

Joe Sabah – Part II

Due to the usual circumstances, I've already called WWSC in Glen Falls, New York, and talked to the producer. The producer is the person who sets up the show. She or he does all the work, the host gets all the applause and the credit. Rose Angelo is her name, just a delightful lady, she connected as a result of having received a fax from me some three or four weeks ago, and I did not take the call when it came in, but she called my wife Judy and said we would like to interview Joe on *How To Get The Job You Really Want*. So Judy sent her off a book, a press kit and then the – I call them inspirational postcards. There should be one for each one of you on your tables in front of you there. Yellow, blue, orange so ... Lucky, where's the postcards? If you have not received one I'll make sure and get you a set of these.

These are what I call starters. When the host opens up his program, he or she will sometimes use these as openers. The one that says, "If you do what you've always done, you get what you've always gotten." There's another one that says, "You don't have to be good to start, but you have to start somewhere to be good." And my favorite, of course, "Are you singing the song you came to sing?" So if they don't mention it, I will mention, "Did you get the postcards that I sent you?" So a couple of minutes before show time I just take time out to relax, sit down, because I'm going to be standing up – this show I've already determined by talking to Rose a few minutes ago, it's going to be between 25 and 28 minutes.

At the top of the hour, which is 1:00, they are going to have a news broadcast and weather, like ... oop. There they are.

Joe: Hello?

Rose: Joe, how are you?

Joe: Hi Rose. It's a beautiful Friday down here in Key West, Florida.

Rose: Great, great.

Joe: You told me you're freezing up there in Glen Falls.

Rose: Yes, we are.

Joe: What's the temperature there?

Rose: Oh, gosh, it's still only around sixty degrees.

Joe: Only, 60. Well, we'll send you some warmth and love from Key West. There's about 300 of us in this room raising funds for the Hurricane Andrew victims.

Right, yes, you were telling me. Joe, I'm going to put you on hold and John's going to pick you up in the studio in just a minute. So I look forward to listening to your interview and I hope things go well for you down there.

Joe: Thank you so much and we appreciate all the help that we can get because folks like you from all across the country got the news about this devastation down here. The folks down here, the 300 in this room are wanting to do something about it to raise funds, and it just so happens coincidentally we'll help some folks in Glen Falls get jobs too.

Rose: Joe, I'm having a hard time hearing you.

Joe: Okay.

Your voice is not coming in clearly.

Joe: Is this better now.

Okay, I'm going to put you on hold. Don is just about ready for you.

Joe: Okay.

So we'll be speaking with you soon.

Joe: Thank you much, by now.

What was happening was I was speaking into the microphone versus the speakerphone and she's hearing me through the speakerphone. That's thy whis – I call it foreplay. You get things set up on the front end to find out what works. I have a headset usually that I can speak into that has the thing here. For \$59 at Radio Shack you can get a headset. For \$5.95 you can get one of these thingies here and put it on your phone.

Sometimes when they have us on hold we can also hear the news on their side. But evidently with the type of equipment that they have, we're not being able to hear them, but when Don, the host, is coming on, we'll hear him and he'll hear us.

[0:4:40-05:40 news broadcast, volume too low to transcribe]

Don: Good afternoon, welcome to our (05:39?) program. This is our Friday edition, September the 25th. We're going to spend the first portion of our program with a gentleman, not way down under but I guess you can get too much further South than you are right now, Joe, is that right?

Joe: Yeah, we can look across the Bay here and see Cuba.

Don: Sabah.

Joe: Sabah. Joe Sabah. That's right. Thanks Don. What a joy it is to be with you today.

Don: Oh, Joe. I know we had him on the line.

Joe: Hello?

Don: Oh, there you are.

Joe: Yeah, right here.

Don: How are you doing, my friend?

Joe: Just great. Thank Rose for connecting us up here. I was alerting her ahead of time, Don, that we have about 300 enthusiastic people here at Gary Halbert's seminar that we're raising funds for the Hurricane Andrew victims down here in Florida this weekend.

Don: That's where you are, you're down in Florida, down in Key West.

Joe: Key West, Florida. Yes sir.

Don: Well, you can't get much further South than that. Joe, you have a revolutionary approach to people becoming very successful in getting the right job. And Lord knows, in this day and age with the economy the way it is. And times being tough. And a lot of competition for relatively few jobs, people are looking for answers and you've got those answers (?07:04)

Joe: Well, I have a few. You see, at age 61 this year I reached the halfway point, Don. People say half of what, that's half of a 122.

