



**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 2:  
Overview of the Greatest Business on  
Earth**

**Presentation Transcript**

Copyright 2007 © Glazer Kennedy Insider's Circle LLC.  
Used by permission by the Information Marketing Association  
All rights reserved.

Books are evil. You do not want to write a book per say and consider that a product. The problem with books are that people know pretty much what they should sell for. Books should sell anywhere from \$10 dollars to \$30 dollars and most of them sell for around \$20 dollar range. Well you're not going to be very successful in the information marketing business if you're selling a \$20 dollar item. So the books are absolutely evil.

They do have some value elsewhere, which we'll get to a little later on but you don't want to write a book as an information marketing product. Usually ugly outsells pretty. So you don't have to make your products all that beautiful. Only if they'll look more educational, they sell better and they can sell better for more money. If you make them look real beautiful then normally people feel as though that they sort of compare to the Guthy Renker products that they know you normally spend \$69.95 for a set of tapes.

We sell products that have no relationship to the manufactured cost. Very important. You are selling information. So whatever...forget about the fact that this cost me a dollar. I should sell it for \$2.00 dollars. Or it cost me a dollar I should sell it for a \$1.79. Well that's like retail thinking. You don't want to think like that.



You want to think in terms of what is the information that's in the product? A rule of thumb is that you always want to have at least a 10 to one ratio. So if a product cost you a dollar you never want to sell it for less than \$10 dollars. And you'll need that economics in your information marketing business in order to make your information marketing business very profitable. Most of the...many, many, many of the marketers that I know, the top ones, they're closer to the 20 to one ratio. If it cost me dollar I'm selling it for \$20 dollars.

I'm known for a fast start something. This is like an insider secret almost. But everybody likes, no one has patience for anything at all. And your customers that you sell to won't be any different than anybody else. Matter of fact all of you are here today for the fast start. To learn the information marketing business really could be like a six-year college course. It really has a lot of nuances to it and we are constantly learning little secrets to it. But the deal is you're here today to learn the fast start thing. You want to get to like the one-day drive thru approach. Drive up to the clown and order the information marketing business and pull around and pick it up. So it's...everybody wants the fast start something.

And in your information marketing product one of the things that you want to include is the fast start something. I'm going to show you in a couple of minutes some examples of some products that I have up here. And you'll see tomorrow, you'll see some other

Copyright 2007 © Glazer Kennedy Insider's Circle LLC.  
Used by permission by the Information Marketing Association  
All rights reserved.

people that are presenting. They're going to show you some examples of their products as well. And all the good ones have the fast start component to it because people like to buy fast start. So whatever product you have put something in there that has the fast start. I'll show you some of those in a second.

Number five is produce less than more, publish on demand. As I said to you in my two businesses together we have about \$20,000 dollars worth of product on hand. That's all we have. As we need more we create more. Invariably what happens is people put together this great product and they say, "I'm going to sell a thousand of them. Let me go to the printer and find out how much it cost me to print up a thousand of them." Problem is you may not sell a thousand of them. Or if you do sell a thousand of them it might take you a year to 18-months to sell a thousand of those babies. Meanwhile all your money is sitting there on the shelf being tied up, not to mention storage fees that you got to figure out a place to keep this thing. We keep usually around 50 of something on hand at any one time. That's our number.

**3 Basic Categories Of Markets  
(Products)**

- #1: Everybody (i.e. Weight Loss, Health)
- #2: Subculture (i.e. Fisherman, Hobbyist, Star Trek Groupies)
- #3: Niche (Typically To Businesses Or Occupations)

And when I first started out it was like 20 of something. It wasn't until I really knew that I had a thriving business that I even brought it up to 50. Now sure I'm going to pay more per item than if I were to have a thousand of those. But I would rather have access to my money than having it sitting on shelves. So producing as you need it.

Do not create packaging that locks you into your product. This is another biggie. I'm going to show you some examples in a few minutes of some products. Only one of these has that locks you in situation, which is the Renegade Millionaire product that I'm going to show you. The rest of them are very flexible. You could add to them. You could take away from them. When I first started my information marketing business it was in 1999. I had a product. It was just for menswear retailers.

And then in 2001 I came back with a revise of that product, which I did for all retail. And when I did the revise I kept a lot of my core product already. I just made some additional things and tweaked. I didn't have to reinvent everything that I wasn't locked in where I couldn't make changes. I did that strategically in 1999 thinking that I might have to make changes down the road and you want to do the same thing as well.

Easy to sell products that have the appearance that the work is done for them instead of them having to learn to do it themselves. So this is another big revelation. It's as big as the fast start thing is have it appear as though the work is done for them already. Give them tools. And that's why so many products have toolkits to it. Give them the tools that they need in order to have the appearance that the work is done for them.

Now the reality of it is the work is seldom ever done for them, and were going to talk a little bit later on about when we reveal this to them. We usually don't reveal it to them

during the selling process. We usually reveal it to them after the sale is made. But the appearance that the work is done for them already, the toolkit if you would is the most common one, the toolkit that is something that is very valuable and will significantly help sales for you.

How many people here have Magnetic Marketing? Okay. Magnetic Marketing is basically a toolkit that has the appearance that the work is done for you. That's, by the way, the first product that I bought from Dan Kennedy. In 1995 I went to a Peter Lowell Seminar and I bought the Magnetic Marketing Toolkit for, I believe, \$197 dollars back then and I was in Philadelphia. I was going back to Baltimore and I believe that I just paid \$200 dollars and all the work was done for me.

On the train ride back to Philadelphia I found out that that wasn't exactly the case. And then about a couple hundred thousand dollars later, giving money to Dan, I found out that that definitely was not the case. But anyhow it was an interesting train ride.

### **Factors To Consider When Choosing A Market**

1. Affinity
2. Known vs. the Unknowns
3. Size
4. Trends (growing, shrinking, aging, etc.)
5. Churn
6. Reachability
7. Geographics (Where do they live?)
8. Psychographics (How do they think? – How do they buy?)
9. Passionate (i.e. golfers)
10. Can you arouse their emotions (and scare them)?
11. Direct Response Buying Behavior
12. Sophistication (How smart do you need them to be?)
13. Price Sensitivity (women vs. men)
14. Seasonality Factors
15. Competition
16. Who else is selling something to the market?
17. Regulatory Requirements
18. Potential for Renewable or Continuity Income
19. WHERE IS THE MARKET "VULNERABLE" TO YOU?

