

Tape 19 – Mark Stoddard

I wrote a radio spot for this diet ad to tell people to watch for it, and I liked it so well I recorded it myself and here was the ad: Attention all fat people! Does your garbageman deliver instead of collect and then yell chow time? Every time you get on an elevator, no matter what button you push, does it always go down? When you go shopping, do your neighbors laugh behind your back and say, “That little piggy went to market again”? That ain't where it's at. Learn how to get rid of it. Read the *Akron-Beacon Journal* on such-and-such a date, etc. Then the gist of the ad was that fat people suck up more than their fair share of the earth's resources. It takes more cloth to clothe them. It takes more energy to cart their ass around. It takes more food to feed them, etc. I thought that was very, very clever. It was very clever and very humorous, and I got three orders out of a circulation of 250,000.

Now that I'm about 40 pounds overweight, I don't find being fat so damn funny anymore. I just mention that you don't want to use humor in advertising. For any of you who teach, incidentally, though seminars or something, I'll share a little insight with you. Humor makes the educational process much more effective, but as a general rule, you should never use it in your advertising. Do not write your ads like I write to my subscribers. My subscribers are all lunatics, so I can just write to them any way I want to. No, but quite seriously, I put humor in my newsletter and then we try and inject that to have a sense of fun with people we teach because it heightens the learning process. There's nothing harder to digest than a real serious, scholarly PhD trying to be extraordinarily image-conscious in a monotone, droning on and on, even if he knows his stuff.

Back to my original point. I want to underline something: thought. I told you I thought long and hard before making such an offer because that's a major commitment. One of the things I decided, which underlines what Bill said, is I don't want to try and sell stuff to people who don't have money anymore, and I want to tell you one of the projects I just finished working on. I just finished writing the copy. I would say it was the most difficult piece of writing I've ever done. I think it's going to be one of the most practical and it was, by far, the most fascinating. I wrote a lead-generating ad and a multipage letter to sell a book. With the book, you get no audio tapes. You get no video tapes. You get doodly-squat except the book. That's it. The price of the book is \$1275 and I am going to sell them up the gazoo. If I had a letter, which actually I do and I didn't bring, we can probably all get a copy of, but if all of you in this room had this letter, this particular audience – my guess is 50% of you would write a check for that book right now because I'm not selling a book. I'm selling an answer.

Let me tell you what the answer to this one is. There is a word with which many of you are not familiar which is a collato. I wonder if Robert Armstrong is familiar with that word. Are you here, Robert? Are you familiar with that word? Robert Armstrong's one of the foremost experts on family trust, but a collato is something that is used a little bit differently. It is a way of doing business and arranging your affairs that is 100% legal that totally eliminates you from having to pay any type of taxes whatsoever – federal taxes, state taxes, sales taxes, probate taxes, any kind of taxes whatsoever. Plus, it makes you totally immune from lawsuits. You cannot be sued. Plus, it prevents the IRS from ever auditing you or taking any interest in your business whatsoever. Plus, it's all legal and proven.

Now that's a little bit different, isn't it, when you start finding out what it is. Now – beg your pardon?

Audience

(Inaudible).

Mark Stoddard

You know what my headline is? It said, "Wouldn't you like to make your money bulletproof?" Then it says, "Hot new report reveals how to pay zero taxes and stop lawsuits immediately," and the report, of course, comes in the form of a multipage letter.

Robert Armstrong is a client of mine, and his tapes on trust and wills – I hope you'll be hearing about those because they are just superb products. It was so educational to me watching this man on tape. You know what you do when you die? They take all your money away from you. The government takes all your money. A will is like – all the lawyers say they'll do wills for you and they'll do them cheap? You bet they'll do them cheap because you're leaving your money to the lawyer. It doesn't say so in the will. In any case, the point I want to make is that when you go after that audience -

Oh, I just want to say, do you know you can't sue the Rockefellers? You can't sue the Kennedys. You can't sue the Hunt family. You know why? They don't have any money, believe it or not. They don't have any money. The biggest one-line secret to making yourself bulletproof from financial disaster is to not own your wealth but to control your wealth, and there is a method that was built into the tax code when it was invented by influential multimillionaires back in those times. It's available to all of us but for some reason, the government didn't decide to share this with us.

