage that the small business owner or entrepreneur can have vs. “corporate” businesses is being really in touch with their customers. They can, but most don’t.

People search for meaning in their lives, relationships, even their purchases. That’s why logo merchandise and apparel works. It’s why people join groups, fraternal organizations, churches; why they support the charities they choose. Jobs figured it out and tapped into it when he raised Apple from the dead. Buying, owning, driving, wearing or being a part of must be about something, must be symbolic of who you are or aspire to be. Owning the best set of kitchen cutlery available in the world, preferred by more professional chefs than any other – priced at 20 times ordinary cutlery – has to be about something more than sliced tomatoes. I suppose most company CEO’s, business owners, marketers understand this intellectually and conceptually. But that doesn’t mean they migrate that conceptual understanding to their business behavior. Most boardroom conversations are still about how we can sell more stuff – not how can we be more meaningful in the lives of our customers? If you want to seriously explore this path less traveled, here are the....

TWO “MAGIC” QUESTIONS

• How do our customers FEEL about their RELATIONSHIP with us?
• How do customers FEEL (differently/better) about themselves because of their relationship with us?

The second question is less thought about than the first, but it is at least as important, if not more important. As a result of their relationship with you, do people feel Smarter? Superior? Safe and Protected? Responsible? Proud? Morally Correct – Doing The Right Thing? An Insider, in an Elite Fraternity? As a result of their relationship with you, do they feel absolved of guilt? Vindicated from
others’ skepticism or disapproval? More confident? What does their attachment to you mean? What enemy or evil are you united against? – maybe by “shopping local”, they and you, the local merchant are united against the destruction of Main Street America, or by being with me, you are enjoining in crusades against entitlement, sloth and easy-buttons.

They Didn’t ACTUALLY Want Candy or Flowers

Valentine’s Day will probably have come and gone by the time you read this. 1-800-Flowers, which also owns several candy companies, and its peer companies moved canyon-loads of both commodities, yet damn few of the recipients actually wanted these products. Being remembered, receiving them as symbols, meant something; buying them meant something. For many, these are positive meanings. For some the meanings have disintegrated, to obligatory and barely acknowledged gesture; to obligation. Nevertheless, those two industries’ biggest day of the year depends on these meanings.

The Merits Of Your Proposition Often Fail To Matter When What Your Prospect Really Wants Is Missed

On a recent episode of Shark Tank, Barbara Corcoran – our featured celebrity-entrepreneur speaker at SuperConferenceSM – summarily, curtly cut a young couple pitching her short, not because of any merits or de-merits of their business. Barbara said, “I don’t FEEL listened to – so I’m out.” This is a MAJOR problem, a chasm between the extremely valuable leading-edge boomer and senior customers, clients, investors and donors and merchants and marketers in their 40’s, 30’s and 20’s. (My book, No B.S. Guide to Marketing to Leading-Edge Boomers and Seniors is about every mistake made, about every success factor with this market.) The Internet, e-commerce, Amazon, has changed “everything” in the sense that nearly every category of products and services is brutally commoditized. Given no relationship-based preference, no profound feelings attached to provider, just about any buyer can find just about anything cheaper online.

Sophistication.

Here at GKIC, I and others constantly labor to direct you to more sophisticated understanding of what drives consumer preference and purchasing, more sophisticated marketing strategies. I constantly break new ground – such as with Trust-Based Marketing for all; Opportunity Concepts Marketing for info-marketers. I read over 200 newsletters, trade journals, new books and research reports every month and I promise you, the kinds of things I often talk with you about here just are NOT being dealt with elsewhere. Way, way too much attention given to media and mechanics, too little to deeper meanings. Sophisticated thinking about your business should not be shied from. THINKING is one of those things few actually do, which is why it is so valuable to those who engage in it. Like all those Members in my $100K Club.

SOMEBODY IS SELLING. In response to my comments in the Diamond Members’ Weekly Fax #12-50 (citing specific absence of selling “next anything” at a top steakhouse) Titanium Coaching Member Ben Glass sent note: “Dan – I ate at McCormick & Schmick’s last week. When the waitress wasn’t able to sell me their membership card, the manager came over, made a better pitch, and sold it. Somebody IS selling.” There’s good news! Hallelujah! And it presents an important sales or follow-up tactic: when Person #1 fails, have Person #2 try. It is called a “T/O”, i.e. turn-over. It should exist in every selling environment, physical or phone. Done with print, this letter (or, if you must, e-mail) can be set up as an “Oops! Did We Goof Up?”, going on to speculate that Susie must have been rushed, failed to make clear the benefits of, etc., thus taking responsibility for failing the customer...so I’m writing to make sure we do make clear all the reasons you’d want to participate in ‘x’. This approach is frequently used in a series of ‘Appointment, No Sale’ follow-up letters. How blatantly you throw Susie under the bus is up to you. (“When I found out Susie failed to properly explain our VIP Club to you, I fired her, then went to her house and shot her pet mongoose” might be just a tick strong.) Zig used to talk about the saleswoman he knew who could hear “yes” whispered from a mile away but was deaf to a “no” bellowed into her ear. We could use more of that. Damn near everybody accepts the first “no” (about anything and everything) too easily. I’ll tell you who doesn’t: The Million Dollar Dog. When we
eat at the kitchen table, I confess that I feed her little scraps throughout the meal. At end, I tell her “Last Bite” and make a hand gesture which she absolutely understands – but still ignores. She acknowledges it by sitting down, but then cocks her head, manages a sad look, and mumbles. Turns her back to me and faces Carla. Raises a paw. Cajoles. And often, not always, but often gets another tidbit. Of course, dogs are genetically hard-wired to believe each morsel may be their last, so that breeds persistence. Humans, particularly those here in my country, have less fear so they are more easily accepting of “no”.

IT’S RARE, BUT EVERY SO OFTEN SOMEBODY IS PREPARING. Pet peeve of mine: preparing has gotten easier and easier and fewer bother. I nearly had a heart attack when the sedan service driver meeting me at the private jet terminal in Chicago expressed how thrilled she was to be chauffeuring “Mr. Magnetic Marketing” – she had checked me at Google, Facebook, Amazon and gone to DanKennedy.com, in the same way she ALWAYS prepares for each first time client she is going to meet for the first time. The private banking representative I was recently pushed to meet with, not this smart or diligent. Had I an appropriate opportunity, I would have attempted recruiting and hiring her during the drive. To do this sort of prep when I was selling, you had to go to the public library and go through newspaper micro-fiche files (you’ll see detectives do this in old movies), back issues of magazines, encyclopedia, Who’s Who directories. Physically. By hand. With the help of a librarian. And I often did.

