



INFORMATION MARKETING
A S S O C I A T I O N

The “New” Accelerated A-Z Blueprint Seminar

*for The Information
Marketing Business*

**Module 1:
Overview of the Greatest Business on Earth
Presentation Transcript**

So in turning to page one we have the advantages of the information marketing business. Number one is this replaces manual labor with multiplying and leveraging what you know. So whatever you do know you could take whatever you know and you could turn that really into an information marketing product. I guarantee that that can be done. But it significantly allows you to leverage that.

As most of you know I still own two menswear retail stores in Baltimore. I now have somebody else that runs that company. I'm not there everyday but for 25 years I was there selling menswear and it was one at a time - customer comes in, we sell them menswear; customer comes in, we sell them menswear. And everyone was a lot of manual labor. And now it's very different. Now as we create product, one time, and then we sell that product to a whole bunch of people. So it's an ability to leverage what you know and to multiply it.

Advantages Of The Information Marketing Business

- 1. Replaces Manual Labor With Multiplying and Leveraging What We Know**
- 2. Buyers of Products Will Buy More**
- 3. Small or No Amount of Interaction With Buyers is Possible**
- 4. Small Quantity of Staff Required**
- 5. Small Investment of Inventory**
- 6. BIG \$\$\$\$\$\$**

Number two is buyers of products will buy more. This room is an example of that. Everybody here in this room has bought something from Glazer-Kennedy at some point, or just about everybody in this room. I think there might be about three or four people that have come through some affiliate/association we have. And if your not a member of Glazer-Kennedy see the people in the back before you leave.

But you have bought something else and by buying something else you're now in this room. So buyers will buy more.

Number three is small or no amount of interaction with buyers is possible. I'm a real testament to that because I talk to most of you very, very seldomly. As a matter of fact, it's almost impossible for you folks to talk to me unless you show up with a pretty nice check. So you don't really need to be talking to your buyers that often unless you decide to talk to your buyers. And usually the information marketers that I know that are talking to their buyers, there talking to their buyers at the highest level, the highest level coaching programs or their highest level consulting programs.

Number four is small quantity of staff required. Now my two menswear stores are the largest volume menswear stores in the state of Maryland. We do the same volume of business in those two menswear stores as we do at the Glazer-Kennedy office. At my two menswear stores we have 55 employees. At the Glazer-Kennedy office we have five employees and were also running another business out of there as well, which is my BGS Marketing Company, which is my retail marketing system. So were actually operating two marketing systems with five employees versus 55 employees for my menswear stores. So as you can see you can really operate this with a much smaller amount of staff.

Small inventory – my menswear stores, a million and a half dollars worth of inventory at any one times. Sitting on the shelf there million and a half dollars. At Glazer-Kennedy Inner Circle and BGS Marketing combined about \$20,000 dollars worth of inventory to do the same volume. You don't need a lot of inventory on hand, which means you don't need a lot of money to get into this business.

And number six is there's big dollars. I mean most of the people that I know that are in Dan Kennedy's Platinum membership, most of those folks, if not all, are in the seven-figure range and I'm not talking about grossing. I'm talking about netting.

I was listening to an old, old tape of Gary Halbert. This is was back 1992. Gary Halbert was speaking at a Dan Kennedy Super Conference and he gave his formula for the information marketing business. And I really would like to update, I would like to you give you my updated formula and really this is really critical. This is page two of your manual, which is QL + QP + RR + CI + WN = Big Dollars. Everybody got that right?

Bill Glazer's
Information Marketing Formula

Q. P. + Q.L. + M.F. + R.R. + C.I. + W.N.
= BIG \$\$\$

Q.P. Quality Product
Q.L. Quality Lead
M.F. Marketing Funnel
R.R. Risk Reversal
C.I. Continuity Income
W.N. What's Next

So QL is quality lead.

Quality lead plus QP, quality product, plus RR is risk reversal, plus CI, so this is where, you see, Gary stopped there. QL + QP + RR = Big Dollars. That's where he stopped. But I've added these two new ones, which is CI, which is continuity income plus WN, which is what's next? And this is pretty much what were going to do today. Were going to talk about all these things today – getting quality leads, quality products, risk reversal. Then putting people into continuity and I would say to you that if your in the information marketing business and you don't have continuity find something else to sell and you'll see that later today.

And then also WN, what's next? Because once you sell something to somebody one time, keep selling them stuff. A little funny story – we opened up this month a Glazer-Kennedy Webstore, GlazerKennedyWebstore.com. It has all Dan's products on the Webstore. It's also got a great e-mail marketing course that you can get for free by signing up there.