Appearance affects sales. So again the way it looks will affect the sales. We talked about that but appearance also affects refunds. And I'm going to be doing a little bit later on with some refund reduction strategies. Your going to see tomorrow, I know for sure one of the presenters is showing his refund reduction strategy, which is really great. And so the way that it looks will significantly cut your refunds, which is very important to be aware of that.

Place other companies' information in the product to defray costs. This is sort of another insider secret. A lot of times you can go to other competitors and you can insert things in your product and they'll pay you to do that. And it might be things that they are trying to sell. And you might get, in most cases you'll get some split on the sales from what they're selling. Plus they'll often times will actually pay you to insert things in your products. So it's kind of a new thing that were doing now in the information marketing business in order to cut down some of our costs.

More dollars for real products than online digital products. Pretty much across the board. Not pretty much, 100 percent across the board. You will get more money for real product than you will selling digital product. A good friend of mine he's actually going to, I don't know if he's in the room yet, it's a little bit early. Is Yanik here yet? Oh good. Good morning Yanik. Good friend of mine and fellow platinum member, Yanik Silver. When he first started in the information marketing business he was totally delivering digital products online. And very successful with that and there's nothing wrong with

Copyright 2007 © Glazer Kennedy Insider's Circle LLC.  
Used by permission by the Information Marketing Association  
All rights reserved.

that thinking. But later on he also learned that he could deliver online with digital or give them the choice of real product. He would always get at least 50 percent more, if not more than that for real product. Real product will always sell for higher price than digital online products and therefore I'm a huge believer in that.

Okay, page 14. Things to consider, things to think about when building an information business – number one is bulk versus concise. You want a big box sent to them or do you want just a little tape set. I'll show you both. Obviously bulk is, if you want to sell something for a significant amount of money bulk is the way to go. I had a client that flew in from New England last week, fairly new to the information marketing business and he was selling his

product. He had two products. He was selling one for \$700 dollars and one for a thousand dollars and they weren't much. The thousand-dollar thing was two manuals and I think a tape. And the \$700 dollar thing was two manuals. And I said to him, "You haven't earned the right for these prices. Your information might warrant these prices but the amount of bulk that you deliver them you have to get them...to get those types of prices you got to deliver a real big box of stuff to them." So

one of the things that were, a strategy that we've talked about is increasing the bulk of his products. And one of the ways to do that, I mentioned before, is to buy some other people's products and figure out what you could take from there in order to take some other ideas and working it into your own niche to increase your bulk. So bulk versus concise is important.

Number two is perceive specialized, higher response rate. So again let's go back to our example with Dean Killingbeck. When Dean approached me about marketing to the home and garden center and greenhouse business the truth of the matter is that we could've just sold them my retail kit and had all the information in there that they needed in order to do what they needed to do. But what we did do is we made it specialized. We made a separate additional manual that was specifically for them. We called it the Killingbeck Calendar, which is a calendar of promotions that they can do throughout the year for their industry. We added it to my kit and then we took, on the fast start tapes, which is six of them, we took the first of the six and we actually had Dean record it in his own voice talking to his own niche. So we made it specialized for that niche in order for them to say, "This is for me."

Number three is perceive ease of use (affects return rates, fast start something, access to the guru). So how easy is it for it to use? And also is the access to you. If you are

### **Things To Think About When Building An Info. Business**

1. Bulk vs. Concise
2. Perceived specialized (higher response, more \$\$)
3. Perceived ease of use (affects return rates, fast start something, access to Guru)
4. Tools (things that can be used immediately)
5. Unique
6. Claims that can be made (regulatory considerations)
7. What can be guaranteed
8. Ability to 'pitch' the product in 3-5 minutes
9. Does the product set up a subsequent sale?
10. Is there an immediate up-sell (inbound tele-marketing, order form)
11. Is there an immediate down-sell to a less expensive product to non-buyers
12. CONTINUITY
13. Price (that links to cost – no less than 10 to 1)
14. Production logistics
15. Refund likelihood %
16. Distribution efforts other than your own efforts
17. How long will the product live without having to change or update it?

providing the product do you give them some type of access? If you give them some type of access to you then you will be finding it easier to sell the product. Why? Because people believe, this is a very big thing in the information marketing business, people believe, well see they might...there's two things that you've got to get them to believe. Number one thing you've got to get them to believe is that this will work. And the second thing you've got to get them to believe is they can do it. And you see just the fact that it will work won't get them to buy. They got to believe that they can do it. And in order to get them to believe they can do it the thing that helps that is some limited access to the guru, to the expert because if they have that access to the expert they believe they can talk to the expert in some way, shape or form. It might be on a group call. It might be one-on-one but they can talk to the expert and that expert can like move them forward, jump start them to doing what you want them to do.

In my marketing systems, and I'll show you them in a few moments but in my retail marketing system we give, depending on what level they buy we give them either certificate for 15 minutes one-on-one consultation with me or 60 minutes one-on-one consultation with me. Now here's the real good news about that – you know what the good news about that is? They don't call. They don't call. Maybe five percent. And you know what? That's fine with me. I wish it was like two percent because often times those calls are painful. But I mean some of the questions are hello?

**Smart Questions To Consider  
Before Developing A Product**

- WHAT KEEPS THEM AWAKE AT NIGHT?
- What are they mad about or at?
- What are their top daily frustrations?
- What do they "secretly" desire the most?
- Is there a bias to the way they make decisions?
- Do they have their own vocabulary?
- Who else is selling something to them?
- Who has tried to sell something to them and failed? Why?
- WHAT IS YOUR ADVANTAGE?

But the thing is it significantly helps the sale. So you're giving away, in most cases, air. Your giving away something that you don't have to deliver on because they don't take advantage of it but it helps make the sale dramatically because they believe that it's something that they would take advantage of but then later on they never do.

Number four – tools (things that can be used immediately). This is a good thing. If you can come up with something that they can use immediately when they get it and in certain cases were actually now looking at products that we force them to do things immediately when they get it.

