

Tape 3 – Joe Sabah

Gary:

I want to tell you a little bit about my next guest, and if we can pull this off we're going to have something special here. I have some notes on him. This man, during the last 48 months, has been a guest on 500 radio talk shows in the United States and Canada. He has written a book and because of these talk shows, which he gets on absolutely free, and does from his home on the telephone, he has sold 20,150 copies of his book, which amounts to \$302,000. Joe has material that he's going to impart to you in his speech about how you can do the same thing. I want you to imagine what we're talking about here. Imagine you being able to promote whatever it is that you have to promote, your book that you've written. Your consulting services. Your product, on hundreds of radio shows, do it without spending any money and being able to do it from the privacy of your home. This, to me, is one of the most exciting multipliers and one of the most exciting delivery systems that you're going to hear about.

Also, in addition to that if we can arrange and get a phone in here, he has a talk show that he's going to be on at 1:00 today. So you're going to hear him tell you how to do it, and if nothing goes wrong, we are going to sit here and watch him do it right in front of our eyes. I've asked him to shorten his talk just a little bit so we could all go out and grab a quick bite. Don't anyone figure on a seven-course meal, this is bacon lettuce and tomato and Campbell's tomato soup.

Okay, would you please welcome Joe Sabah, I think you're going to find this to be a real treat here.

Joe

Thank you. How many of you know where Glen Falls, New York's at? Oh, a couple. How many of you have ever been to Glen Falls. Hey, look at that Paulette, you've got some neighbors here. At 1:00 this afternoon, Rose Angela with WWSC is going to be interviewing me for sixty minutes. Sixty minutes on WWSC. And this will be typical of the radio talk shows that I've been doing all across America. This will be number 544. That's not a record, but we sold over a quarter of a million dollars worth of product, nearly a third of a million dollars worth of product and it just amazes me that more people don't know about it and take advantage of it. A year and a half ago I was sitting right behind a guy named Peter from New Jersey and Peter said, "Joe, get the Gary Halbert Newsletter." So I did and that's what brings me here. So thank you Peter for the encouragement and thank you Gary and Paulette and the whole staff down here and especially Richard for guiding me so we can get here today.

We're going to be talking today about how to get on radio talk shows all across America. The bottom line is the most important. Without leaving your home or office. You all have a copy of this bright goldenrod handout? Is there anybody without one? Okay. The magic of the airwaves. Picture this. You're at home. It's 9:30 in the morning. Your telephone rings and this voice says, "Hi, Charlie?" or "Hi, Sally. This is Jim from KXYZ in Kalamazoo, Michigan. Are you ready for your interview?" And you say yes. And then in two minutes the host comes on and Sally says, "Now, all the way from New Jersey, here's our next guest Peter, talking on ba dum ba um" and for thirty minutes this person interviews you asking questions that you gave her. You

provide the questions. Isn't that neat? And the people call in and they ask questions and you answer them because you don't hold anything back and you just give and give and give.

And that's what this hurricane relief seminar's all about. This weekend here in Key West is giving and giving and giving because we know we can't out give the giver. We're going to be talking about how to use this material to move your product, your services, your ideas. At the end of the thirty minutes the host or Sally says, "By the way, how can people get hold of your book?" And of course during that time I've been talking about the book, *How to Get the Job You Really Want and Get Employers to Call You*. We'll talk about the color of the book and the title and how that came about in a little bit. And I say to Sally, "I thought you'd never ask Sally, is it okay if I give out a toll-free 8000 number because you see, our book is not in any bookstores across the United States." And she's, "Oh, by all means." So I give out the toll-free 800 number, the phone starts ringing and ringing and ringing. Not in my office. In a little town called Hotchkiss, Colorado. Population 714 has an answering service. They take our messages 24 hours a day, 7 days a week. You never get a busy signal, they roll over to the next position.

