



INFORMATION MARKETING

ASSOCIATION

The “New” Accelerated A-Z Blueprint Seminar

*for The Information
Marketing Business*

**Module 5:
Overview of the Greatest Business on
Earth**

Presentation Transcript

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All right, how we doing? Okay back end. So were now on your second book, volume two. Were now volume two and I moved the Dan Kennedy quote actually up top, "While most information marketers think the purpose of getting a customer is to make a sale the successful information marketing thinks the reverse. The purpose of the sale is to get a customer." And now were exactly the case with back end.

"While most Information Marketers think the purpose of getting a customer is to make a sale, the successful Information Marketer thinks the reverse. The purpose of the sale is to get a customer!"

Dan S. Kennedy

Back end is really where the business is. I didn't, I mean myself I didn't believe it. When I first started talking to Dan back in 1998 about putting together the information marketing business, I launched it in '99, he told me the back end is where the real business was but I was sort of memorized by the front end, selling my kit. It's unbelievable really how powerful the back end is to the business.

And it's often the real business. It's typically where a lot of money is at. You might have to eventually do it to survive anyway because as I mentioned to you after you saw all the low hanging fruit it gets very costly to do that. And there's a lot of marketers, and I don't want to really mention their names because I'd embarrass them, but there's a lot of marketers that you all know about that sell marketing systems that really hardly any systems anymore today. What they mainly are selling is their back end coaching and other big-ticket programs. And you can sometimes slip into a primary business. One example that we have of that is in our retail marketing system and not only am I providing it today but Rory Fatt is providing the restaurant business and Ron Ipach is providing it in the auto repair shop business. We are all providing today a frequent buyer program. It's a do it for them program and this thing is being so successful and people are getting such great results on it that we are actually looking at front ending this business going forward to offer that as the front part of the sale because 65 percent of all the people that, all our customers that are enrolled in this program are coming back to our particular businesses more frequently. So it's really a...it's a wonderful thing to sell that and to suggest it from end product.

On page two – categories of back end – manual labor, teleseminars, telecoaching, one-on-one consulting, specific services such as like giving them websites, e-mails, recorded messages, direct mail campaigns, monthly newsletters, those are some manual labor type things. Non-manual labor are all the items listed above. So it's possible that you could do them yourself or you could actually have somebody else do them for them.

I was talking to somebody today during lunch and he's working on an information product. They're providing a do it for them newsletter business for this particular niche and he got someone else to do the whole fulfillment. All he's doing is selling it. And also new products. New products is a wonderful back end category as we introduce new products on time. This is a great opportunity to sell.

Big paydays is another good back end product. Periodic events – what you're sitting in today. Ultra expensive product is another good back end category and the do it for them. The do it for them is something that more and more people are doing now. I was talking at the last platinum meeting, give you an example, Michael Kimball he's identified realtors who need to keep in touch with their previous clients. And he's putting together a monthly do-it-for-them where he sends them a greeting card out every month from the realtor to the previous clients every month to sort of keep in touch with them. He's doing it all for the realtor. All the realtor needs to do is to write the check. So the do-it-for-them stuff more and more people moving towards do-it-for-them.

Toll booth position – this is really big, the tollbooth position. Being in the tollbooth. You will have, I can tell you now that a week does not go by where I don't get at least three and usually six people coming to me asking if, "Bill will you joint venture with me with the Glazer-Kennedy list in order to sell my product?" The good news for anybody in this room here, and it's good news for me, but the good news for everybody in the room is the fact that we are very picky who we bring to our members because we feel as though that we would never do anything that would ever jeopardize the relation we have with our member. So any time we make a product available that's not our own product we very much...and Dan and I both do this together. We very much check that out and make sure it's right for our members.

But there are a lot of JV prostitutes out there that will just do anything at all. But being in that toll booth position, creating that herd of customers and then being able to sell to them is a very, very good place to be at because it has generated a lot of extra dollars for the Glazer-Kennedy Inner Circle and as well should generate dollars for you. We also have tollbooth position in my BGS Marketing company as well.

Couple of examples of tollbooth position of JVs, endorsements, list rental sales and exchanges where actually people will rent there lists and exchange them. My BGS Marketing System I have two different companies that I've exchanged my list with. One was a retail inventory consulting company and the other one was a retail point of sale, they provide point of sale like cash register type things. We exchanged our list with them and we give them our list so that we can feed off of each other.

Inserts – we mentioned that before. Your events, when it's your event your in the toll booth position of who speaks at your event. And you can often times determine who

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you want there and a lot of people who only speak at other people's events they really want you to choose them and it happens a lot. I have two clients right now that I was hired to help them put together the speakers for their events and I was very much in the tollbooth position of who I would be able to get to help them to do that. And affiliate programs are another great tollbooth position.

Continuity – Reed Hoisington is a Platinum member and what happened was some four or five years ago now we were at a platinum meeting and we were always complaining that how hard it was to get our members to renew our membership, which is basically our newsletter subscriptions. And we were basically getting somewhere around a 20 to 30 percent renewal rate. It was horrible. And Reed said, “You know what I’m doing now? I’m making them opt-out. So they automatically are getting it and the only way they can stop getting it is they have to tell me that they want to stop getting it.” Forced continuity. And at that time someone, who I won’t mention, his initials were D.K., said, “This won’t work.” And now he very much says just the opposite that had he known that years back he would’ve made millions and millions of additional dollars to him, this whole issue of forced continuity, which is really created by Reed Hoisington. He didn’t create it but he’s the one that sort of perfected it.

With continuity you have a much higher stick rate versus renewals. There’s no ifs ands and buts about it. My stick rate is about 80, a little over 80 percent, my stick rate will force continuity for my BGS Marketing System. He had no marketing cost. So I don’t have to send out the letter asking them to renew or the fax asking them to renew or the phone call asking them to renew. They have to unrenue. So it cost me absolutely nothing to get them to stay with me.