Don: Well, are you thinking 122?

Joe: That's what I'm thinking. My mom's 91 this year and Norman Vincent Peale at 94 wrote a book last year. His forty-third book. And George Burns is 96 now and they keep going. Why not me?

Don: I agree with that 100% Joe.

Joe: But the first thing I tell people, Don, is throw away your resumes. Don't use resumes.

Don: Now see right off the bat, there goes an old saw. Everybody learned how to get those resumes just correct. Why are we throwing them out?

Joe: Because they don't work. Remember this, Don, if resumes worked wouldn't everybody in America already have job?

Don: Well, I don't know.

Joe: Because everybody's got one.

Don: I see what you're driving at, I do know if that's so or not. If there's two jobs open and I had resumes I'd pick the best resumes, Joe.

Joe: Well, resumes are past tense. They always talk about what you used to do, not what you're going to do. When Judy and I started dating 11 years ago and got married 10 years ago. If I'd said, "Look, honey, I'd like to take you out for a cup of coffee and tell you about myself." So at Denny's I take her out for coffee and pie and said, "Well, first of all let me tell you about my next wife. And then I want to tell you about the child support and the alimony. And then I had a girlfriend or two in between." Do you think she's going to be excited, Don?

Don: You'd make her pretty angry, Joe.

Joe: That's right. She'd say, "Let me pay for my own coffee and get out of here." That's why I say resumes don't work, Don. Let's not talk about what we've done in the past, let's talk about what we're going to do today. I honestly believe employers in America are interested in only one thing. "What are you going to do for me today that's going to help me make some money so I can pay the rent?"

Don: You're absolutely right on that, Joe. I have a daughter who is in the business of hiring people in the telemarketing and she says, "Dad, when people come in" – the very thing you just brought up, she said, "I wait for them to ask (?interference 09:03) but they don't, they come in and say, "How much are you going to pay me?"

Joe: Yep.

Don: And things like that. But you're right on target there I believe, Joe.

Joe: Did you get those bright postcards that I sent you? This one says, "If you do what you've always done you'll get what you've always gotten?"

Don: Yeah.

Joe: Well, that's one of my truisms. It just reminds me over and over again, if it works keep doing it, if it's not, change it. We've created a brand new idea, Don. I affectionately call it the gold form, g-o-l-d, like in goldenrod paper. And this form really gets employers to call applicants with job offers. How's that for turning the tables?

Don: What is the secret of that form?

Joe: The first secret of getting a job – I hope we can talk about three things here in the time we have remaining. Number one, we help people decide what it is they were meant to do. That might sound so simpler, but it's important that before a person go out and look for a job they decide what it is they want. Wouldn't you agree?

Don: Are you saying that people are not specific enough to know what they want to do? Or is it the reverse, are they being too specific and that leaves them open for (?0:10:12 interference).

Joe: Well, let me tell you what happened in Flint, Michigan recently. I was on a talk show and this lady called in. She said, "My husband wants a job." I said, "What does he want to do?" She said, "For the last fifteen years he's been putting lug nuts on the right front wheels of automobiles." I said, "What happened?" She said, "He got laid off because now they have a robot do that. He still wants to put lug nuts on the right front wheels of cars." I said, "Sometimes we have to think the world is changing out there, we've got to change with it." Wouldn't you agree?

Don: I would agree with that.

Joe: Most people, they go down the Help Wanted column circling ads they think they qualify for. Here's an exercise right from our book. We have six different exercises but this is exercise number six. Pretend, listeners, that you're going down the Help Wanted column circling ads you think you're qualified for, and all of a sudden you come to one that just jumps off the page, and you say, "Wow, Honey, look at this. My perfect job." It's got the right salary, right duties, right responsibilities, right location, right benefits. Everything is ideal. The question is, what would that ad say? Here's where we have to begin, Don, is to decide and write out our own job description. What do we want to do? Because I honestly believe we can have, do or be anything we want once we decide it. Wouldn't you think?

Don: I think maybe with some extra training in some cases.

Joe: Sure, and companies are willing to train you on the job and pay you. You see, this is what keeps most people back. They say, "But you have to have experience, don't you? Don't you have to have a degree? Don't you have to have a little more maturity?" I say, "No, you don't have to have anything except a desire. And you go out there and knock on enough doors," and that's where our gold form comes in next, "We will knock on some doors and have employers calling us."

