

Tape 7 – Bill Myers

Gary: It's just that I'm more current than you are. I had a call from a guy who said that Bill Myers wants to sell me the marketing rights to a product he's developed and Bill was giving the figures on it and the figures look outstanding and do you have any comment about Bill Myers' integrity and character and ability? And I said on a scale from one to ten he's 11, he's one of the best people I've ever worked with and one of the most talented. One of the most honest and one of the most ethical.

So the guy went and bought this package. He called me, and the reason I wanted to tell this story is because he just called me the day before this seminar. And he said, "I don't know about this guy Bill Myers." And I said, "What do you mean by that?" And he said, "I don't know if he sold me some hot air or something." He said, "I mailed this package out," and he said, "It just didn't bring back what Bill said he got from it."

And I said, "Was it the same package?" Because he'd sent me a copy of it. And he said, "Yeah." I said, "It says bulk rate on here, Bill doesn't normally..." Well, yeah, he did change that. He mailed it bulk rate. He did change the inside of the package, the way the order coupon on the copy was. Plus Bill had already tested the list, found the list that worked, but he didn't bother to run those same lists. He went out and picked some new list out of a hat that did not work.

I said to this guy, he was a subscriber of mine, I said, "You know, you're really incredibly stupid." Actually I didn't say that, but I thought that. And I said, "This may just not be your cup of tea. You sound you're a plumber or something." It was something like that. And I said, "Tell you what. How would you like for me to arrange somebody to market this for you and give you half the money and you don't have to do anything." And he just thought that would be wonderful.

So you people wonder how I'm going to get all this work done for these people, guess what, I ain't going to touch a thing. I got the marketing rights now, I'm just putting it back the way Guerilla Bill did it and one of my clients is going to get this thing that pulls 7%. What's the price of this thing?

Bill: It sells for \$89, and our first [unintelligible, Gary laughs 03:04] just a thousand people, we made more than \$10,000.

Gary: So somebody who signs up with me today is going to own that one.

Bill

The crazy thing about this is that Karen and I did the mailing, and one of the guys that got the mailing from us said – this was on collectible investment watches – he said I got your watch, I really like it. He says, “I was thinking about doing something like this.” He says -- I'm not going to tell you what kind of business he's in. He said, “I've always wanted to drive my Harley to the Gulf Shores and buy me a Top Four condo and this is what I want to do. And I want to buy the rights to your package.” And I said, “You can't afford them.” He said, “Yeah, I'll pay for them.” And I said, “No, it's not for sale, you can't afford them.” He said, “Well, what would your price be?” And I said, “I don't know, \$10,000?” And he said okay and he hung up and I went and told the story to Karen. We laughed, we thought it was funny. Two days later we had a certified check for \$10,000 and there was no way we could back out of it.

So we sent him the package and the first thing he did is he said you know he could beat the price that we were paying for printing. So he had it printed on a thinner envelope. And then his printer didn't have the capability to insert the order form the way it should have been. It's got a bright yellow order form. So he thought the best place to put it would be right underneath the name and

address. Well, he couldn't afford to do direct in-printing of the name and address, so he just bought labels.

So you get this bulk rate letter that's got a label affixed to it. And underneath the label, clearly visible is an order form. So he called me and he told me he did real well, and I said what are you doing now? He said I'm going to the flea markets and selling these things at flea markets. I said that's great. He wanted to know if I would resell the rights, and I said I'll buy the rights back from you. He said, "No, I don't want to do that." He just wanted to sell the rights several times. I said send me the letter and let me see it. He sent it to me. And I said why did you change all this? And he said well we were able to save 17 cents for mailing.

So the rule is if it works the first time, don't change it. And little things like I just told you. Use a heavy envelope so they can't read through the envelope. How many people when you get an envelope and you can see what's inside of it, just toss it. We all do it. So why would you use a thin envelope and an order card – if you see color inside of an envelope, what are you going to do? Toss it.

Bulk rate – if you see a bulk rate permit on an envelope, what are you going to do? Toss it. If you see a mailing label stuck on an envelope, what are you going to do? Toss it. So he did absolutely everything that he could do to make sure that envelope wasn't opened. And he was a good success at that.

Okay, now let's see, we were talking about evaluating and testing. If the thing works, don't change it. If it didn't work try to figure out why it didn't work. In most cases it's going to be because either your list was wrong or your timing is wrong. If you mail something to Miami the day before the hurricane and you wonder why you didn't get any results, it was because of the hurricane.

I went to Ted Nicholas' seminar. Two days before we went we did a huge mass mailing.