“NEW” NOT REQUIRED. Depending on which newsletters/books of mine you read, you may recall me writing about the company Zipcar, a different kind of in-city rental car company, founded by two women, pretty much on a wing and a prayer, with bootstrap financing. Shortly after the first of this year, Avis-Budget acquired it. For $500-million. I think it’s important to understand that there was/is nothing fundamentally new in this business. There are cars; term rental rather than ownership; per use pricing; a process for reserving, paying for, getting and returning cars; and marketing. The business was started long, long, long after there were the well-established leaders Hertz, Avis, Budget, Dollar, etc., as well as Enterprise, and Enterprise aggressively pursues in-city, resident users (not just travelers). You no doubt know Enterprise’s slogan-USP: We’ll Pick You Up. So, nothing new; a plethora of established competitors, still five hundred million bucks. There was inventiveness at work, but no invention, and understanding the difference between the two is important. As Disney did not invent the amusement park, Schultz did not invent coffee or coffee-to-go in Styrofoam cups and Monaghan did not invent pizza or pizza delivery, these gals did not invent car rental. It’s also instructional that an established industry leader chose to buy the upstart rather than create their own knock-off of it and compete with it, something you’d have to think them capable of. Big companies routinely buy rather than build because they have cash and have more cash than creativity or competence; their cash buys speed; they can often over-pay based on synergistic value. The facts of this answer very commonly asked questions that stop a lot of potentially successful entrepreneurs in their tracks.

WHAT BUSINESS ARE YOU IN? If you’ve been hanging around me, you know that I am annoyingly consistent in pushing this question – what business are you really in? Also: is there a 2nd business to be built on the back of the first, and might it be the better business? THE BIGGEST DAY IN ADVERTISING is Super Bowl Sunday. CBS had all but two commercial slots for this year’s Super Bowl sold before the end of 2012, the last spots sold at escalating rates vs. the earliest purchased, as dwindling supply made price elasticity possible. For the first time ever, spots longer than 60-seconds were sold, at a premium per minute not at a multi-minute discount. (Think about that price strategy!) The NFL itself is a media business, sharing in CBS’ revenues, but also parsing out NFL Network advertising, all kinds of sponsorships and promotional opportunities, on site media; licensing of Super Bowl logo and image rights. This Super Day fully and blatantly reveals one of the NFL’s most important businesses: providing ad media. The game itself is ancillary. At this point, a necessary evil, in the same way that movies are a necessary evil of the movie theater business.

WHERE YOU SHOULD STAKE YOUR CLAIM IN MONTHS AND FEW YEARS (AT LEAST) AHEAD. As I have been talking about, the middle is disappearing, and mid-priced, mid-range, middle class customer oriented businesses such as the retail and restaurant chains in this space are in serious trouble certain to worsen, producing, I think, enough of a thinning of these herds to produce a commercial real estate crash centered on strip shopping centers with things like Best Buy, J.C. Penney, etc. as key tenants. You need to be at top or at bottom but not in the middle. Since I often talk about moving up – as we do with Diamond Members every month in the Marketing to the Affluent Letter, I thought I’d change it up here, this month, with an interesting insight into making money at the bottom. If it doesn’t interest you as a marketer, perhaps as an investor. I’ve often heard the saying “God must love the poor for He makes so many of them.” The same could be said for President Obama. There is now an approach to investing called “Food Stamp Stocks”. The number of food stamp (SNAP) users has increased by 51% since 2008, with one in seven households on this dole, so food stamps have become a MAJOR revenue source for food suppliers, retailers, certain restaurants. Food stamps now account for as much as 40% of total revenue in a number of Wal-Mart superstores with supermarkets, and, according to the Dept. of Agriculture, Wal-Mart receives nearly half of all food stamp spending in some states. Should food stamp dependence stay at this level or keep rising, then companies whose staple food and OTC drug staples that fill Wal-Mart shelves and Wal-Mart itself benefit. The basket of these stocks features P&G, Phillip Morris, Coca-Cola, PepsiCo, Altria, Colgate-Palmolive, Kraft and retailers Wal-Mart, CVS, and Costco. Kraft’s CEO recently told Financial Times that “food stamp users are a big part of our audience.” The Consumer Staples Select Sector SPDR (XLP) holds such stocks and has experienced 60% less volatility as the broad stock market in recent years. In short, there IS growth in low income consumers and there can be both profit and growth from serving them. While I’ve never been a fan of being in businesses selling to such consumers, you can’t necessarily ignore one of the few demographic segments where there is growth. The growth segments are: leading edge boomers and seniors, Hispanic, and low income

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Plant. Then Harvest.

I’m showing you here a letter I got from the departing CEO and chief-fundraiser at a big charity, Smile Train – announcing his new launch of a competing charity. The look of the letter is, itself, instructive: personal-sized ivory stationary, a manual-typewriter-look Courier type font. Enclosed, the new business card. Envelope hand addressed, sent with a hardbound book. (Book not shown here). But the cosmetics aren’t actually my point here. My point is about what I sometimes call The Strategy of The Deliberately Delayed Sale. And in Magnetic Marketing System® lingo: Plant The Farm. There is NO overt solicitation for his charity here. NO little brochure. NO push to web site, webinar. The nominal response invitation is extremely gentle and non-specific. And a gift was sent.

Too many people try to combine the planting season and the harvest season as one. If you come from hard-core selling or think that’s what you are now in, or function inside a business with a sales culture rather than a marketing culture, this is ingrained behavior that’s difficult to change. Your A,B,C’s are: Always Be Closing. If you come from hard-core direct-response marketing as I do, the impulse is also prevalent. Today’s emphasis on online media also tends toward both brevity and speed. But in many circumstances – the cultivating of donors prone to significant-sum generosity as example – being in a hurry is counter-productive. “Hurry”, impatience and even informality is “consumed” as crassness, crudeness, rudeness. It hampers trust. In my No B.S. Trust-Based Marketing book, I make the full case for switching from selling goods or services to making “trust” the thing you attempt to work at. So he has done three smart plant-the-farm things:

1. He has made a seemingly personal overture with information – but no specific request
2. He has sent a gift – a seed of obligation
3. He has delayed his next steps

Some will proactively respond just to this, and invite him to provide more information about his new charity, so active solicitation can begin immediately. With the others, he will initiate further, more overt solicitation later. This also immediately segments his list into an A group and a B group, and list segmentation is a very important strategy at a time when marketing costs are rising and overall response is declining. List segmentation allows you to weight your investments differently to different leads/customers/donors.