And we opened up this month and we had an unbelievable bang up month on there. I'm actually a little embarrassed to tell you how much business we do there on selling Dan's products. But one of the things that were always looking at is what's next? What's the next product that we can put up there? And when you get to that point where you're constantly looking for more products to sell that's when you really have a great information marketing business.

Okay let's move on to page three, three basic categories of information marketing. Three basic categories of markets. There's number one category is the everybody category. That's something such as weight loss, health. You can sell that to just about everybody. That's fine. That's absolutely fine to do that but that's one way of looking at the business.

Number two is subcultures. People that are passionate about certain things. I have one here – fisherman, hobbyist, Star Trek groupies, golfers would be another subculture. People that are very passionate about things.

And the third one is, which is the area that I have actually started at, which is my BGS Marketing System was a niche. And that's usually some type of business or occupation. Now personally I like the third one, the niches. I find that they are the easiest to be able to communicate with those folks because you can normally identify them, a niche, and then they can be communicated with pretty reasonably.

Glazer-Kennedy Inner Circle, we have, since we've taken over running the business in January of 04, so we have a little bit less than a year, we have multiplied the business four and a half times the size since we've taken it over. The membership is four and a half times as big. But it's much more difficult to communicate with that because we communicate with butcher, banker, candlestick maker. Everybody is a potential client of ours. So we are doing joint ventures and we are doing mailings and other things to great masses of people.

Whereas with my BGS Marketing System we've identified retailers basically and we have really four basic retail niches that we market to today, which is menswear, ladies wear, furniture and jewelry and with those four niches it's easy to get that list, easy to get the publications that they read and easy to communicate with them. But all three of these basic categories will work just fine.

Factors to consider when choosing a market, page four. And I would suggest to all those people who's hands went up, the 50 percent of you who's hands went up that said, "Gee I'm looking to get into the business." I would suggest that before you jump into the business you go down this list and make sure that you've got, you at least consider this and hopefully you've got

answers to this. The number one thing to consider and without a doubt is affinity. Whether you have affinity with the market.

When I first got into the information marketing business, BGS Marketing, I only marketed to menswear retailers. As it turned out I later went onto to all retailers but I only marketed to menswear retailers because that's the place I had the affinity with. I had been doing that myself for 25 years. I had the story to tell. I was, "Here I am. I have two of these stores in Maryland. Two highest buying stores. Here's my marketing strategies that I used to build this. I will teach them to you. You can use them in your own business." I had a strong affinity with that market.

Now you do not have to have the affinity. Maybe just turn it down a little bit. You do not have to have the affinity. There's way to play the game where you don't have affinity. Number one is, way to do it, is you can tell the story that because I'm not one of you I know something that you don't know. And everybody in your market is listening to people that are in the market already. I'm bringing you fresh new ideas that no one in your market knows. So now you really want me because I don't have an affinity with your market. That's one way to tell that story.

Another way to tell the story is go out and get someone who sort of has affinity and let that person tell the story. So, for instance, Craig Forte, Craig Forte is in the real estate, he provides marketing services to the real estate industry and he has no affinity at all. The only thing that he has affinity in real estate is that he lives in a house. Zero. So he went out and got somebody else who's a real estate agent to be the front person for him and she tells the story that she discovered Craig and she discovered his strategies and she started implementing his strategies in her own real estate practice and her practice has boomed and now she's persuaded Craig to share this with all the other real estate people. See that's sort of borrowed affinity. So you can play it all three ways. You can have the affinity. You can have none. If you have none, again, you got to deal in terms of the big secret. I've got the secret that nobody in your industry knows or borrow that.

Next is known versus unknown. What do you know about the market? What don't you know about the market? And that's a real good list to make. And if there's things that you don't know it's a good idea to go out and try to find those answers before you jump into that market.

Size of the market – if I had to give you a basic rule-of-thumb, and this is basic, the basic rule of thumb is it's pretty easy to sell the top 10 percent of the market, 10 percent of the market. So, for instance, when I went into the menswear niche there's only 5500 menswear retailers in the United States. We got to somewhere around the 14th or 16th month, we got to 500 menswear retailers as clients of ours. That was easy selling to get to those 500 of them.

After that it was 10 percent of the 5000. It became much more expensive to sell to them and that's really when I shifted gears and I went off into other retail niches because I wanted, I was sort of like pig. I wanted to get out of the [inaudible] quickly. So the normal, if I had to give you a general rule it's 10 percent. If you look at the size of the market and you can identify the size of the market you want to say to yourself, "If I sell 10 percent of those do I have a business here?"