Characteristics of a good continuity newsletter – continuity, one of the things I would say is the back bone of a continuity business is a newsletter and I would highly recommend everybody here, if you can’t implement that in your businesses to do so. I think there’s no better way to communicate with your members than through a newsletter. You have the opportunity to...I saw a glimpse of your personality there. You have an opportunity to sell in a newsletter. But it’s a whole different relationship than you do with any other way of communicating with your members. So I would very highly recommend anyone who can make that work in their business to have a newsletter. And again like some of the characteristics is your personality, being a stern parent to sort of remind them what it is that you need them to be doing. To agitate them – that’s another very good characteristic of a newsletter is to constantly agitate them about things that are bad in their business so that they like rally behind you.

And then the other thing is to blast people on things they hate. And they love when you blast things, people that they hate. With continuity you get hyper responsive customers. This was actually, somebody asked this question before as far as the issue of

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continuity. What I find is that you get hyper responsive customers later down the road. So customers that would have fallen off being a customer because of the fact that they didn't renew, the continuity, they're still in it for a while and later on they surface out of like nowhere. Received your stuff now for a year, year and a half and then all of a sudden they surface out of nowhere. They become these great customers that start buying all your stuff and coming to your events.

You have tollbooth position with continuity. It substantially increases the value of your entire business. The last slide I'm going to show you today is how to build value for our businesses because today people are selling information marketing businesses and they're selling them at a very nice rate. It's not like it was years ago where everybody made all their money on selling the products and services but they couldn't sell the

Most Common Categories Of Back End Products:	
1. Manual Labor:	<ul style="list-style-type: none"> - Tele-Seminars - Tele-Coaching - One-On-One Consulting - Specific Services (i.e. websites, e-mail, recorded messages, direct mail campaigns, monthly newsletters)
2. Non-Manual Labor:	<ul style="list-style-type: none"> - All Items Listed Above - New Products
3. Big Pay-Day:	<ul style="list-style-type: none"> - Periodic Events - Ultra Expensive Product - Do It For Them
4. Toll Booth Position: The bigger and more mature your business, the more money will come from this category	<ul style="list-style-type: none"> - JV - Endorsements - List Rentals, Sales, and Exchanges - Inserts - Your Events - Affiliate Programs

business. Today you can sell business, especially if you have continuity.

When I looked at Dan's business last year one of the first things I was interested in was how many members does he have and how many of them are on continuity because that was renewable income for me. Often continuity becomes the real business, I mentioned that before and is typically difficult to front end. So it's not

impossible and I've made it actually work. I've actually made it front end but it's usually tough to front end. It's usually easier to do as when I sell a product mend continuity kicks in with the product sale versus just moving right to continuity. It's doable. I'm actually testing some new strategies now. I think it's going to become easier down the road but right now it's pretty tough to do.

I want to talk about joint ventures. The first thing is you need to give a strong consideration of who you expose your customers to. I mentioned that before. If somebody comes along with a real good money making opportunity, don't just do it because you can make money. You might alienate a lot of your customers. I generally don't like to sell anything to any of my customers in any of my companies unless the stuff works. So make sure that you are doing something. That's my advice to you.

You should always get the deal ready. A lot of times I've seen these JVs happen where all of a sudden after the deal's over everybody has a different understanding of the

money. So getting ready. You should provide all the marketing materials. That might be a little strong. I would just say you should provide the marketing materials most of the time. Most of the time, I had a situation, I'll give you an example. I had a situation where Debbie Allen came to me, asked me to speak at her event. It's in Phoenix in January. And it's a free event. It's a hundred dollar refundable deposit on these free events and I said I would be willing to send an e-mail to all of our members letting know that I'll be there speaking. I said, "I'll do that on one condition. The condition is that we have a special session for Glazer-Kennedy members where we can do a Q&A session. Give them something special." Which she readily agreed to, and so she sent me an e-mail to send out to all of our people. And I looked at the e-mail and I wasn't sending that e-mail out. There was just no way. It was lousy. So I rewrote the whole e-mail and I rewrote it more in my way of positioning offers to folks. And I explained the fact that we'll also have the special session and we sent out the one e-mail and we got 120 sign ups on the one e-mail that I sent out to our members.

And again as I found it was important that I created the marketing materials. You've got to be very leery if they give you their marketing materials. At the very least take their marketing materials and make them a little bit with your own personality.

Pay or receive high commissions with joint ventures – typically it's around 50 percent with joint ventures. And also see who else is selling to people who could buy your products. So often times if people could buy your products you should go to them and see if you could seek out a joint venture with them as well.

Page five – endorse mailings. This is very much like a JV. I showed you one example before of the guy who was the president of the largest suit manufacturing company in the world. A very good endorsed mailing to get by the way. He's a very well-known figure in that industry. And it worked very much like a JV. Typically one of the best strategies there is. I found always that I get my best conversion with those types of endorsed mailings where somebody already has a good strong affiliation with a group of people and they endorse me and most cases is it doesn't matter whether they're selling them something or not as long as they have a strong affiliation with them. So it's one of the things that I often seek out and look for is getting an endorsement of somebody else who has access to people that I want to sell.

There's reciprocity strategies with endorsed mailings, which again I explained to you we swap mailing lists. If you give me your lists, I'll give you my lists provided again that they are providing a product or service that you feel comfortable in endorsing. You can often get it for free with someone who likes you or believes in you. So in this particular case the president of the suit manufacturer he wants nothing in return for that. He just liked me and believed in me and he was very happy to do it for me. So often times you can get those for free.