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You can obviously see opportunity to have tried to harvest more, more quickly. Another little card or a 2nd PS could have invited visiting a web site to see a brief introductory film about Wonder Work. The temptation to do such a thing must have been high. For most of you doing GKIC-style marketing and hanging out here on Planet Dan, the temptation would be almost irresistible and the doing of it automatic, without 2nd thought. He may have been restrained by contractual or copy approval interference by SmileTrain, although charities routinely rent their lists even to competing charities given reciprocal access. If he exercised this restraint by strategy rather than imposition, he is to be praised. Regardless, restraint occurred, obvious temptation denied. That is the stop-and-think step I’m suggesting you add to at least some of your marketing, particularly if aimed at new customers, clients, patients or donors. Ask yourself if, in a particular situation, it might be better to move more slowly, more gently, to plant and stop and wait; to mildly obligate but delay next steps. Do not confuse this with timidity. I’m with Zig on this: timid marketers have skinny, hungry kids. But there is a right time or best time to outright ask for money, and that time may not be immediately.

BUILDING RELATIONSHIPS. Somewhat of a lost art – given over to means wholly ineffective for the purpose. So, two people who get it. One of the best at it I’ve ever known, who I’ve learned by observing, is the super-consultant Somers White. He has lived prosperously for many years, fed almost entirely by the relationships he creates and nurtures (and gentle obligation he creates), so that he gets all the clients he needs referred, sent and brought to him without ever advertising, marketing or promoting his services or overtly soliciting. Shown here and on the next page, a little montage of postcards Somers sends to everyone on his past client, center of influence, referral source and peer lists as he travels. (In real life these are full color, glossy, all 2-sided.)

The backs are rich with information, my Wealth Magnet #11 of DEMONSTRATION at work; his Demonstration of breadth and depth of knowledge, analytical thinking. He presents himself as a Fascinating Person.

Next, Sally Hogshead, who has cultivated a working relationship with me and I with her, which you will see the results of at this year’s SuperConferenceSM. Shown on the next page, part of her thank-you note for a book I sent her for Christmas. Anybody can send an ordinary thank-you note. But this one shows a photo that tells a story, of her using it as beach reading and taking copious notes. Anybody can send an ordinary thank-you note. But this one shows a photo that tells a story, of her using it as beach reading and taking copious notes. Would you rather just be thanked for your gift or see the recipient using and valuing it? Every entrepreneur should have a “key person list” that they customize and personalize content for, that they select individual gifts for (not send everybody the same tin of dried apricots), that they communicate with in the way each person prefers being communicated with. I invest and have always invested a great deal of time and money in this. I was recently asked about “highest and best use of my time” – by somebody puzzled that I invest so much time, effort and work in writing all my newsletters, weekly faxes, etc.
self when it seemed to him it could easily be delegated to others. He would, I imagine, be even more befuddled by the time and effort and money I invest in this “relationship stuff” – personally answering my ‘white mail’, personally shopping for different gifts for different clients or peers or centers of influence, etc. It reminds me of a funny incident from years back, when a big industrial firm bought a direct sales company and attempted conducting a “time and motion study” of the inside salespeople. Looping back to an earlier comment, there is the business(es) you are really in and there are your deliverables, and they are two separate matters.

From Gold Member Robert Smith: Just wanted to drop you a note to tell you that I just signed my first million dollar deal with a single client. It would not have been possible without applying what you taught me about a marketing SYSTEM. You are awesome!

CONGRATULATIONS, Robert! You didn’t send any details so I can’t make specific comment. I will tell you that crossing the million dollar rubicon, in a deal or contract, a year’s income, net worth, any form, changes a man, permanently. It re-defines what’s possible going forward. A person’s understanding and concept of money stretched, never snaps back. This is why people who make or create and somehow lose fortunes so often make them back and more – they lost money but retained real wealth: a certain knowledge about money that most do not have. I’m proud to say that the GKIC Membership includes a very large number of people who have raised themselves to million dollar deals, incomes, assets; to new, different and better lives during their tenure with us. Here is one of them, Jerry Pinkus….

From Gold Member Jerry Pinkas: After attending GKIC’s Fast Start Implementation Boot Camp in March, 2012, I was “woke up again” to the power of your business ideas. I first bought your Magnetic Marketing System at a SUCCESS event and applied it successfully to furniture retail and wholesale businesses I had at the time. It was the early 1990’s and I played the hell out of those cassettes! I had amazing growth in those businesses, ultimately enabling me to retire from them and move my family from Baltimore to Myrtle Beach. After moving to the beach, I started selling real estate (5 years ago) and opened my own brokerage (1 year ago). For some reason, I did not apply what I had learned from your Magnetic Marketing to my new real estate business, but that all changed when I attended that Fast Start event in March! My business is up 50% from last year and we are on track to close $31.8-million in 2012, earning over $1-million in commissions. I was so motivated when I came back from Fast Start that I implemented on a massive scale. For example, I wrote a book – Insider Secrets To Buying Beach Real Estate – to give to my potential buyer clients, Dan Kennedy Style. So I wanted to send you a copy and say THANK YOU! Now I am most excited about exposing my kids to your ideas – I will be taking my 19 year old daughter out of college and she’ll attend the Info-Summit with me in November, to get the stuff they just don’t teach you in school!