Trends – is the marketing growing, shrinking, aging? Generally speaking, and this is going to sound pretty common, but generally speaking you want one that's growing and young. Growing and young. If you can find a market that's growing and young it's the way to go.

Churn, which is how often does the market replace itself? I do a lot of consulting with people in the mortgage industry. It's a great market for churn. Every time interest rates go down 600,000 million of these guys jump in and do mortgages. Every time interest rates go up, is that right Mike? Mike? Every time interest rates go up everybody gets out. They bail out. They're looking for the next quick turn thing. And that's real good news for anybody providing information to the mortgage industry because when there's this constant churn, real estate is the other one. Real estate has a constant churn. People get in and out all the time in real estate. So if you can find a market that people get in and out of often times that gives you a constant fresh, new supply of people to sell to. Churn is real good.

Reachability – can you get a list of them? Can you get the information? Can you find out what they read? Is there some kind of a trade show that they all go to? How can you reach them is something that you really strongly want to consider.

Geographics – where do they live? We will find, you will find that as soon as you get into this business for some period of time you will find that there's certain states or certain regions of the country that will be more responsive than others for what you are offering. I mentioned John E. Lewis in the front here. He's the vice president of a client mine called the Automotive Training Institute. They provide very, very high priced coaching programs to people, auto shop owners. And we know that when we do seminars in order to sell them into coaching, we know that in certain regions of the country we have a higher close rate at those seminars than we do in other regions of the country. And so again you will find that the geographics of this can often be very important information to know. Unfortunately a lot of times you don't know that until you're in the business for some time.

Psychographics – how do they think? How do they buy? Do they buy using direct response marketing? Do they buy from CDs? Or do they buy from sales letters? How do they buy? And I'm going to actually show you, in a few minutes, ways in order to learn that.

Passionate – are they passionate about it? Obviously I put here in the example golfers. If you can find a passionate group it makes your job a whole lot easier. Can you arouse their emotions and more importantly can you scare them? At the end of the day – people buy only for two reasons – they buy for personal gain or fear of loss. Only two reasons why people buy. At the end of the day fear usually wins out if you want to take the simpler way to sell something to somebody is to scare them. So the whole thing is can you scare them? Can you agitate them about things that bother them in their niche? And then have them buy it from there. It's usually an easy way to get them to buy.

Direct Response Buying Behavior – I mentioned that before. Do they buy by using direct response techniques?

Sophistication – how smart do you need them to be? Typically I like them as least smart as possible. But how smart do they need to be? Most cases you will find that even if you have a perception that this is an intelligent group that your going to after the truth of the matter is they normally will buy better using our type of marketing, which is the hard hitting sales letter approach marketing. Even if you have the perception that they are smart folks.

Price sensitivity – here's the bad news – women are much tougher to sell higher priced items to. Men will buy higher priced information marketing products. Men will come to more seminars. You could look around the room here. A lot more men in this room than women. Men will spend more money and they will respond better to information marketing products.

Seasonality factors – Dean Killingbeck in the room here? There's Dean over there. Dean and I have an association where Dean has taken my product for retailers and he's created another product that goes to a specific niche of retailing, which is the home garden center and the greenhouse business. When we looked at that niche the seasonality factors are immense. December you can't talk to those folks. They're so busy in their businesses doing what they do there's no sense in even trying to sell to them. And there's other months also that there's no sense in trying to sell them. In my own retail marketing system from Thanksgiving to the first of the year we stop all of our marketing to them completely, which means that really since my marketing funnel puts them through three months of marketing funnel, we actually stop getting leads three months before that because if we don't get them sold before Thanksgiving were not going to get them sold.

So the seasonality of the business is very important to understand if there is a seasonality to your business. In most cases most businesses will be affected by Christmas. So you need to know that and that's a real shortcut because a lot of people into the information marketing business they try to still sell around December 10th to the end of the year. You might as well forget about it. Just stop. Go have a vacation, enjoy yourself because it's very hard to get people to buy during that time of year.

Competition – who is your competition? Is there competition in the marketplace? Who else is selling something to the market? So not only what your selling but who else is selling something to the market? You can often times, and were going to get into this in a few minutes, you can often times learn a lot by seeing who else is selling a non-competitive product to that marketplace.

You can see how they are selling to them and a buyer is a buyer. If they're selling to them by using long sales letters that's a very good for you to know that because then you can use long sales letters. If they're selling to them by sending them DVDs and they're successful that's good for you to know. You can copy that. So who else is selling to that market?

Regulatory requirements – is there anything that you need to be aware of as far as what you can do and what you cannot do. That’s pretty self-explanatory.

