

Tape 1: Gary Halbert: Introduction

It was an experience the residents of South Florida would remember for a long time. Hurricane Andrew slammed into the state with 130 mile an hour winds, cutting a swath of total destruction that left only piles of rubble in its wake. Billions of dollars in damage. 350,000 homeless. A total collapse of society. Key West resident and marketing expert Gary Halbert took to the air within hours of the disaster. He was stunned by what he saw and resolved that he would do whatever he could to help. Halbert issued a challenge to the best of the best in marketing, to donate their time and talent to a special hurricane relief seminar. He offered his subscribers a \$7,000 experience free if each attendee would promise to donate to the American Red Cross Hurricane Andrew Relief Fund at the end of the week's activities. And it worked. To date Gary Halbert has accounted for over a quarter million dollars in cash and pledges as a result of the seminar. Now you are doing your part by purchasing this video library of the event as it happened. The information you are about to receive has generated millions for the people who will share their secrets with you. But you too will benefit from knowing that you are a part of something even more valuable, the chance to care and to help someone just like you, someone who needs that help. Thank you.

(Eyewitness? 0:02:43) takes me back to the very first seminar that Gary and I did in Los Angeles. It was a one day seminar. Five minutes before we were due to start he said, "You go in there and warm up the room." And I didn't know what to say. I remember being very nervous and today he did give me some warning, he gave me fifteen minutes this morning and I'm still nervous. I recognize a lot of faces, I'm really happy to see you here. And you all deserve a round of applause for making the effort and the expense and taking the time to come and help out the people in South Florida who have suffered such horrible, horrible devastation. I drove through it and I haven't even had the courage to develop my photos yet, it's just unbelievable to see the total destruction.

A few announcements. The hotel has asked me to tell you that the phones in the lobby are restricted to local calls and the pay phones, they apologize, are in the main building. Secondly, there is no smoking inside the rooms. For those of you who need to have a cigarette, I understand. I used to smoke. But back in 1985 was when people in Southern California started to get rude and come up to you in restaurants so I said, "Okay."

There is no videotaping. Gary said no audio taping. Some people were told they could audio tape. I don't know what sort of quality you are going to get, but there is absolutely no videotaping. Our poor staff. Gary wanted you to all have an index card. Did everyone fill out an index card at least so far with their name, address and daytime phone number? No? All right. Those of you who haven't, remember, and I'll give you further instructions. I'd like to introduce our staff. Is everyone here? They have to come in. If I have to do this they have to come in. Where are Vince and Rick? Oh, okay. Many of you have spoken with Tish. Tish is the blonde. She is a super, super marketing salesperson. If you've spoken with her you know she's really a nice person. She's available for questions if you can't get to the experts, or Gary or I, which will be really likely. Ann Marie is in the gold. Ann Marie came to us, she began as a part-time file clerk and has really grown up with us. She took on responsibilities, organized us against major odds, and she now runs fulfillment and our database, so if you have changes you need to make

with addresses or questions to ask about orders or products that maybe you haven't received because the mail here is just beginning to get back to normal. That's Ann Marie.

Daniela is our work horse. She is a solid rock, a great employee. She does anything that Gary asks, requests, orders that she do. She takes care of just about anything in the office. She's also available for questions. Write them down. Write your name and your question if you have them during the seminar.

Terry is in that hat and dress. She looks so nice. Terry is Gary's number one assistant. We can't say enough good things about the staff that we have. She also has her own business with her husband in addition to working with us, but she is available for questions also. Vince and Rick are not here. They will be back. I'll introduce them at another time. Vince basically tries to keep Gary's schedule under control, and Rick is a very good telephone sales person. Question answerer. He's very knowledgeable about our product.

The cards that you wrote your name, address and phone number on. Well, this morning at about a quarter to nine I was also told there was supposed to be more information on the other side. So now I need you to take a piece of paper and give us that other information, and I'll need your name on the paper, because our staff will now have to alphabetize the index cards. I'm sorry. And match up the additional information that Gary wanted. What he would like is whether or not you're a lifetime subscriber, a regular subscriber, guest who is not a subscriber, and if that doesn't cover everything, write, "Other."

I'd like to know the most important question you would like answered before you leave this seminar. That may take some thinking. So if you want to hold on to these pieces of paper. You don't have to turn them in immediately, but since we are going to be matching them up with your index cards, we will know before you go. We do want this information before you go. I would also like to know the type of business your product or service or, "I don't have one yet" if you work for someone else but you'd like to have something going in addition, to be building in the meantime, we'd like to know that also.