And that's at 9:30, 10:00. I go about my business the rest of the day and then about 4:00 in the afternoon my wife, Judy, who send her love to all of you because she was scheduled to be here up until the very last minutes, she said, "Do you mind if I beg off, I've just been beat." And canning and entertaining her mother-in-law for three weeks and that was a job. So Judy's up in Denver enjoying Denver and grandkids. So Judy at 4:00 connects her Macintosh computer with a modem to this mainframe computer in Hotchkiss, downloads all the orders, and at 5:00 – well, first of all, she taps the numbers of the credit cards into her little keypad puts the money in the bank electronically and at 5:00 we put the stuff in the mail and while we're sleeping that night, 10:00 the bank dumps that money into our checking account. Isn't that neat? How many times a day would you like to do that? Several times a day? I've done it as many as three or four times a day and I always caution people I say, "You're going to kill yourself, Joe, because you don't remember what you've said."

My friend Cabot Robert, who founded the National Speakers Association says it best, he says, "most people are eating the peeling and throwing away the banana." I said, "What do you mean, Cabot?" He says, "Well, Joe, people are out there speaking and forget about product. Product, product, product. And we're going to talk about how to put this product together on the front end.

Here are the three keys to success. I feel life is very, very simple. Number one, A, do something. Do something. We've all done something in our lives so far, haven't we? We couldn't have got to be 30, 40, and in some cases some of you are 50, without doing something in your life so far. Do Something, write about it and sell it.

I'm going to take you through these steps here so that we can get to making money. When I say do something, do what? What is it you've done in your life so far? Don't look on your neighbor's paper here, but list three things that you've done so far in your life. Things that you've earned the right to talk about or write about. I could talk about being a stepfather but I could never talk about being a mother.

I could talk about getting on radio talk shows, but I could not talk about operating a video camera. What three things can you write down right now that you've earned the right together write about or talk about.

And then rank them 1, 2, 3. What are you most excited about? Years ago Dale Carnegie said, "Only speak on something that you've earned the right to talk about from your own experience or your own education." And then rank them 1, 2, 3. The research is easy. To go to the library, you can find magazines, articles, file folders. I'll bet you've all got a four-drawer file cabinet just full of stuff. Well, I'm honestly convinced it's time for us to stop the input and start the output.

I was talking to Jerry Buchanan a few months ago on the telephone. And he told me, "Joe, I don't leave Vancouver and I don't speak and I don't travel" and Jerry gave me the biggest bear hug back there of all. Jerry was saying, "Here it is the 22nd of the month, I subscribe to 35 other newsletters, 10 daily newspapers. Magazines galore. And here my newsletter was supposed to be out in the 15th." You said, "Time to stop the input and start the output."

I said, "Wow, that's profound." Time to quit going to seminars and start giving seminars, right? After today. Don't leave yet. In Colorado we are so blessed and I'm sure other parts of the country too, California too, we have CARL, the Colorado Alliance of Resource Libraries, which connects every library in the state to a mainframe computer, and with a modem on your computer you can download any information. If you're looking to do some research, Gary, I pulled up the subject "How to." There are over 5,000 books with just the titles, "How to."

When people ask me, "Joe, how did you come up with the title of your book *How to Get the Job You Really Want and Get Employers to Call You*. I said this was, after all, a science for me. Years ago, I paid Dale Carnegie \$120 to take his course. Now you know how old I am. I reached the halfway point this year, I'm now 61. People say half of what? Well, that's half of a 122. You see, Norman Vincent Peale is 94 this year and he came out with his new book last year. That's his 43rd book I believe. And George Burns at 96, they say George, how do you keep going. George says, "First thing in the morning, before I get out of bed, I put my hands above my head." Do that with me. "He says I put my hands above my head and if they don't hit the top of the casket, guess what, you've got another day." Isn't that exciting?

