

Tape 23 – Ted Nicholas

And I find that the best positions to be in in a magazine are pages 1, 3, 5, 7, 9 or 11. Those are the positions you want to go for. If they say to you, “We’re sorry, we can’t put you in those positions, because our color advertisers come first.” Say, “Fine, then I want to be your first black and white ad.” Page 13 or page 15. Be upfront. The more upfront you are, all things being equal, the better your response is going to be for that ad. Many, many of the ads – you’ll see mine running are on page 1, 3, or 5. They are the best positions. And we’ve had some real coups. For instance, page 1 in *Forbes Magazine* is worth a lot of money, a lot of money. And I don’t pay what’s called premium position. Let General Motors pay that. We won’t pay premium position, we pay the negotiated rate.

It’s very very important you keep your word to the publication. The only way you’re going to develop the rapport in the long-term relationship is when that check is going to be there on Friday, that check’s there on Friday. They are going to be able to trust you. My whole company’s – my whole life is built on the principle of building trust. Trust. But trust has to be earned and it can only be earned by performance. When the people realize you are for real, you are here to stay, you tell them that the deal is the deal. See the other advertisers in the magazine, most of them, the deal is never the deal. The committee meets, and they change their advertising budgets. You know how committees are. They cut their budgets back, “We’re sorry, we’re dropping out.” And all that stuff.

You are an entrepreneur who is buying this space. It’s got to be cost-effective for you. When you tell them it’s a deal, it’s a deal. Because then who do you think they’re going to call when they have what’s called remnants, or distress space? Everybody familiar with remnants and distress space? Anybody not familiar? Who is not familiar? Okay, remnants are like when Shinley Liquor buys the country except for some reason their liquor doesn’t sell well in New England, and you can get that circulation of a national magazine at a real bargain price. And you have a national product, and if you get it cost-effectively, you can take New England. Or the reverse can be the case.

The product can be sold everywhere – the remnant is for everywhere but New England, can be the reverse. If you get a good deal, you’re able to make a fast decision because you know you have a tested ad, tested product, a media that works, a media that’s in the genre that works for you. You go forward with it. So it’s very, very important to build a trust and in a very short time. You have to be doing this over and over again. See, as I built Enterprise Publishing I trained my staff –because I personally didn’t do all the negotiations, because the company got large enough I had to train people. I trained the staff to do it exactly in the manner using the principles that I’m sharing with you now. If you do it correctly, and honestly, and ethically, you don’t have to remember what you told what to who because you’re just going to do it in a forthright, clear-cut, honest manner. You can do it yourself, you can train other people to do it.

So I wanted to share that concept on the buying side. Okay, headline, principle five. The headline is 80% of any ad. 80%. 15-18 times depending on whose statistic you look at, read a headline more than they do body copy. Your headlines, you should spend the most amount of time on headlines, more than on any other part of your advertising program. Headlines are the key. Are critical. My book – take a guess as to how many titles of that book, which became the headline

for the first – that was the first breakthrough ad. Beg your pardon? I didn't hear it. 89,000. Not 89,000 headlines but close. I wrote over 200 headlines, which became the title for the book, before I selected that particular title. I selected it because it was the most – everybody said it's too long. You can't have a book title that long. And I said, "Why not?" It describes exactly what's in the book. It's the principle benefit of the book. See, a book title or an ad headline is in the briefest possible – I use an arbitrary figure of 17 words or less, in 17 words or less, you're taking the biggest benefit and as we get further into copy, I'm not sure how much time we're going to have over these next few days, but what's really intriguing is the hidden benefits. See, a lot of the products that I sell, the main benefit is not so clearly evident. It's a hidden benefit and you have to dig it for it, but the important thing is you have to get the strongest benefit of that product into your headline, that's the ideal headline. At least to start off with. Then you can go off in other directions. I've written for the book on incorporation over a hundred ads. Over a hundred ads.

The book has 32,000 words and I've written 120,000 words of copy to sell it. That's one of the reasons that I've sold almost a million copies. And by the way, I just signed a contract, my next book that's coming out in the next three days is called, *How to Publish a Book and Sell a Million Copies*. Do you think that's going to sell? And that's really the whole evolution of that, including all the ads that I used to make that happen. But, in any event, I wanted to share with you the importance of the headline. Those of you that don't spend time on the headline, no matter how clever the body copy is, it's to no avail if the headline isn't strong. And what we often will do is test several headlines in order to determine through testing which is the winning headline. Now on the copy area, I don't have time here, at least today on this particular format, to go into all the copy principles, but I'd like to share with you my shortcut. Five principles that I use.

A. Attract Attention. That is with a compelling headline. B. Draw Interest. C. Prove it. Which you do with testimonials, with features. D. Create a desire to act now. A compelling reason to act now. If, Mr. Prospect, you send your order in within 30 days we'll send you this free bonus on how to earn as much as 28% interest on your money in the next 30 days. Would that appeal to you? I'm doing a report like that for an insurance company right now. Okay. We'll see a good example of this.