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Page six of your newsletter is, six through 11, happens to be a pitch to sell a do-it-for-you newsletter for their members. I thought I'd include this in here. This is one of those do-it-for-them programs and this is the sales letter to sell that do-it program. Notice you see the round tuit at top up there. I didn't event it. This is from Ron Ipach, although Ron probably stole that idea from me. So that on page six through 11.

Page 12 – is another do-it-for-you product from Ron Ipach. He sells this thing called Card Care Club and again he does it all for them. He personalizes it and puts the offers in it and then they go ahead, and that's 12 and 13, they go ahead and sell it.

Page 14 through 18 is a back end business of boot camp tapes. So just about everybody that I know that's doing seminars and boot camps after they're done doing it they're now selling the tapes of it. I was talking to Yanik today at lunch, he did a wonderful copywriting boot camp for online copywriting. It was probably the best that's ever been put together and he had about 30 to 40 people there. He is now tripled the amount of people that he sold the tapes to on the back end. So a lot of times you do the boot camp just to make product that you can sell on the back end. So that's page 14 through 18 is Rory Fatt's boot camp tapes. You notice, by the way, there's a lot of personality in this piece and that's a good thing to do is add all the personality in there.

Now page 19 is another personality piece that was faxed out from his staff asking people to buy the boot camp tapes. Page 20 is again selling boot camp tapes showing how you do it with a postcard. Page 21, 22 are just like cute reasons to send out an offer to sell things to your herd. In this particular case they're celebrating the fact that Ron Ipach is out of the office. So his staff is celebrating the fact that he's out of the office. So you don't need much of a reason to make an offer. He just came up with a reason and then they put a nice picture there.

Page 23 is a good example of a personalization. See how he personalizes the headline. Usually that personalization will increase response by about 30 percent. So wherever you can personalize the headlines is a very, very smart thing to do.

Page 24 is just another example of another type of offer. Page 25 through 50 interesting example. This is Joe Polish's sales letter to sell his boot camp tapes. And it's from 25 to 50. It goes to show you that you don't take the job lightly. There's an enormous effort that went into doing this. Let me just go over a couple things.

Page 28 is a fill-in-the-blank thing. Gets you involved with that. Bullets galore on 29 and 30, 31, 32, 33, 34 – all bullets. Keeps going, keeps going all these bullets. I didn't know Joe knew so much. Page 42 he gives his guarantee. Page 43 he offers payment terms. Page 45 and on are all testimonials to all the way to 48 of people that

attended the boot camp. Page 49 you open this up and after you read the letter to get the enrollment, notice the enrollment form - October 2001 Boot Camp in a Box. Risk Free Trial Request form. Good name for an order form.

Page 51, I love page 51. Reed Hoisington again, the same guy that created continuity. He is amongst the best that I've ever seen at being able to identify hidden wealth opportunities in a niche or a business. He's really got a great knack for it. He's very dysfunctional in other areas but he's very functional there. It's a shame he's not here to hear this. And he offers services to mortgage professionals. One of the things that he discovered was the fact that mortgage professionals really need testimonials. They need great testimonials but they're terrible at securing them. So basically what he does for \$2500 dollars, \$2497 if you sign up and give him a list of about a dozen of your previous client he has somebody from his office trained to call them up and to interview them over the phone, record the testimonials, edit them, get the release and then hand you a finished a product of testimonials. He does that for you for \$2500 dollars and he sells a bunch of these, not just a few. So there it goes to show you how once you get a herd you can identify a business just within the business and then send it out. I spoke at his boot camp a couple weeks ago in Miami and there were a lot of people that were jumping on this in order to get this service.

Page 52 to 61 is a sales letter from Chauncey Hutter for his boot camp in a box. His order form is on page 61.

Page 62, page 62 is continuity and a lot of people have been asking me about continuity as far as how we do it at Glazer-Kennedy. So let me just tell you my strategy. What we do is this – our basic continuity is we give people a three-month, free trial. Anybody here come through the three month, free trail funnel? Wow. That's cool. We give people a three-month, free trail. At the end of three months it converts to paid continuity, \$39.97 in North America, \$49.97 outside of North America. You get three months for free. We charge \$5.95 for three months, that's shipping and handling and of course what were mainly interested in doing is because we charge them \$5.95 we secure their credit card information so when month four comes along we already have the credit card. We no longer have to now go get that. Very important.

What we do do is we do a couple things to play it fair because we don't want to have people come calling us up and claiming that we misled them. So on the first month, when they get their newsletter, on the first month we put what's on page 62, this is a hot sheet that's on there and we put that, "Welcome new Dan Kennedy gold member." And we remind them of everything that they got or they're getting for the next three months. And we also remind them, all the way at the bottom in the very, very large type where it says, "Note – your credit card has been charged \$5.95 to cover postage for all three

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months.” And then it basically tells them if they want to opt-out, if they want to unsubscribe they can do it that way. And we do that for three months.

And then on page 63 on the third month that they get the newsletter we give them the reminder piece, which remind, “This is your last free month. You’ll be getting one additional gold marketing tape and then after that it converts to monthly charge.” And that’s the way that we do it in order to significantly cut back on any cranky, grumpy people that say, “Hey what is this that were doing?”

Now were getting ready to test something new, which is my next free gift. So if we give out the Welcome Aboard booklets. Since none of you would have received this since were only giving new members, we have now created a booklet that will substitute the first month, which were handing them out right now. And this is a booklet which pretty much gives everybody like a jump-start into the world of marketing that Dan and I teach. And it goes through all the basic marketing strategies and the kinds of thinking that people will be subject to in the newsletter.

We believe, and this is a test for us, but we believe that this will actually help our stick rate by giving them some more information and better preparing them for what they’re about to learn from us. So this will come in their first month’s newsletter. They get the unsubscribed information on page two. And then throughout the book we talk about some different marketing philosophies that we teach. I highlighted a couple things in there to make the reading flow better.