Potential of renewable or continuity income – this is a biggie. What are the chances that once you sell them something that you get a continual income? As I started saying a few moments ago I would not go into any information marketing business where there wasn’t renewable income. I believe that is the business. And I also believe that in just about every case you can think of renewable income. And I have often found that clients come to me and they believe they can’t do it and after 30 minutes we’ve come out with a list of three or four different potential types of renewable income that they can go do. The problem is that then they don’t go do it. But that’s another story.

Number 19 is the biggie – where is the market vulnerable to you? What is the Achilles heel of that market? It’s a lot easier to identify something that they need, no one is providing to them and now here you are. You’re the one that’s providing it to them. If that’s the case you can be a lousy marketer and still be highly successful.

Page number five. Smart questions. Most of you who have been in the world of Dan Kennedy for some time have heard question number one but what keeps them awake at night? What’s the thing that really makes them worry about the thing it is that they do? There’s some very smart techniques in order to discover that and when we get to lead generation I’m going to show you my most recent discovery in finding out what keeps them awake at night and it has really changed the way that we now market our BGS Marketing System.

So number one is what keeps them awake at night? Number two is what are they made about or at? Three is what are their top daily frustrations? Four is what do they secretly desire the most? Five – is there a bias to way they make decisions? Six is do they have their own vocabulary? This is a biggie.

When I first started doing work with Dean Killingbeck in the home and garden center business the first thing I said to Dean was, “Dean I’m coming to Michigan. I want you to take me around to for one day as many as these people I can meet. The people in the home and garden center business, greenhouse business. I want to hear how they talk.” See every niche, every industry has it’s own vocabulary. And when you’re communicating to them you want to communicate to them and their vocabulary.

Dan Kennedy platinum member Rory Fatt, he markets to the restaurant industry. He is from Canada and when I first saw his sales letters he had a lot of language in there that was sort of like Canadian, like aye, that kind of stuff. It was very Canadian type. They don’t go to the bathroom. They go to the washroom. Things like that.

We had to take that language and make that language U.S. because most of his clients that he was selling, most of his members are U.S. restaurants. So that was a mistake that he was making – very, very important.

Who else is selling something to them? We talked about that.

Who has tried to sell something to them and failed? Very important to see that and one of the best ways in order to find that out is to look at the trade magazines if there are trade magazines. See who else is selling to them and is no longer in the trade magazines. If they're no longer in the trade magazines there's a good chance they failed.

Then what you want to do is you want to study how they've tried to sell it to them and you do not want to duplicate that at all.

And what is your advantage, is another smart question to ask yourself.

All right. Were moving up to page number six, which is research. And I'm always like amazed at this one because in just about every case, not every case, 50 percent of the cases, when a client comes to me to talk about the information marketing business they want to get in the information marketing business. They've actually done none of this research. And I start asking them some questions and they have no idea of the answers. And it'd seem to me that this is the first place to start because in most cases it's going to cost you nothing or almost nothing in order to do this before you spend any really dollars in creating product or anything else. So research.

Were only handing this out to clients of mine but before I take on a client and do any copywriting for them, I give my client a questionnaire for them to fill out. And what this does is this gives me a tremendous amount of information that I need in order to write sales letters for clients. But also I thought I'd be very helpful to give you my questionnaire, and were not going to talk about it. Just take it with you. But if your going to go into a market fill out this questionnaire for yourselves because this will really give you an opportunity, in many cases, to identify the opportunities in the market, to identify the things that keeps them awake at night and also will really help organize you in order to create your own sales letters, your own marketing pieces for your individual information marketing product.

You can also use this for any time, I use this almost across the board when I do any kind of project for anyone including myself. So this is my own private copywriting questionnaire.

Okay let's move on – research. Number one thing to do is SRDS. SRDS are a compiler of lists. And there's a couple of ways you can do it. You can subscribe to them. It cost a couple hundred bucks I think a month or a quarter. I forget how they charge. And you can subscribe to them online. Or another thing that you can do is you can go to the library and they have the SRDS manuals. Now they're normally not the most up-to-date manuals. They're normally like a year old but it doesn't matter because the information doesn't change that dramatically within a year. But you can go there and get it for free.

And in there you'll find that they have everything broken out by different categories and different niches and what you will find is that they will tell you about all the magazines, that

niche reads. It will tell you the subscription – how many people subscribe to that magazine, the list that are available that you can get. It will also tell you who else is advertising to that niche. So it's a real shortcut to see who else is advertising to that niche and especially if you want to eventually do JVs with other people that are appealing to that niche. So SRDS is the first place to research if you have an idea or a niche that you want to go into.