Now this a little tip for you that the reason why it's good is not only does it help the sale but it significantly cuts refund rates. So if they get something that they use immediately when they get it it will really cut down the refund rate because once they start using it they're never going to return it. So thinking in terms of what can I give them that immediately puts them into some kind of action when they get the thing that I delivered to them is very, very valuable.

Breaking the news, number five, of the truth. I talked about this a few minutes ago but when do you tell them that this isn't like buy the package, go to sleep, wake up rich? When do you break the news that it's like buy the package, work your ass off, go to sleep, work your ass off, wake up rich? When do you tell them that truth and how you do it? It's usually in the, obviously it's in the information deal and often times it is in the fast start package insinuating to them that here's the steps that you have to now do in order to put this to work for you.

Unique – do you have something that's unique that nobody else has?

Claims that can be made. What claims can you make that regulatory considerations need to be thought about?

What can be guaranteed? Now were going to talk later about all the different types of guarantees that you need to think about with your product. Remember on my formula, number three was R-R – risk reversal. This is where guarantees come into affect is having risk reversal to them. Usually the biggest thing that I'm arguing with the client is the whole guarantee issue. Most clients, most people in the information marketing business hate guaranteeing what they sell and if they do guarantee it they want to make all these wimpy guarantees. And I can tell you that number one is if you can't sell something that you can guarantee don't sell it. And then secondly is the it's all math because all you have to look at is okay some people will take advantage of the guarantee but then just structure that into your price. So if 10 percent of them come back raise your price by 10 percent. And you'll break even on that.

But most people really resist this whole idea. I can't guarantee that. I can't give this kind of guarantee. Big mistake.

Number nine – the ability to pitch the product in 35 minutes. What you'll find is that, especially if your first getting into the information marketing business your going to be looking for opportunities to get distribution for your product. Strategic alliances with folks that have herds themselves, they have customers themselves that you want access to. And you've got to have whatever it is that you provide to them, you have to have the ability to say what you do in no more than five minutes and three is better. So having your product mini pitchable is very, very important and thinking in that terms.

If you try to do speaking, try to get speakers; a lot of people in niches try to get speaking opportunities in order to get themselves known early on. If you want to do speaking you have to talk to event planners that book the speaking. You've got to be able to pitch yourself real quick in three to five minutes when you've got them on the telephone. So the ability to do that is very, very important.

Does the product set up a subsequent sale? Again I'm not interested in anything that doesn't have continuity. So thinking in terms of does it set up something else? Is there a newsletter business on the backend? Is there a coaching program on the back end? Is

there some kind of consulting? Is there something on the backend that sets up a subsequent sale?

Is there an immediate up sell to the product? If you bring in somebody, if somebody's ordering by calling a number is there something that the person who's taking the order over the phone, do they have the ability to immediately up sell them? Again one of the things that I will be talking about tomorrow is the whole issue of inbound/outbound telemarketers. And my outbound telemarketers that I use for my companies when they call somebody up we developed an entire little script. We have a basic, a deluxe and a platinum system. Now when we have them on the phone we sell about 90 percent platinum. Very seldom do we sell anything that's not platinum, which is the highest level. And the reason is is because telemarketers will talk to them and say, "Tell me where's your store located?" Tell them where their store is. "How big is your store?" How big the store is. "What are some of the brands you sell?" Tell them the brands you sell. "You need our platinum system." It immediately has the ability to up sell to the highest level right off the bat depending on however they answer those questions.

We also will always move them to the highest level and then we have additional products beyond that. Another product that we sell, which is a higher product written by a guy named Barry Shamis who's probably the foremost authority in the world on the hiring process. Many Glazer-Kennedy members are aware of Barry. We sell his product as well. That's another up sell that we can do on the phone right then and there. We get many, many more Barry sales on the telephone than we do when people just fax in their orders and on the order sheet they take off, "I'd also like to have Barry's product." So the ability to up sell.

Number twelve – is there an immediate down sell to a less expensive product to non-buyers? Something to consider. It's usually something for a more mature business. You don't want to structure a business up front with a down sell opportunity because in many cases your going be giving away money. You're going to stop selling too early in order to get to the lower price point. But once you figure out where in the marketing funnel sales stop at that's a good place in order to think in terms of down sale.

We actually are now experimenting, and I'll probably show it to you a little later on within in our marketing funnel, for BGS Marketing we have 13 steps in our marketing funnel now. We now are experimenting very successfully with the 14<sup>th</sup> step, which is a one-dollar trial membership to our newsletter. So a big down sell from our big box, that's after they've gone through 13 steps.

Number thirteen - continuity. We talked about that.

Number fourteen – price (that links to cost - no less than 10 to 1). We talked about that.



Number fifteen – production logistics. How easy or difficult is it to produce the thing that you are selling? I’m going to show you my BGS Marketing System. It has in there a CD. It has on there a VHS tape. It has on there audio cassette. It has books and manuals. It has a lot of different components to it. And that’s all logistical things that need to be done in three or four different vendors. In most cases not one vendor is providing all these. So you have to think in terms of how are you going to be able to handle the logistics of doing your doing product.

Darlene, who handles BGS Marketing Company, and many of you have probably talked to Darlene through the years, she’s forever coming to me and saying, “Bill we need another 20 of this. We need another 13 of this.” And that kind of thing. So were constantly juggling that logistics of the production.

Refund likelihood percentage – thinking in those terms is something that you need to really give some strong consideration to. You won’t really know the real number until you actually go through and sell a couple hundred of these things, till you learn that number. One thing I will tell you, I just want to mention one thing about refunds, I subscribe to the Gary Halbert theory. If your not getting at least 10 percent refunds your not selling hard enough. So don’t look at refunds as evil. I look at...I mean every time one of these things come back I say, “Gee were doing our job because we are now selling hard enough in order to get people who maybe were on the fence to buy.” So certainly knowing that number is very, very important. And all of a sudden you’ve got 50 percent refunds that’s another problem that you got to fix.