Yes, Joachim, thank you father for another day that we've got here on this Earth. And thank you Gary for bringing us together to share these ideas. I believe that self-publishing is the way to go. And if you just do your research and your library and your four-door file cabinets, self-publishing gives you two things. Number one, more contrail. And Number two, more profits. When I decided to self-publish this book I didn't realize how simple it really was. You see I had done a seminar called *How to Get the Job You Want* over and over and I had six hours of tape. Six one-hour tapes.

And then one day I had the presence of mind. I said, "You know what I ought to do with these tapes?" What's the answer? "Transcribe them." You can find some little college or high school student for five bucks an hour to transcribe these tapes. And guess what? That became the first manuscript. Well, we sent that manuscript off to six New York publishers, guess how many rejection letters we got?

Invariably always somebody says, “Seven.” We got six rejection letters. And I said, “Okay, if it’s to be it’s up to me.” We’ve heard that. So I thought, “Okay, how are we going to sell this book?”

First of all, let me get back to the title for a minute. Somebody says, “Boy that’s a long title. It’s called benefit, benefit, benefit. When I paid Dale that \$120 to take his course back in 1956, some of you younger people are saying, “1956?” That’s right. I thought to myself, “This guy’s got something.” Remember the book *How to Win. How to Stop Worrying and Start Living*.” And I thought, “A-ha, this guy’s the master of marrying the two words, ‘how’ and ‘to.’” My son Joe when he was growing up said, “You know, my dad’ll buy any book as long as it starts out with the title ‘how to.’” And he’s probably right, and I’ll bet your library’s almost the same way, isn’t it?

So if it’s good enough for Dale, and it’s good enough for all these – there’s over 50,000 books in print the titles How To. 50,000 books. So why reinvent the wheel?

Okay, so we wrote the book and got it turned down so it’s, “Now, how do we start getting on radio talk shows?” Well, there’s three ways. We talked about more control, more profit. The three ways to get on radio talk shows. I saw a little ad in *Success Magazine* one day that says, “Authors wanted for radio talk shows.” I said, “Wow, that’s me.” Except it was 1:00 in the morning. So I waited until 8:00 New York time, 6:00 Denver time, and I called this fellow in New York City and he said, “Yep, I’m a publicist and I book people on talk shows and I charge them \$60 a show.” And I was ready to say, “Give me three shows.” I figure I’d roll out \$180 bucks.” And he said, “Twenty show minimum.”

I says, “Wow, that’s 1200 bucks, let me think about that.” And I said, “Judy, this guy wants 1200 bucks, but he guarantees his work.” So I called a few of his references and they checked out so I sent him \$1200 and 20 books. And I’m glad he didn’t let me book three shows, because at the end of the fourth show I was so bad this guy in Chicago called me for a 30 minute show. Six minutes later: “click.” I called him back, I said, “We must have been disconnected.” And he said, “No, fella, your time’s up.” That’s how bad I was. I said, “Well, I got 1200 bucks invested, I gotta keep going here.” So that guy in New York did me a favor. After 20 shows he says, “You want to do it again?” I says, “You bet you.” He said, “\$75 show.” I said, “Come on, that’s \$1500, Charlie.” He said, “It’s worth it, isn’t it?” I said, “You betcha.” Because every time I was on a show we’d sell 35 to 40 books, times \$14.95. That’s \$500 for every half-hour to hour program.

So I was hearing the money going into the bank, I says, “You betcha.” So I sent him 1500 bucks. The third time when he said \$100 a show I said, “FGI. ForGet It.” Because I says it can’t be that complicated.

There’s a second way you can get on radio talk shows. There’s a directory called *Broadcast Your Book* that has 10,600 radio stations. All you got to do is get on the telephone and call 10,000 radio stations. The third way that you can get on radio talk shows is a system called *How to Get on Radio Talk Shows All Across America Without Leaving Your Home or Office*. Gary says this is a time for product, right? Here’s what we did.

