

## Tape 9 – Gene Dowdle

The next speaker we're going to have is going to be a special treat for any of you who already have or have aspirations to have any kind of retail store. He probably knows more about how to flood customers into jewelry stores, certainly. Automobile dealerships and many other types of retail establishments than anyone that I've ever met. But if you'll recall my apples and oranges comments, when I opened this meeting. If you don't have a retail store, pay attention to him anyway. Because he has developed some marketing strategies and mailing techniques that are absolutely incredible and I can guarantee you that they work like crazy. He owns a company called Atlantic Advertising in Atlanta Georgia. And would you please welcome, and give a big hand, to Gene Dowdle. Would you come here, Gene?

Gene just has a taste of South in his mouth, so you kind of have to bear with that. There's no doubt that he's a good ol' boy.

Audience: What's your last name?

Gene: Dowdle. D O W D L E. Like Gary said and some of the things that I'm going to tell you are going to sound like I'm contradicting what Kyle said, and that's not true. It's just a different type promotion than what Kyle typically does. The name of my company is not Atlantic Advertising. I've told Gary this for about five years. It's Atlanta Advertising. And we're not in Atlanta, we're in Duluth, Georgia. Which is 25 miles north of Atlanta. It's Atlanta Advertising & Marketing. We have very extensive typesetting capabilities. We have in-house artists. We have our own print shop.

Then we have our own print shop that's located 15 miles north of our expansive office in Duluth, in the cheap seats, in Buford Georgia. And that's right close to Cummings, Georgia, where if there's any *Hee-Haw* fans that remember Junior Samples that's where he was fun. Andre Risen is my neighbor if any of you are Falcon fans. Let me tell you a little bit about me and how I got into this business. Any of you that's from the Northeast have probably heard of a chain called Ritz Camera. Like Ritz crackers, but Ritz camera? The ones of you that are from the South have heard of a chain called Wolf Camera. Eddie Ritz is Chuck Wolf's uncle. Chuck Wolf and I worked for Eddie Ritz in the sixties, in DC. Chuck Wolf was general manager of the chain, I was the ad manager.

I've done both sides of advertising. I've bought it, I've sold it, because I was ad manager for a chain of newspapers for awhile, before I opened my own ad agency. I'm not your typical ad agency. We can do anything that the typical ad agency does, but we don't feel like you can be an expert in everything all the time. I believe that print media works better than broadcast media for what I do. There is a place for broadcast media, but I'm not the person you want to talk to about broadcast media. I do it, and I do it for some clients, but they understand that I believe that print works far better than broadcast.

First of all, with broadcast, the market is so fragmented. If you're going to be on a radio station in Atlanta, Georgia, you got to be on about 15 radio stations to even cover a percentage of the market. It's very expensive. And that's the same with TV today. Cable TV has really ruined the TV market as far as I'm concerned. You know yourself that if you have cable TV you have

anywhere from 30-50 channels. Well, you can't be on 30-50 channels with all your ads and be cost effective in my opinion. There's going to be people where that will disagree with me. I am entitled to my opinion.

Any of you that are in the retail business and if you are responsible for producing your ads for radio, TV or newspaper, if you're the typical businessman, you spend 99% of your time running your business, not necessarily thinking about advertising. And if you're a small company, you can't afford an ad agency to handle this for you. And you're not going to set aside one day a week that you sit down and say, alright for the next month we're going to do these promotions here.

The only time you think about that is when Mary Jane from the newspaper walks through the door, "What are we going to run this week?" You have 14 phone calls you got to return. And you've got two salesmen that's got a problem. And your office girl's got PMS. I'm sorry, it happens. Hey, once in a lifetime is too damn often. But, typically what the response to that is, "We done okay on the ads you ran last week, run it again this week."

That's not the way to handle this, but that is the way 99% of them do it. And it's the same with radio. It's the same with any media. And they don't do direct mail, they'd love to do direct mail, but they don't do it because they don't have to. And for any one of you that have never done direct mail, where you actually produced it and mailed it, the first time you do it you're not going to do it again. Because you have to deal with the government and their red tape, and people don't deal with those people on a regular basis. It's not any more of a problem than you have with any of your other vendors. You just have to learn the game. Play their silly little forms game.