I want you to imagine something. I don't know what it costs to send out this book. It comes in a three-ring binder, and it's a pretty big book. It's about 492 pages. God, Bill, what would it cost to fulfill a book like that? Hell, it's got to be seven bucks or something. That leaves – what's that? Seven from \$1275? It costs me 50 cents to mail a letter. How many people in here are doctors, veterinarians, anything to do with the medical profession? Keep your hands up. Now I want you to put your hands down if you would not buy such a book. There's not very many hands that go down. Doctors are very much interested in what's going naked these days.

On the projects I'm going to be choosing to work on for the people that work with me are going to be similar to that nature where the odds are all on your side, on my side, and of course, there's going to be a lot of people, for various reasons, who are going to be doing their own thing and working with other people. I encourage you, as Bill did: do not go out and try and suck blood from turnips. Do not try and sell 395 products from people who are worried how to pay the rent. I don't give a damn how bad this economy gets. You know who is still going to have the money when the economy goes all the way into the toilet? The people who have it now. They're still going to have it. Get in tune with that market, and I'll tell you something else, too. This audience is an example of this market. This may be a free seminar, but I don't think any of the airlines let you come here for free and none of the hotels let you come for free and so this is not exactly a gathering of poor people.

Another good thing about selling to people who are affluent is that if you deliver value, you make friends among these people. Now people who are affluent often have half a brain and that sort of makes them interesting to talk to. I would much rather get telephone calls from my lifers all around the world telling me dirty ethnic jokes and asking me questions than I would from some moron who's making \$225 a week. Go after, if you have a chance – there's some exceptions. Go after the affluent market and offer them absolutely superb value.

Someone said John Pugsley is here. Is John here? Will you stand up, John? Are you here? Is he here? I just wanted to meet him. I've never met him. I've swiped so much creativity from him, I wanted to thank him.

Here's what's going to happen. It's 24 minutes after 1 o'clock right now. We are going to break for lunch until 2 o'clock.

Mark Stoddard

I've been in business since I've – I don't know. I can't even begin to think of when I started. I started, as many of you did, selling door-to-door. Any other door-to-door learners here? Great education. There's nothing like going door-to-door, handing somebody your product, and getting their reaction. You know very quickly. Can you do door-to-door selling anymore? Not really. Nobody's home, so what do you do to simulate it? Direct mail's a lousy way to get that because you never see the response. Sure, you get one response, but how do you do it so you can get eye contact, and I don't mean fictional eye contact but real eye contact? Go to trade shows and conventions. Whatever your product is, I'm sure there must be some kind of a trade show or convention. Spend the money to get a booth. It's the best education you'll ever have on if your product is going to sell. Let somebody come up, talk to them, see what happens to them, watch their eyes, watch their reaction. See if they come back again. There's so many little things that you will learn about your product that nobody here can teach you until you come face-to-face with a customer, and the problem I have with direct mail, the problem I have with fax machines and telemarketing and all the rest of them is we lose the personal touch that is necessary.

What makes Gary's writing so readable? The personal touch. You feel like Gary's standing there talking to you. You don't get that accidentally. That comes from that repetition of experience, face-to-face. I'm sure Gary wouldn't mind me saying this, but one of the reasons Gary has little projects that he's doing where he gets to talk to you and sell you – it's a great experience for him to hone those skills that we need in sales. That's all part of that whole effort. I did a lot of door-to-door selling. I was a contractor before I went straight. I wish somebody would listen to the suggestion I have about contractors for Dade County and other counties. If it was my way, and I get involved in a lot of political causes. I may start this one in south Florida. I would eliminate the building department of every city in the nation. Reason why is what good do they do? You pay them the money to inspect the – as a contractor, I first of all naively said well, sure, great, building inspector. He can let me know what's wrong with my building so I can make sure nothing wrong goes on. Baloney. One time, somebody didn't put something where they were supposed to put it. The inspector didn't catch it. Something was a problem, and I went to the county and said, "Your inspector obviously missed this." They said, "Yes, he did." I says, "Well, then you ought to be liable for this." "Oh, no, we're not liable for anything." "So what do I need you for?"