I don't know if you've all had a chance to look at the photos that we took, but those who have not gotten index cards – Ann, and D? We need index cards. Those who have not filled out an index card, could you please raise your hand so they can get them to you.

This is Karen Meyers. Gary's former number one assistant. And unfortunately, Bill Meyers came to our seminar to videotape it and Karen married Bill and moved to Arkansas. She and Bill also run their own company and are here as on-site experts.

Is there anyone else who is slated as a speaker or what I like to refer to as an on-site expert to assist in the teaching process that has not been over to see Gary this morning? And if you don't know, ask. I apologize. I have been mentally and physically occupied with my family for the last couple of weeks. Most of my answers to your questions will be, "I don't know, but I'll find out." So be patient with that, I would appreciate that.

Vince and Rick are you here now? They don't want to be introduced. How many of you have been to our seminars before? Any of them? Not as many as I thought. Well, then you know that our M.O. is loose. I like to say we deliver substance not slick. You've noticed that we don't have

fancy binders with full color photographs and workbooks and itinerates and schedules. We will have some sort of loose itinerary, but Gary feels that this is the best way to keep everyone here, because if they say, "I don't need to talk to that person, or I don't need to be involved with that, I don't want to know that" he feels that if you miss anything you could be missing some key thing. You may not know it will refer to you. This is a way to keep you in the room as much as possible.

We have two more members of our staff. They're finally back. Rick, Rick Platt, Ricky. How would you like them to refer to you? Rinse? This is our team. It's Vince and Rick, but we so often say them together it comes out Vick and Rinse. As I told you, Rick is a people person. Very good on the phone, very knowledgeable about our product. He also went up with Gary to shoot these photographs in the airplane.

Vince is dynamite. Anyone in the position of having to juggle Gary's schedule, keep him on his phone appointments and making him return his phone calls while he's trying to write copy, requires a person with special talents, and that's Vince. He will be available if you have any questions. Again, please write them down.

If you haven't had a chance to look at the photographs, Gary asked that I request that you do so now, while I go call him and say, "You're on." Hopefully he hasn't left town. This is the largest group we've ever had. Normally we limit our seminars to forty people and allow them to bring one guest, so that's why we're going to ask for you to be patient. If you have questions, the best thing to do is to write them down and see that one of the staff gets your question. Don't forget your name. All right, if you haven't had a chance to see the photographs, please do so now and I will go get Gary.

Gary Halbert: This seminar is very serious to me. Have you had a chance to look at the pictures around the room here? I'm going to tell you a little bit about what I know about this hurricane. The most important thing that I know is that it totally missed Key West. After the devastation had gone through, we suffered some inconveniences here, which has caused us to be behind in our work somewhat for our clients and getting my newsletter out and stuff. For quite awhile we had no water, we had no electricity, no telephone service, no mail service, no Federal Express service.

I find that humanity is very interesting. What's that? Someone said I need to introduce myself, a lot of people don't know who I am here. My name is Gary Halbert.

Human nature is funny, when our electricity went back on, we started getting faxes and phone calls, and all of them were, "This is not about business, we just want to make sure you're okay that no one is harmed." Except one guy calls up and says, "Where the hell's my newsletter." And another guy called up, and we'd done about three or four pieces of writing for him, and we had another one that was due. He called up, the phones had just come back on, and he said, "Why isn't it here?" And I said, "Have you got television up there?" And he said, "I don't have time to watch TV." I said, "How about the papers? You read the papers." He said no and I said, "Well, we've been inconvenienced down here." And he said, "Inconvenienced by what?" And I said, "The greatest natural disaster in US history." HE knew nothing about this.

I want to speak a minute about the news media, which I revere and respect to no end. The news has to put out stories for a public that is insatiable, they believe, for sensationalism and disaster. And one thing about disasters and sensationalism is they only last so long. And so the story of Hurricane Andrew is beginning to fade now, and it's being replaced by stories of no consequence whatever, like who gets elected President, Bush or Clinton, I mean who could possibly care. It's getting replaced by the story of the young man who is trying to divorce his mother and so forth. But this storm and its effects are long from over. I hired a pilot, as most of you know, to fly me over the disaster area. And being well over half a century old, I can tell you I have never, ever in my life seen anything like that. If you can imagine being 500 feet in the air, with a 360 degree angle of view, and see absolutely not a building standing. I've never seen one, but it looks like ground zero of a hydrogen bomb.