And then also on page 11 I also have additional resources. So if they want to go and they want to get some products from the web store that’s on there as well. If they want to order Renegade Millionaire that’s on there as well. If they want to find out about the No B.S. books that’s on there as well. Psycho cybernetics, which is another product that Dan has licensed out to Matt Furey, that’s on there as well. So we give them some additional resources and then we end it with a couple comments from a couple of members. So this is our new front-end test for month one. Your welcome to that.

Page 64 is the courtesy notice that we use for BGS Marketing when they go to continuity. Again we do that on the last free issue. We give them this courtesy notice and we give them a big bribe at that time. And the bribe I give them is that I will put them on my own retail store’s mailing list. So they will get all the direct mail pieces I created for my own menswear store. They will get them as if they’re customers. And for this they’re getting my newsletter, my audiocassette CDs and they get on my mailing list. I’m sure most of them are afraid to leave because they don’t want to stop getting the mailing pieces. If you could think of something similar to that for your own industry, for your own niches that you are creating that you could continually to feed them with they love that kind of thing. So that’s on page 64.

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Page 65 to 115 is Rory Fatt's newsletter. The two people that I know that do the best job of putting their personality into a newsletter is Rory Fatt and Dan Kennedy. And I'm giving you an example, Rory's here because I know your all familiar with Dan's, and as you see, page 65 is the front of his envelope and he shows a car on there because he's giving away a car at his boot camp.

On page 66 here's his newsletter, which he calls Rory Fatt's Restaurant Revolution and he has a lot of personality woven into it. By they way on page 68 he did a really cool thing. He did this thing on called Ketchup Wars, because you know Heinz with the ketchup. So he did a thing with Big W versus Heinz Ketchup and he did a whole thing where people went into all his restaurants and they could vote by choosing which ketchup they want to vote for and he had national coverage on it. It was huge. He did a great job with it. So he has all that working, worded there. A lot of personality.

On page 69 at the bottom of the page on the first column you see where like the money is coming out of the wallet, it says, "It occurred to me that given a little incentive you could all help Karen and Kathleen with your eyes and ears out there in the restaurant market place. You should do this anyway for your own benefit but I'm going to bribe you. If you go out to a restaurant and find something interesting to our members and send to it to Karen or Kathleen, Karen or Kathleen's corner, and they use it in this section of the newsletter I'll send you \$50 dollars. It's like picking up your tab for dinner." Do you know what that is? What?

Newsletter filler (Audience).

That's exactly what it is. It's his way of getting his customers send him stuff so that he doesn't have to write so much in the future. Because for a lot of us who write newsletters were constantly looking for shortcuts to make that work. Dan Kennedy is amongst the best at the Huckleberry Finn/Tom Sawyer paint your fence deal. Well basically if you look at his newsletter it's mostly examples of everybody else's stuff that are sent into him, which, by the way, happens to be very informative. But he's now getting them to send in things so that he helps them to create newsletter content.

On page 71, first of all look how he's dressed in that picture there. Personality in there. On the right hand column Are You Ready for Extreme? So he's getting ready to introduce his boot camp in there. Page 72 he has repeating words update, which is the opportunity to sell that frequent buyer program. He's introducing that in there as well.

And then you move over to page 76 and there's some articles that he got from their Ketchup Wars. They're actually showing some articles that they got on that. Page 79 to 80 is just more stuff that has personality. Page 81 through 83 is repeating rewards

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is a new program that we've developed there to bring back lost customers. He's showing the pieces.

Now this is really valuable. Now he's inserting, on page 84, and I don't know how far it goes, but he has an entire separate pitch for his boot camp that's coming up. See when you have a newsletter business it gives you the opportunity to insert other things in there and sell other stuff in there. So on page 84 he's talking about his extreme boot camp. Page 88 he has his best speaker featured there, Tim Paulson. Page 96 he has comments from previous attendees. Page 98, he has a platinum group because he's going to be selling platinum coaching there at \$10,000 dollars a pop. So he's getting them warmed up for platinum. And he does that from 98 through 101. And then he introduces contests. You'll also notice he has an order form on page 142. And one thing that you want to make note of on page 142, in the center of the page it says here, "I want to," I don't know if you can see it, "I want to upgrade my membership to either Gold Inner Circle or Mastermind Coaching in order to take advantage of the higher level membership discount enrollment form. He learned that from me. Many people here in the room probably upgrade your membership in order to come to this event in order to get the better price. So it's a good way to get people to upgrade their membership at events by giving them the lower price for the higher-level members.

Page 103, he actually gives his member benefits. Page 104, 104 is the hundred-dollar discount on Best of the Best Boot Camp submission. Anybody know what that is? Purpose of that, giving a hundred dollar discount for the Best of the Best Boot Camp submission? Come on. Well it's basically what [inaudible] but what he's doing is he's creating content for his boot camp. So he puts together a whole book of everybody's stuff and that's content. And then he's picking out the best of them and he's bringing them up to the top so they can showcase that. And by doing that, by bringing them up to their stage and allowing them to showcase what they've done that's a filler for his day in his boot camp. Seeing some of the best stuff plus, and here's the big, deep, dirty secret – that makes them into really good members. When you can bring those people up those members turn into really good members that want to buy everything because now they're being showcased and they like getting special recognition.