Don: With the gold form, what kind of a success rate have you found?

Joe: A real quick story. My son Joe was getting out of high school in Concord, California and I live in Denver, Colorado. And one day he called and said, "Guess what, Dad, I'm graduating." I said, "Congratulations, Joe, what can I get you for graduation?" He said, "A job." I said, "Okay, what kind of job would you like?" He said, "I want to be a printer, Dad." I said, "What do you know about printing?" He said, "I've operated an AB Dick 360 and 360 CD" and so forth. I said, "I've got an idea, let me call you back in a few minutes."

I went to my typewriter and I typed up the form on page 101. It says, "Available immediately, one qualified, experienced, responsible, dependable printer." And I listed a little bit about his background, Don. And the real key to this is at the bottom. It's a sales letter. It says, "Your company will gain number one, an experienced printer. Two, a dependable person who wants to work. Three, a responsible individual, and four, cut down on turnover, I'm looking for a permanent position." Then it says, "Help solve your printer problems today, call this number and ask for Joe. I live in Concord, and I'm available immediately."

Don: This is following what you said earlier in the program. Tell the company what you can do for them.

Joe: That's right, you see most people are interested in, "When's payday? Where's the restrooms? When's my vacation?" No, we have to talk in terms of their interests, it's call benefit, benefit, benefit. And that's what we're here doing down at this seminar here in Key West today, teaching and learning from each other about selling ourselves and our products and services. Joe said, "What are you going to do with that Dad?" I said, "I'm going to mail it out to all 37 print shops in your town." He said, "Won't that be a lot of postage?" Don, are you old enough to remember 13 cent stamps?

Don: I'm old enough to remember 3 cent stamps.

Joe: Okay. I said, “Look, Joe, I’ll pay for the postage, I just want one promise from you. I want you to be there when the phone rings. He said, “Come on, Dad, you think someone’s going to call me up and offer me a job?” I said, “Of course I do. We call that positive expectancy, whatever we think about we bring about.”

Don: We become what we think about.

Joe: Amen brother, Amen. Have you ever thought about preaching on Sundays, Don?

Don: Yes, I have, but no church will have me.

Joe: We have a lady here in our audience, Paulette, who said, “I remember Glen Falls, New York. As a matter of fact when I was a little girl I went to church up there in Glen Falls.” So, she has some fond memories of Glen Falls.

Don: Well, we’re still hometown USA as written up in *Look* magazine in the forties. We’re lucky in that way.

Joe: I mailed those 37 forms out, I paid for the postage, I mailed them out on a Thursday. I went down to a local print shop and I said to the lady, “Give me 37 copies of this form.” And she asked me the most valuable question. She said, “What color paper would you like it on?” And I hadn’t thought about it because I’m still thinking white, buff, ivory. Like resumes. And I asked her, “What’s the brightest color you’ve got?” And she said, “Goldenrod.” I said, “Let’s go with it.” I mailed them out on a Thursday. The next Tuesday Joe called from California and said, “Guess what, Dad. I got three job offers. They called me.” Wouldn’t that be a nice feeling for our listeners to have.

Don: So the gold form worked because of the approach, what you can do for the company and the attractiveness of the paper itself, correct.

Joe: A combination of that, and then I like what a talk show host up in Portland, Oregon said to me one day. A listener called in and said, “How come Joe’s gold form works when a resume doesn’t?” The talk show host said, “Let me answer that Joe.” He said, “Your form looks like on paper what a radio commercial sounds like on the air.” And I said, “You’ve got it. You’ve got 30-60 seconds to get somebody’s attention, and then the last thing you say, “Help solve your printer problems today, call this number and ask for Joe and I’m available immediately.” You ask for the order. And that’s where most people fall down on the resume. They don’t ask for the resume.

Don: Okay, we’re (?15:43 down with) resumes, we’re (?) to this gold form and now we’ve got our foot in the door, correct?

Joe: Yeah. Oh, here comes the scary part, right?

Right. Now we’re coming to the job interview, which we want to turn into a job offer.

Joe: I guarantee – by the way listeners, wherever you’re at, unless you’re driving, wherever you’re at if you’ve got pencil and paper I want you to grab pencil and paper and write these three

words down, because I guarantee you these next three words will turn every job interview into a job offer.

Don: Now, that sounds pretty exciting. I've got my pencil out.