Obviously, Jerry’s letter came in before last year’s Summit, in October. I’ve since heard from him again, about how much he and his daughter got out of the Summit. Now I’ll use this to shamelessly plug several important GKIC resources. First, the Fast Start Implementation Boot Camps now put on frequently by Dave Dee and Darcy Juarez, sometimes with Lee Milteer also presenting, are built for (relatively) NEW Members but are usually open to any Member who wants to attend. Jerry left as many do with a very organized plan for mass action for his business. In his case, he’s attributing roughly a $500,000.00 income increase to those actions taken as a result of being there. If you are like Jerry, someone who dates back with me but may have lost sight of or drifted from the fundamentals of Kennedy/GKIC marketing, I would urge you to get into the next Fast Start offered. (Did I mention – it’s nearly free?!). And if you are a new Member, this is MANDATORY. It is your cure for stranger-in-strange-land syndrome, your up-close and personal access to hands-on help with your business. Second, the foundational resource: MAGNETIC MARKETING SYSTEM. If you don’t own it, get it. More 6-figure and 7-figure income and/or millionaire and multi-millionaire GKIC Members and more niche-industry info-marketers got their start with this System than by any other resource or means. It is the tool-kit that has launched thousands of ships. Including Dave Dee. Including Bill Glazer. Third, for those aspiring to reach, exceed and sustain seven-figure incomes in any field, I conducted a specific multi-day training exclusively on this subject, now available in home study course form. IMPORTANT NOTE: you don’t get to 7-figures by just doing more of what you do to make a 6-figure income; you do things differently and you do different things. Last, there is NOTHING equal to the experience of attending one of the two annual GKIC main events and member conventions. Jerry and his daughter went to the Summit. Next up, in May, is the SuperConferenceSM. Do NOT miss it!

To get information:

I also want to congratulate Jerry on his book, and having read it, his expertise in beach real estate ownership, for pleasure or profit. You can get his book at Amazon or get more information at www.JPRealEstateExperts.com.
URGENT CRASS COMMERCIAL MESSAGE

Time to get in and available space at MY upcoming New A-to-Z Info-Biz Blueprints Training Re-Boot is running out. I have divided this page, half for those not involved in info-marketing; half for those who are. Please read and consider the side relevant to you, if you have not registered.

IF YOU ARE NOT YET INVOLVED IN INFO-MARKETING, here’s a key reason to be at the New A-to-Z Blueprints Training: the most reliable path to a 2nd income as large or greater than that from core businesses useable as wealth creation; the diversification of income to counter damage by economy to core businesses; the liberating force to transition from businesses that enslave rather than serve...used by more GKIC Members than any other; by new ones year after year after year is info-marketing. MANY info-marketers “birthed” or greatly enriched by my Blueprints have exceptionally successful, original, core businesses— Marty Fort, with Columbia Music Academy; Ben Glass, his law practice; Nelson Searcy, his church; the list numbers thousands – have added info-marketing businesses to their lives, operate both happily, and achieve goals that would be impossible with only the core business’ earnings. MANY others who transitioned from info-marketing as sideline to their sole activity, including many who have become multi-millionaires by doing so, began with these Blueprints.

“But,” you say, “I have no such ambitions. I’m satisfied with my income and my business.” Good for you. But you got whacked with a battery of visible and concealed tax increases this year, a pay cut. We live in volatile times, an economy barely crawling out of recession, with a maniacal President hell-bent on proliferate new regulation and interference in every industry, so that “normal” businesses – particularly those that aren’t agile – are in harm’s way. Creating an extra $100,000.00 or more can replace money being stolen by new taxes and costs, arm you against unchained inflation, and insulate you from the unsafe economy. More so, it can get a “Plan B” in place in advance of need, a prudent thing to do.

“But,” you say, “I’m too busy to even consider anything new.” As the great info-marketer Joe Karbo asked, is it possible you are too busy making a living to make any real money? I have a cartoon of Custer, too busy to see the machine gun salesman. If you are so pressured and constrained by your present business that you cannot explore opportunity, you may not have a business at all; you may be an inmate in a prison with a business, you have the makings – as Bill Glazer did, as a menswear retailer; as Craig Proctor did, as a real estate agent; as Dr. Tomshack as a chiropractor; as Matt Zagula did, as a fitness center operator. But that is not the only box of ingredients. People leverage hobbies and personal interests into 7-figure info-marketing incomes, like Gene “Machine Gun” Kelly and Michael Kimble. Real people making real money, online. Check in with GKIC, about my contributions (other than as author-personality) to its three consecutive, multi-million dollar online launches. All things internet are MEDIA (not a business nor subject to a new and different set of alien strategies).

Do not dare decide you are “just too busy” for “another seminar.” First of all, I do not conduct ordinary seminars. The painstaking preparation, the depth and quality and legitimacy of the information that I bring to each one-time-only Training that I craft has no equal. Second, “too busy” is either weak cop-out or alarm bell. I first heard it from Zig: the story of the dumb and obstinate woodsman chopping harder, working longer hours yet accomplishing less with each passing foray into the forest because he was too busy to sharpen his axe – out-done by the 95-pound weakening stone and took frequent breaks to hone his blade. Don’t be a dumb and obstinate woodsman. Especially when you have a rare opportunity to have me sharpen your axe.

Do not fear you are too new to info-marketing either, if you are new. You are not required by newness to suffer as an amateur! My friend Robert Ringer, in his groundbreaking book, described “The Leapfrog Principle.” Most exceptionally successful and rich info-marketers point to one or more times that they “leap-frogged” instead of slow, methodical climbing. You can gain years of practical experience in a few days.

Please go to DanKennedy.com/blueprint and read or re-read, consider or re-consider using this one-time Training with me as, at least, an in-depth exploration of options and opportunities you may not even know of or easily recognize as ideal for you!
Final Thoughts This Month – on the passing of General Schwarzkopf, on leadership, success and standards

At the end of December, General Norman Schwarzkopf died. General Schwarzkopf was on the SUCCESS tour for about 3 years, in the speaking slot immediately before me at least 20 times, so we got to know each other backstage, and I couldn’t avoid memorizing his speech while he was on. He spoke about lessons of leadership learned under duress of battle. He was a larger than life figure, in demand as a speaker thanks to his success with the first, nearly bloodless Iraq invasion and securing of the Kuwait oil fields. During the time he was on tour with us, he was finishing his memoirs – which he referred to as “That Damn Book”. One of those things that seemed like a much better idea when agreed to than when actually being done. It had its debut same day Madonna’s book hit shelves and dominated the news media, putting him in competition with a padlocked book all about sex. He thought it an unfair battle. While on tour, he was building his big mountain lodge in a secret location. He said his every speaking fee was going into that project. He quizzed me about the business of the tour, and once I explained to him the importance to me of finishing on time, he never missed; each time, one minute early, and a grin and salute as he left the stage passing me at the steps as I ran up.