Next is magazine media kits. Once you identify the magazines you ought to request their media kits. They're free and they'll tell you a lot of information about the market and also a lot of information about their magazine. Back issues of niche magazines. So again one of the things I suggest you do is before you spend a lot of money in going to information marketing product you look at all the back issues of the magazine. You see who else has advertised in there as well.

The Internet – websites. You want to look at websites that sell to the market. You want to look at market chat rooms, articles that are written by the market, and keywords. Everyone here familiar with keywords? Anybody not familiar with keywords? Oh good, we have a very Internet savvy group. So we want to look at the keywords and you want to see what the keywords are and also how much traffic is going to those keywords.

And then there's a bunch of free tools on here courtesy of my good friend Corey Rudl. And you can look at WordTracker.com. You find easily exactly how many people are searching for particular keywords and phrases. It can also tell you about competing websites. Alexa.com, which is gathering information about competitors and then Google.com, which also you'll see different forum groups in there. So those are some opportunities that you can do for free research.

Associations and trade shows – as I said if your niche has those I love those. There's no place better to go to when getting into a niche than to a trade show because everybody in that group they're all assembled together. Not only are the people that are in the niche assembled but also all the people that sell to them are assembled together. So spending a day or two at a trade show is one of the best forms of research that you can do. You find out how they talk. You find out what their needs are, what keeps them awake at night. It's really easy to get them into a conversation because everybody loves to talk about their horror stories of their particular niche.

Vendors that sell to the market – they're also at the trade shows. You also have to identify some of those.

Paid sources of research and government resources – on the next couple of pages I'm going to give you some websites that gives you the opportunity to look at that.

Consultants with relevant experience – so else is consulting in that niche? Maybe they are not providing the same service that you provide with relevant experience. So, for instance, going back to menswear retail business, we have an association with a company that's called RMSA that provides inventory consulting for retailers. They tell retailers how much inventory they should have. We obviously provide marketing consulting. So finding out the things that they've

learned on how to provide a different type of product that they can consult with is very, very relevant to me as well as what I do is very, very relevant to them.

Focus groups can often be good. I'm not a huge fan of them but if your desperate that's certainly a way to go and they're usually rather expensive as well.

Outbound telemarketing – outbound telemarketing tomorrow during the Summit I'm going to really talk about telemarketing a lot – inbound and outbound telemarketing. But outbound telemarketing is really one of the best ways to learn a lot about the group. You can just get a list and just yourself or have somebody call them up and just ask them a simple question like, "What is the biggest struggle you have in your business today?" And very simple question like that you'll get that answer.

But also if your in a niche and your struggling with a niche there's no better way to find out what your doing wrong than put some outbound telemarketing in your funnel, which we'll get to a little bit later today to discover also what you are doing wrong. So outbound telemarketing is a very, very effective way to find that.

Interview key people in the market.

Become a customer – becoming a customer is a great way to research the niche. So there's two ways to become a customer. Number one is to look to who is selling something else to that niche and buy it. Buy what they're selling, study it and also see the whole mechanism. By the way don't buy the first time you see it. If it is a lead generation mechanism play lead for a while. So respond. I want information and see how far they take you on their journey of trying to sell you and then eventually buy their product.

Another great place to do research is with becoming a customer, is to buy products of other people's niches. When I first got into the information marketing business selling my retail marketing system, I bought three other people's, and not in retail, three other people's retail marketing system. I bought Joe Polish's in carpet cleaning. I bought a gentleman who was selling to the automotive industry and I also bought somebody in the real estate industry. I bought three other people's products because I wanted to see how a product was put together. I'd study and dissect it. And the thing that I found, which was amazing to me was it also helped me to put together the product because I was able to borrow a lot of content from their products and shift it over to my way, to my niche. So a lot of things were very transferable so I was able to build up a lot of bulk with my product without having to create a bunch of it. So buying other people's products are very, very valuable in order to do that.

And also question the market, once again I'm going to show you a little strategy a little bit later today on how to do that. So that's a way that you can research.

Page eight is your contact information for SRDS and there's an 800 number there towards the bottom that you can call if you want to get more information. Page nine and 10 are a bunch of

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websites that you can go to and they are done for you categorically where you can find information about a lot of different niches.

Page 11 and 12 are some information that you need in terms of buying mailing lists. It's a question that I often get as far as the best way to get mailing lists. Put a little information in there for you and there are really a lot of different strategies and tactics that you need to employ in order to not be taken advantage of and get good list. But there's a lot of good information right here for you that you can take and you can study.

Okay I'm going to move on to product and then we'll take a break shortly after that.