Number seventeen – distribution efforts other than your own efforts. How can you get somebody else to sell this for you? I had a client of mine, for instance, who goes to his trade magazines and he gets his trade magazines to run, ads in the trade publications selling his product and then they do a split on the sales. Doesn’t cost them anything at all from the media and he’s happy to give up, I don’t know, somewhere around 40 percent he gives up on the sales. Very happy to do this. So who else can you create some type of strategic alliance with in order to help you to sell that product?

And number eighteen – how long will the product live without having to change or update? Something to think about – again when I went into my BGS Marketing System for retailers only I went into it knowing and thinking strategically that I was going to change this after I milked all the menswear retailers. So when I did it I did it in a way saying to myself, “Okay I’m not going to lock myself into a box where it’s going to be hard to change this thing.” And as it turned out that worked out pretty affectively.

The first time it took me six months to create my product. The next time when I did a rework about two and a half months to create my product. And the truth of the matter is today if I had to do it over again it’d be a month and I can redo it if I had to.

Let’s move on to advanced product strategies secrets. These are some, these are a little bit more advanced secrets that we know. Number one is whatever your selling don’t

just have one version of what you're selling. In this case I call it a basic and deluxe. You can call it whatever you want – silver, gold, platinum, I don't care. But have more than one version.

What you'll find is that it's, first of all, by doing a better version you'll be amazed at how many additional people will actually buy that. And then you'll also find that if you start reaching about 65 percent, that's usually my magic number. If 65 percent are getting the better version, the deluxe, that's time to get even a better version because they're voting, saying to you that they want something even better. So now you've got to even then create the better.

So in my own case, for instance, in my marketing system we start out with basic and deluxe and then in 2001 we introduced platinum. And I'm going to show you in a few minutes what that meant. So you definitely want to do that.

**Research**

- SRDS (Compilation of all commonly available lists)
- Magazine Media Kits
- Back Issues Of Niche Magazines
- Internet:
  - Websites That Sell To The Market
  - Market Chat Rooms
  - Articles Written About The Market
  - Keywords
  - FREE TOOLS:
    - » [Wordtracker.com](http://Wordtracker.com) – Find out exactly how many people are searching particular keywords and phrases. Can also tell you about competing websites.
    - » [Alexa.com](http://Alexa.com) – Gather information about competitors. How much traffic do they get? How many links points to their web site? What are people saying about their products?
    - » [Google Groups \(google.google.com\)](http://Google Groups (google.google.com)) – See what people are saying... newsgroups and forums.

Easiest buyers to sell are people who are already doing well. Again if you can find a niche that's doing well they're a lot easier to sell than people that don't have any money. The mortgage professional is a good example, real estate agents. Most of them have had some very good years there for a while. They're doing well. They're easy buyers to sell. That's a good example of a couple of them. So anyone

who's doing...golfers, usually, golfers is one of the sports of the more affluent and they're usually easier to sell.

If at all possible create the big package. This past week we sent out an e-mail offering the mother of all offers of the Dan Kennedy, some of Dan Kennedy's products. How many people saw that e-mail? That's very good information. Mother of all offers – big package. It was over a \$2,000 dollar package of Dan's products. And so if you can create something where it's a big package of everything you got there are some people that will take advantage of it.

Number four is use air to add value. Let's talk about Gold membership at Glazer-Kennedy Inner Circle. Gold membership is basically a monthly newsletter, No B.S. Newsletter and it's a monthly CD of an interview. That's basically Gold membership. Now when we sell Gold membership we put a lot more air into it. We get access to the Gold member website. We also give open call in days periodic throughout the year where we give special times for Gold members. We also give a fax number that people can fax in questions. Those are more air related things that adds extra value to what we are selling but doesn't cost us a lot in order to deliver that.

Copyright 2007 © Glazer Kennedy Insider's Circle LLC.  
Used by permission by the Information Marketing Association  
All rights reserved.

Our real cost are really involved in the newsletter and sending out the CDs, not in these other things. But by adding air to them you can make your package look much more valuable. A lot of people, like for instance, they will add certificates in their packages good for critiques and certainly the access to the guru, the one-on-one stuff is more, is usually more air than anything else. So if you can add air to it it's very valuable.

Add a supplement to a generic growth to a niche. We talked about that. We did that with green growth. If you can take anything and just add a supplement to it, to a generic something to make it nichey it's a real simple shortcut in order to create product.

Build value that drops price to make it appear to be an unbelievable value. I'm going to show you in a just a few moments an example of that. What you don't want to sell is you don't want to sell a thousand dollar package for a thousand dollars. What you want to sell is something that is a \$5,000 dollar package but it has the appearance of a \$5,000 dollar package for a thousand dollars. So you need to build big value so you can drop it down so then when they do see the price it's like a relief that it's only 'X'.

Knowing when to bail out is a very important advanced strategy. I do, have found that certain people wait too long. And certain people, and most cases by the way when people have to bail out I have found that it's because they didn't do the proper research. Because if they would've done the research they would've found that they didn't really have a viable product to begin with. But when they do find...what happens is this – that people have this idea. How many people here have an idea of a product? So we got this idea and they think this idea is going to be like great. And they don't do the right research and they slave over this product – six months, nine months, 12 months, sleepless nights, weekends, everything. Because usually when they're creating the product they're doing their regular job at the same time by the way. They have other income. So this is extra work.

So they slave over it and they create this great product. And they are in love with this product. This is their baby. And this can't fail at all. And what happens is, in certain cases it fails. And often times what happens is they hold on to it too long. And they keep throwing good money into it and it just never happens. And one of the easiest ways in order to determine if you have a dying product or if you have a product that needs to be fixed because sometimes it can be fixed, is through outbound telemarketing. So if you have leads and they're not buying and you put them through some kind of a marketing funnel or a marketing sequence and they're still not buying the best thing to do is to call those people up and just to say to them something very simple such as, "Hi. I'm calling from XYZ's Office." You can elect whether you want to call yourself or you want to have somebody call on your behalf. I've always opted for the person in my behalf calling because I never wanted to do the calls. But, "I'm calling from Bill Glazer's office. You requested information on his marketing system. You haven't invested in it and were just calling to find out why." Very simple question and you do it about 50 to hundred of these. And after that amount of time you're going to find out why.