You go to Assurity Barn System and it eliminates most of it. It eliminates the corruption, as well. I have a cherry orchard. Knew nothing about cherries. Made a lot of money at that. I had an ad agency. I should also tell you that after I had gone to college, I decided to go out and I was a contractor. I went back to college after I sold my contracting business. We had done homes in Saudi Arabia. We had done homes throughout California, but we decided there were other things I wanted to do, so we went to Utah where I finished off my degree. There, I went to work with Howard Ruff at that time, and he hired me to write television shows before I – that's one of the things I like to do is I like to write. I have plays and short stories I've written and other kinds of things that'll never pay you any money but they're fun to do, and then when you get an award, then you can feel really good about it.

Then I went to Washington DC where I worked in the political arena. My job was to begin to make this organization of 8,000 people called Free the Eagle Blossom. How many of you have ever contributed to Free the Eagle? Okay, you got my letter, I see. We went from 8,000 to 280,000 subscribers in a matter of two years' time, and we did it through direct mail. We had a unique system of what we called grassroots lobbying where the money that we spent and the money we raised was in a cycle. The more money we brought in, the more money we spent on mail with a purpose of not trying to get money to come in so we had a big treasure chest to do something with, but so we can send out more mail to more

people so they could lobby their congressmen. Rather than us doing the lobby, we got the people to do it.

While we were there, I put together a little program called The Big Bang Bailout. Any of you recall that? It's considered one of the most successful lobbying organizing efforts ever. We discovered the International Monetary Fund was bailing out the large corporate banks who'd made bad loans, and we thought that was a bad idea. It was a real interesting task. We took on the White House, both the Congress and the Senate, both sides of the aisle, the large corporate banks. We had a lot of enemies I learned there that enemies can sometimes be a good thing because you use them in your marketing and it has a profound effect. We managed to stop future bailouts from happening.

I should tell you one story about it real quick that might be interesting for you. When you talk about publicity and radio, which I very, very strongly believe in using all of these things at once. I wrote a real silly one minute radio commercial that talked about the large, international banker at a party and he tells his aide, "Go over to the grand buffkin from Walla Walla Land and give him another \$10 billion." I like even numbers and it was really silly and really ridiculous but at the end of it, we named the congressman by name and gave a phone number of their home office. We only picked out certain congressmen. Who do you pick out? You pick out the ones who are like greased pigs. They have to squeal very loudly before you select them. So we selected those and sure enough, as soon as it ran in their district, the next day, they got a call from their administrative assistant who happened to be back home, telling the congressmen, congresswomen, about this terrible indictment that was going nationwide. It's really interesting what happens to a congressman when he's attacked in his home district by a national organization. They figure it runs in every city. There's no reason to buy the time in all those other cities.

They stood up on the floor of the House, which is very predictable that they would do this because they do this all the time, and they told everybody what an awful scurrilous thing this organization was doing to them and to show you how scurrilous, I'm going to play, they said, this radio ad on the floor of the House. So they played the radio ad and everybody got to hear it. My father used to say, "Learn to shut your mouth because nobody'll know how stupid you are until you begin to speak." So, which (unclear) I'm standing up here. Real smart. I never listened to my father, is that right? Anyway of course, guess who was sitting up in the press gallery? The press, and the next day, front left-hand column of *The Wall Street Journal* is my ad, word for word, including the 800 number.

