

Tape 18 – Carl Galetti

Gary: I think that the intelligent man doesn't blaze a new trail when the road has already been paved. You will be surprised of how many new concepts that were just brilliant that I came up with and was so proud of, only to discover that Robert Collier or Claude Hopkins had come up with it fifty years before. And had I read their books I wouldn't have to be reinventing these things.

And so without any further ado I'm going to present to you a man who has amassed as the greatest collection of real marketing expertise between the covers of books and has learned a great deal of it. He's going to impart some of that here today and I think you're very much going to enjoy listening to, and would you please welcome, Carl Galetti.

Carl: Thanks. Would you stay up here a second?

Gary: Sure.

Carl: Good morning. How is everyone? Good. Let's see. Craig Hain, where are you Craig? Come on up. I bet no one knew that during this weekend we had a little contest going on and Craig is the winner. Put your hat on Gary. Can anyone guess what contest he won? The Gary Halbert lookalike contest.

So the prize is a free book. *The Reason Why: Advertising With Intensive Advertising*. There you go Craig, congratulations.

Gary: [inaudible conference business/tech issues]

Carl: Okay, let's see. I wonder if I remember this speech. I was prepared to do it two days ago. Yeah, here we go. Wow.

[more tech issues/chit-chat]

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Okay, how to write copy that could make you rich. Who wants to know how to do this? Raise your hand. Good, great. I do sell books, but my main job is a copywriter. So why would a copywriter want to teach other people how to write copy? Am I creating competitors? The answer is yes, I'm creating competitors but that's okay, because there's plenty of room in the marketplace.

Here's how you do it. Number one way, get the Gary Halbert newsletter April '87 issue and what he does in there is he tells you exactly. If you want to write copy, if you're really diligent, there are a bunch of books that you can get for it. *Scientific Advertising*, Claude Hopkins. Robert Collier *Tested Advertising Methods*, *How to Write a Good Advertisement* by Vic Schwab. *The Lazy Man's Way to Riches* by Joe Carbo. *Seven Steps to Freedom*, which is now *Superbusiness*, a later version by Ben Suarez. *The Boron Letters* which you get directly from Gary. *How to Make Maximum Money in Minimum Time*. He suggests his newsletter and that has a good start-up, number of issues and *Breakthrough Advertising*.

All of the books I mentioned on the first page I do carry. These I don't carry. You can get *The Boron Letters* from Gary and *Breakthrough Advertising*, that may not be available now, but we're working on trying to make that available to whoever wants it by getting to republish that.

One thing that I want to indicate is the *Robert Collier Letter Book* is a perfect example of the kind of product that you actually want to do for yourself. A lot of what I'm going to tell you is, from my own experience but gives you an example of what you ought to be looking to do for your own. What kind of product do you want? When Gary recommended the *Robert Collier Letter Book*, I went all over the place trying to find this thing. I was in used bookstores. I had book searches done. Nobody found this for me. I finally got it on an interlibrary loan through some other library. I got a copy, I read it, and it was so good that I thought this isn't fair that it's not available to people. Because it's a very useful book. What could I do about it? Wouldn't this be a good product? So I got the rights to reprint the book, republished the book, and it's been a very good success.

In essence it demonstrates having a product where people have to come to you to buy the product because they can't get it anywhere else. We'll cover this later, but I think everybody needs to have their own proprietary product, no matter who sells it, no matter where it is sold, you get some piece of that [tape glitch: 07:09] that is going to be useful to people. Keep putting more and more substance into whatever it is that you do. I think that's the key. A lot of people sell some shoddy products. You want to stay away from that. You want to put more and more substance into whatever you're doing. We'll get into exactly how and why that could pay off very big.

Dean, you can hand out those catalogs now. I'm going to have Dean and – you already passed it out? Oh, great. Okay. Wow. Instantaneous.

There are two reasons why you have the catalog. One is because I obviously would like you to buy some books eventually, but actually most of you probably have bought some books from me in the past. The other reason I'd like you to have the catalog is because there's actually some pretty good copy in this catalog. Use it as an example. You want to write your own copy? There's some pretty decent copy in here written by one of the best copywriters in the world. I hired Gary. No, I did this myself.

Okay. So product. What makes a good product? I think there are three characteristics of a successful product. One is it delivers a valuable service to your customers. The *Robert Collier Letter Book* delivered a valuable service to my customers. That was very important. I don't get people buying that book and coming back to me and saying this book is no good, I want my money back. No way, it's like anybody who reads that book, they wouldn't part with it for anything. In fact, Jerry Buchanan, he has a story about Sid Rosenblum, who is a very good copywriter. His house was broken into and the thief didn't steal his silverware he stole his copy of the *Robert Collier Letter Book*. One of the most intelligent thieves around.