Joe: Okay. Here's how it goes. The typical interview is a ping-pong game, right? They ask a question, you give an answer. You ask a question, they give an answer. It goes back and forth like that. About halfway through the interview I want you to write down the first word, stop. S T O P. That's the first word. I want you to stop the ping-pong game by looking the employer right in the eye and saying, "By the way, Don." Well, first of all, ask him a question. "By the way, Don, is there anything else you would like to know about me during this first interview?" And what am I implying when I say "first interview."

Don: That there's going to be a second one.

Joe: There's going to be a second one and a third one. We're planting seeds. These are called trial closes in selling. The second word after stop that I want you to write down is the word summarize. S U M M A R I Z E. I want you to summarize by looking the prospective employer in the eye and saying, "I feel with my background, my education, my experience, I could do a good job for your company and help us both accomplish our goals this year." It's called tooting your own horn. I know our moms told us don't brag about yourself, but if we don't, who's going to? Right. So we've got to toot our own horns. So stop, summarize. The third word is close. C L O S E. Close the interview by saying to the employer, "By the way, Don, I'm available immediately. How soon would you like me to start?" And we ask a closing question in selling, there's only one thing left to do, and that's to be quiet and wait for the answer. I bet there's some people out there wondering, "Boy, this guy's being really pushy, isn't he?" Or some people even use the word, he's being "aggressive." I say, no, the word is assertive. Most Americans are passive. Here's the way most people end the interview, "Gee, Charlie, I'm sorry to have taken up so much of your time, I do hope to hear from you." It's a real wishy-washy close. If all you want is interviews, just keep saying, "Thank you for the interview, I hope to hear from (interference 0:18:21) but if you want the job offer, Don, I'm encouraging our listeners, wherever they're out in the area there, to ask, "I'm available immediately. How soon would you like me to start?"

Don: Okay, "We'll get back to you" is what we'll hear, right? We'll get back to you. We want to get our name to the top of the list, right?

Joe: Right.

Don: [interference and Sabah clears his throat] your name is there, are the folks that are with you, their names are in there. How are we going to get our name on top of all these applications. And let's assume we got some other sharp people with gold forms that they're using.

Joe: Yeah, I would like to think everybody in America is already using that gold form, but one of these days they will be, when they realize they get results

Don: Now, we're in there, [in a tough town to beat?19:04]

Joe: Yep.

Don: How do we get on top of the batch?

Joe: Before you go home, after the interview, do not go straight home. Go to your nearest post office. Because it's usually going to be during daylight hours, you go to the post office and you stand up there at the post office counter and you handwrite a thank you note. I know this sounds so simple, but you hand write a thank you note that says, "Dear Don, it's sure been a joy meeting with you and all the other people in your company today. I feel like I'd be a great contribution to your organization and help us both accomplish our goals, and I'm looking forward to being part of your team."

Don: I gotta just interject here. Joe, do you really believe that has to be handwritten? You seemed adamant about that. A lot of people write like physicians, you just can't read what they write.

Joe: Then print.

Don: But don't type?

Joe: In this day and age, we get computerized letters from all the magazine companies and all the rest of the mail that comes in – we call it the A Pile, B Pile thing here, don't we? And you've got to get in the A Pile where people are going to read your stuff. And especially if you do it on a post card, for 19 cents you're going to thank them. And I don't care whether they've interviewed thirteen other people and your name is in with those thirteen. You are going to stand out because I bet you'll be the only person out of the 13 that sent a handwritten thank you note that not only thanks them for the interview, but asks for the order again. Asks for the job.

Don: You do it at the end of the note, right?

Joe: This sounds so simple, because I know our moms and dads taught us, say please and thank you, right? And now that we're bigger kids we think oh, that's old-fashioned, we don't have to do that anymore, but please and thank you are still the most powerful phrases in the English language.

Don: Well, you won't get an argument from me on that one.

Joe: This happened to me 11 years ago. Judy and I were dating in Denver, Colorado, and we'd finish wherever we were, dinner or movies or whatever, it's 10:00 at night and I'd go home and she'd go home and the next day I'd look in my mailbox and there's a handwritten thank you. Or a note about gee, what a neat evening and so forth. And I couldn't figure out how did this lady get that in my mailbox? Well, she found that in Denver, Colorado if you drop a piece of mail all the way up until midnight down at the main post office, called Terminal Annex, that it'll be delivered the next day. So she'd go out of her way on her way home to drop that in the mail. So guess who I asked to marry me. Or she asked me. Anyhow.