Some of the Key West civic leaders, their first reaction to the hurricane disaster is, "We've got to get the word out that Key West is okay and that tourists can still come down here so we can sell t-shirts." And then we had some other people that were buying electrical generators and going up there and selling them for five times what they paid for them. We had people from the Keys going up there and masquerading as hurricane victims so that they could get government handouts. In the news today there are four people who were indicted for raising money for hurricane relief – they raised it in cash. Regarding that, every check here is going to be made out directly to the Red Cross. We are not taking a penny for administrative expenses. We personally are paying for the hall. Bill Meyers is paying for all the video. All the speakers are paying for their own expenses. Every dime you contribute is going to go directly to the Red Cross.

But you know, everything, I think, is relative. And you can't really feel a problem that you're not experiencing. Empathy means that you've sort of experienced or are experiencing the same thing. It was very inconvenient for us not to have electricity and running water, but I can tell you what the condition is of the some of the people up there. We have a doctor here. Would you raise your hand? Dr. Rubin, where are you Dr. Rubin? He's way in the back there. Stand up, would you? About 25% of his patients are from the hurricane area, and if you want to know what it's like for them, have a chat with him.

Part of the Key West business community wanted to get the tourists back in here. We have people up here in Homestead, and in Florida City, that didn't have water to drink. They don't have food to eat. They don't have water to flush a toilet. They didn't have a toilet to flush. They didn't have a bathroom to put the toilet in. Didn't have a house to put the bathroom in. The place is beginning to smell like an open sewer. There's a real danger of a bacterial outbreak. Allstate, I just learned yesterday, is being sued. A multi-billion dollar suit in California, because they're not doing right by the people they protected and they're running ads down there that say, "We're behind you, you're in good hands with Allstate." We'll see how good of hands we're in, I don't know. I hope they are.

But there have been a lot of other good people from the Florida Keys. A lot of the business community have really contributed with their heart, their souls and their money to that hurricane relief and continue to do so. Originally, Barnett Bank was going to match every penny we raised here dollar for dollar. They can't do that now because they've already matched \$3,000,000. I went on television the day before yesterday to make a plea if there's another bank that will take their place. I'm not real hopeful about that, but you never know what will happen.

But I want you all to know here that I'm very proud of everybody that came here, and I think you couldn't possibly have chosen to come down for and contribute to a better cause.

But in addition to helping the hurricane victims, we're going to try and accomplish a couple of other things here too. We are going to try and teach you some ways that you may not know about of multiplying your income. I am hopeful that some business relationships will be formed by some of the attendees and the speakers. We have some very valuable services to offer. Who knows, maybe some of you will get in some sort of business relationship with me. I see nothing wrong with somebody making a profit because they came to this seminar. What I am vehemently against is the SOB's that made a profit taking from the victims of the hurricane up there. And that's not what this is all about.

We are also, for those of you who are so inclined, going to have some fun. I've arranged a party tonight the likes of which you will not have attended before. Well, I guess I'll tell you about that just a little bit later. I'm going to start this seminar now, the part of getting into the meat of it. I believe, as far as making money is concerned, the basic tenant of making money is selling. Selling. I started my advertising career, or my career, whatever it is that I'm doing, selling encyclopedias door to door. I was quite good at it, but there was a limit to my income because I could only knock on about forty doors a night. Then I learned the art of direct mail through a very tortured, arduous process and I wrote my first sales letter, which in the United States alone, knocked on 140,000,000 doors for me. So if the key to making money is salesmanship, the key to making big money is salesmanship multiplied.

We are going to have some speakers, including myself, talk to you about the art of constructing a sales message. And some of the other speakers will then talk to you about what I call delivery systems. How to deliver the sales message. The multipliers. And those multipliers are direct mail sales letters, television thirty minute infomercials. Television two minute infomercials. Magazine advertising, and all different forms of ways to multiply what it is that you're doing.

We're going to mix this up a little bit. We are also going to have hot seats. We obviously cannot do a hot seat for everybody in this room. There just obviously isn't enough time. The hot seat should be for people that have a marketing problem right now. How many people would like to have a personal hot seat with all the experts. Could you raise your hand? There's quite a few, so what we'll probably do is take as many as we can and maybe we'll have everybody put their name in a hat or something.

Just to get your blood flowing, I'm going to introduce our first speaker here. There are some people that I believe are so spectacular they only need one name, like Cher or Madonna. Our first speaker is of that nature, and as far as I am concerned he only has one name because I've just barely learned to pronounce it. I cannot pronounce his second name. I absolutely guarantee you, you are going to be electrified by what he has to say. How many people were at my last seminar at the Marriot Hotel? Okay. When our next speaker gets to the point where he asks the audience questions, please don't spoil it by answering it in case you remember any of the answers.

I would like to introduce right now one of the men I consider one of the most electrifying speakers that I have ever met. His name is Joachim, and will you please come up to the stage?