I designed a form myself that tells my clients where we mail it, how much postage we paid, what zip code it was mailed to, and who it was mailed for. A 3602 that you get from the post office says that 10,000 pieces were mailed by ABC advertising on September 26th. That's all it says. The form we've designed and we make the post office stamp it, when we take 10,000 pieces of mail to the post office for ABC Furniture, we have a form that says 10,000 pieces of mail. It's got ABC Furniture's name on it. It's got the zip code that it's being mailed to. The amount of postage we paid and we make the post office stamp it.

We have to do their form, but they will stamp our form as well. We give the customer both forms, so that he can see they did mail 3,000 pieces to zip code so and so, and 5,000 pieces to so and so, and 2,000 pieces to so and so. The reason we started doing that is because we deal with car dealers. Car dealers don't have the best reputation in the world. Mail companies that deal with car dealers have a worst reputation. If that's possible. Typically what happens and the car dealer – no individual know for sure, but let's say that xyz competitor of mine goes out and sells two car dealers 10,000 pieces of mail. And he mails 5,000 for each one. If he puts some people in the door, the car dealer is pretty well satisfied. And he has a 3602 that says, "I mailed 10,000 pieces of mail on this date."

You're going to say how can that happen? You have to understand car dealers to start with. They shoot from the hip worse than anybody I've ever seen. Almost none of them work off of a budget. All of them will tell you they do, but they don't. If you walk through the door thinking

you've got a program that they think next weekend you can put 200 people on their showroom floor they're going to do it in a heartbeat.

To give you a little education about car dealers. Whenever a car dealer says he selling you a car at cost, or a hundred dollars over cost, the first indication that he's lying is that his lips are moving. He's got more ways to make money off of you then you could ever believe. When you buy an extended warranty he makes money. He'll make as much as 40%. If he sells you an extended warranty that cost \$700, he's going to make \$200-\$300 minimum off that. When he tells you, "I'm going to finance the car for you for 10%," he's paying the bank 8% so he's making 2% from the finance charges.

Gary didn't get me up here to tell you about cars, but just keep in mind that a car dealer is going to make \$1000 or \$1500 or more per deal. Upscale car dealers they're going to make \$5000-\$6000. Upscale cars being Lexus and BMWs and Infinitis and those. That's a little bit about me and what I do. And I am not a proponent of first class mail. I'm a proponent of third class mail. And I'm going to tell you why.

The pieces that we do, and Kyle's right – you gotta get it opened. The very first step is you got to have the right mailing list, which Kyle's is an expert at getting. We try to the most up-to-date list available and a list with as many demographics as we can for the client we're working with. Let's take a car dealer, for instance. In all but 18 states in the United States, so in 32 states, we can get automobile registrations. We can find out that you're driving an '86 Buick Park Avenue.

We don't want to mail to people that own a brand new car. They're not a prospect for a new car. So we'll go back to 1990 models, back to 1984 models, and we'll get everyone that's registered within say a fifty mile radius around the dealership, or a 20 mile radius. And we'll say give us everybody that earns over \$15,000 or \$20,000. Or maybe \$30,000, depending on the type of car that the dealer sells.

We'll say we want a head of household. That's the major wage earner in that house. We want no duplicate addresses. We want single family households only. That eliminates apartments because apartment people move so often. There's so many nixes or return pieces out of apartment addresses.

We also don't want any post office boxes. Most post office boxes are owned by businesses rather than individuals. Some of you are saying, "Well I have a post office box," but in the majority of the cases post office boxes are owned by businesses. Or they're owned by a guy that's getting letters from his honey that he don't want his wife to know about. You don't want post office boxes.

We also at times ask for credit card holders. This is getting to be something that we're getting away from, simply because let's say that we've got a hundred thousand names of people that meet all the other criteria, when we say, "We want only those names that have credit card holders" people are so leery, because of all the credit card scams, of even saying they have a credit card. So the number may drop from a hundred thousand to thirty or forty thousand of the names that the mailing list house can verify that has a credit card.

You have to be wary of what the mailing list company tells you. You want the most up to date list you can get and a couple of sources, three sources that we use probably most of the time – TRW. I don't know if all of you know who that is, but they've got a credit file on every one of you. And they update their list, and this is no BS, they update it four times a year. Rueben H. Donnelly, if you look in your phone book, they published your phone book. They have everybody's name and address and phone number. A lot of my competitors in this business say we use someone that updates their list every week. That's true, Donnelly updates their list every week. But they only update the list that you're looking for when they do the phone book, one time a year. If your phone book comes out in March, that's when your list was updated by Donnelly. They don't update your list again until the next year.