Don: It worked out.

Joe: It worked out great. It's 11 years later and we're still married.

Don: Well, it doesn't seem that complicated.

Joe: It isn't. The only thing is quit doing what you've been doing if it's not working. And try something new. The gold form idea, I had a lady schoolteacher in Lakewood, Colorado. She had been making about \$28,000 a year as a schoolteacher, and one day she called and said, "Joe, help me get a job." I said, "What do you want to do, Linda?" She said, "I want to be a wholesaler." I said, "What in the world is a wholesaler?" She said, "That's someone who conducts seminars for the business community." So on the last gold form, it's called Linda Smith – meet Linda, a salesman if I ever met one, said by her former employer. And then it went on to say Linda is dynamic, creative, intelligent, resourceful, persistent, positive, quick to learn. Boy, wouldn't you like to meet a person like that? So she listed her background, her qualifications. At the bottom here's what she put, "Why wholesaling? An opportunity at an open-ended income. Freedom to work more than 40 hours a week." Boy, wouldn't an employer be impressed with that? "Your company will gain a person with a high money drive, enhanced reputation in the business world, lower turnover rate, I'm career-oriented. Invest in your company's future today. She sent out several hundred of those forms and ended up with ten job offers. The best one, she relocated to St. Louis Missouri and is now making instead of \$28,000 a year as a schoolteacher, she's making between \$75-80,000 a year as a wholesaler.

Don: And not having the hassles she had as a schoolteacher, I'm sure.

Joe: Exactly. She's a single mom. Her 11 year old daughter said, "Let's go, Mom." They packed up their U-Haul trailer and headed out I-70 to St. Louis. The important thing is decide what you want to do and then market yourself in a new, creative, positive way, like the gold form. And then lastly, don't forget to turn that job interview into a job offer by asking for the order. Ask for the job. Ask for what you want. We know that the rest of the statement is true. Ask and you shall receive. We've read that in the bible over and over again, we've got to apply that in our everyday life now, too.

Don: We might point out to our listeners here, Joe, that you have a paperback with this information spelled out, called *How to Get the Job You Really Want and Get Employers to Call You*, which is available, is it, Joe, in the general bookstores or how do we get a hold of it?

Joe: Here's the good news on that. It's not available in all bookstores yet, Don. They could try locally, but if not, is it okay if I give out a toll-free 800 number?

Don: Absolutely

Joe: Okay. For \$14.95 you get the book, postage and handling, and it will be shipped out the same day you order it. Plus we do offer this on a money back guarantee basis, Don. This has got to work. If you don't like my picture on the book, we'll send your money back. But for \$14.95 you can call 1-800-342-3415. That's 1-800-342-3415.

Don: And easy and fun reading to follow along, and you've got some success stories in the back of this too. I didn't see your picture, in here, so there's nothing to worry about.

Joe: If you want an autographed picture I'll be happy to include that too. We've been having so much fun. When I was talking to Rose earlier, by the way, thank Rose for connecting us up here,

she's doing a fabulous job for you and WWSC. I honestly believe this, regardless of the unemployment rate in Glen Falls or anywhere else, if you're working the unemployment rate is zero. If you're not working, the unemployment rate is 100%. So let's quit playing with numbers and let's decide do what we want to do. I think, Don, we could cure the alcohol problem, the drug problem, the health in America, if everyone in America is doing what they really want to do occupationally.

Don: Joe, this has been a pleasure. Now, I think down at your seminar, if you are the gentleman that I know you are, you would invite all of the folks that are down there out for a midday lunch on you.

[Applause]

This has really been a pleasure.

Joe: Don, that applause for you, I think. You bet, it has been on my part too. And all these folks here, it's a learning experience for all of us. If we could ever do it again to help the folks up there in Glen Falls, please let us know, it would be our pleasure.

Don: Okay, and good luck on your fundraising down there.

Joe: Thank you, Don, have a super great day.

Don: Thank you. Take care.

Joe: Bye now.

[Applause]

You cannot fake a live performance. I've seen other people do this and I say, "God, could I ever do that in front of 300 people?" Yes, you can too. Just be yourself, you don't have a memorized script, thanks to Dan and Bill and whoever else put all this wire and gimmickry up here to make this thing work. It's beautiful, somebody talked about Australia a little bit ago, Gary. As long as you've got a telephone, you can do whatever you want.