Now how much would you pay for that little bit of advertising? It was kind of interesting. Talk about guerrilla tactics. We did a similar thing and I have to really say I'm not here to preach politics. I'm just telling you things that work with human nature and your audience. So any of you who are definitely for the ERA, close your ears. I'm about to offend you horribly because Phyllis Schlafly came to me on a Tuesday night and said, "The ERA vote is on Friday. We need you to write a radio commercial that we can take around to the congressmen that are going to be voting against," or however the extension worked. It was kind of the last hurrah. So I wrote this radio ad and again, I find when I'm looking for money, I never use humor, never, because money's a very serious manner. Politics, on the other hand, has to be dealt with with humor because there is no arguing with humor. Ever notice that? Somebody tells a joke. How do you refute a joke? You don't. That's why Dan Quayle is having such a hard time. People tell jokes about him, what's he going to do? There's nothing he can do.

So we did a situation of two women in a foxhole talking about – and we really lampooned the whole thing and again, you can hate me for it if you want, but listen to the technique. It was something to the effect of "I thought we'd never get drafted. Our congressman," by name, we put in there, "assured us

that we would never be drafted, but here we are, 50 men, 50 women in the same foxhole. Have you got a gas mask? Here take two, and would you like a grenade? Have one of mine.” It kind of played back and forth. Well, the thing was funny. Even the people that were deadly against or deadly for it laughed at it, which was the whole idea. What we did, and this is a very good technique, is rather than playing it over the air and getting non-audiences, people who were not part of your audience, to listen, we made it specifically for that audience person, that congressman, and said this will be playing in your district in November. Thought you should know in advance, and everybody was prepared for it. Every single person was prepared for it reversed their vote. It's very effective, and that's why it lost. If you're for the ERA, you can boo me, it's okay. Just spell my name right.

Audience

(Inaudible).

Mark Stoddard

Never played in their district. We only took it to each one of the congressmen and let them hear it in their office. It works, and by the way, if you want to know how lobbying goes on, that's how lobbying goes on. If you want to pass a law, that's okay, too.

Let me just tell you when I went legitimate into business and decided to take some of these techniques, I did the same kind of a thing for a songwriter, a struggling songwriter, that was desperate, and he had fantastic music, beautiful music. How do you get – he wrote commercials. That's what he wanted to do was he wrote music for commercials How do you get somebody to buy your music? Anybody know? Anybody involved in that process ever? It's a horrible process. You send your tape to the producer of the commercials and they'll listen to it and they'll let you know, which means they won't listen to it. The problem with his music is nobody was listening to it. How do you get them to listen to it?

What I did was I prepared a special gift box that was wrapped in gold, and it was a special gift for such-and-such a producer, and we did it for ten different producers of commercials. In it, we had a cassette recorder, very inexpensive one, but a cassette recorder, nevertheless, with the headphones, and it was queued up to this guy's music. It said “A special gift for Mr. So-and-So” or “Mrs. So-and-So,” or “Ms. So-and-So” or whatever Of course, the gift came in, what did the secretary do?

Audience

Opened it.

Mark Stoddard

The secretary look at this and said – no, they didn't open it. They wouldn't dare. This is a personal gift for So-and-So. They took it into his office, set it down on his desk, and said, “Look, a gift for you.” They said that because nobody likes these guys. Really. They're some of the most hated people in Hollywood. A gift for my boss? You've got to be kidding me, so they were surprised, took it in there. Of course, he opened it up and go, “What is this? A tape recorder,” and we put a little notice on it that said, “A special gift for you by pushing this button.” What's the most powerful of all emotions? Curiosity is. Curiosity is the most powerful. If you have curiosity in the advertising, it's going to bring people in.

He immediately put the earphones on and heard this great music. Now, it's another principle of advertising that you've got to learn. I'm sure you already know it, is the advertisement is only going to

give your customer one chance at the product. If it's not good, that's the end. You can forget it. This music was good. We didn't do it right in the beginning. We did it at a particular crescendo so that it was cued up, and it went vroom! It shocked, and then it goes on to the next thing and it rises and rises and it was perfect advertising music, as well. The guy, what does he do? He immediately takes it out of there because he has his own system right behind him, plugs it into his machine, and hears this beautiful music. At the end of it, it says, "Hi, I'm Rob, Rob Johnston. My number is this. Give me a call. I've got more where this came from." He was swamped. Within three weeks, he had moved to Hollywood and he had gotten a start. That little technique worked.