And in many cases your going to find out is that they're not really interested in what you got to offer, which allows you to either say, "Hey it's time to bail or it's time to go and fix." And I want to fix it to give them what they need, do want to do.

Usually if your presenting a product your going to know within 90-days whether or not this thing has got life and if your not seeing the kind of life that you want in the first 90-days it's a real good idea to call them up. It's all a good idea to call your refunds because you actually will get more information out of your refund people then you will out of your non-buyers. Because your refund people they like, now they want to like prove to you why they sent it back. And they're really going to give you the kind of information that you want to hear. Actually it's the kind of information you don't want to hear but it's the kind of information you need to hear.

Okay, relevant or irrelevant bonuses is advanced product strategy. Ron Ipach who markets to the auto repair industry, he sends them a mug that's personalized with, "Jim is the number one auto repair shop/marketer in the world." Personalized. Mug costs him about \$5, \$6 dollars. He puts it in the package. It's an irrelevant gift. Has nothing to do with what he's doing but the gifting actually cuts down on his refunds strategy and people love it. People tell him six months later, "Gee Ron thanks for the mug." They never open up the manual, never. Forget about it. The manual is where it belongs. It's holding the door firmly in place. But the mug they love the mug.

Licensing is an advanced marketing strategy where you can actually license your products to other folks. There's good and evil to licensing and personally I am not a huge, huge fan of licensing but a lot of people have made a lot of money on licensing. The reason why I don't like it is because you lose control of your product in just about every case. I would consider in certain cases licensing my products to countries not in North America and that would probably be the only place I would consider doing it. But that's a place to get distribution. And a lot of people would be up here and tell you the exact opposite that licensing is a great thing to do and they could be right for their points that they're making.

And public domain is another place to get great product. I'm not going to spend much time on it. Yanik on Saturday is going to be talking about some public domain strategies. He's become probably the fore most authority on using public domain information in order to create products. But that's a great place in order to get additional product information and to build up your products.

Okay page 16. Here's a couple of reality issues. Some of these by the chuckles in the room you know. But the first one is I-A-M – it's all math. That's the first thing that when you looking at this business make sure the math works. And were going to do, at the end of the day when we talk about issues were going to be talking about a couple of math numbers that you need to look at is how much can you pay for a lead? How much can you pay for a sale? How much can you pay for a back end sale? What are those good numbers that you need to have in your business? But the whole issue it's all math.

Copyright 2007 © Glazer Kennedy Insider's Circle LLC.  
Used by permission by the Information Marketing Association  
All rights reserved.

Number two is only 20 percent are going to do anything. Okay? Now I don't consider taking the manual out of the box and putting it at the door to hold the door open as something. I don't consider that. I mean actually go through it, read it or whatever, listen to it, whatever the product is only 20 percent that do anything at all and take some kind of action on it.

Now the other thing is that only five percent are really going to become your real users of it. So the five percent is the people that your going to buy yourself and really embrace it and really be doing things with it like you would have done with it yourself.

This guy came to my office last week. He's in the dental world and he has now about a hundred of his products sold and he's depressed that nobody's doing anything with it. And I mean he's in that...he's got to get past that. So, "I can't believe it. Nobody's called me up for a consultation Bill." By the way when he has 2,000 of them sold he's going to say, "I can't believe it. Nobody called me for a consultation."

All right, niche. Things about niche and the realities of niche is number one is the front end will only be profitable for a period of time then should continue as long as break even. When your front end selling the original product you have, only be profitable for a period of time. Eventually the cost of sale will get so high that you will not want to continue to sell it unless you have a very big backend in place.

**Research Continued ...**

- Associations (Trade Shows, etc.)
- Vendors That Sell To The Market
- Paid Sources Of Research
- Govt. Resources
- Consultants With Relevant Experience
- Focus Groups
- Outbound Tele-Marketing
- Interview 'Key' People In The Market
- Become A Customer
- QUESTION THE MARKET

I know a couple of the platinum members that are very good information marketers now who have thousands and thousands of members, members are someone who buys our product, we call them members. Thousands and thousands of members right now that will be glad to get a new member at break even. Absolutely delighted to break even on the front end after they've sold all these thousands. They made all that money on the first couple thousand they sold but now they're happy just to break even because the customer becomes just so valuable to them on all the back end stuff.

The back end in many cases, and this is a reality, will eventually become the business if you do this thing right and that's fine. That'll eventually become the business because it's a lot more, it's a lot easier to do, to do your back end business. So it's fine.

So if you look at the front end as, "Okay I'll make some money the first year or two or three or four because my BGS Marketing System is still very profitable on the front end. Not as profitable as it was but still pretty profitable on the front end. If you continue to make money on the front end whether you look at it, "Gee what I really am trying to do is I'm trying to get together the raving fans so that I can sell them other things." That's where the real big money is and it's a lot easier to sell them money after that.

Copyright 2007 © Glazer Kennedy Insider's Circle LLC.  
Used by permission by the Information Marketing Association  
All rights reserved.

All right, let me now show you some products. Give you an example, the first one I want to talk about is my BGS Marketing System, my marketing system. The first thing is basic. We have a basic product and what you see there is the basic product has a total value of \$3,630 dollars and we sell that for \$797 dollars. So when we show them there's a 78 percent savings. Now let me show you what we have on the basic product. The first thing we have is our promotions and immense manual, which is this is our biggie that we teach people how to do different promotions and events. I would suggest that anybody that's doing something like this you need the big manual. You need to have that real big something. Now this has got 34 different promotions and events in there and, by the way, what we do is we explain each promotion and then we add behind it we actually show the illustrations of them so they can actually see what they look like. And we also write in there the production specs.

Now here's a little trick. I've shown this before to the Kennedy people a couple years ago. I know there's a lot of people here that have never seen this and everybody always likes this little trick. Here is a sample page in there. Now you see over to the right it says, "Notes." Now if you think only five percent of the people use anything about only a quarter of one percent actually write a note. Well the reason I put that there is it builds more bulk. I just increased the pages by 1/3 because I want this thing to be bulky when it arrives at their house. So I just increased the pages by 1/3.