The third company that we use and we use the least of all because they're such pains in the butt do deal with is RL Polk. They have a very good list, but we just have a problem working with them. There's probably people in the room that the only list source they use, but with us they're not very responsive. It takes three or four or five days most of the time to get a count. It'll take me another week or two just to get the list. I can contact Donnelly or TRW this morning and I'll have a list count this afternoon and if the client says go ahead, I can have that tape in two days. And we can be working on the order. And that's the reason we use those people.

We are a list broker, we can get you anything. All the left-handed librarians in Minnesota, if you want. And I'll tell you a story about – some of you have heard this before, but for the ones that haven't, about a year ago a real good friend of mine who has a dry cleaners in Knoxville Tennessee. And by the way I don't talk with an accent, y'all listen with an accent. He called me up and he has a very successful dry cleaning business in Knoxville Tennessee, and he said, "Hey, because of all the ecological problems, there's going to be a move to do away with disposable diapers and go back to cloth diapers and dry cleaners are going to get back into the diaper service business, and I'm looking into that. But tell me if you can get me a list of pregnant women."

And I'm going to tell you that my response to him was, "What am I supposed to do? Go stand in the bedroom and watch?" I really didn't think this would be available but not only is it available, they can tell you the month or the date that the baby is due.

Audience: How?

Gene: I don't know how they do that. But I'm glad they do. And in the Knoxville area, we were going to go a hundred mile radius around Knoxville, and I don't know how many people that entails, but if memory serves me right, there was something like 77,000 names available in a radius around Knoxville, Tennessee. Rick Lewis is in the room and he called me back a month or so ago, and he wanted a list of bald-headed men. I can tell you that we found some names, but we ain't found many. I guess them guys just don't want to talk about it. And they're not really bald, they just grew through their hair.

Let's go on to what I do. How many people in here own a retail business that you need to stimulate more traffic? Not many, but if I know of someone that has a need for these services, plus some of what I'm going to tell you about will work for telemarketing as well. We call it stealing business. Getting people to visit a retail business that they won't visit for any other reason. And one of the things that we do – remember, car dealers don't have the best reputations

to start with. They've tried for the last ten years to overcome that, they're not having great success. But one of the envelopes that we use – I have samples and I'll show you all these close up if you want, but one of the ones that we use, up in the upper left hand corner, says from the offices of Dowdle & Associates. It looks exactly like it's a law firm. And we always use window envelopes with the name looks like it's been typed, and we normally put personal and confidential above it.

I guarantee you that if you get that envelope you will open it. Now, my contention of third class versus first class and in a postal forum that I attended not too long ago, the post office admits that this works. If the letter is a number 10 business size envelope and if it looks like it's coming from a business, and if it is run through a postage meter, not the postal information printed. And not a stamp, because most businesses have postage meters. They don't look to see how much postage is up there, and if you don't believe this fools people come to my office and I can show you trays of third class mail that's been returned to us by the post office. Third class mail is not supposed to be, and the reason they do is because up in the upper left-hand corner it looks like it's coming from an attorney. From the offices of Dowdle & Associates.

It fools the post office. If it's going to fool the post office, it's going to fool the person who gets it. We're not trying to fool, we just want them to open the mail. If they don't open the mail, then it's all for nothing. Now the difference between third class and first class is about ten cents. So if you can save ten cents on ten thousand pieces of mail you save a thousand dollars. All you need to remember is that third class won't move as quickly as first class in most cases. But in some cases, it will get delivered the next day.

All mail they can fit on a plane goes air. First class, third class, it doesn't matter. Now first class goes on the plane first. They put all the third class on there they can get on. If there's some left over it may go by truck and God forbid if it gets on a train. Nobody knows where it goes. But the downside of third class is you don't get it back, you can't clean up your list if that's what you're trying to do. So if you're trying to clean up your list and you're using your list over and over and over, mail it first class every once in awhile, just to see who has moved. You'll get all of them back and you can clean your list up.