Number One. I did get on the telephone and started calling radio stations and have identified over 613 stations who need guests. I telephoned one summer with a college student from CU at

Boulder and started on the telephone. And we did call not 10,000, but enough radio stations that we ended up 615 stations who we know will interview and the most important thing is, they are willing to do it by telephone. Like WWSC in Glen Falls this afternoon. In New York, and here we are in Key West, Florida. And then I sat down to my computer and put together a book with everything that people were asking me. "Joe, what do you do when you get on the telephone." "What do you send the radio station ahead of time." So I literally have done a do it yourself promotion kit.

I started by putting together a press kit like the guy in New York taught me, except instead of using a letter, this gold form, as I call it, it's on goldenrod paper, says at the top, "Available Immediately" Joe Sabah, talk show guest, author, speaker consultant. Well, that was the first thing I learned was, you got to get the radio talk show station's attention. I sent them not a letter but a gold form. The second thing I send the radio stations is a Rocky Mountain news article. A newspaper article full page written about me and Judy.

You all know how to get newspaper publicity, don't you? No? Have you ever picked up a newspaper and found a blank page that says, "We don't have enough news to fill this page?" You've never seen that. They have things called filler. There's 1,598 daily newspapers across the United States, just waiting for you to call them. So I called the Rocky Mountain News one day and I said, "Hi, may I ask the name of the person in charge of the lifestyle section?" And they said, "That's Carol McKinley." I said, "May I speak with Carol please." These people are as accessible as you and me.

So I said, "Carol, my name is Joe. My wife Judy and I do a seminar called *How to Get the Job You Really Want and Get Employers to Call You*. It does not deal with resumes. We've got a new idea. She says, "Sounds good to me." So she put me in touch with Larry Brown the reporter who interviewed us. And wrote a full page article. That's how you get newspaper publicity. Now you don't find blank pages in the newspaper. But on radio, when they don't have a guest, they say something like, "Now, for the next hour, we're going to have open lines." Do you know what open lines means? No guests.

Last October I was invited by the Florida Publishers Group to give a seminar at Puntagorda. I flew into Ft. Meyers on the gulf coast, drove up to Puntagorda, and for an hour or about 40 minutes, really, I was listening to this talk radio station, this guy said when we come back from the news we're going to have open lines. I said, "Oh no." For 40 minutes nobody called in. He was talking to himself. I pulled over to a pay phone and said, "Hey Charlie, I got a guest for you." The next thing I put into the press kit is a letter from Norman Vincent Peale on pink paper. Norm says, "Great job, Joe, God bless you and Judy every day. How do you get a letter from Norman Vincent Peale to endorse your book? Ask. Have you been reading that book again. Matthew 77 says Ask and you shall

Audience: Receive

Joe: Knock and it shall be

Audience: Opened

Joe: Seek and you shall

Audience: Find.

Joe

We know all that stuff, don't we. So I wrote Norman Vincent Peale a letter and said, "Dear Dr. Peele, you and I share the same birthday, May 21, Happy Birthday. I wrote a book."

And he wrote back a real nice letter. A nice letter from Bob Lee at KASL radio in Salt Lake City. How do you think I got this letter? Sometimes you just write them yourself and say, "Here, sign it." Well, I used to send out press kits and then one day I said, "Joe, you've been getting Gary's newsletter and you've been reading all these other copywriters of how to and I've been a subscriber to Jerry Buchannan's newsletter for ages and ages, since he was only 40. So I says, "Joe, you've got to come up with something new and different." So rather than doing the same old thing, you know that saying, if you do what you've always done, you get what you've always gotten or less. Because people are trying out these ideas.

So instead of sending out this 8 ½ by 11 paper, four sheets of it in an envelope. I said, "Why not reduce that same thing down to a postcard." This is a giant PR postcard, and if you don't leave here with any other idea this morning, other than this one, you can get a lot of information on one postcard and here's how it works. I've taken the same information that was on the back and put it on the front. Just reduced down the type size. But the real key is the front. Your phone will ring off the hook when you interview the author of this book *How to Get the Job You Really Want and Get Employers to Call You*.