Page 105, is the strategy to get them to send in their submission for the filler. Page 106, he's selling a postcard, do-it-for-them program. Page 107 is the repeating rewards, the frequent buyer program sign-up. So he's selling, selling, selling in this newsletter. Page 108 is the opportunity to get in his coaching program. Page 109, I'm sorry, 108 was not the [inaudible], 108 is the opportunity to go to one of his free seminars that he actually had last week in Chicago. That's the enrollment for that. On page 109 through hundred and something, 14 (114) I think is the sales letter to sell the free event, sales letter to sell the free event. By the way at the free event last week I was there. I

spoke. He sold 10 people into his \$10,000 dollar coaching program at the free event, free event. He sold a bunch of other stuff but that was a nice little hit for him.

Page 116 is the old Dan Kennedy Renewal Campaign to get people to renew their memberships. We still do it for old members but were moving completely to continuity but the old members who had term this was his old campaign. If anybody wants that that's in there, 116 to 119. Page 120 through 125 is John Carleton. John Carleton premier copywriter, be here tomorrow speaking. This is his renewal campaign for newsletter. He hasn't listened to me yet about this whole issue of continuity. These old guys are stubborn but we'll eventually win them over. But he renews and he hates renewing. One of the things that he does very well that's a nice technique that I'm now borrowing, and I learned this from John, do you see like on page one how he has those two little boxes of testimonials and he uses it throughout, those boxes of testimonials on page two, page three, page four? That's a nice way to show testimonials throughout copy and that's something that I will be doing myself in the future.

Page 124 is his enrollment form. 125 is the back of the enrollment form with testimonials on it. Page 126 is his second step because most people aren't going to renew so he's got to go to a second step and pretty good headline, "Are You Mad at Me?" And that takes you through 131.

Page 132 is a boot camp sales letter for Ron Ipach I believe. That's actually a postcard. That's a postcard in a sequence. Page 133 is Ron LeGrand's. Nice visual of go ahead keep throwing your money in the trash with the trashcan on there. Page 134 through 145 is a sales letter from Dan to sell his boot camp. Now Dan if you look does a very nice job on changing fonts throughout to keep interest in the sales letter. If you'll look on page 136 on the bottom of that, "Which of my extraordinary members, including Gold Plus, VIP and Platinum," etc. See how he uses that font? Nice job to keep interest in the sales letter as you go through it.

Page 146 boot camp for Ron Ipach. Page 147, this is a boot camp offer down the funnel. So this is, after people do not respond, if your having trouble filling up your boot camp this offer to do, you can pay me half now and the other half after you come to the boot camp and put another \$10,000 dollars in your bank account. And the boot camp half the money to fill a seat is better than no money to fill the seat. The question was how many people send to the half? Five to 10 percent. You don't really do it to get the other half. What you really do it for is to get them in a seat so that you can sell them while they're there. Ever been to one of those boot camps?

Page 148 is from Joe Polish a good postcard, a good use of showing a visual – again a guy holding up the big sign in front of the truck.

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Page 149, 149's a good deal there. That's an example of taking a picture at a boot camp so that next year when you go back and sell the boot camp you show a lot of people that were there. It's a good visual to show a lot of people at boot camps so everybody thinks, "Hey a lot people were there last year. This is something that I should be at." It's a good idea to include that in your marketing pieces."

Page 150, this is the last minute local area pitch. I think this is from Dan. Yeah this one's from Dan. A lot of people have used it because a lot of times you attach a little toy card to it and this is your driving distance. You are driving distance from the place where were holding it at and because your driving distance you should be able to come and here's a special reason to come. I think he gave them a little bit of a deal.

Page 153 to 162 is another pitch for Joe Polish's boot camp. The cool thing about this is on page 153, 154 he included a letter, a check on there made out, personalized check by the way, made out to the person receiving it for, in this particular case, it was \$40,000 dollars and that's the additional money they'll make this year by attending the boot camp. So the check's no good but this is as if you were to make that money.

Page 159 is cool. He's giving them the list to feel out, how they're going to spend their \$40,000 dollars so they can throw out the list. That's 159. 160's a bunch of testimonials. 161 as well. 162 is the enrollment form.

Page 163, hard to see it from here but this is actually a clear plastic bag that Ron Ipach, a lot of people have used them, he's mailing out a clear plastic bag with your tape inside of it and also your sales letter in it so you can see parts of it through the bag and it creates a lot more curiosity. So a lot of people using the clear plastic bag approach.

Page 164 to 187 is a very good sales letter that you should study and borrow elements from Ron LeGrand for global publishing. Ron has become a very good copywriter. Don't tell him I said that.

Page 178, part of the sales letter. He moves into a testimonial book. So on page 179 he starts showing his checks again. These are all testimonials that he includes in there as well. Page 188 is a oversized postcard. It's four pages. Actually it folds within so it becomes four pages and that's an oversized postcard that...it's a nice format. You can get about eight pages of copy on this postcard and this oversized postcard that Chauncey Hutter used to sell his customer appreciation seminar. So now were in the customer appreciation seminars.

Page 192 is the envelope and then it moves into my sales letter that I wrote to fill my customer appreciation seminar. Actually this was not a customer, this was a paid

event. Sales letter I wrote – it was a pretty successful sales letter that I wrote to fill my seminar couple years ago.

Page 202 is customer appreciation event, sales letter for Ron Ipach. 204 to 212 is customer appreciation for Ron LeGrand. A lot of people are moving to this customer appreciation strategy and so my advice on back end business is to vary them. Have some paid and have some free ones but the customer appreciation events often times are very successful and they do quite a bit of volume.

Page 214 to 219 is it shows you how Chauncey uses that picture often. It's the same damn picture I've been showing you all day of Chauncey and he uses it wherever he can. And this is for his customer appreciation event. And then on 220 we move into coaching. Another back end business. So here is, I believe this is Rory's. Yeah this is Rory's sales letter for coaching. You can see on page 222 one of the things that you want to do with coaching, this is a little insider secret, is you want to have them apply. It's not like, "Do you want to join my coaching program? Your in." Nah, you want people to apply for coaching. First of all some of these coaching programs today you can't take everybody the way they're structured and you really want the right group that's in there. And one of the best ways to get people to sign up for coaching is to have them actually apply for that.