There will be no measurable difference in whether third class gets delivered any better than first class. Yes sir?

Audience: Inaudible

[Time stamp: 0:24:39]

Gene: I'll tell you what he said. Let's see if I can get this right. If you'll put on the envelope address correction requested and forwarding and address correction requested, they will send it on to whoever and you'll get the new address back. Now, in my business, if it's a retail client and the guy has moved to Minnesota and I'm in Georgia, I don't want his address because the guy's not going to drive from Minnesota to a car dealer in Atlanta. I'm going to tell you another thing.

Let's hold the questions for later, please. Jot your questions down and I'll be happy to answer any of them up here, outside, wherever. And you don't even have to buy me a drink because I don't drink. You might have to buy me supper. But something that almost no one knows about

that you can do if you're doing a direct mail piece to people a long way from you. All of you have heard of Express Mail. And your first reaction is I'm not going to pay \$4, \$5, \$6, \$7 apiece to mail these things. Let me tell you what you can do. You can mail third class express mail. The way you do that is you prepare the mail the same way that you would if you were going to mail it third class. Then you take an express mail tag and put it on the bag. You take it to the post office and express mail is figured by the pound. The postal service weighs the bag and says, "You owe us an additional so much money." The pieces that we do, it works out to four or five cents a letter extra and it will be at the post office that's going to deliver it the next day.

Once it's there, the post office has three working days? Am I correct? To deliver third class mail? That's true. I was going to get to that. That was going to be my next thing. They do have three working days to deliver third class mail, but if you've never been in a post office whenever they're sorting the mail, if they waited three days you couldn't get in the post office, couldn't get in the mail. So if it's there, there's a really good chance that it's going to get delivered within two days. And probably the same day. That's called Express Mail Third Class.

We've done it many, many times and it works like a charm. Now I'm going to tell you about some different pieces that we do. You should always personalize the piece to as much a degree as you can. When we do letters, 99% of them we mail them in a window envelope with the person's name showing through the window. It looks like it's personalized for that particular individual. And it will look like it down to the point of the whole piece is laser-printed. Now we print a form that's a generic form that will work for a furniture store, it'll work for a car dealer, it'll work for any aggressive retail business.

Now what is aggressive retail business? Every time you turn on the TV or pick up the newspaper or turn on the radio, they've got an ad. That's aggressive retail operators. For the people that do most of our direct mail programs, not necessarily all our programs, but they spend in excess of \$15,000 a month on promotions. Now the promotions that we do typically run fifty, sixty cents per piece, which includes us producing the piece, the postage, the mailing list, everything.

They never touch it. They just say we want to have a going out of business sale or a tenth anniversary sale the second week of October. We handle it from there. We do the proofs, we fax them the proofs, we get approval of proofs. We print it, we mail it, we do the whole ball of wax. They don't have to touch it. All they've got to do is sit back and sell.

Let me talk selling for a minute. Putting people in a store, I can do on a regular basis, typical direct mail piece will get between 1-2% responses. That's what all of you have been lead to believe. We don't think you're typical and we don't think we're typical. Our typical response is between 4-6% response. Some clients – this depends on what part of the country you're in. If you're in a major metropolitan area 4%-6% response is more like what you're going to get from our direct mail pieces.

If you live in Western North Carolina where I was born and grew up, the response is going to be a 10 to 15% response. A couple of years ago we did a direct mail piece that's what we call our "Shake Rattle and Roll" piece. We mailed 40,000 pieces for 17 car dealers in Pennsylvania, and we put 6,082 people in 17 dealerships in 8 days. And that was 15.1% response. And the way we did that was we mailed it to – this is the only piece we do not personalize, but there's nobody in

the world that's going to get that piece and not open it. Nobody. They're going to find out what's in there.

But when they open it up, there's a direct mail piece which I'll show all of you close up. Then what's rattling is a key to a treasure chest. Now all of you have seen the treasure chest promotion for the last thirty years, but you can try it today and it works just like it's never been done before. It's like a magnet and it draws people like you will not believe. I'll tell you a story about a jewelry chain that we did. The guy has fifty jewelry stores in the Georgia, North Carolina, South Carolina areas. And he liked the promotion. He called me because he got one for a car dealer that I had done and he called the car dealer to find who had done it. The car dealer gave him my name and he called me.