The small type up here says, "Joe welcomes calls from listeners. Remember, talk show guests and hosts are interested in one thing: making the phone ring." Helping people decide what they want to do, create their own goal (formed? 0:22:39), get employers calling them and turn every job interview into a job offer. Judy says, "Joe, do you even have to tell people to turn the card over?" And I said, "You betcha. It says, 'turn me over fast for information to book this guest.'" And on the backside is the information I need to get booked.

With the press kit I was getting a 4% return. With this giant PR postcard I'm now getting a 7% return. Every time I sent out 100 of these postcards, 7 radio stations call me. Let me tell you about Tony in Harrisburg, Pennsylvania, radio station WHB. His producer called me on Monday, said, "Joe, we'd like to book a program with you." I said, "What date are you thinking of booking?" He said, "Wednesday morning." I said, "You won't have time to get my book." He says, "Tony says he's got enough information on this postcard to interview you from." I said, "Sounds good to me."

So we did exactly that and he opened up his show and he said, "Ladies and Gentlemen, let me tell you about my next guest. My desk is a sea of white paper, and last week in the mail came this bright, goldenrod postcard. Let me tell you what it says on. 'Your phone will ring off the hook when you interview the author of the book *How to Get the Job You Really Want and Get Employers to Call You*, now let's welcome our guest, Joe Sabah.'" I said, "Wow, what a beautiful introduction." He said, "Joe, it's the truth. You got my attention first." Isn't that the first step in the selling process? Whether you're an encyclopedia salesman or a product salesman or whatever you're selling, you've got to get people's attention first.

Here comes the recipe. I believe I've put together everything that we need, including this giant PR postcard. Most of you either have an 800 number or have access to one. AT&T, MCI, Sprint, but I honestly recommend an answering service. You cannot take the calls fast enough in your office. When I was on Pittsburg Pennsylvania, give me some call letters. KDKA, thank you. 50,000 watt, the first station west of the Alleghenies. KDKA in Pittsburg generated 90 book orders in one hour. We tried taking the calls ourselves. My wife Judy was there, our daughter Renee was there, and they just couldn't keep up with the calls. So after that we decided it's got to be a professional answering service, where they have ten operators to roll it over to the next position.

I put the 800 number for Rosalie Clock. I told her I'd be down here in Key West this morning speaking to about 250 people, so she's looking for your calls. *The Wall Street Journal*, *USA Today*, or your local phone book. Look under "Answering Services" you're going to find a lot of people there who are going to be willing to take your money. I pay about a buck and a half per call to process my orders. They also have Visa and MasterCard capabilities if you don't have that yourself.

The advantages to having an 800 line in your office, yes, it depends on your product, if you're selling a consulting service, you'll want to talk to them personally, but if you're just selling a product like books, tapes, newsletters, videos. There's a lot of people doing videos. There's a guy in Akron, Ohio, who is selling juice machines. \$200 juice machines on talk radio. Jim Gatuso told me, "Joe, this system works so beautifully, I don't even leave my home." He was on WHDH in Boston one night at 1:00 in the morning. For thirty minutes. They kept him on another 30 minutes. They kept him on a another 30 minutes and another 30 minutes. And at the end of three hours he gave out his phone number, he said that in the next week he got nearly 1,000 phone calls. I said, "What'd you do Jim?" He said, "I offered to send them free information on my juice machine." He calls himself Jim the Juicerman. I said, "Wait a minute, that's going to be a lot of money just sending out 1,000 brochures." He said, "Joe, the neat part about it is 50 of these people, instead of sending me the brochure, how much is it? Here's my credit card. Can I pay you right now." He got \$10,000 worth of orders the first week, \$10,000 the second week from one radio station. He said, "This is the cheapest, lowest cost advertising I have ever done."

Turn to the page 3 as Paul Harvey would say. How To Become A Credit Card Merchant. Does anybody here now have credit card capability? May I see a show of hands? Okay. About 50-60% of you. Has anybody here been turned down? Okay. Just a real quick story, here's how you get credit card capability.