You may've heard Gary talk about a similar thing that he's done. Anybody recall what Gary's done, something like that? What he did was when he wanted them to listen to him, he made up a newspaper, front page of *The LA Times* version, and put the guy's photograph on it and writes a headline underneath it – it's a typeset – where it says "So-and-So Makes Great Decision for Such-and-Such a Company and Makes Out Like A Bandit." It was an institutional headline. It wasn't an advertising headline, and of course, this executive, who they've not been able to see, sees this. It's a big plaque. Again, the secretary's surprised that anybody likes the boss and has this neat newspaper all about this person. Of course, everybody knows it's a gimmick, right? Does that bother you? It was framed. What did he do with it? He hung it on his office. This is the only time in his life he'll come close to having his picture in *The LA Times* on the front page except for doing things they do in Key West. That's a technique that certainly can be borne out.

During this time with Free the Eagle, we did about 100 million pieces of mail on a project. We did about two to three projects a month in seeing what works, and I will not say anything about it because so much of it has already been said. I'll just tell you that Dave Deutsche knows what he's talking about and the other speakers who've talked to you about direct mail, they know what they're talking about. These are things that work. I got tired of this. I tend to tire fairly quickly. I have a low threshold of boredom, and so I started the Jefferson Institute with Howard Ruff and my goal was to try to make people money. That was our purpose was to put together projects. The interesting thing about the Jefferson Institute is it succeeded by I think almost any standard of making a lot of people a lot of money. I know I have documented cases of 10 people in the last four years that've made \$1 million a year off – I'm not talking about grossed. I'm talking about after all expenses, money in the hip pocket bank, \$1 million a year. I'm pleased with that.

The painful part is I made Howard Ruff a lot of money, lots. I made a lot of the people who went to the courses a lot of money, and then I got this bright idea that I would buy the Institute from Howard, and I lost all of my money. That's the way it goes, and it's a little painful to do that. I will give you one lesson I learned out of that. I'm not an attorney. You can applaud if you wish. I'm not an attorney, but I will tell you something that I learned out of this whole thing is I would never, ever, under penalty of being shot myself, I will still not say it, ever tell anybody that they ought to ever go into a bankruptcy of a corporation. I think it's absolutely barmy to do such a thing.

Why? What's the worst thing that can happen if you go into bankruptcy in a corporation? If you don't declare bankruptcy in a corporation, what's the worst thing that can happen?

Audience

(Inaudible).

Mark Stoddard

The creditors could take the whole thing. What a shame. What else? What other thing? They could get a judgment against you. Against you personally? No, against the corporation, and then what happens? They've got the whole thing, so why go into it? Why walk into a – they say – what was the old Bill Cosby thing? He was talking about people who when you're going down an icy slick road and you start to spin, you're supposed to turn into the spin. That's like when a guy goes to hit you, you lean into the punch. Yeah, to me, declaring bankruptcy of a corporation's like leaning into the punch. There's no reason to do it. We paid the attorneys that should've gone to the people that we owed money to. Painful part of Jefferson Institute, and I don't know why I'm telling you this except it's painful for me to talk about it, but I figure if I'm going to depart anything, there are some things that I've learned that you ought to learn so you don't have to do the same dumb things I've done, but it's still painful. We paid \$30-odd-thousand to attorneys that should've gone to people that we owed money to. We were owed a half a million dollars ourselves. We owed a total of \$200,000. If you write that down very quickly, you will see that there was supposed to be money left over, right?