He says, "I want to do that." I said, "Wait a minute, you may not want to do that." Because I knew that he had never done anything that was close to a personalized direct mail piece. I said let me come talk to you and we'll see if this is what you really want to do. I went and showed him the whole package, took the treasure chest, took the piece and the key that's in here, if you open the treasure chest and your name's inside, you win ten grand. I don't know how many of you have ever heard of Polar One Insurance, but you can insure that prize that if the person shows up, the insurance company will pay the \$10,000, you don't have to pay it.

He says, "I like that, I want to do it." I said I want to do it too but give me your four worst stores, and let's do 2,000 pieces for each of those four stores. And he gave me that. I even went a step further. He had a mailing list and he said, "But I don't know if my mailing list is any good." I said, "I tell you what, we'll do a thousand pieces using your list for each store and I'll get a list and we'll do a thousand pieces."

His list out-performed the list that we got by far, and it should have. They are his customers. Well, to make a long story short, we did it for all 50 stores three times. Then we figured we'd tried it enough, we changed it a little bit. We sent out another piece that said this key will unlock the treasure chest. And if your name's inside you win \$10,000. We changed the treasure chest. We haven't got one lock, we've got three locks. We've got three compartments. We modified one of the locks so that every key we sent out, the key would unlock one of the locks. 10% of the keys that we sent out would unlock the second lock. One key that we sent out would unlock the third lock.

In the first compartment was a card that said, "Congratulations, you've won a gift." And the gift was something that cost him \$2-\$3. That's more or less a thank you for coming in. The second compartment, which 10% of the keys unlocked, he had about a \$10 gift in, and he gave away several of those. In the course of the time that we did the promotions, he had three people that won the \$10,000. The insurance company paid off every time.

Now to do this piece, it's not a cheap piece to do, simply because it's all hand work. No machine will insert all this. It all has to be done by hand, and they take rubber mallets and put these caps on because they're hard to get in so they won't come out. So it's all hand work. This piece costs about a buck to do. The pieces that we do like that usually will have one or two inserts, it's going to cost – whenever I quote you a price this is including postage, the whole ball of wax, there's no

up sells, there's no extras -- it's going to cost you fifty to sixty cents apiece depending on how customized you want it.

Now I'm going to tell you about a piece that costs a nickel or less. How many of you get a little postcard in the mail that has pictures of missing kids on the front of it. Every one of you that gets those can do this piece. This is what it looks like on the front. You can have any ad you want on the back. Depending on the quantity that you do, it can cost you 3 1/2 or 4 cents. The average price is about a nickel. The downside of that is -- let's take Atlanta. There are over a million households that this gets delivered to every week. The Atlanta market is divided into five zones. You're going to have to do 200,000 plus pieces of this in order to do it.

But you're going to get into 200,000 homes for a nickel. If you do the whole market of a million pieces, you can get there for 3 1/2 or 4 cents. It's a very inexpensive way of getting your message out there, and if it does not come in any other package and the reason for it is called a detached address label card. It comes with a package that would include several other pieces. Five or six other pieces. And the company that does these, assembles these packages, but they have to have one address label, none of this has an address on it. This is the address piece for this package. The mailman sticks it into your mailbox like that. This card is separate, all the other pieces are inserted inside it. None of it's in an envelope.

It's called managed mail program. Gary rarely talks about that, I don't know why, but it's a good promotion for retail businesses or telemarketers. "Call this 800 number" or "Call this 900 Number." You're going to get in every household. Response is not nearly as good as a personalized piece. It's going to be less than 1% probably. But there's no competition, because that's the only card like that in your mailbox on that day. And if this gets delivered to you every Tuesday, every Tuesday you're going to get it, period. It comes the same day every week.