Unfortunately we did our mass mailing bulk rate because it was our catalog. The day we got in Florida we discovered there was a National Rail strike. In case you don't know know, all bulk rate mail moves by rail. What do you think the post offices do when bulk rate stacks up on the back docks? That's why we never mail bulk rate.

If it works, don't change it. If it didn't work, try to figure out why. Most of the time it is not because if you've done these things. If you identified your market, if you've got the right product, if you got the right price, it is not going to be because you did something wrong. It's because something fell apart in the process. We have an extremely strong relationship with people at the post office. We never do anything to upset them. We never mail except for on Tuesdays, Wednesdays and Thursdays. We never take them mail after 3:00 because they want to go home. We never mail the day before a holiday or the day after a holiday. We know them all on a first name basis. We sell them cars. We know them quite well. You need to develop a relationship because they are, again, your link to your customers.

If it works, then you need to roll it out big time. Usually big time to us means put it on autopilot. Turn it over to Mountain West to handle all the phone calls coming in, because usually when you mail a thousand to five thousand letters, you know the questions that people are going to ask.

You tell your answering service to be prepared for these questions, here are the answers.

Your answering service, the ones we use, they send us a fax transcript of the entire conversation.

"Hello, I'm calling about" and we see this typed out on the fax. And then they tell us exactly everything they say to the customer. They are not commissioned. They will not make promises to the customers that you can't keep. They read to the customer – it doesn't even sound like

they're reading. They tell the customer all about the product, and most times the customers think they called our office.

We put it all on autopilot at that point. We have our catalog, which I'm going to show you here. And you've probably already looked at it. Our catalog's a good example of an autopilot product. We mail 45,000 of these a month. They cost four cents to print, 19 cents to mail. All the orders, you'll notice on every single page there's something I want you to notice. On every single page of this catalog, the most important information to the customer is the fact that we do accept Visa, MasterCard and American Express.

How many of you have ever walked into a place, and inside was something you wanted and then wondered, "Do they accept Visa or MasterCard?" And was hesitant to buy something because you didn't know if they really did accept Visa and MasterCard. We want them to know. You'll also notice we include two phone numbers. A 24 hour a day a phone number on every single page. You'll also notice the first page. The second item on the first page is free.

If you turn back to the order form, the very first item on the order form is free. None of this was done by accident. You'll also notice every single page, there's a testimonial. There's a two thumbs up, there's always the testimonials.

Audience: What's the other phone number?

One is the 800 number. Most people who want to place an order will call the 800 number. People who ask questions will call the other number. We didn't want them to ask questions on the 800 number. As a matter of fact, further on into the project – let's go through this page by page. Page 3 – you'll notice that we have lots of graphics and a cover letter from me. Page 3, it says, "Want to make a half million dollars?" Most people if you ask them that question say yes. Which is a

good start to getting a sale. And then it explains the thing, it shows a guy dancing around in a pile of money.

Page 7, questions about video technology. This is not really a catalog, is it? This is an educational experience. Page 9, there's a couple of blocks there. Have you produced videotape? We're always interested in buying the rights to a video tape. That's good for us, and it's also good for them. It gives them a reason to want to produce videotapes. But also get a free videotape with any order. That's powerful. What we're trying to get them to do is order. If I can get them to order anything, I have won. And the best way to get them to order anything is give them something.

You see all the items in here? You read the whole catalog? You know what our best-selling item is? Page 11. Top of the page. It's the mother of all offers. It basically gives you everything. So you looked through the catalog, you saw two or three things that interest you. You're ready to place an order and then you say, "What's this? I get everything? You mean I get everything?" This is nine out of ten sales the mother of all offers. We own all the products in there. It sells for \$189, our fulfillment costs \$12.

But we don't do these kinds of things anymore. We do this, this is nice, but we have sold the rights to this catalog and all the products in it to two individuals, one in this room and one a guy who just sold his silver mine. And they're going to do the same thing we do, just put it all on autopilot and mail out 45,000 pieces a month or more and just do it. Okay, let's go through the rest of your folder because I want to end this up pretty quickly.

Direct mail project checklist. This covers just about everything I just went through. I strongly recommend that you go through this checklist every time you think about any kind of project until it becomes a part of your nature. I want you to remember a couple of more words. You are

never, never, never product-driven. You're always, always, always market-driven. You're going to define your market and you're going to find out what they want. The checklist is several pages, you can see what's on that. On the other side there are a couple of examples of some things that we have done. The gold tester offer that Dave Deutsch wrote. And that's how we put an offer together, and there's also some information about our direct mail boot camp with a little photo album.