Number two, make it proprietary. Have your own product. It's okay – I buy books from other publishers. They're not my proprietary product, and I don't carry them because I'm not interested in getting rich off of those because you'll never get rich off of something someone else owns. Those are part of a valuable service that you want to provide. So you may want to carry some things that are part of a value to your customers, but your main products, and the things

that you want to really use to make out well on are going to be proprietary. That means you own them in some fashion. Whether you created them or whether you licensed them from someone else or bought the entire rights or partial rights, you want a proprietary product.

The other one, number three, is that they should be alchemic. What does that mean? Well, in the early part of this millennium, meaning sometimes around the 800-1200 A.D. time period, there were these guys called Alchemists. Now we think of them as charlatans. They've kind of been written out of the history books, but what they were supposedly trying to do was according to history turn lead into gold. Well, that's not really what they were trying to do, they were trying to create wealth. They were very religious people and they believed that if a true and just Judeo-Christian God put us on the Earth, he wouldn't have done it and not given us the ability to create our own wealth.

He would have not put us here and the only way we could really survive and be wealthy is by going over to our neighbors and stealing from them and creating wars and stuff. So they thought that there had to be a better way, and gold represented wealth to them and they felt like it should be possible. And in the process they created some interesting industries, which we'll find out about.

Which brings me to a book which Evan Williams mentioned earlier. *Unlimited Wealth*. What's this have to do with copy or anything? Well, *Unlimited Wealth*, which is by Paul Zane Pilzer is the theory and practice of economic alchemy. And basically what he says is economics has always been defined to us as being the redistribution of scarce material. Okay? If you assume that, you're going to get the whole economic system wrong. You're going to do all sorts of wrong thing?

A perfect example is some of the mistakes we now make in our economy. What he says is what wealth really is is very alchemic. You create wealth. And he has a number of examples in there. I'm going to go into maybe a small number of these things that are important, but I'm going to try to cover them real rapidly.

Traditional Economics, the study of society's allocation of scarce resources, means you can only redistribute wealth. This definition is kind of like, and he shows in the book, it's kind of like where the old astronomers thought that – in fact, Aristotle's Ptolemy model was that the universe revolved around the Earth. That whole definition precluded finding out the real truth, and in essence the calendars were all wrong. Every hundred years they had to roll the calendar back six months. And if it snowed in June, then they'd figure out that oh, time for us to roll it back to January now. All of a sudden you went from June to January and you didn't know where the other six months went.

When they finally found out the truth, Copernicus and Galileo made it known that it was really the other way around, that the Earth revolved around the sun and the real truth of the system. That's when the whole calendar got to be accurate. And the same thing happens with economics. We'll make continually wrong decisions in economics until we understand that real value of economics. What's that have to do with you? Well, until now most of economics had nothing to do with you because it couldn't give you a good way to deal with the whole question of wealth and how to generate that and a good basis on which you can make decisions about what kind of

products you should have, how you should sell those products, what's important, what isn't important.

So the alchemists actually ended up not turning lead into gold, which would have made gold practically worthless anyway, but they did something even more valuable. They invented chemistry, pharmacy, metallurgy and a whole bunch of other modern sciences. And in fact most of the famous scientists you've heard about during that time were really known to be alchemists.

So I think we want to be economic alchemists in a sense. And in economic alchemy you create your own wealth, and technology, which is not high technology, we're not talking about computers. Technology is a better way of doing something. If you have a better way of doing something, it's a new technology. It defines what is a resource and how much is available. And a good example is that in 1971 we had problems – there was an organization called the Club of Rome. Forty or more of the greatest leaders in the world gathered together and said we only have forty more years worth of oil left. They weren't sure and then in 1973 when we had the oil crisis they said, "Boy, these guys are right on, and the world's going to end in forty years and let's all go away and prepare for riots," and all sorts of stuff.

In 1991 we asked the Club of Rome how many more years of oil do we got left? Twenty, right? And they said, "Well, no, ninety." "Hold on a second, mathematics doesn't work that way. How did you get ninety now?" "Well, we didn't know about the Alaskan pipeline. We didn't know about the fact that you were going to put computers into cars and fuel injectors and that would double the effective gas mileage. At the time we were only going a mile into the ground for oil and now we can drill down to six miles. We didn't have super tankers at that time."

So just from technology online now, we now have ninety years worth of oil. And from technology that will come online later on, we'll probably have several – or at least two or three hundred years worth. But before we even get to that stage we'll replace it with something else because there are all sorts of new things coming along.

Traditional advertising, just to tie this in, is based on keeping the name before the people. This was something that was pre-1900s, 1905-06, around that time. And it's still believed by most advertisers today. Because one of the things we find in society is that if we don't keep studying the truth about something, generations tend to lose what is the truth. And somebody discovers it and then later on someone says, "Well, gee, how can I make a name for myself, if I have to depend on using this guy whose – he's dead now anyway, why should we use him, I'm going to create my own concept of what this is so people will come to me and think I'm the expert."

So what they did they say, "No, we got a better idea." And in essence they lost that technology that was developed by guys like Claude Hopkins and John Kennedy. And now what we end up with is guys on TV who think that advertising is keeping the name before the people. And that doesn't work, as we know. The guys who really know what advertising was were part of an agency called Lord & Thomas in the early 1900s, which was owned by a guy by the name of Albert Lasker. He actually became a partner with Lord & Thomas and when one of them died and one of them retired, he owned the agency.