The two points made in his speech that I often refer to are:

*“Shined shoes save lives.”* He meant that people who can’t get the easy, little things right, consistently, cannot be depended on to get big things right, at critical moments – and therefore are likely to get themselves or those around them killed on the battlefield. When we discussed it, he said that people who cannot learn self-discipline can learn little else and are never to be trusted. This is definitely true in business. The quickest way to get wounded or killed is to be hanging around undisciplined, dependable people.

*“It is easier to correct movement in the wrong direction than to start movement.”* Leadership, he said, is not about being right but about making things turn out right. If that seems contradictory to the seeming perfectionism of shined shoes, think again. It is personal discipline that enables course correction. You can see it with the armies (teams) in the NFL, during season and play-offs. An extremely disciplined and focused team can recover from a freakish two touchdown deficit, while an undisciplined team lacks resilience and comeback capability. If you wager on football as I do, you always carefully consider the quality of each team’s leadership, on the sidelines, in the quarterback position, and the defense’s captain. It is not waiting to know the answers to every possible question or turn of events before beginning project or journey that makes projects and journeys happen. And, by the way, being critical of any person or company for making mistakes or even having failures is a display of extraordinary ignorance – if you want to render judgment, you have to do it on the totality of success or failure, not incidences; on the totality of forward progress, not incidental zigs, zags, detours and u-turns.

Norm was a man of black-and-white absolutes. He and I, both students of history, discussed the demise of all empires that rose and fell before ours, agreed that the cancer weakening every one was a gradual, insidious easing and then erasing of absolute principles of right and wrong, of honorable and shameful; a widening tolerance for “dirty shoes”. The same is certainly true for a sports team, a business organization, even an individual. Rationalization of permissiveness and relaxation of standards ultimately leads to no standards at all. If your phone is supposed to be answered by the 3rd ring, your newsletter out by the 15th of every month, every new patient to get a handwritten thank you note, etc., how tyrannical are you about deviance from those standards? It is tyranny that makes the trains run on time. For more in business context, you can read Levine’s book Broken Windows, Broken Business and my book No B.S. Guide to Ruthless Management of People and Profits.

It is not easy to reverse casualness and permissiveness. It is not easy to restore sense of urgency for completion of tasks when procrastination and excuse-making has gotten a toehold. A little larceny rarely stays little. If you want an example of explosive growth of larceny, corruption and outright evil, look no further than our own federal government unchained by Nixon from the gold standard. President Obama is now asking it to be released from a debt ceiling, to avoid these pesky, periodic battles over debt accumulation. After that may come advocacy for not keeping score at all.

I concur with Norm: a person, a shop or small business, a company, a government, a society without strict standards is doomed. The question is: what are yours? How are they communicated? How are they enforced?

We live in an increasingly sloppy society, with its sloppiness sanctioned. It affects everybody, even me. And it is extremely dangerous. A price of success is eternal vigilance against this disintegration of strict standards – in personal philosophy and behavior, in serious studentship, in business practices.

I am often asked if I miss speaking to those huge crowds, miss being on the tour. What I miss about it is not the speaking or the money, but the opportunity of meeting and getting to know fascinating and thoughtful leaders like Norm Schwarzkopf.
Remembering the Champion Within

This month our topic is remembering that there is a champion within YOU. Face it, even if you are a champion you are also human and it’s very easy to get lost dealing with problems, obstacles, and adversity in your life and business.

We are wired to be innovators and creators, and with that wiring there are challenges. No one promised that life would be a “Happy Ever After” story. It is just a reality that one of the conditions of being a human is dealing with problems, obstacles, and adversity. As entrepreneurs, we are always enacting on new goals, and the more complex those goals are, the more likely we will be faced with some type of adversity and blocks. Remember: the more YOU want, the more YOU have to deal with in the process of getting it. If success were easy, everyone would be wealthy and famous!

To be truly successful and resourceful, we need to address how we deal with life’s curve balls. We encounter obstacles daily. How we are skilled in handling them will determine the quality of life we enjoy. And, the strategies we use to capitalize on them will put money in the bank.

There has been a great deal of competition for attention these days and much of the roar from the news media of gloom and doom has been distracting to us and our businesses. My crystal ball is like everyone else’s and doesn’t know what the future will bring. Whatever is coming, keep this thought in mind: “It is our attitude at the beginning of a difficult undertaking which, more than anything else, will determine its successful outcome.”

I have shared this famous quote by William James to remind you that we have had challenging times before and we have landed on our feet by overcoming problems, obstacles and adversity as entrepreneurs, business owners and professionals.

Allow me to remind you that this Champion part of YOU is strong, honorable, creative, curious, courageous, persistent, open-minded, logical and intuitive, as well as optimistic and willing to do the right thing to get the job done! We are Champions! We are the leaders, providers, suppliers of goods and services to assist others. We are the innovators. We are wired to be innovators and creators.

Right now under the current environment, it is easy to lose sight of your talents, abilities, skills, and wisdom and forget that our thoughts and actions create our reality and future. Our attitude affects everything and everyone in our lives. When we are in a state of clarity we can see our problems as just a temporary situation; that with new solutions we can overcome them. When we are in a negative mindset we allow the stress and problems to be bigger than they need to be, costing us money, time, and life energy that could be used toward your creativity or for making money and finding new products or services to assist others.

Life is very precious and changes on a dime. It’s your job to be conscious, aware, and proactive.

The truth is we all need someone else to listen to us, give us strength when things are not going well in our business or lives. I know from my own life that I have always been taught to pull myself up with my own bootstraps. Frankly, right now, I can see that everyone needs some moral support to combat the massive amount of negative news about the economy and our future. I want to remind you that you have the ability and the obligation to yourself and your future to simply change the channel and watch or listen to information that entertains or uplifts you. You do not have to allow the poison of fear to be programmed into your mind or environment. For all of you who are parents, you must step up to the plate and not allow fear to rule your life and affect your children. Your job is to be conscious and seek out people who uplift you and materials that inspire you to be the Champion that is inside of you! Being a Champion is a decision you must make for yourself. The other option is that you will be a VICTIM. I know you do not want that feeling for yourself or your loved ones!