Sorry. Ask for the order. I passed the most important thing, which is of course your coupon and the summation of the offer that you normally have in your coupon or order vehicle if it's a direct mail piece. The same principles apply to direct mail. Same exact principles.

Audience: Inaudible

Yes, I will, but I want to leave it there just for a moment to just show you one thing. Which is my next point. It's principle number 6. Notice this section right here. Do we have one of those red pointers that they have, you know, where you flash it? We don't? Those laser things? Okay.

[Time Stamp 09:41]

You notice at the bottom this copyright. When you are successful in space or direct mail, everybody in the world wants to copy your work, because it's so powerful. It's bringing in a lot of orders and people see your ads or direct mail pieces time after time, so it's very important that

you put a copyright notice on all of your material. I notice some of the biggest advertisers fail to do that. And they allow themselves to go out without – there are certain common law protections, but you're much more protected if you have – and believe me, I've had many people who have ripped off my headlines, my body copy, and I send a cease and desist letter --we show that at the seminar too -- to stop them from doing so.

If you have that on your ads, you're in a better position to protect yourself. It doesn't cost you anything, just put it on everything you do. Okay. The final principle, principle 7. is your real big winners in space, turn them into direct mail pieces because you'll get more mileage out of them that way. And you can do that in one of two ways. You can do it simply by – this is a very successful ad by the way for my book called *The Complete Book of Corporate Forms*. Sold an excess of 300,000 copies at \$70 apiece. Any of you have it? Any of you have that book? God, look at that market, it's fantastic.

It helps you keep a corporation intact without having to go to a lawyer every time you need resolutions, minutes, and so on. It saves you thousands of dollars in a very short time. I want to show you a direct mail piece. It's kind of hard working up here without – bear with me just a second. I may not have it here. I'll show you before the four days is over. Essentially, examples of taking my space ads and turning them into direct mail pieces. You use your headline as the teaser copy. You use the subhead or first sentence as additional subheads. You basically want to take your strongest copy and put it in your headline, your subhead and your first sentence and you incorporate those concepts into your direct mail.

There's a good man here that's going to be talking about one easy way, because he's built a multi-million dollar company out of this, I believe Jack Pugsley was the original pioneer and he's carrying on the work. Kyle Hunter, who takes tear sheets of ads we're running right now for a client -- I did this ad that's a huge winner in space. You may have seen this ad, it runs quite often in *Investors Business Daily*. It's a half-page, half of a large – it's a reduction of the ad, but it's a half-page ad. We've taken that particular ad and we put behind it on the backside of the ad, *Wall Street Journal* tables on newspaper print with a post-it note on it, in a plain envelope, typed with a first class stamp on it. Our particular post-it note on this offer says, "Well worth subscribing. –R." It's hand written. Very, very effective. So you're able then to take your winners in space and turn them into direct mail. Of course you can do the same thing in reverse. You have winners in direct mail, you can often, not always, turn them into space. When I say the reason you can't always is because sometimes direct mail has – first of all, some direct mail has no teaser copy, because you're working with a first class without a teaser on the outside of the envelope.

There are pros of cons. I know that Gary is a big advocate of the A Pile B Pile theory. We've had mixed results. In most instances in our case, teaser copy outpulls the plain envelope. But there are exceptions and you've got to test for yourself to see which is best, but basically you ought to get double-mileage out of your space and your direct mail by converting it to the other medium. I think many, many people make a mistake. There's one company that I know called Executive Book Summaries. Are you familiar with their ads? How to read all the business books in America in fifteen minutes a week or less? You see their ads running a lot. I know that company had a very strong in the mail program, and my former president of my company, Margaret Buchanan, my former colleagues is in her own business.

By the way, as an aside, one of the things about my companies, all the people that work for me for some reason all want to go out and start their own business. Which I'm always delighted to be a springboard, but of course I hate to lose these good people. Two at the same time. But, anyway, she's a very good friend and she's now living in the Tallahassee area of Florida, and she basically helped this company that was having huge financial problems. Their mailings were not pulling and so on, and she turned their number one direct mail piece into a space ad, which not only saved the company, but it's caused the company to be a very substantial company in that area, just by that one effort of converting the direct mail into space.

Okay, those are the seven points I wanted to share with you today at this limited time this afternoon.

Audience: inaudible

Six is copyright. Copyright all ads. And seven, convert successful space ad to direct mail, or the reverse, convert successful direct mail into space. You're welcome. I have an eighth secret but it's not a secret about space, it's a secret about my life. And it's a secret about why I've been able to accomplish a lot of the things I've been able to accomplish. On a very personal level, it has nothing to do with space advertising. I've only shared this secret with a few people and what I've done is only one person in the room is going to have this particular secret. What I've done is I've written it down and I've put it in an envelope, and I would like to basically auction it off and have the money – I'll warn you in advance, someone earlier today touched on this idea. However, not in the way that I've presented it.