What's the difference between profit and cash flow? You all understand the difference, I hope. Most people don't in business. They confuse the two. I know people that've never made a profit in ten years. One fellow in particular hasn't made a profit in ten years. He's still in business. How is that so? This guy knows cash flow. He knows how to keep the money churning and turning over and paying back here, there, and every place else. I would give you my personal recommendation that should you find yourself in a position where your corporation is in deep trouble. Your corporation, notice I said. The best thing to do is sit down with everybody who's involved and say, "Listen, here's the reality. Will you accept this much on the dollar? I will try to pay you as best I can, but there are no promises and there's no guarantees," and you walk through it.

I still owe people and I will probably still owe some people for a while, but I have to go through the agony of the formal bankruptcy thing. I can't say anything to those people. I am prohibited in saying anything like I just said to you about wanting to pay them back until the proceedings are finished. Otherwise, it becomes a personal liability and that would be a disaster, but I will be taking care of them anyway.

That's what I've been doing. Now let me tell you what I am doing so you understand that. Two years ago, I was invited by the head of Boris Yeltsin's Council of Ministers to go to Russia to address some of their groups on their fledgling groups on trying to get businesses started and trying to get the free market going. While I was there, I had the opportunity of being on a cruise ship. First thought that my wife and I had when we went to Russia was Russian hotels. That was a scary thought. Then I found out we got to go on a cruise ship, which is right in the middle of Moscow River and there, we used that as a point of embarkation. I had the opportunity of speaking to Yeltsin's Council of Ministers, to the St. Petersburg City Council, to the various city organizations in about 17 different cities around the Soviet Union then. I was also a first foreigner to ever address the Supreme Soviet of the Ukraine, and while I was there, and I don't have the time to tell you all the details. While I was there, I got every one of those people to raise their hand and to admit that capitalism was a really good idea.

That's a whole different story, but I could pass it on to you. Every one of them – I said, "How many of you think this is a great idea?" Every one of them raised their hand. How many of them think it's a bad idea, immoral? At one point, I kind of had an interesting time with those folks where I said, "You've asked me for a piece of advice for what Russia needs to do, the Soviet Union needs to do to attract foreign investments, and I will give you this one piece of advice, one of seven pieces, but the first one is when you mess up, fess up and make up. If you made a mistake, admit it and then get on." I kind of took a deep breath before I said the next phrase because it was still a Communist country and I wasn't

sure how well this would go over, but I said, "Now, you've got to be able to stop saying the new socialism or capitalistic socialism or free enterprise socialism, all these stupid acronyms for a non-existent economic system to try to placate those who would like to see socialism continue." I says, "What you've got to be able to say is Communism is a lousy way to run a country." Whew, that was out of my mouth, and then I watch their eyes. I saw them going, "HmMMM," so I got a little bolder. I said, "All right, let's say it together. Let's all say this. I'd like you all to say together, 'Communism's a lousy way to run a country.' Okay, in unison," and they all did. I was sitting there going, "Whoa! This is interesting."

That's what we got involved in over there, and they asked us to begin to do some more things. I had written a book called "The Marketing Power of 117." Have any of you got that book or seen it? Okay. I've also written another book called "The Marketing Revolution." How many of you have that? Some of you have the "Marketing Revolution" or "The Marketing Gold" is another one, and then I wrote a seven-volume set on the start up entrepreneur called "The Seven Steps to Success for the Entrepreneur." Some of you have that? A couple of you do. We've had my one book, "Marketing Power of 117" and "Seven Steps" translated into Russian and they're using it as text and selling it to the universities there.

We had such a great time. We said, "You know what we've got to do? We've got to get Americans to come back here." Of course, everybody looked at us and says, "Americans are not going to come here. You'll never make a business out of that," which is magic to my ears. If somebody says you can't do it, okay, this sounds like something we ought to try. What we did is we begin running a series of newspaper ads and radio spots to try to generate some interest. The headline was "Are You Afraid to Travel to Russia?" We found out that was the number one reason why people wouldn't go. "Are you afraid to travel to Russia?"