If you would like to some assistance to move past any blocks that hold you back, we have the perfect program for you! GKIC has asked me to facilitate their Peak Performers/Implementation Coaching program. Where we focus on Performance, Productivity, Entrepreneurial Marketing, Masterminding, Right Thinking, and Implementation Strategies. We offer Live Meetings, Networking, Masterminding, and Online Training, Follow-up, Live Q&A Calls with experts after meetings and support coaching for in between meetings. For more information go to http://www.milteer.com/icinfo

Think Positive!!!

www.dankennedy.com/leemilteer
BY RYAN DEISS

As marketers, sometimes we get so fixated on getting those all-important opt-ins, that we forget there’s more to it. A lot more, in fact.

Sure, “getting the opt-in” is extremely important. But the true measurement of success ISN’T your opt-ins list. It’s your customers list.

That said, the ultimate goal of your list building strategy should be acquiring lifetime customers.

I know that can seem intimidating, but it shouldn’t. It’s actually very simple: Treat your leads like real human beings!

Communicate with them, show them you appreciate them, and do your best to show them how you can help them achieve their goals.

It’s a long-term strategy that you’ll need to implement throughout the lifetime of your business.

But it all starts with the welcome email. Nurturing new leads is as important as gathering opt-ins in the first place.

The true measurement of success ISN’T your opt-ins list. It’s your customers list.

Welcome Email Best Practices

1. The first rule of welcome emails is: Have one!

I was checking out a really great niche marketing site the other day (something to do with printing products from your Instagram photos) and I was shocked that they didn’t send me a welcome email of any kind when I signed up! NOTHING.

At the very least, it would be nice to have a reminder saying, “You created an account at such-and-such website.”

A “Welcome to the family” type of email would be even better — especially if it gave information about how to get the most out of my new account (see Rule 2).

Here’s why this is so important: Your customers are human. Human beings are forgetful sometimes and they always like to be acknowledged.

Have you ever walked into a restaurant, been completely ignored by the wait staff, and walked out? Most of us have.

If they aren’t even courteous enough to acknowledge your existence, can you really expect them to provide good customer service? To answer questions about the menu? To take your order accurately? Refill your iced tea? Probably not.

2. Offer helpful quick start advice!

One of the best ways to encourage leads to engage with your product is to teach them how to benefit from it. Start doing this in your welcome email!

According to research from MarketingSherpa, subscriber interest begins to disintegrate two weeks after a user opts-in. Personally, I think that’s about a week too long.

A subscriber’s interest peaks immediately after they opt in. That’s why you need to get them to engage ASAP.

Two weeks might be the cut off, but the welcome email is the first and best opportunity to get them to discover the value of your product or service after they’ve left your welcome page.
One of the best ways to encourage leads to engage with your product is to teach them how to benefit from it.

Split test your welcome emails to see which ones get users to engage. The better your email teaches users how to benefit, the more subscribers you’ll be able to convert into customers.

3. Speed of delivery is crucial. Send it now!

61% of retailers send their welcome mail within 10 minutes of the opt-in. Even that is almost too slow!

Welcome emails reinforce the decision to opt-in. It reminds leads that they took action, almost like you’re congratulating them. In fact, the first word in the body of your welcome email might be “Congratulations!” I usually like emails that start with “Congratulations.” Don’t you?

Speed of delivery is even more important if your leads opted in for a free report or video. Not only will this help boost engagement, but it also confirms to the user that your system is working properly. That’s a BIGGIE.

Why? Because your welcome email should include a welcome bonus or discount (see Rule 4).

4. Reward them with welcome offers.

In addition to welcoming your new leads, you should also reward users for opting into your list. This is a great time to encourage new leads to take action with a discount offer.

Don’t assume they’re not ready to take the next step. Ask for the sale, gently.

If it takes you 24 hours or more to deliver a welcome email — with an amazing discount or without — your lead has likely cooled off. They may think your customer service is slow and/or lacking. They may have even grown frustrated with waiting on the welcome email.

Either way, you run the risk of letting them move on.

5. Give them the relevant links.

One of the most important things you can do in your welcome email is to give them a link back to your website.

Even if they forget everything they just learned about you and your company, they can still find their way back to you through their inbox.

If they just created an account, send them to your “log in” panel. If they opted in for a report, take them back to a page where they can download it again, in case they lose it or they’re using a different device.

At the very least, your welcome email is a business card that leads back to you.

Takeaway

Getting the opt-in is the first step in the process, but nurturing those leads is what will make you a successful marketer over the long haul.

Start off on the right foot with a strong welcome email. Acknowledge your new subscribers, prove to them that you’re here to help, and you might just make a customer for life.

At the very least your welcome email is a business card that leads back to you.

Ryan Deiss is the founder of Digital Marketer, an online publication dedicated to testing and sharing the most effective online strategies that are working right now. Read more at the Digital Marketer Blog.
I'm a pioneer because my experience with Dan Kennedy, GKIC, and Infusionsoft goes back years and years and years – and I’m one of their biggest fans! (In fact recently, I joined Dan’s Titanium Group for 2013.) And I’d like to tell other attorneys (and anyone involved any kind of professional practice) that GKIC style marketing absolutely works like gangbusters for your business!

First off, here’s a little about me. I started with a solo legal practice in 1995, focusing on personal injury, medical malpractice and ERISA disability insurance law. And I’m still a full time practicing personal injury attorney, only now it’s a two man office. (You can find us at www.benglasslaw.com.)

Things were going well, but they REALLY took off once I discovered Dan Kennedy and GKIC. Recognizing that marketing was the real key to success in my practice, I began implementing Dan’s strategies – which led to rapid growth. After a couple years, I took a look around and asked myself, “Hey, who else has taken Dan’s marketing campaigns modeled on Dan’s and GKIC’s teaching, a “simple” system couldn’t do the job. So no… it’s not simple – but they have all the videos, training, and a GREAT support staff there to help you when you need it.

Now I can see that if you’re a Type A Implementer – “I want to do this and I want to do it now!” kind of person, you could get frustrated. But here’s a HUGE tip: Plan your entire campaign on paper first and nail down all the steps that you want to have happen. Then have someone go build it!!! (You don’t have to do it all yourself – there are plenty of top notch Infusionsoft experts out there.)

A Real Competitive Advantage

Now you might be saying, “That sounds like a lot of work!” Hey, I LOVE the power and effectiveness that comes from having complex campaigns. Complex marketing exhausts your competitors and it enables you to differentiate yourself from your competition.

I can tailor precisely what content to give that person according to how they self-select. I’ve been told many times before, “I can’t believe you give out so much information!” Hey, it’s not me…it’s the system.