So the note trick is a trick that we use in order to increase wealth. So the first thing again is to have the big manual something, and that is the Tools Manual. That's the tools that they use in order to do the things I want them to do. So the second thing is this Operational Strategies Manual, which is 34 operational strategies that people use in order to operate the business. And the third one is 31 Money Making Tools Manual. These are the different tools that people need to know how to use such as how to do television advertising, radio advertising, Val-Pak advertising, voice broadcast, fax broadcast if you still the ability to do it. How to create business cards, things like that, all the different tools that people are using in the marketing system.

The reason why I wanted to show you this is when I came out with my first system in 1999 this was all one big manual. When I reworked it I made all the promotions and events one. I made the operational strategies one and the tools another one because again it had the impression of more bulk to it by having three manuals versus just one big giant manual. And the one big manual, the Promotions and Events, was still big enough to pull off the bulk thing. So we have three manuals there.

The next thing we have is our audiocassettes. Actually we just converted, this is something that would be probably be interesting to a lot of folks here in the room. We were sending out until recently audiocassettes. We had just converted this to CDs. What we have found is this, and this is pretty current information. To sell something, to send people information to buy something it's pretty much 50/50. People want audio cassettes or CDs and how we handle that now is whenever we have, and we'll get to that in lead

generation but whenever we ask people now for their information we ask them how they would like or would they like a CD or an audio cassette. We check off on the form.

But now to provide information to people once they bought we are 100 percent now sending out CDs. We find that sending out CDs is perfectly and people were very happy with it as far as receiving information. So 100 percent we converted everything to CDs. And these are the CDs, these are fast start tapes. These are six CDs and basically one of the things about this, and we'll talk about this a little bit later on but this basically resells the whole system.

So the first CD basically what it does is it talks about why you've made such a great decision and why this is going to be such a good thing for your business. The next five CDs walks them through the system about all the things that you need to look at and point out. It does increase the implementation. But the first one is only designed to do one thing, which is to resell the whole system. It's a refund deduction strategy. So this is including this. There are six of these and this is very, very important, the fast start tapes.

The next thing that we include in there is TV commercial. So these are about 20 successful TV commercials and we also put in there the thinking that goes behind all these successes. Not only do we show the commercial but each one of those are explained. What I've just done, and this is important for all you that are listening, is that I have manuals. I have CDs. And I have video. I have three components here. The more components you have of different type of media the higher the perceived value. If I just sent them all manuals doesn't have nearly as much perceived value as three different types of media components.

And the next thing that we give them is some little break out manuals because again I want bulk. So I include in there my manual Secrets of Creating Direct Mail, which is probably the best thing I've ever written in my life – Secrets of Creating Direct Mail, in the back of the manual I give them my one and a third page checklist that I look up after I write every direct mail piece I've ever done. I go back to my checklist and make sure I didn't leave things out. It's amazing how often professional copywriters leave stuff out. You have to go back and check it. So I have my little checklist right here. I give them that. That's a little break out thing.

And then I also give them The Secrets of Signs Manual because most businesses do not know how to make signs. And this is not only for retailers, this is if you're a chiropractor or dentist or any place where people come to your office. People don't know how to make signs. Signs can account for about 30 percent of all your transactions. Signs are a real silent sales people, people don't know how to deal. So I made this a break out so if you find a strategy that's strong enough, you can break it out and make it a separate manual. I made it a break out and then I give them, number eight, is three free issues of the OTB Newsletter. That's my Outside the Box Marketing Newsletter. Now why do you think I give them free three issues of my OTB Newsletter? What? Let's all

say it together – continuity. It's like the most important thing. Continuity has changed my life. And it really has because when I first started in 1999 I didn't know continuity at that time. As a matter of fact in Dan Kennedy's platinum world we didn't know...we kind of poo-poo'd it. And it wasn't until a guy named Reid Hoisington, I don't know if Reid's here yet but Reid will be here, listened to a guy named Reid Hoisington who came along and he actually is the father of continuity.

But anyway what I'm doing is I'm giving him three free issues because I'm giving them for free for three months. And then after three months they will start getting this every month for a monthly charge of \$30 dollars a month and this is what's called forced continuity. We'll talk a lot about it a lot more later on. But in a very basic system they are getting the forced continuity from me.

So as you can see, what I did is I have a value for each of these manuals and if you were to have read my sales letter you would see, for instance, I justify the value by saying each of the 34 promotions and each promotion is only worth a measly \$20 dollars or I think \$25 dollars I said. If each was only worth a measly \$25 dollars this would be an \$850 dollar item. And it makes sense. A promotion would be worth \$25 dollars right? I'm giving them everything in there including the sales letters, the direct mail pieces, everything they need is right in there and I'm saying is worth a measly \$25 dollars.

So I built the value up to \$850 dollars, now I've got a total value of \$3,630 dollars and I'm now...this is when I'm bringing it down to it's a relief. The relief is you only have to invest \$797 dollars. Now here's the good news about relief. The good news about relief is this – you don't have to give them a really good reason why you're willing to do it. They accept any reason at all. Somebody would normally say, and this was what came through my mind when I first started putting this together is, why would somebody, I just built this thing up to easily be worth \$3,673 dollars. I really have. Each of these strategies I'm saying is worth a measly \$25. That's such an easy thing to be able to convince somebody of. Why would I now that I built this thing up to \$3,670 dollars, whatever the number is, why would I be willing to sell all of this for \$800?

They're going to think, "Hey what's the deal here?" Well here's the deal, they don't care. The deal is you give them any lame excuse you want. For the last six years I've been telling them that since I just got started in this I want to get as much of this information in the hands as I can get to great business people out here so I'm willing to give all my information for \$797 dollars. No one's ever questioned that one bit. It's pretty much a lame excuse and I've just been getting started now for the last six years. But they'll accept any excuse at all as long as they can get it down to a number that they say, "Gee there's great relief."

Now after the basic, and as you can see on the basic system they save 78 percent. I do the math for them. Then we move to deluxe. Before we move to deluxe I just want to say one thing, it's really important that if you have a basic something that you play it fair and that you give them enough value in it that they could indeed get the value out of this.

Copyright 2007 © Glazer Kennedy Insider's Circle LLC.  
Used by permission by the Information Marketing Association  
All rights reserved.