The upside to this is that the store will get people to come in and say, "I think it's great what you're doing for the missing kids." And that's not his motive at all, but if the guy's smart he'll put missing kids posters up inside his store. And capitalize off of what he's doing in the back. But if you want to do a piece say like this it can be custom designed. It can also be done as a tabloid on newsprint like this, where you have four pages. In any three standard colors. Put it in every household. You don't have to do the entire city, you can pick zip codes. Now, you have to pick an entire zip code. If there's 15,000 in this zip code and there's 28,000 in that zip code, you can't say I want to do half the zip code. You gotta do the whole zip code, but depending on the number of pieces that you do, the average cost of this is going to be about 12 cents apiece delivered. Printed, all the layout charges, all the printing charges. All the postal charges, delivered by the post office to every residential address in that zip code. They will not deliver, again, to business addresses. You don't want it to go to business addressers. Another thing that we do that you need full color brochures like this and you can use a hundred thousand or more, we have what we feel like is the best price in the country. If you do 100,000 of these, full color on the front, three colors on the back, doesn't include production, doesn't include separation, just the printing is \$27 a thousand. And that's a dynamite price. If you can do a million pieces the price drop to \$19 a thousand, or less than two cents apiece.

Another promotion that we do -- one of the most popular things today are state lotteries. It took me two years to design a piece that met all the regulations so that it's not a lottery, it's a

sweepstakes. But we call it our *\$10,000 Scratch and Win Cash Lotto*. And the way this works, and this will work very well for telemarketers as well, getting people to call. The way this works is there's 49 scratch-off numbers on the right side. You tell them to scratch off six numbers. So we even have a – you want to mail it where it looks like it's really something, and you have a letterhead and envelope that says US Cash Lotto. You have money. So does the envelope. They're going to open this piece because it's going to have their name right in here, and they scratch off the six little numbers, they bring it in, on the back they've written their name, address and phone number and you enter that into any IBM computer and we have a customized computer program that will print out six random numbers. If the match six out of the six numbers they win ten grand. Again, this can be insured. If you have a winner, the insurance company will pay off.

The beautiful part of this for retail stores is we say if you match any number, you win. Let's say that it's an appliance store or a furniture store. You tell them if they match one number they get a 10% discount on anything in the store. If they match two numbers they get 20%, three they get 30%, four they get 40%, five they get 50% on any one item in the store. If they match six, they get \$10,000. This will work like gangbusters for you. Telemarketers – it will get them to call. Now, you've got to tell them immediately before you try to sell them anything, by FCC regulations you've got to tell them if they've won what they've won, for them to get their prize, they have to send this piece in and you have to verify that they hadn't scratched off the six numbers.

But if they've won – and you can have it be anything. You can say, "Alright, you've won two nights in Key West." Whatever. We can custom print this thing to make it say anything you want it to say. The reason it's not a lottery is because they don't have to pay for the piece. You mail them the piece for free. That keeps it from being a lottery. They don't have to spend any money to participate. Some State Attorney Generals do suggest that for retail operations, when they come in, that whether they win anything or whether they don't, you give them some gift. And if you don't have some \$2-\$3 gift, we've got them that we can supply to you.

[Laughter]

Hey. Ain't nothing funny about that. It's called I make money. Let me see what else we can talk to you about here now. The single most effective piece that we've ever had, and I have lost track of how many pieces we have mailed of this. But I talk about the lawyer letter, we've done as a winner's notification piece. When we do it as a winner's notification piece that says "Official Prizewinning Claims Certificate." And it has their names and "Congratulations John Doe, you've definitely won one of the five gifts shown above. This is not a contest and there's absolutely no obligation for you to claim your prize, no purchase is required. However, you must visit ABC Furniture, the only hometown sponsoring organization on the dates shown to claim your prize."

The prizes that we list on here is, "We are pleased to inform you that you will receive one of the following five gifts. Group 1: \$500 cash or 19-inch Sony color TV. Group 2: \$1000 cash or an RCA video camera. Group 3: A four piece Devisio 18 carat gold shield jewelry ensemble. Group 4 is \$2000 cash or a big screen RCA TV. Group 5, and remember this, Group 5 is \$5,000 or a 5 karat genuine diamond tennis bracelet. We guarantee that someone in the area is holding the winning number for each of these shown above." And we do send out a winning number for

each of the prizes. We include what we call our secret envelope. Printed all over this is "Important. Do not break a seal. Void if altered. Winning number enclosed. Do not open." Bring this with you and your salesperson will open it and compare your number to the winning list to see what you've won.