[technical discussion]

0:27:28

Gary

One of the things I try to do is separate the phonies from the real people. As you can see right here, Joe Sabah not only tells you how to do it, he did it right in front of you to prove it could be done.

[Applause]

Also, I believe that many of the speakers here – this seminar is not designed as a product dump or something, but many of these speakers here some very worthwhile things. Like Joe Sabah,

obviously. So I want to give you a couple of minutes to tell you how you can get in touch with him before this seminar is over, if you want to order this product.

Joe

Thank you, Gary. When you see me dabbing my eyes, my friend, that is sincere from the bottom of my heart, because I can just feel the love in this room from all of you and why you're here. Somebody said, "Are you going to be here tomorrow?" I said, "Are you kidding? I came here to learn." Gary just said to me this morning, "Joe, you're on second." That's his agenda. Whoever is available next. He might pick on you next.

Gary

I believe in chaos and [insanity 0:28:40]

Joe

Okay. Life for me has been very, very simple and easy. Growing up in Steubenville, Ohio, right along the Ohio River. There was Jimmy the Greek, and Dean Martin and me. I believe life is simple. Do something, write about it, and sell it. And that's what I've done with this radio talk show system. I sat down at my Macintosh computer because after the first couple hundred shows people said what do you do, how do you do it and so forth. So I listed twenty questions people were asking me, Gary. And that became the chapter titles. How do you get started? Do you need a book or a tape? Do I call the radio station, do I write them, do I need an 800 number."

So I asked myself those twenty questions, they became the chapter titles and then I just filled in the blanks. I wrote a 20 chapter book here, but the most important thing is not the book, although that's powerful because it's got these gold forms, and the press kits and all that, and a telephone spreadsheet. But the most important thing is the database of 615 stations, soon to be over 1700, because as we're speaking, my friend Larry back in Denver, is calling all these radio stations to ask is Dan Rasette still the host of the program. Is Rose still the producer. Are you still at this address? How about your phone number?

Three years ago I was collecting fax numbers and I didn't realize why. Do you ever do something and you say why am I doing this? I was collecting fax numbers and here these past two months, I started faxing things. I got a fax modem on my computer. I download all the phone number and the fax numbers, and it just faxes things out while I'm sleeping. I faxed out a hundred here last Sunday. On Monday, I got seven phone calls, three of them to book me on Tuesday morning. And the nicest thing about fax is they pay for the paper on the other end. Someone asked me, "Gary, how can you get goldenrod paper to come out the other end?" I don't have that figured out yet. So we've got the fax now.

So here's the story folks, on Page 4 of this brochure, it gives you the rundown. How to get the radio talk show system, it includes a 20 chapter book, a cassette tape with one side is how to information with me and Judy, you'll get to hear her voice too. The other side is me being interviewed on a Cleveland, Ohio station, where you'll hear just what you heard today. The interaction with the person interviewing me, and then people calling in. We did not have people calling in on this particular show, but you'll get to hear it on this. Mailing labels, ready to peel

and stick, and a database of 650, plus a copy of the book, *How to Get the Job You Really Want*, that's this one here, and then this was just coming off the press called *Why Get a Job When You Can Have Fun, Make Money and Stay Home*. It's the Gary Halbert story, really. Don't leave home without it. So I'm going to go ahead and include that one too. But the most important thing, you're going to get two things. Number one, not only all this information, but it will be coming out – the database will be totally updated as of October 5th or 10th, right in that next week. You'll get all of this, with the updated information, plus 10% of everything that comes in here is going to American Red Cross and the Hurricane Relief Fund.

[applause]

Thank you Gary. Thank you guys.

Gary

Thank you. Is Oliver Blake still in the room? Key West, I believe, is my favorite city in the world. It has more Pulitzer Prize winning authors per capita than any other city. It has the best musicians in the world playing live here. It has some of the best restaurants in the world here. It has some of the best artists. There is a magic about this city, there is a [?0:32:42 captureness?] about this city. It is a homogenous blend of insanity. And one of the nice things about it is that all the insanity occurs in the Duval Street District, and if you want to tap into the energy of all those rock and rollers and artists, you can do that. And if you want peace and quiet you can go three blocks away and it's like you're living in the last century.