It's not like your holding something back for the deluxe or platinum that will not enable them to get the desired result that you told them that they could get. You got to play it fair because if you don't play it fair then your going to have all kinds of problems, then your going to have some regulatory issues and other wonderful things that you won't want to know about.

So we move into deluxe. Now deluxe, what you want to do with deluxe is you want to start adding things to this that they don't have to have but they really want to have. So some things that they would really like to have. So for instance like outbound telemarketing. That's like a really big one. So what we do is we, in my own menswear retail stores, we do 35 percent of all our business at our retail stores with day and time appointments by our previous clients. How many people here set up an appointment with their menswear sales people? Three, four, five, okay. I mean it's very seldom it's ever done at the retail level. It can be done at any retail level. Furniture, it's like I can't believe furniture stores don't do it. But we give them a seven-step system on how to call a client up in order to get the day and time appointment. And we walk through all seven steps. This is a really important thing for just about any business, not only retail, we not only give them the manual but we also give them an audio cassette tape of me reading the manual so they can actually play it for their salespeople. And at the end of the tape there's actual six or 10 examples of real live calls that they can listen to the calls.

Now by the way we will eventually change this to a CD. But for right now were still doing this by audiocassette. This is now in the deluxe. This is now a new thing that you're adding to the deluxe that they want to have but they don't have to have.

The next thing is we give them the [inaudible] Credit Card Manual. This is another thing that went up to deluxe. What we do is we know in retail, and this applies more to retail, the people that have a credit card with a particular store will visit a store twice as often every year and will spend three times as much. So it's really good to try to get somebody in your wallet to have a credit card with your store's name on it and credit with that store. So teach them how to do that but we teach them how to do that in deluxe.

And then the last thing that we give them is we teach them how to do Yellow Page advertising. Because by the way anybody looking to steal stuff, this little Yellow Page Manual that I wrote now is at least, people have taken this and it's at least, that I know of, in 20 different niches. Almost word-for-word, they just changed the examples of the ad. So instead of a menswear retailer it's for a dentist or a chiropractor. It's very, very transferable. So this is deluxe.

Now what we do with deluxe is we built the value up to \$5,105 dollars. We give them the relief. Were down to \$997 dollars, which by the way I believe the thousand-dollar mark is a critical place. So you want to try to stay under a thousand dollars pretty much. It's a critical number. So if you can stay under you want to stay under and the other thing we've done is we've increased the savings. So the first savings was 78 percent. Now the next savings is 80.5 percent. So we actually do the math for them because nobody can do

math. We do the math when we show them by going up to the higher deal. You're actually getting more of a savings.

And then what happened is we were about the 65 and 70 percent range on our deluxe so that I created a platinum system. Platinum system is one-on-one phone consultation. So in all of my previous systems, my basic or my deluxe, I give them 15-minutes, phone consultation. On my platinum system I give them one hour. Again the good news about the one-hour is nobody calls. Very, very few call and occasionally by the way, and let me be fair about this, when the ones that do call, after I have them on the phone for an hour they become great members. They come to all of our seminars. They buy everything we have. You have them for an hour on the phone. You can convert them to raving fan people. And it's not that difficult because believe me I've heard all their problems before. It's not like, everybody tells me, "Bill my business is different." We've heard this. Yeah what's different about business? Well I have trouble getting my customers to walk in the front door. Yeah that's different. Yeah never heard that before.

So at the platinum with the one-on-one phone consultation we give them an hour of that. Then we give them a power disk and I actually make fun of this in my copy. I call this marketing for dummies. And it's actually every example that I have on CD where they can really see it on color. When they only have basic and deluxe so many people would say, "Gee I would love to see your ads on color." So now we figure okay if you want to see them in color we can put it on...this is a cheap CD but you can show color on CD. It's a lot less expensive to do it this way then to send them a manual in color. It's very expensive to produce in color. So on CD it's a way of us to providing them color. And they can also print them right off and hand them off to their printer.

And then the last thing we give them is three priority ad critiques. So we give them two advertising critiques in the basic and deluxe but we give them three priority ad critiques in the platinum. And by priority what we say is that when we get your critiques what we do is remove you to the top of the pile. I get to yours faster.

Now the truth of the matter is I get to them when I get to them. But I get to them faster. Anyone who's ever sent me a critique they know that they always get response from me in two weeks time anyhow. So I do get to them pretty fast anyhow. But I just accumulate them. I got a file in my office that says, "Advertising critiques," and I usually come in, couple hours I knock them all out at one shot every week or so. So we give them that as well.

So that is now build that value up to \$8,605 dollars. Again the savings is greater, 82.6 percent, do the math for them and we now take that down to \$1497 dollars. And we are now at 65 percent of our sales or \$1497, which suggests to me that either I have to come up with a higher version or I have to raise my price. What I'll probably do is raise my price because it's easier to raise my price than to create a higher version. So that is a good example of a marketing system and you get all this stuff delivered to your door and it's a nice big box of stuff that you get coming to your door.

Copyright 2007 © Glazer Kennedy Insider's Circle LLC.  
Used by permission by the Information Marketing Association  
All rights reserved.

Let me show you some other examples of products. I'm going to show you Glazer-Kennedy or some Dan Kennedy products actually. When I took over running Dan's business with it came things called intellectual value. The intellectual value page that Dan was including in...by the way Dan crafted starting his business. You talk about creating air. I mean he put more air in that proposal than I've ever seen allowed. It was worth me to buy it just to read the proposal. It was like a marketing lesson in and of itself.

But anyway one of the things that I got, when I got when I bought it was I owned last five years issues of the newsletter. The only reason why I didn't own more than that he didn't have more than that. So I had last five-year issues of the newsletters. I also owned all of the transcriptions of the audiocassette, Gold audiocassette tapes. I also owned 15 of his, I mean really great articles that he's written for different publications. I own 15 of those. And I said to myself and actually by accident we created a product out of this, we wanted to offer affiliate, an affiliate program to get people to sell membership for us and because it was on a delayed continuity we couldn't give our affiliates anything up front in terms of money that would get immediate money from us when they would send out something to their members in order to get them to test the membership with us. So we wanted to come out with something on the thank you page where once they bought we could thank them and say, "Here's an opportunity to buy something else."