Page 223 and 224 is actually an online strategy that Rory used to send out an e-mail to sell his coaching program. Page 225 is the coaching program, there's another coaching program piece in Rory's funnel. 229 and 237 is probably the one coaching letter that most people have knocked off to sell their coaching programs, 229 and 237, that's the one from Ron Ipach but I don't know where he's throwing it from we all steal these from each other. This is a very good sales letter that's almost fill in the blank for coaching programs.

And by the way on page 237 you see once again where Ron Ipach he's making them apply for the coaching. You got to tell us about it yourself, tell us about where you are now, tell us about your business, etc.

238 is Jerry Jones' sales letter for his coaching program. 243 to 257 is Brian Sacks' sales letter for his coaching program.

Brian's in the room here, for his coaching program for the mortgage professionals. And notice a couple things about this – once again on page 255 he's making them apply. 258 is Chauncey Hutter's coaching program. And I gave you all these for two reasons – number one is I gave them to you so you can see good sales letters that convert and so

The Back End:

- **Often The Real Business**
- **Typically A Lot Of \$\$\$\$**
- **Might Have To Do It To Survive**
- **Can Sometimes Flip It To The Primary Business (Royalty Rewards)**

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you could take them and you can copy the language in there, the copy in there for your own purpose. And the second thing is I gave it to you so that you can see how these coaching programs are being structured today. What are people giving? What kind of group coaching it is, how much one-on-one access there is. Usually there's a combination of both of them where there's group and one-on-one access. So that was Chauncey's.

One technique that Chauncey uses that I like is on page 271, 272 is he actually asks and answers the questions that are going through your mind and then on 274 looking at his application pretty extensive.

Page 279 is coaching pitch from Joe Polish in the carpet cleaning business. He actually gets a third party to send the pitch out. So in this case he got it from Robert Peters who must be one of his coaching members. All right I have gift number six for you – blue prints. So we have a blue print of the entire BGS Marketing funnel that I went through with you today.

All right do you want to do a little Q&A? All right so why don't we line up for some Q&A and if you just want to over here to the mic and we can do a little bit of Q&A. Yes sir? Can you do me a favor and also identify your name when you ask a question.

[Kamal [Inaudible]]: Earlier when you were talking about generating leads you mentioned that books were a good source of generating leads. Could you elaborate on that a little more?

Oh sure, books are great leads because books are usually the second best way to win over a prospect, only second best to speaking in front of the room. So with a book you have that prospect captive for whatever amount of hours it takes them to read your book. So by the time they're done with your book you had an opportunity to really convince them of your position, your point-of-view and the thing that you provide works well. So in Dan's case, you know Dan's very prolific, he's written nine books. He just came out with three new ones and many, many of his members over the years have come as a result of people buying one of his \$20 dollar books and then being so enthralled with his advice that they'll go and they'll actually seek him out for copywriting services.

In the back of the No B.S. books we actually have a thing in there where people can do a free month test drive of membership. So yeah books are great because you have so much time to convince them of your position and it's not perceived to be a selling environment. It's now an educational environment. Whereas with a sales letter you get somebody's trying to sell you something. So the psychology is different. It's not someone trying to sell you something. It's someone just trying to teach you. I hope that helps you. Yes?

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[Audience] I have an operational question. I noticed on a lot of the marketing pieces you have multiple steps from different people. Some of it's direct mail, sometimes it's postcards, you have a telemarketing follow-up. How do you keep track of it all?

We use now a software to keep entire of our entire business. As a matter of fact they will be here Saturday morning. It's called Infusion Software and they keep track of your leads. They keep track of your marketing steps for you in the software, all your customer value, your entire database, your entire customer value, tells you exactly...on today's date these are the people that are supposed to get this. These are the people that are supposed to get this, these are the people that are supposed to get this, what your supposed to do each day. It sends out e-mails for you automatically. It sends out faxes for you automatically. You don't even have to come Saturday morning. I'm doing the whole presentation.

But we use a software system that does that and you find, you will find that as your marketing, your information marketing business grows your going to need a little bit more powerful software system to maintain. Early in the game we used ACT! and we just grew out of that really quickly.

[Audience]: And for the actual mailings who's doing the labor? Are you outsourcing that? Do you have staff doing that?

We are outsourcing as much as we possibly can. We use, besides a printer in Kansas, we use a mailing house in Kansas and wherever we can we will outsource that. We don't do it exclusively. Some things were still doing in-house, paying with the hour. Certainly the e-mail campaigns and the fax campaigns were able to trigger that right from our database. So yeah we try to outsource wherever we can.

[Audience]: Now are these onesie, twosie mailings or like mass mailings?

A lot of them are onesie, twosies.

[Audience]: You can outsource then.

Yep.

[David]: I'm David. I should've come here first because I did the evil book first and now that I know it's evil what's the first step to expand?

Well the first thing I would do is I would take that book and turn into a course. And I would add, if what you just held up is your product that thing has got to be a whole

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lot more bulk to it and I don't know what's in there but it needs to have the perception of not just teaching one thing but it teaches a lot of things. Because if it's one thing you have no shot at all. I should've mentioned that earlier. The more different types of ways you teach things the better people will respond to it. So I would take that and I would turn that into a product for books, manuals, with manuals, CDs, audiocassettes, on and on and on.

[Tim]: Hi Bill. Tim Morrow. This is very much of a newbie question and it has relation or it's related to products. If you're considering a niche and you don't already have that niche...say somebody else is servicing it. Say I've got a bunch of retail jewelers that for some reason or another listen to me, listen to what I say and you've got an excellent product for retail. I wouldn't want to go recreate all your stuff would I? Would I want to joint venture with you and say, "I can deliver these people." That sort of thing? Or say you've got somebody in that market that's already doing very well. If it's a market big enough are you just the second or the third one in line?