We used that to get people to call in and after they called in, we sent them out an information packet, special delivery. At the same time they called in, we made an appointment to call them back to answer any questions they had about Russia. We sent them a series of newsletters, and some of you have got one of those newsletters that we send out. We began a series of telemarketing and direct mail. We have found that that kind of a program kept the costs below \$100 for acquiring the customers. I've given you a small packet of some of the information that's there. Some of you don't have it. We'll try to get you a copy of it. We found that price was a very interesting factor in our whole selling. You've heard a lot of discussion about price and I think one of the things I think my job here to do is to contradict a lot of things other people have said in good spirit, of course, because they know what they're doing far more than I do, but on this particular thing, we found price was an extremely important issue. We found the oh, wow factor had to be there to overcome the other parts of going to Russia. We found people would suspend all kinds of disbelief when they went oh, wow, and the price was below \$2,000 for the airfare, everything included, from New York to Moscow, get on the ship, spend 10 days stopping at villages all along the way, including their meals, entertainment every night. We'd make sure that we had 100 Russians and 100 Americans, that's 200 people, on a 400 passenger vessel, so it's only half-full. We make sure there's a Russian counselor for every eight Americans so that the Americans can get to know somebody very quickly and then get to know the other Russians. It becomes a very dramatic and very cathartic experience.

As you could imagine, we get these Americans on there who, like myself and yourself, what have you thought of the Soviet Union for all your life? The enemy, right? Somebody said we define ourselves by our enemy. Absolutely. Then suddenly you're sitting across the table from these people eating dinner and having a great time. The political and historical whiplash is something else and you begin to go

through. It became a very exciting operation. That's what we're doing, and we've taken 1200 people so far this year on these cruises, these 10-day cruises. Next year, we're a little more than half-booked right now.

Any of you have any questions about anything I've said so far? I don't mind answering a quick question or two. Okay, let me now just give you very quickly seven habits of human behavior that are essential to selling, essential that you understand. Now while you're noting that down, I just would like to give you a couple of cautions. Again, I do not disagree with anything, any piece of information any of the speakers have said but I would like to give you a couple of cautions and warnings. You don't always have time in a speech to include all the entire section.

The first thing is be careful of guarantees, that you understand the difference between a legal guarantee and a selling guarantee. Vastly different. I don't care what you say in your guarantee, it may have nothing to do as far as protecting you by law and if guarantee matters, you just take it to an attorney and let them see how it's going to ride. It could be that you could be subject to fines, penalties, and other heinous acts just by writing it and putting it in the mail and sending it across the state boundaries. Please be careful. The guarantees are getting more difficult all the time.

The second thing is credit cards. I would give you a warning about credit cards, too. People are getting, as survey after survey is finding out, that the number of chargebacks on a credit card – you all understand what that is. Customer gets the product and then calls their credit card company and says cancel the product, cancel the charge and never send the product back. That's not what a charge back is because it has nothing to do with the latter part of it, but a charge back is simply calling up their credit card, sending it back. People today understand that in numbers never before anticipated, and that's happening more and more often where you're going to get chargebacks and you better figure it into your budget, and they're going to keep your product and you're going to be really ticked off. There's not a lot you can do about it. Guess who the credit card company's going to side with? It's not you, I'll tell you that. It's not you. Be careful with that.

I'll include this next one as I go through. Behavior number one: people always act from self-interest. Tattoo that on your wall. See if you can get the guy who does the personal touch down there to tattoo, make you up a tattoo. People always act from self-interest. We don't believe that. I'm sure you don't, either. We say it but we don't believe it because we say we do charitable, wonderful things. Yeah, that does happen but what we need to remember is nobody cares what your business is. They really could care less. Nobody much cares about you. One thing they don't care about is your opinion. It's amazing how many of us think our opinions matter. Outside of a very, very, very limited sphere of influence like the one that goes right around your hat size, most people could care less what your opinion is.

Now one of the things I like about Gary is he has not succumbed to seminar disease. Other diseases, yes, but not seminar disease, and that is after a seminar, people are thrilled with the information. Gary, you're wonderful and if you begin to believe that, you're doomed. If you begin to believe your own press, you are doomed.