So I created a product out of everything that I owned in terms of intellectual value and what I did was I took all the last five years of the No B.S. Newsletters and I created a book, a big book out of everyone of the newsletters is in here including all of the exhibits, which was the hardest thing to find because if you go on the website the exhibits are not there. So we had to get all the exhibits in here. A lot of them we didn't have. We had to actually find them. We created a big book out of this last five years in the newsletter.

And then what we did is we took all of the audio cassette interview transcriptions, we made a big book, I think there's 45 transcriptions in here of different interviews, made a big book out of that. And we also took the best of Dan Kennedy. These are his 15 articles that are dynamite articles. We took those articles and we created a product out of it – How to Solve Your Advertising, Sales Problems Fast and Forever, How to Reinvent Your Business for Maximum Growth Profit and Success, How to Read Anyone's Mind, 17 Secrets of Exceptional Selling. The thing about this is not only the title's good but the content's pretty good because usually Dan's titles are the strength. But this particular place both of them were particularly good. Dan will be here tomorrow. Let's keep that our secret okay? So 15 of his great articles in here.

And Dan sends, in most cases, we were sending this to newbies. What I did was I also took a fast start guide. This I created, a fast start guide to newbies to get them into the world of thinking of Dan Kennedy, of how he thinks. I went through all his basic marketing premises and strategies. I included that in here. I created in the back of this manual a list of the top 10 marketing and advertising mistakes that business people make.

Copyright 2007 © Glazer Kennedy Insider's Circle LLC.  
Used by permission by the Information Marketing Association  
All rights reserved.

I put that on the back of this manual under my name. So it was the beginning of introducing them to me as well. So we created this product.

And we also stuck in there a read this first thing, which also just sort of like gets them started. And this is actually a stick letter that congratulates them for making such a great decision on testing a membership with Dan Kennedy. So we sent this out and we gave the people the opportunity to buy this. And the real reason we did it again was to give our affiliates some up front money. So as soon as they would buy we'd be able to send our affiliates some money because the membership doesn't start until month four so there's no chance of sending money until then.

We have sold; I bet you we've sold a thousand of those by the way. Because not only have we sold that way but we now have it up on the website. This is one of our best selling products to people buying off the website. And we sell that for \$299 dollars by just taking everything together, all the previous stuff, whatever it was and creating a product out of it. There was hardly any creation here at all. It was mostly assembling. Kendra pretty much put the whole thing together. I only had to write a very, very little bit. So that's a product that we just sort of put together out of air and it's good for you to know that because in many cases many of you have been prolific or if you have the ability to get information you can take that, you create product out of air as well.

Now another product, how many people here were at Dan's Wealth Attraction Seminar about 18 months ago? Good. Not. Good. Last night I went out to dinner, my wife and I went out to dinner with Heather. And Heather said to me the Wealth Attraction Seminar that Dan gave changed her life. Made her completely rethink the way she looks her business. And today Heather is busier than ever. Most people, many people have said to me, "This is the best seminar Dan Kennedy has ever done."

And here's another product. It's basically the seminar. It's in audiocassettes, the seminar. Six audiocassettes. It was a one-day seminar and it's all three VHS' so you get to see it, you get to hear it and it's also the workbook. And this is a \$399 dollar product. Again we have sold probably close to a thousand of these now since we have taken over running the business. Just a very, very nice product, \$399 dollars. There's an example of the product.

Here's simple products – five years ago at the end of the platinum meeting we all stayed an extra day and Dan put together a series of questions that he went around the room when everybody...he asked the questions and we all just jumped in and gave the answers to and this is called the platinum tapes. Originally it was audiocassettes. I now converted it to CDs and it is, how many is this baby? I think it's six CDs. It's a full day of discussion. Actually is great content here. And then what I did was I created a new cover for it. So we have like a top-secret cover. I don't know if you can see it. It has a brown bag on it and stuff like that. We created a new cover for it to dress it up a little bit. And we sell this for \$199 dollars. This is still one of the best-selling products Dan has ever put together and we sell it for \$199 dollars, a six CD set.

Copyright 2007 © Glazer Kennedy Insider's Circle LLC.  
Used by permission by the Information Marketing Association  
All rights reserved.

Another six CD set is, how many people here went to Mega Conference in March? Okay. This is the highlights of the Mega Conference that we put together in March. Each of the speakers have a CD on here. There's Dan's Renegade Millionaire presentation. Joe Sugarman's on here. My Outrageous Advertising presentations on here. Ron LeGrand, Cory Rudl, Yanik Silver, Mark Victor Hansen and also Mike Storms' presentation is on here also. So basically we recorded the event and we made CDs out of each person's presentation and then we put this together. We sell this for \$199 dollars. Another product that's just easy to put together. It's information that's already been created, put together it's \$199 dollar product.

Then there's the new one. There's the Renegade Millionaire product. Who has got this product, Renegade Millionaire? Is this a great product or what? It's a dynamite product. So Dan put this together. Actually he and Lee Milteer put this together. So what he has is, he has put together, these are all audio cassettes and I think there's 24 of audio cassettes and there's six different containers, 24 audio cassettes in here. And he also took and did the exact same information on DVDs. So you can get an audiocassette or you can get it on DVD. Then he also included in here a big archive book of some of his best stuff and then he also put in here it's a workbook. It's like a six-month program that you go through that makes you a Renegade Millionaire at the end of six months. He popped out a Renegade Millionaire at the end of six months.

And also it includes a DVD on here of his most recent Magnetic Marketing speech. I think it's the one he delivered at Peter Lowell. I don't think one is at Peter Lowell but it's the exact same speech. And he put the whole thing together in a pretty cleverly crafted box that it took me 12 minutes this morning to figure out how to open it. But put this whole thing together. And this is an example, by the way, of what not to do unless you know what you got. Okay? He knew up front that he could sell a thousand of these no problem just to his own members. So he was willing to put together something that had, that you couldn't really go back and fix later on if there was a problem with it. This is not the kind of thing that I would suggest anybody who's new going into the business, create something like this where you're really confined to this here. If you want to go change it later on it's a pain in the neck to change this thing and this is a great product.

By the way there's rumblings of a sequel to this product. 2006. Okay so that's some product stuff.