Well typically if I were you I would take two approaches. Let's use your example of the jewelry. I would either take the approach of coming to someone like me, who has a good product for retailers and say, "Okay let me niche that product to my own industry and no sense recreating everything I did and let me niche it with you." Or what I would do is I would try to identify something that I am not providing to that or some things, not only just one thing that I'm not taking care of that you want to now go off and address that. Ron LeGrand is the best at this. He sells quick turn real estate. He must have at least a dozen people that I know of that have been students of his that have gone off and they've created little niches of things that he didn't really expand on. He like spawned them and then they worked together beyond that. So that's how I would approach that. Yes sir?

[Rich]: Hi Rich Perloff. My question is when your bringing in new product to market and your doing your lead gen to try to get things going in light of the fact that sometimes there's a two month wait to get into a little magazine or a niche magazine gets put out and getting your leads in and sending out your sales letter. What's a realistic timeframe to figure to get a new product to market to test all your components until it works?

Well if you do it the wrong way, which is the way I did it originally, I waited till my product was totally finished before I started my lead gen. If you do it the right way you work on your product, you've got a basis for what your product looks like but it's not finished yet. And then you create your lead generation pieces. You place your lead generation pieces out there and your going to get results on that pretty quickly. As soon as that things hits, assuming it's a magazine, which by the way I like magazines to start off with if they're available. I like that better than direct mail to start off with. But

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assuming that it's a magazine, and the reason why, by the way, magazine leads convert the best rate. They convert better than direct mail leads.

Then you do your marketing piece, your lead generation marketing piece, send that off to the magazine and then that thing will hit within a month and meanwhile you have from that time to the month to finish up your product and that's how I would approach it.

[Scott:] Hi, Scott Ettleman. Today I'm thinking about the newsletters and with the software that's out you can easily create really professional looking newsletters. But Dan Kennedy still writes one that looks like he's trying to write an old National Guard memo about the president or something. What's the purpose? Do you recommend using the old typewriter font and not using columns and all that kind of thing in your newsletters?

I believe very strongly that if you make your newsletters look kind of slick they're perceived as everybody else's newsletter. And I believe with Dan's newsletter it's very an extension of his personality and makes a separate statement. And I like anything, not only newsletters but I like outrageous advertising. I like things that, they stand out from everybody else's. So again with the No B.S. Newsletter that you're referring to, now that we publish it we can easily make that thing look real pretty. I would never begin to do that at all. The fact that it's not pretty is what I think is affective about that newsletter.

[Scott]: Do you have any preference over the typewriter font versus a regular font that use?

No. A lot of times the font dictates more of how much space you have. So Courier is the typewriter font. The problem with Courier is it takes up a lot of space. You're not really seeing the No B.S. Newsletters written in Courier font. They're more like Times Roman or something along that line, which it doesn't take up as much space. So a lot of times were space, were fighting for space and then we have to use a smaller font in order to get it in there. Yeah and just make sure the font is easy to read and that the size of the font, the amount of points, is large enough so that you can read it as well. And pretty much if it's anything less, really you could cheat down to eight points but it really should be 10 points or greater.

[Audience]: Hi Bill. How does the principle of never teaching line up with your lead generation activities like doing articles in magazines and things like that?

One more time.

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[Audience]: How does the principle of never teaching, how does that line up with the magazine articles and things like that?

The lines are perfectly straight. But it is. My magazine articles that I write, sort of like they teach generalalities. They don't teach specifics. And so I'm teaching like in order to grow your business you need to stay in touch with your customers and then you make sure that you have a good customer database for your customers. That's sort of a general teaching strategy. I don't teach the actual nitty gritty of using database marketing in order to grow your business. That's more in my course. So it's actually teaching that is teasing. Teaching that is teasing. Okay?

[Lisa:] Hi Lisa Wilgus. You talked a little bit about frequent buyer program. Would you give a little example of that and how you might use it on the back end and/or the front end? We might start going front end with that.

Well the frequent buyer program we are offering now to a lot of different niches, not just retail but a lot of restaurants, auto repair shops. It's working well everywhere but it works like a true frequent buyer program where all they have to do is sign up the customer to become a member. Once they sign up the customer to become a member the data is automatically sent to a company that keeps all the data and these people get a card every time they come and shop. They swipe the card in the amount of dollars they spend, they earn points for. But what's unique and special about the program that were offering is that, and most companies that are teaching frequent buyer programs it's incumbent upon the business owner to maintain all the data and to send out all the mailings.

The company that we found actually does, they maintain all the database. They keep the database clean and they send out all the mailings when people earn the mailings. So the business owner doesn't have to do anything other than sign them up. That's really what the business wants. They don't want to do anything. The less that they can and the more you'll do with them the happier they are and the more they'll pay for that by the way. No complaints on what they pay for this program. So I hope that...I wasn't quite sure I understood your question but I think that's what you were asking me.

[Lisa:] Will you tell us who you're using for frequent buyer program?

Well actually there's a form in here, repeat my words, there's a form right in there. It's Pro Phase Marketing. Okay?

[David:] Hi Bill. David Oliver, first question was I was wondering about issues with charge backs and customer service issues with the forced continuity specifically with your menswear retail building kit.

As far as?

[David:] Has it been a problem?

No. As far as customers saying to us, “Hey I never agreed to buy this and why are you charging me now?” Is that your question?

[David:] Right.