Make an appointment with your banker, you call him or her, the president or the vice president of the bank, you call them by name, you make an appointment. You put on your best suit. You don't go dressed like that. Bankers expect you to be dressed in a suit. Men and women alike. Skirted suit or pants and jacket. Not sports jacket, suit. Got it? You get your briefcase, you fill it up with stuff. You have copies of your book, you have a copy of your newsletter, you have a copy of your financial statement. You have a copy of testimonial letters from Norman Vincent Peale. Dr. Peale loves to write letters. I don't think he writes them but he signs them. That's just as good.

So then you go in and you say to your banker, "Hi, my name is Sally Jones and I've been with your bank for the last eight years, and frankly we've been doing seminars for Southern Bell and we do AT&T and we have our clients like Florida Power & Light." You mention some key names. You say, "By the way, more and more of our clients are asking to be able to put their products on credit cards, and we'd like to provide that, and hopefully we can do it through your bank. Because I want to continue our relationship." Believe me, even though you've been turned down, by following that professional approach you are going to be able to get approved.

Of course, that's providing that you've had a good credit record yourself, and you don't say, "I'm in the mail order business." Or, "I'm doing radio talk shows." No, no, no, no. "I'm providing my clients with more ability to purchase a product and I want to put it through your bank." And it works.

Moving right along. Electronic data capture. After you have Visa or MasterCard capability, your bank will tap you into this little keypad that you slide your credit card through at either gas stations or restaurants. You've seen it, you've used it every day. You deserve to have one of those so people can start sending you money. But you say, but I don't have their credit card, Joe. You don't, you have their number. You go tap tap tap ten or twelve or sixteen times. The expiration date, the amount of the sale, and it gives you an authorization number and without doing the click with the slide machine anymore, that money will be in your bank that same night.

Judy has done that over 20,000 times and you think she'd be tired of it. She says, "It's as exciting today as the first day I did it." There's something about women and money. And some of you guys might get excited to get into this. We've already talked about the press kit, I want to jump down so we can stay on track time-wise here, about why do giant PR postcards work. Do any of you recognize the A pile, B pile theory here?

A pile. When you get your mail the wastebasket gets about three-fourths of it. What we want to do is position our mail so that it gets into the pile that gets read. I can't remember whether it's A or B, but you want it to get in the pile that's read. With a postcard, number one, you don't have an envelope to open, do you? So you've already overcome the problem of opening envelopes.

Number two, color sells. I didn't realize what I'd hit on thirteen years ago when I was helping my son get a job in California. I live in Denver. My son Joe was getting out of high school and says, "Help me get a job, Dad." And I said, "Well, what do you want to do?" He said, "I want to be a printer." So I created the very first gold form, g-o-l-d, like in goldenrod paper. At the top it says, "Available immediately, one qualified, experienced, responsible, dependable printer. I've run the following equipment." I listed his cameras, cutters and plate-makers. And at the bottom I said, "Your company will gain number one, an experienced printer. Number two, a dependable person who wants to work. Number three, a responsible individual, and number four, cut down on turnover, I'm looking for a permanent position. Help solve your printer problems today, call this number and ask for Joe.

You might wonder, "Hey, did you read that?" No, I've got it in embodied. Not memorized, I've embodied it. 543 stations I've told that story. And it works just as good today.

I was KGIL in Southern California. February, a year ago. They were running five minutes late. The lady before me was talking about the effect of color on Valentine's Day, and she was with the Color Institute of America. And they asked her, "Have you done a survey on color?" She says, "We sure have." They asked, "What have you found?" She said, "Well, number one, if you do something black on white, let's say you get 100%, that's the first figure. A hundred percent return. If you do that same letter on blue paper you'll get 112 returns. If you do that same one on pink paper, you'll get 124 returns. But if you do it on goldenrod – are you ready for this 142%. Forty-two percent greater return by just changing the color of your paper. I said, "Wow. I hit on this back on 1979 and I didn't realize why it works. I just realized it did work. And you know the old saying, "If it ain't broke don't fix it." So I was just doing it over and over.