I Couldn’t Do It Without You…

I would not be able to implement all I learned from Dan & GKIC without Infusionsoft. There’s absolutely nothing like it.

For more information visit: http://www.GKICLovesInfusionsoft.com
Social Media ROI: How Your Business Can Generate CASH from Social Media and Live TRACK To Tell About It

BY ROMAN RANDALL

What if I told you that your local small business could use social media to generate cash? I’m not talking about “Likes,” followers, engagement or other metrics that show no business value. I’m talking about using social media – Facebook, LinkedIn, Twitter, Google+, and whatever else - to generate cold hard CASH.

Well, you can. And this article will show you how.

Does Social Media have any REAL business value?

A lot of people think that social media has no business value, and that you can’t track ROI from social media marketing. But that isn’t true. There are numerous different ways to track ROI from Social Media, and this article is going to show you one.

One of the best ways that businesses can generate and track sales from social media is by running what I call a Social Media Only Promotion (SMOP).

Take AJ Bombers, a local burger joint in Milwaukee, Wisconsin, as an example. One Sunday, owner Joe Sorge had a “Foursquare Day,” awarding users who checked in at his restaurant with the highly sought after “Swarm Badge.” On that day, over 160 people came to his restaurant to check-in, and as a result, sales increased 110% - more than DOUBLING typical Sunday sales.

At GKIC, we’ve run SMOPs as well, offering our members and followers a special offer for a short period of time that they could ONLY get on social media. After running one SMOP, we got a 926% return on our investment.

(One reason we got such a high return on investment is because we’re an information marketing business. Interested in starting one yourself? Check out Dan Kennedy’s A-Z Info-Biz blueprints Re-Boot coming up this April at www.DanKennedy.com/blueprint, or check out Dan’s Info-Product Recipe at Store.DanKennedy.com)

Your Step-By-Step Blueprint to Social Media ROI

Just as you would market irresistible offers through direct mail, email, or another media, you can do the same thing with social media. Social media is just another marketing media and contact point with your customers and prospects.

NOTE: Don’t ONLY talk about your offer(s) on social media. Make sure you are building relationships with your customers and followers and providing them with content they enjoy and “Like,” so that they want to hear from you. Then, when you go to sell, they will be glad to hear about what you have to offer.

Here’s a simple step-by-step blueprint you can follow to get your own SMOP rolling and start bringing in MONEY for your business:

1. Determine your offer and strategy

   What will your irresistible offer be for your SMOP, and what will your strategy be behind it? Don’t mindlessly put together an offer; make sure it’s strategic and connected to what your customers and followers actually want and are interested in.

   Try to make your offer so good that your customers and followers will go and tell their friends about it, and will respond to your offer as well.

2. Determine how you will track ROI

   Wherever you do marketing – whether on social media or another media – always remember Dan’s 4th No B.S. Direct Marketing Rule: There Will Be Tracking and Measurement. You want to know that what you’re doing on social media has money value attached to it. How much money are you going to invest in this SMOP? How will you track and measure your return on investment? Be sure you know this before you launch your SMOP. Once you have this figured out, then move on to step three.

3. Launch your SMOP, measure results, and optimize for next time

   After you’ve done the first two steps, it’s time to launch and test your SMOP. Be sure you track the key metrics: investment, return on investment, and how many people participate. After your campaign is over, analyze your results: what went well, what could have been better, and strategize a new campaign based on your results.

   Is your strategy and tracking going to be flawless the first time you try a Social Media Only Promotion? Probably not, but that’s why you test and track your marketing – so that you can improve upon it for greater results next time.

   Have you had success marketing on social media? We’d love to hear your success stories, and any questions you have regarding social media marketing. Shoot us a tweet, tell us on LinkedIn, or write on our Facebook wall and let us know.

   For No B.S. marketing advice, special offers, and a behind the scenes look at GKIC, connect with us online:

   Facebook: https://www.facebook.com/Glazer.Kennedy
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Social Media Only Promotion (SMOP)
Six Ways to Turbo-charge Your Local Business With YouTube

BY WILL HAROVAS, NATIONAL BUSINESS ADVISOR, GKIC

When was the last time you watched a YouTube video?

Well, if I was betting man my guess is you probably did within the last week. How do I know? I polled 60 members and guests during one of my recent chapter meetings and asked the question “who has watched a YouTube video within the last 48 hours?” 75% of the audience raised their hand. That’s downright impressive.

Here are some other impressive statistics, as reported directly by YouTube, which are sure to get your attention:

• Over 800 million unique users visit YouTube each month

• Over 4 billion hours of video are watched each month on YouTube

• Traffic from mobile devices tripled in 2011

• In 2011, YouTube had more than 1 trillion views or around 140 views for every person on Earth

• 500 years of YouTube video are watched every day on Facebook

• Clicks on the “like” or “dislike” button on YouTube have doubled since the start of 2011. For every 1 “dislike,” YouTube videos get 10 “likes”- people like to tell other people about the stuff they love.

Ok, that all sounds interesting, right? So now you’re probably thinking, how in the heck does that help me and my local business? It does and I’ll explain how.

People like watching video. And the trends clearly show it’s growing at a breakneck pace. Google knew this early on in the game and that’s one of the main reasons they bought YouTube.

There are a variety of ways you can use video in your local business. Just to clarify, you can use YouTube as a platform to host your videos and you can use YouTube as a media tool to drive traffic for customer acquisition. You might be wondering, “what’s the difference?” I’ll explain.

Most of what you’ve likely heard about YouTube marketing is how to create videos and get them ranked on page one of Google using Video Search Engine Optimization (VSEO) strategies. It’s true and it works. And there isn’t enough room in the article to explain it. Let me just boil it down for you in a sentence or two that will hopefully get you thinking about how you can employ this in your business.

You can create short, simple screen capture videos at your desk or with your smart phone. Upload them to your YouTube account (which is free) and get those videos ranked on page one of YouTube and page one of Google to drive leads into your local business. I’ve done it personally and it works. The strategy is simple but the process to execute takes effort and expertise. If you’re a local business it works even better (local search keyword example you can rank for: “plumbers in New Haven, CT.”) It’s a media strategy that’s worth exploring.

I spent six years running my own staff of Search Engine Experts to rank my web site’s page one on Google and let me tell you, THIS strategy is a cake walk compared to traditional search engine optimization.