Now they won't open it, but because we know they're going to cheat, we make them think they've won a lot. Any of you that want to see this, right down here, they'll hold it up to the light like everybody does to see what they've won. Right down here on the bottom is stays Group 5. That's the only number they can see. Well, they look back on this letter, "Group 5: \$5,000 cash." I mean, by damn, they're coming. There ain't no question about whether they're coming or not, they are coming. To the tune that one girl brought a TV camera. Her boyfriend worked for a TV station, and he came with his video camera. They were going to put it on TV. This piece costs about 55 cents to do. When they open up the envelope, right here is the winning number. We got five numbers posted on the board that say group 1 is number so and so. Group 2 is number so and so. This particular one they would have won the jewelry. That particular prize cost the dealer three bucks. But it looks like it's worth about \$12-\$15, so people don't really get upset about it.

We did this for a guy in Minnesota and he said – we know how well it's going to work so if a guy wants to do 10,000 pieces we'll say, "Don't do 10,000 pieces at one time, because your six salesmen can't handle the people that are going to show up." They think we're kidding, but we're not. And that's the absolute truth. If they're going to do 10,000 pieces, we say, "Do 2500 pieces four different weekends." Because the piece will get a 8%-10% response. It has gotten 15% response in rural areas. It's going to get 4%-6% response in major metropolitan areas. In Northern LA, and this is a major metropolitan area, it got over 8% response. That's my secret envelope piece.

I'm going to tell you about one other thing and then if any of you want to talk to me later I'm in room 154 here at the hotel. I'll be around until sometime Monday. My plane leaves Monday afternoon. My phone number at work is 1-800-462-3443. My 800 number at home is 283-6245. Just don't call me after 10 o'clock eastern time because I'm probably asleep. Now, if you want to pay for the phone call my phone number is 404-497-9460.

One more program that I'd like to tell you guys about because a lot of you can benefit from it, especially as a premium through direct mail promotions. All of you are familiar with Telly Savalas and his Players Club International Program that you see on TV at least ten times a day. He tells you that he will give you two free nights in Atlantic City or Las Vegas, when you make discounted airline reservations through their travel agency. Plus he'll save you up to 50% discount on hotels. So all he is wanting you to do is use them at their travel agency. You're going to get to pay them \$130 the players club card just so you can use them as your travel agency that any travel agency on the corner would do for you for nothing. But to get the discounts on the hotels they also have to make the reservations for you. And they will get you up to 50% discount at hotels, and let me tell you how that works. Most hotels are only 65% filled, so they have what they call 35% of their inventory is not ever sold. And they want programs that will help them fill that 35%, because every dollar they get from that 35% is found money. Once tonight's over with, that's gone forever, you can't ever recall that inventory.

And friend of mine in Atlanta started a program six years ago called The Privilege Card. The Privilege Card is a plastic credit card with your name and your account number embossed on it. And he puts out a directory like this that has 4100 hotels and there's everything you can think of. There's Double Trees, there's Wyndhams, there's Hyatts, there's Hiltons, there's Holiday Inns. There's Embassy Suites, there's Days Inn. Whatever you are looking for, there's a hotel in here and they're in all 50 states, which is another thing that the Players Club International does not have hotels in all 50 states, but he sells his program for \$49.95 per year. Any of you guys that want an individual card, I can get you one for \$29.95 for the first year of membership. I'm not trying to sell you this, I'm just trying to tell you this is something you can use. If you want to buy cards to use at premiums, if you have a high dollar item and you want something with a high-perceived value, Arthur will sell you these cards for \$10 apiece and they'll get the same benefits.

He does that because he knows that next year they will renew at \$49.95. But you can tell – I've got a widget that I'm going to sell you for \$129.95, and as a premium, I'm going to throw in a \$49.95 gift. And it truly is a \$49.95 gift, you'll pay ten bucks apiece for them, if you buy them in large enough quantities, large enough being over a thousand, you can get them for probably seven or eight dollars apiece. Tell me if you want them. You can call me or I can give you his 800 number. Can't find it, well, you can call him or you can call me, we produce all of this stuff. Okay, guys, that's not really my story, but I'm going to get run off the stage.

One more thing, if any of you have medical clients or if you have a medical thing, I have little mini booths here that we'll tell you about.

Gary: Can I make a suggestion to some of you, we are going to have a general question and answer session, but one of the perks about being at a function like this is that you should be taking guys like Gene Dowdle to lunch and dinner and picking his mind, because you have a few days and it's an opportunity that's rare. Because I told you, he's a real expert at what he does. Let's give him another big hand. Thank you very much.