My printer only stocks goldenrod or bright yellow for me. He does not stock any other colors. He says, "Joe, you use more colored paper than anybody else I know." I say, "Well, it works Mark. It works."

People don't buy features, they buy benefits. Lucky, on his computer over here in the corner listed the twelve most powerful words in the English language. We all have them in our vocabulary. Things like "you," "new," "guarantee." What are some of the others, Lucky? "Proven," "results," "saves you money." "Grows hair, improves your sex life, get a job," whatever. Some people ask, "Well, how did you come up with this title." I say, "The first title was *How to Get the Job You Want* and I said I can do better than that." How about *How to Get the Job You Really Want*? And I said I can do better than that. *How to Get the Job You Really Want and Get Employers to Call You*.

So keep working and tweaking that title until you come up with something that's a real grabber. A guy called me from Nashville last week, he said, "I want to get on radio shows, Joe." I said, "Do you have a book?" He said, "Yeah." I said, "What's the title." He says, *The Secret Within*. I said, "What's that all about?" He said, "I overcame alcoholism." I said, "Why don't you put that for the title?" He said, "My publisher said this would be a better title." I said, "Publishers don't sell books." Publishers publish books. Distributors don't sell books, they distribute books. And bookstores don't sell books, they inventory or stock books.

Who sells books? The person whose name is on the cover. If it's to be it's up to me.

Back page, radio talk show interview. You have your preparation. I've got some booking sheets. I've only got one radio talk show system up here, but you're welcome to come up and look at it afterwards. The only special equipment that I have, don't have call waiting on the line that you're doing the radio talk show in. I've got a 25 foot cord in my bag that you can get at radio shack for \$5.95 or \$6.95. You plug this into your telephone, and when you're on the radio you never, ever sit down. Because when you sit down it's like this: "Hello?" "I'm calling from Denver, Colorado and boy am I excited about talking about this book." No, no, no. You see, with a 25 foot cord you stand up.

All my radio talk show interviews are done standing. There's one thing about when you stand up, you could do this on your – you don't have to be on a talk show. When you're talking to your clients or your neighbors or your mother-in-law, whoever. Your chest cavity becomes more expanded. You can breath easier, have your glass of water there. For \$5.95 you're in business.

Relating to an unseen audience. You've got to pretend. When you're on talk radio you don't see anybody except your office walls, so make sure your office walls have things like the call letters of the station, the city they are in. Something about the county and the surrounding area. Have an atlas or a map so that you understand that you're talking to people in upper state New York. Only cover three points. That's the most you can get into a 30-minute conversation. Get and use callers' names. When somebody calls in and says, "Hi, my name is Susie and I'm talking about my daughter who is in Florida and she's looking for a job." "Well, Susie, what's your daughter's name?" "Her name is Caroline." "What kind of job does she want?"

So you start using names. Dale Carnegie said years ago, "A man or woman's name to them is the sweetest, most important sound in the English language." So we better use it. Telling stories. I love telling stories. When people start asking me questions about getting a job, I say, "Well, let me tell you, on page 71 of our book, let me tell you about Sally. Here's her circumstances."

People love stories that they can relate to. Ask listeners – by the way, I learned this from another talk show guest. About ten minutes before the show was over, I always say the same thing, "By the way, when we come back from the next break, let's get our listeners to get pencil and paper I want to give them three tips that I guarantee will turn every job interview into a job offer." Why do I want them to have pencil and paper in their hands? To write down the three tips I'm going to give them, but just coincidentally they're going to have the paper to get the 800 number.