But, not only is Key West an interesting and fascinating city, it has some of the most pig-headed stubborn, skeptical people in the world. That especially goes for the business people here. The business people here thrive on tourism. If a lot of tourists walk by their door, they make money. If a lot of tourists do not, they don't make money. Most of them have not learned the financial value of the simple courtesy of a smile, "Gee, I'm glad you came in." I went shopping yesterday for a few things, and generally the clerks would wait outside until I'd been in the store five or ten minutes and as I was walking out say, "Oh, did you want something?" I said, "Oh, no, I just like to explore stores." But anyway, I've arranged something that I'm going to try and ask you all to help me out with tonight. There is a place on Duval Street. You all will have no trouble finding Duval. Because it is the main drag.

[Interruption];34:52]

Anyway, when you got to Duval Street, you go clear to the other end, and there is a restaurant and bar called The Quay. Q U A Y. And I went down there, and they have a woman named Sally Foster, who is the best bar entertainer I have ever heard. She plays keyboards and guitar. She lays down and plays on the sidewalk, getting people dancing in the streets. We're going to take the TV crew down there today and we're going to televise them. I told them we're going to televise it and people in 29 countries are going to see the tapes. Sally was real thrilled. The Management didn't even believe it. And I said, "I'm going to have all these people show up." And they said we can't make it [?0:35:41] and I said, "Trust me."

Anyhow, Sally starts at 8:00. I would like as many of you that even have the teeniest drop of party animal in you. There's a special glass booth we've constructed for Gary North so he can sit

and be isolated while watching the madness all around him. But if there is a drop of party animal in you, here's what I want you to do today. Today we're going to end shorter than the other days, because everybody's still got a little bit of jet lag and so on and so forth. We're going to break, and I would like you to go to The Quay and eat there and then be there when Sally comes in. The Quay, they did, just in case I was for real, agree to give everybody from the Halbert Seminar a 10% discount on drinks and stuff that they order. So I want you to go there if you can and have supper and be there in the bar at 8:00 when Sally comes. I guarantee you, you will have the time of your life. And also, in line with that, which I'll tell you just a little bit later, we're going to show you how to turn – I don't know if normal is really the word for this guy. He's one of my clients. Normal just doesn't quite fit, but he's a – Kit, would you come up here.

This is Kit Weathers, would you give him a hand, ladies and gentleman. This is my friend, Oliver Blake, one of the few businessmen in Key West that has half a brain. One of the things that Key Westers have that you don't have and I don't have, is hair. So you need hair. Not only do you need hair, you need long hair. Because the girls down here like long-haired guys, which ticks me off no end. So Oliver is going to fix you up with long hair, instantly.

[Applause]

Now, the second thing to transform a mainstream guy into a Key Wester is he's got to have earrings. He's got to wear an earring. Now, there's something about wearing earrings, you don't want to get confused about. Unless I'm mistaken, most of you want to wear the earring in your left ear. If you wear it in your right ear you're going to really have some unusual experiences. Since you don't want to have your ears pierced, Oliver has magnetic earrings. And now we have, this guy is now two-thirds of a Key Wester. But only two-thirds. The last thing he needs is a gaudy tattoo. So we are now going to give him a gaudy tattoo. Two doubles you chance of getting a date on Saturday night. You don't want to give him too much culture shock at one time. We're dealing with a fragile mind and ego here. Now would you show it to them? All right.

Let's give him a big hand because he's now an official Key Wester.

[Applause]

Oliver is one of my very good friends here in Key West. As I said, he is one of the few businessmen that is a fun guy to work with, and has a sense of marketing. He wanted to meet me and came in and gave me a t-shirt with his telephone number on it and that's sort of how we got together. Oliver has agreed, if any of you – and I told the people at The Quay, if you come in wearing a pig-tail hat, a tattoo or an earring you get a discount for showing up. And if you get it from Oliver's place, Oliver is going to give a piece of it to the Red Cross Fund, he's going to tell you where he's at and the name of his store.

Gary needs no help in promoting himself. This is a tremendous thing that Gary's doing. When you start to make a donation, I know that's part of the [?0:41:40] of being at the seminar, remember to dig deep. This is a good thing that Gary's doing, and I respect that. I do. We're on Duval Street, as you're going down to The Quay tonight, we're on Duval Street at 217. It's called Personal Images. We have all been helping all we could since the storm. If you'll identify

yourself to the girls when you come into the store, then 25% of what we sell tonight we'll donate back to the relief fund.

Gary

Thank you. This is just some stuff that you can have fun with. And it's just before you get to Sloppy Joes going down Duval on the right hand side of the street.