There's a picture of me with a bullet proof vest on. By the way, most people already know this, but the direct mail boot camp comes with a choice of three turnkey direct mail projects, kind of like that one up there. We've got five minutes left, I'm going to show you how to make \$80,000 in an hour. How many people think they can make \$30,000 a month now? Understand the principles? And how many people can understand how Karen and I can make \$30,000 a month? It's no big deal, right?

Do you know how hard it is to go from \$30,000 a month to \$60,000 a month? Instead of mailing 2,000 letters you mail 4,000 letters. It took me two years to figure that out. Okay, I'm going to show you how to make \$80,000. This is not a sale, but I want to show you how easy it is to make \$80,000. As I mentioned earlier, if I were to market this product – if I were selling the reprint rights to seven tapes, the reprint rights were \$395. Now that's the reprint rights plus the reprint rights to the ad that sells the book. How many people would be interested in that \$395? How many people think that would probably be a good sale in a magazine?

If I were to run an ad like this that says "Start Your Own \$250,000 a Year Business for \$4450." She's going to hand the same thing out to you. This is a type of ad that we're going to run in an income-opportunity type magazine. We sat down and decided what do people want? What is it that people really want? What people want is everything. They want the knowledge. They want

the experience and they want the product to sell themselves. As she hands it out I want you to read that.

[Dead air: 0:14:19-0:15:43]

Okay. Some of you probably haven't had a chance to read it yet, but we'll go over it slowly.

Obviously that ad should have a headline that attracts attention. "Start your own \$250,000 a year business for \$4450." You notice here in the ad that the \$250,000 has tints on it and the \$4450 doesn't. That's not an accident. You'll also notice that, "You can be earning as much as \$30,000 a month from your home in the next thirty days." A month is the same as thirty days, right? But it sounds more immediate. "The next thirty days" sounds more immediate.

And then earning \$5,000 a week is easy, and actually it isn't. It explains this – we printed this directly. This is right off the computer. Basically what this is, and we haven't started running this ad, but we will be next month, is that we are trying to key to people who can invest \$4450. There are a lot of people out there if you look at *Income Opportunities* magazine, you know there's people out there selling all kinds of really interesting, I guess opportunities is the word you have to use.

How many people in this room have bought the Scholarship Matching Program? One. That's good. You know what the Scholarship Matching Program is? The Scholarship Matching Program is where you can spend anywhere from \$495-\$10,000 for a computer program that lists all these universities and scholarships that supposedly occur, and then you go out and tell people, "Give me a hundred bucks and I'll find some scholarships for you." It doesn't work, it's a scam, it's a fraud. But there are a lot of people still investing in that, too much money and there are a lot of ads of that similar nature in *Income Opportunity* magazine. We're trying to get away from that.

What this does, we try to solve the problems that people have. If you look on the second column it says, “Most people either end up with the wrong product.” How many people here have got the wrong product? One that appeals to the wrong market or ones that have –

Audience: Unintelligible

Bill: Anyway, most people have the wrong product, one that appeals to the wrong market. We all know what the wrong market is, right? Poor people. Or too small a profit margin. You can't survive on a \$50 or a \$100 profit margin. Or one that is difficult to sell. Remember, we want to go for the easy target. And that's why they fail. Now in this ad what we're going to do is we provide people the product. We provide them with several high-quality, proven products that appeal to the income-opportunity market. And these products include as I've shown you, books, how-to manuals, special reports, videotapes, computer software and stuff that we don't tell them about in this ad. The right margin. In order for you to make the maximum profit we transfer to you the reprinting and duplication rights of the products they were marketing. So basically when they sell a book or a tape or a package like that, it's \$395, they've only got \$12 in it.

An effective marketing plan – and what I say here is where we pull it all together by supplying all the direct mail ads and full telephone support. Basically we tried to decide what people wanted and give it to them. Again, that's the key. Find out what people want and give it to them. And you can get started today by calling.

This package sells for \$4450 and basically what it is, is the reprinting rights to this ad. The reprint rights to this book. The reprinting rights to these seven tapes. Reporting rights means that you can sell those tapes to other individuals. Plus the reprint rights to this and the resale rights to this book. So what individuals do who buy this package, is sell the \$395 package to other people.

Basically what this ad does, it puts people in the business of selling the reprinting rights to the book, to basically sell the reprinting rights to this book to the end-user, through an individual.

It's kind of a difficult concept to understand. Do people understand what I'm talking about here?

So basically what this is is the reprinting rights to all this stuff. It also is the reprinting rights to a couple of other projects that I won't show here.