So let me give you some powerful ways you can create videos, host them on your YouTube account (called your channel) and leverage them to drive revenue.

• Drive prospects from offline direct mail to a video capture page to collect contact information.

• Drive prospects directly from paid search and Facebook campaigns to a video capture page.

• Create fun videos that’ll add personality to your email campaigns. Easy to do.

• Create personalized “one off” videos to send to high value prospects and customers. (e.g. “Hi Jim, I hope all is going well at the dealership. I wanted to share something important with you about...”)

• Here’s a biggie: Capture video testimonials from customers that are having or have just had a great experience with you. Capture the moment and use those videos as social proof on your website and in your email marketing. Powerful stuff that so few local businesses actually do.

• Create videos to promote new programs, new product arrivals, or a special of the day/of the week. Imagine getting an email from your favorite local Italian restaurant at 4:30 pm. You open it up and there’s a video of the chef cooking up tonight’s shrimp scampi special asking you to join him for dinner. Can you see how powerful video can be to drive customers into your business?

Just remember, “raw is real.” People tend to have less trust for something that looks too polished, so don’t worry. You can do all this with your smart phone. It’s easier to produce and it’s what adds depth and personality to your local business.

If they say “a picture’s worth a thousand words.” I wonder how many words a video’s worth? One last thing: it’s unlikely your competition is using video. Advantage...YOU. Now get started.
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Circle™, LLC, all rights reserved.
I want to tell you a few things about DIAMOND Luxury Member Dr. Dustin Burleson, who is also a client of my client, Silver Member Jay Geier, and is or has been a client of my Titanium Member Dr. Tom Orent. Dr. Burleson is a Renegade Millionaire orthodontist.

He found me, as so many have, via a referral-of-sorts from another thought leader. In this case, Gold Luxury Member Jimmy Vee’s mention, in a book about marketing for dentists, of Bill Glazer’s book, which in turn referenced my books – and, as Dr. Burleson put it, once he read one of mine, he was hooked, got them all, and has been an active follower ever since. I call this “swimming upstream to discover Dan.” It’s how a lot of GKIC Members got here, and it is neither as accidental or random as it may sound. That’s not my point here, but I wanted you to understand The Path itself; how Renegade Millionaires operate. They are much like cats given a ball of yarn; they look for any loose end and unravel it. They are always engaged in curious discovery. They are interested in the genealogy of ideas. The minute they encounter a smart person, they are curious about what other smart and potentially useful people he has around him or behind him, and what other smart people influenced him. Then, when they find those people, they are again interested in what other smart and potentially useful people they have around them or behind them, and what other smart people influenced them, etc. This often leads them upstream. It may be two or twenty strings before they find something in the unraveling that contributes greatly to their progress and wealth. Occasionally they unravel an entire ball only to find nothing there. This never dissuades them from methodically unraveling the next one. If this is not your earnest behavior, know that it IS for Renegade Millionaires.

Dr. Burleson aggressively used everything he could learn from me and GKIC and the others – even that which had no direct connection to an orthodontic practice. He brought ideas from diverse fields, places and examples outside of his profession to his practice. This is key. Few breakthroughs bubble up out of an already made pot of stew, but most people just keep re-heating the same stew. For example, from the GKIC membership model itself (and discussions and observations here about membership concept, ascension, upsells, exclusivity, stretching the top of the pyramid and more), he turned what began as a USP into a premium offer. No more than 12 people per month can buy the guaranteed privilege of never having to miss any time at work or have the child miss any time from school or after school activities in order to get all treatments and complete their orthodontic process – meaning, if an appointment must be after hours or at dawn, so be it. He sells this for $2,000.00 over and above the orthodontic case fee. This year, he has sold all 12 positions every month. 12 x 12 = 144 x $2,000.00 = $288,000.00. Since inception, he tells me this has brought in an extra $1.2-million.

He has, of course, done Renegade things: violated his profession’s norms, created price strategy, positioning strategy, place strategy inconceivable to most of his peers – and judged critically by some. While most orthodontists have resisted having to market directly to patients (rather than relying on table crumbs fed to them by general dentists), Dr. Burleson embraced the opportunity. All Renegade Millionaires, by definition, do Renegade things.

He has moved himself away from the "doing," into the marketing. There is a team of doctors. The practice has grown from about $1-million in 2009 to over $6-million in 2012. He never stops hunting – for the next big thing, and for hundreds of little things. Thus, he was at my Trust-Based Marketing Training, at Mailbox Millions Training, is coming to the New A-to-Z Info-Biz Blueprints Training. He was at Jay Geier’s event where I spoke last year. He told me, if I ever offer a high-level mastermind group for all kinds of entrepreneurs, he’s in. Less and less “doing” and more and more rain-making is an important part of The Path. Trump stopped actually doing his deals quite early – he has had George Ross, who many of you heard and met at a GKIC SuperConferenceSM doing the doing. Walt had Roy and a handful of insiders executing his visions. He has also moved into Leverage, by selling his know-how and experience. He has an info-marketing business, providing orthodontists with resources, training and coaching, with an ascension pyramid, with a $17,000.00 price point at its peak. Going from success at a core business into info-marketing in the same industry has been a Path that I have put many, many people on, as their move to Leverage. Essentially, a winning "package” of advertising, marketing, etc. can only take a single business like an orthodontic practice so far, and 100% of the money from it has a practical cap; using that same “package” to take some money from hundreds, thousands or tens of thousands of others’ individual businesses offers Leverage. All Renegade Millionaires employ some sort(s) of Leverage. Gene Simmons is rich because he retained all of KISS’ intellectual property rights and all of the licensing, creating royalties from, as he puts it, everything in a KISS fan’s life and death, from condoms to caskets. Trump, also big licensor. Hefner, as well. Big direct marketers get Leverage from their lists. They must build customer lists, but by renting them and exchanging them, they create a 2nd income stream from the same asset they have no choice but to invest in. 2nd Income From Same Asset is a common leverage “secret” behind a lot of wealth. Leverage is not new. Mark Twain taught another Leverage Strategy that I’ve used a lot, in his Tom Sawyer story. Another I teach: Simultaneous Present AND Future Bank Deposits.

This is The Path. There is no mysterious map secreted away from the world. There is no code to break. But understand, The Path is not constructed of options from which you pick and choose. It is a Path.