Because what I presented is very unique to me and my experience. And what I would like to do is auction it off and have the proceeds of that auction go to the American Red Cross here. I have it right here in this envelope. Do I hear five dollars? Do I hear seven dollars? Do I hear ten. This is for a good cause. Come on. Do I hear fifteen dollars? I hear a hundred from Gary. Do I hear \$125? \$200? Do I hear \$225? The man in the back. \$300. Do I hear \$325, \$350. \$400. \$425. \$450. \$450 in the back. \$500. A thousand. Who said a thousand? A thousand. A thousand, going once.

\$1100. Do I hear \$1200? \$1500. Do I hear \$1700. Who said \$1500? \$1500 going once. Going Twice. Sold. \$1500.

[Applause]

Fantastic. Okay, those are the seven secrets and we veered a touch on the eighth one.

Audience: Inaudible

Okay

[Laughter]

Is that less than 10%? Well, thank you Sarah, thank you for the endorsement. I appreciate it very much.

In closing, I just wanted to tell you briefly. Some of you have asked me what am I doing now, what's my new life, life number three. I'll touch on it very briefly. I now live in Clearwater, Florida. I started a new company called Nicholas Direct. I'm doing seminars, I've done one in Switzerland. I had the privilege of being with, and before, the best top direct marketers in Europe. And it's a real thrill seeing my ads and headlines and things that we worked on translating into three languages and product selling all over the place. It's a real high. I had my second seminar with the American audience this past June. Several of you were there and it was just a delight to be with the people that were there and we did a lot of very interesting things that are bearing fruit.

I'm doing my next seminar November 4-8. Those of you who are interested I have information about that. A limited amount of information. I can give you my office number. I mentioned the book that I have just completed on how to publish a book and sell a million copies. I'm very excited. I'm about to release in the context of that book. It's going to be part of a package of five books, two videos, and it's basically going to help an individual get into the information selling business with everything he or she needs to do it. Including a critique of the manuscript and the marketing program that the individual will – which will be done by me personally or under my direction.

I'm very excited about that because with information products you can change the world. The most important thing in the world is knowledge, and the most important thing is information about how to do things in the business world. And just think of it, in every country, look at the Eastern Bloc countries, what they need right now. And a lot of you have things to share, I'm sure. What they need right now is information on how to do things, how to run businesses a lot of your guys are experts in. And how to get things set up and how to raise capital and how to deal with their government and how to market things and how to do space ads and direct mail and all that good stuff and I'm going to be playing a role in that with my new program, so that just excites me no end.

Also for the last twenty years I've written so much copy, I never thought I would ever want to keep it because when I'm writing it, when I wrote it fifteen years ago, and eighteen years ago, I thought gee, this is hard work, it's rewarding work, I love it in many ways, but sort of when I'm finished with it, I'm finished with it. Now, a lot of people are interested in looking at my copy and ads that I've done from the past. I spent about three weeks going through old files and I've put together all the ads, all the direct mail, all the letters, everything I've done for the last twenty years, and I told my publisher, the one that I sold my company, "They're not going to be interested in a book of ads." And they said, "God, that's fantastic, because we can publish it in the bookstores, it'll be a coffee table book. What I've done is evaluate the ads from one to five. In other words, five being the highest, four being the next highest and so on in response. That book will be part of the publishing package. So those are some of things that I am informed with doing and I guess that brings us right up to date.

Thank you for your attention, I'd be glad to take any questions that you might have. The cost of the package? I don't know. Because I always let the market determine the cost. What we're going to be doing is going out at different prices. Every time I tell someone a price, they say it's not high enough. Excuse me, okay Gary, I didn't know that, you're the boss.

Seminar Spokesman: A non-related announcement. We're getting ready to wrap it up for the day, first Gary's going to come up here with Ted. But I guess somebody here – we don't want to embarrass anybody or anything, but I guess someone had put out some handout materials towards the back of the room, and it's in regards to multi-level marketing, which is a big capital-L loser in Gary's eyes. We don't endorse any of those things, so if anybody picked them up or you get involved that's all up to you, but whoever put them back there if you could just remove them we'd appreciate it and Gary, if you could come up and end the day.

Gary: Okay. You know, almost every seminar we have, somebody from multi-level thinks it's an opportunity to do this. I think multi-level sucks. I think it's unethical. I want nothing to do with it.

[Applause]

To tell you the truth, I don't know who it is, but I don't even like people in the room that are involved in it. Enough of that. I wanted to make some comments about Ted Nicholas. I have never read anything of his that I didn't consider of great value. And next month in November this man is having a seminar. It's not a free seminar, although he has decided, I believe, to donate some of the money from his seminar to hurricane relief. And I'm going to help him come and put on this seminar.

There are different levels of people in their seriousness about getting ahead in their life. There are people who are willing to spend nothing, or a little bit of money, or a little bit of effort or something. I can tell you going to Ted's seminar will not be free or inexpensive and it will not be an experience where you just sit back and lazily minded slip through it, but if you're serious about making money and want to learn at the hands of what I consider the greatest magazine mail order marketing expert in the world, you're going to get a letter from me, and you should pay careful attention to it.

In any case, I think he's one of the best in the world. And I'd like to have a big hand for Ted Nicholas. Thank you for coming up here.