And towards the end of the show if the producer or the host has not said, "Joe, how can people get a hold of your book." I will say to them, "By the way, I forgot to tell you, our book is not available in any bookstores." And then I ask permission, "Is it okay if I give out a toll-free 800 number." You see, here's what's happened ladies and gentlemen, we've done a trade. I've given them a half an hour to sixty minutes of the best of Joe Sabah. I don't hold anything back. I don't say, "Buy my book and you'll learn it." I don't hold anything back. I'm going to help these people.

Give give give, and that's what Gary's told us this morning. He said, "We are here to give." Not only to the people up here in Homestead and Florida City, but give to people of the United States. And if we take home a little bit of this ourselves, God bless us, but they've given me a half an hour to sixty minutes of the best of their radio time, which we cannot buy. You can buy one minute for \$90 or \$180 if you are on KDK in Pittsburg. But you cannot buy 30 minutes of radio time consecutively.

So we've done a trade. So it's only natural at the end of the program if they say, "By the way, how can people get a hold of your book?" And yes, we have earned over \$300,000. I've taken a \$300 investment on the front end and turned into \$300,000. Would you get willing to do that? Trade \$300 for \$3,000 and we'll get Joachim up here to divide that up for us. But by all means, thank your host and producer, because they have been your lifeline. And I always drop a note in the mail to them at the end of the program and say, "Thank you so very much, it's been a real joy, let's do it again."

These people are powerful and they need us. And then after the show take time to fulfill the orders. You can get Rigi Bags. There's a number there you can call to get the Rigi bags, because these folks – there's a very special bag that you can get to protect. Bubble packs won't do it

anymore, they're getting crushed in the mail. The other thing, the post office will provide priority mail envelopes free of charge, so take advantage of Uncle Sam and get those. And then you repeat the cycle.

I told you that we've been turned down six times by publishers in New York. Last year a publisher in New York by the name of Dutton did find us and they agreed to publish our book in a new format and offered us a \$25,000 advance. So that's the rest of the story. So now while they're publishing this and putting this in all bookstores across the country, I've been busy on my new book called – are you ready for this title? *Why Get a Job When You Can Have Fun, Make Money and Stay Home*. That's my latest title.

One last thing. This is real sharp group. As soon as I turn this on, would you all read this out loud? Ready, get set, opportunity is? Gary, I thought you told me we were going to have some intelligent people in this audience. Oh, they didn't come, they're going to be here tomorrow. Did you read that as nowhere or now here?

We are living in the greatest time, the greatest country on the face of this earth. We have the opportunity to affect and change people's lives out there. Yes, there is a commercial down here at the bottom that says for a \$198 and postage you can get the whole thing, which includes the radio talk show systems, 615 stations, a cassette tape. Lucky here from the Bay Area in San Francisco says, "I didn't get a job and I didn't get on radio talk shows, but I used your system and your gold form idea to get a free cruise for me and my girlfriend." I said, "Wait a minute, I'm older than you, I should have done that first."

Age has nothing to do with it. If that were true, Jerry Buchanan – he's older than all of us. Where's Jerry? Well, anyhow, believe me folks, you can have some fun with this, and talking on radio is just more fun than a barrel of monkeys. So get excited about it, and stand up and tell the whole world about your product. Tell the whole world about your service. They're waiting for you. At 1:00 if we can work that out, we'll have it right here, WWSC. If not, I'm in room 332. I'm going to definitely do it up there.

Gary Halbert, thank you so very, very much for letting me share part of my story.

Gary

I'm going to be very brief because we have a very short break for lunch. We have arranged to get a phone hooked up so that we can come back at 1:00 and hear him do his live interview. But I want you to remember, this is the Florida Keys, this is not part of the United States, so it may not go as well. But we think we can pull this off. After the interview, I'm going to let Joe come and speak for another five minutes to pitch his product again to you, which I think everybody in the room should have, since it's excellent. Because he told me that for every purchase he was going to donate a little chunk of that to the hurricane relief fund. Remember when you were telling me that? Okay. That's the situation in which this thing is being done.