I'm not selling this product. It's not available for sale right now. It will be available sometime in the future, but it's not available for sale. How many people in this room think this would be a viable product? Something that they could sell? If you look around there are probably 60 hands up. Sixty times 44 is \$244,000. And that's how you make \$80,000 an hour. You come up with something like that. And everybody in this room could do the same thing. It's just a matter of the way you look at products you're going to sell. It would be easy to sell something for \$395, right? How many people in here thought it would be easy to sell something for \$395 before I started talking? \$395 sounds like a lot of money.

But not if you're giving the ultimate premium. How many people thought it would be easy to sell something for \$4450? Yet 60 people just raised their hands, because you're giving the ultimate premium – you're giving reprint and resale rights to proven products. If we sell one a day that's over a million dollars a year.

And you only have to take one order a day, as opposed to taking a thousand orders a day on a \$30 product just to make \$30,000 a month. So it has to do with the way you look at projects. I would expect some of you, especially some of the more experienced marketers here, will today look at things differently. That you don't want to be selling things for \$30. You don't want to be selling things for \$90. What you want to do is make complete packages, and be in the business of

helping other people get in the same business. Because it's more profitable and it is better for all of us.

I don't know who is going to be elected president, but I suspect no matter who it is, there will be a lot more people looking for businesses to get into next year. And the government is not going to be the person showing them how to get into business. What they're going to do is show them how to live on welfare. We have a responsibility to our society and our future to make sure there are more people earning money in this county. Things have changed a lot in the last ten years. Most of us want to be alive twenty years from today. But if things continue as they continue in this country right now, do you want to live here?

You can either run off and escape, go to New Zealand, if you can. If you can afford it you can run off and escape, which is a good idea. You always have a back door, you have to have a back door. Or you could try to take steps right now to change society. Get more people back to where we were. Before 1915 if you worked for somebody else, you were looked down on. Up until 1915 everybody had their own business. They were a bootmaker, they were a carpenter.

Whatever they were, they worked for themselves. But if you worked for somebody else you were looked down on. And in less than 70 years it's completely different. Now, if you work for yourself, you can't get insurance. If you work for yourself you can't get a car loan. If you work for yourself you can't get a house loan. If you work for yourself – if you have to put the line “self-employed” on any kind of application you fill out, people look down on you. You can't get a credit card. It's crazy. Things have changed that much.

And what's funny is that in most cases, or in our case, we work for ourselves, we just pay cash.

We got in trouble recently. I paid cash for my Mercedes. You can't do that in this country.

[Audience: Unintelligible]

That's right, the IRS comes and does an investigation. "Where'd you get the cash? You mean you work for yourself and you make this kind of money?" Even the IRS gives you – if you work for yourself, the IRS comes after you. And the only way we can change that is turn us back into a society where a lot more people feel confident that it's okay to be your own boss. It's okay that you don't work fifty weeks for somebody else so that you can get ten days of your own off.

That's crazy. So I think that we all have an obligation to help other people get into this business. That's the reason I'm telling you right now how we do it. And It's not going to hurt my feelings if every one of you in this room takes my idea and comes out with a \$4440 package. As a matter of fact, if you do, it will probably help our business. Because the first time I'm not going to have as much response as if three or four other people do the same ad. It's the same way, if I were to offer you the package today, every one of you would have tremendous resistance because you've never seen anything like this before.

But if there were five packages out there and you could get samples of all five, you'd probably pick one. And that's the way marketing works. If you have never bought a videotape through the mail, you're real hesitant to buy the first one. But if you buy the first one and it's good, you'll buy more. That's why everybody in here, I want you all to go into competition with me, I want you all to sell products.

Audience or Gary: Unintelligible

[Laughter]

The point is that if you do it, you shouldn't be ashamed of doing it. You should offer high-quality products and you should encourage other people to do it. Every time you see somebody who is an intelligent person who is stuck in a nine to five job or any job you should say, "Get out in business for yourself, you owe it to yourself and you owe it to society."

How many people have dealt with a business in the last thirty days that you liked dealing with? If you stop and deal with people here – and not just in Key West, they treat you like they shouldn't treat you. If a customer calls you and has a complaint are you going to say, "Sue me" or are you going to say, "Let me see how fast I can get that money back to you. And thanks for telling me that you're the kind of customer I want to take off my mailing list." We very rarely have refunds but we appreciate it. When people tell us that they don't like our products, we think it's an opportunity for us to not mail a letter to them, because it cuts our expenses. So it's important to run your business that way.

Karen, come here. I want to say one last thing. I said this before and I'll say it again. Before I met Karen I had no reason in my life to make more than \$5,000 a month. And now that I met Karen I discovered the value of gold and diamonds and clothing and that money should never be an object. You should too. So, anyway, thanks for you all and I hope you've learned something.