Well a couple things. First of all we get very little of that. But truthfully is if we get anybody who does come to us and say, “Hey I never agreed to this.” We show them right on the order form where they did agree to it. It’s right on the order form and then if they still give us a little inkling of complaints, we give back their money. It’s not worth it. It’s \$29.97 a month. If they want their money back I give them back their money. Let them go and have a good day. So if somebody wants, somebody’s upset about that we give it back to them. The important thing is that 80 percent of them, over 80 percent are sticking with no complaints. I can’t worry about the 20 percent that are going to be not sticking.

[David:] Okay. And the other question I had was can you talk about some of the numbers in terms of you went over the number of people to take your platinum membership. What about the up sell and your refund rate? And also is there any correlation on, let’s say, the seven to eight, nine steps and more refunds or worse customers, or anything like that.

Actually the second part of your question is a great question. As you move to offers that are more generous, such as 90-day free trial, try before you buy, those types of offers the refund rates go up higher. When people buy in the early stages and they buy it for full payment very few refunds of that time. But what happens is and I think it goes back to that where I was talking about earlier – if you have like a 30-day free trial they have like a calendar that’s ticking in their head and by the 28th day they’re sending that thing back. So we do find a higher refund rate at that time.

In my BGS Marketing System we’ve always consistently been well under 10 percent refunds. Always have been under that. That was one of your questions our refund rate.

[David:] The up sell? Barry’s up sell?

Yeah Barry’s up sell is about five percent of the orders. We do not sell it hard at all. We actually sell more of Barry’s products. The exact same product we sell, once we

have the customer by giving them a chance to buy later on than we do on the order form. But still five percent of the orders we get another \$300 dollars.

[David:] Thanks.

Your welcome.

[Steve:] Bill, Steve Heisler, how you doing? I actually wanted to expand on what you said about Ron LeGrand. He has, you said, a group of, I guess, his disciples that go ahead and they go into areas that he hasn't covered. Well I have a particular product I'm developing, I'm a personal injury attorney, and I have a system where PI attorneys can market to a particular group to get floods and floods of referrals and clients. My question is is this, it's so specific and so narrow is that enough to create the bulk or is it enough give the people what they want and feel like they got value? And then a follow-up to that would be, and also once you give them maybe a course on a particular strategy how do you then follow-up on that and develop it into something, which can have continuity or how do you make more out of that?

Well first of all if you're only teaching one thing, and I think I would look to figure out how I can teach more than one thing. And my guess is, and this is the exact same advice I gave to the dentist who visited my office the other day for a day of consulting, that you probably have a whole lot of things that you've learned how to do that your taking for granted. And if you were to go and sit down and write out everything that you do during the course of a week and then give it to your staff and write down everything they do in a course of a week and you look over these lists, your going to come up with a bunch of things that you do really well in your practice that you could be teaching to other people how to do this. And that's a real easy way to make bulk now adding all to that stuff.

Then as far as your continuity issue, well now you can play that a lot of different ways. You can do the Huckleberry Finn paint your fence deal, which is as people send you in strategies that they've used, the successes that they've used your now featuring them in your continuity products. As you create other ways, doing things in your office really good you're sharing that. And in the legal profession it's like easy to find all this kinds of stuff to keep throwing out there. Most of the attorneys I know are kind of clueless.

[Steve:] Another question is there's about three or four other lawyer marketing courses or programs, do you think...?

Is anybody's very successful with it?

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[Steve:] I don't want to say in front of everybody here but I think that there's criticisms with each one.

No not criticisms, I don't care about criticism because everybody's going to have criticism. Is anybody out there marketing to attorneys that is successfully doing it in terms of they create critical mass and they have a lot of customers?

[Steve:] Not that I'm aware of.

Okay. Well that's interesting. So the first thing that you should do is find out if there is such a...

[Steve:] I mean there's some. Like there's a guy in, I don't know what his name is, a guy in Kansas does the elder law but he just markets just to elder law.

Right, he's a niche marketer. What I'd look at is to see if there's anybody that's sort of marketing to attorneys on a mass type of way. If that's the case then those are people that would be really wonderful to go seek out and try to do some kind of JV with that you can now come along and you could be teaching yourself. That's the Ron LeGrand type of thing.

If there isn't that person out there that's very informative. And if there isn't that person out there, that suggest that the niche could be a tough niche because the niches do big for there not to be that person out there. So if that's the case it might be a unique characteristic to you that niche where these attorneys are just too skeptical and too hard to sell to or nobody has figured out yet the right way to sell to attorneys. And I'm certainly not that person. I want nothing to do with them.

[Steve:] Thank you.

Yes? Hi.

[Mark:] Hey Bill Mark Moore. What's the critical mass point from when someone new should switch from a three step model to a more advanced multi-step model?

Well couple things. Number one, and the biggest thing is if your third step is still profitable it definitely suggests there should be a fourth set because you need to keep going until your not longer profitable. So when the fourth step is profitable it suggest a fifth step. Fifth, sixth step – as long as your still profitable. Now if you get to the fifth step and you can't make that work what I would do before I would just say, "Stop." I would look back at my fifth step and say, "Gee, can I tweak this a little bit? I got one

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through four working okay. Can I tweak this in some way where I can fix number five and make number five now work?" Then I can move on to number six. But that's how I would do it. But generally speaking if you get to the point where eventually you've exhausted it and you've got to the fifth step and you can't make anything else work then stop. Just stop right there and then just keep your flow.

But I will also say this to you – that there's a lot of hidden money in these leads. So even if you can only make steps one through five work, give them a rest and then come back to them nine months, 12 months later with a whole different offer to these leads. And then you can do, I bet you can extract money out of there as well. Like that little book that I handed out for Rory Fatt, would be a good way to do that.

The other thing you can do with leads, by the way, is leads have value in them in and of themselves to sell to other people. So once you're done with the lead, just so...