Well, he wanted to know – he was smart enough to know that like the astronomers who got the wrong calendar because they based it on Aristotle’s view that the Earth was at the center of the universe, he knew that he didn’t have the right definition of advertising. He had a good feel for it, but he didn’t have it in good words and if he did have that it would make advertising work much better. Along came John Kennedy and he sent a note up to the Lord & Thomas agency and at the time I believe it was Mr. Thomas was still head of the agency, and he got the note, and he said, “I don’t want to see this guy.” The note read something like, “I know you want to know what advertising is, I’m downstairs, I know what it is. If you want to know, send a message downstairs telling me to come up and I’ll tell you what it is.” And Thomas looked at it and he said, “Well, gee, it’s 6:00 I need to go home.” But luckily Albert Lasker was there and he said, “You’ve been looking for this stuff, why don’t you see the guy if you want. Otherwise I’m just going to toss this in the wastebasket.”

So Lasker sent for Kennedy, he went up there about 6:00 and didn’t leave until about two or three in the morning. When he first went up there he said, “I know what the definition of advertising is.” And Lasker said, “What is it?” He said, “I can tell you in three words.” By this time Lasker’s chomping at the bit. “What are they? Tell me?” Leaning over. And Kennedy said, “Salesmanship in Print.” And in the next few hours he described that pretty much to him. And today Claude Hopkins did a book that’s very popular that described the whole “Salesmanship in Print” theory.

Actually, what Kennedy really said to Lasker was, “Salesmanship on Paper.” And they later changed that to “Salesmanship in Print,” so it’s kind of synonymous. Claude Hopkins mentioned salesmanship multiplied. He probably was foreseeing that print was maybe not the only medium that was ever going to be coming about. And in essence, what followed is radio and TV. So if we say “Salesmanship in Print,” it doesn’t mean that it just pertains to print advertising, it also pertains to radio and TV and whatever you want to pertain it to.

And another thing that it is known as is “Reason Why” advertising, and in fact Kennedy had written a book which was long out of print called *Reason Why Advertising*. So what is this “Salesmanship in Print.” First, let me just say that documenting “Salesmanship in Print” are several publications. Kennedy wrote two, *Reason Why Advertising* and *Intensive Advertising*. *Intensive Advertising* happened to be a publication he was paid \$25,000 for. This was in about 1914, 1915. It was a lot of money for those days. A bunch of publishers got together and said, “Our advertisers are having lousy results, they’re complaining that our advertising isn’t working for them. What can we do?” We’re going to pay you \$25,000 if you can write something for us which is going to tell them how they can get better results from their advertising.

What he came up with was a thing called *Intensive Advertising*. In *Intensive Advertising* he mentioned something, which in essence is really alchemy. He mentions an example of a group of farmers in Paris who were charged a very high rent for very poor land that no one could grow anything on. And these guys were not only able to grow things on the land, they were able to multiply the results on their land by about fifty times what the normal farmer was doing. Same land, fifty times the production. And in essence when you advertise, let’s say you advertise in a magazine ad, you have one page to fill up. If you get zero results it costs you the same amount as if you make millions of dollars on that one ad. And the difference is what you put on that page of advertising. By using “Salesmanship in Print” you can multiply the result.

What really is Salesmanship in Print? The definition of true advertising, what you are supposed to do with advertising is sell something. You're not supposed to just keep your name in front of people, you're actually supposed to sell something. The techniques of selling can be directly applied to advertising. For instance, a good salesman would never go to a customer and give a whole line of what's great about their product, and at the end not ask you for the order. They just don't do that. A salesman doesn't walk into somebody's office and say, "Our product is great, great, great," and then walk out and expect you to buy anything from them, right?

Well, if you have an ad that comes out and it says, "Our product's great, great, great," and doesn't ask you to buy anything, well, people are probably going to do what you told them to do, which is to not buy your product. So advertising like that doesn't work very well. A lot of advertising done today on TV does that, because in actuality there is something very little known about TV advertising, and that is that when it works well it works well because you have a product that is on every supermarket shelf at the right height. And people are going into that supermarket every day, and when they see it on television and how great the benefits of that product, and then they go into the supermarket, there's a very short period of time. If you have a product that's selling in the millions, all across the country, it's on every supermarket shelf, you can get away with that. There are probably a handful of products and all of them are on the supermarket shelves that can get away with that. That sell in enough quantity to be able to do that. Everyone else if they do that, they lose money hand over fist, because they don't ask for the order.

Alright, getting back to this whole alchemic thing and unlimited wealth. By the way, I started saying *Unlimited Wealth* was probably the best book written in this century. And I thought that was maybe a little too heavy, so I'm revising that to I think it's definitely the best book written on economics probably ever, and at least in this century, because it says that the good times are ahead. And we're looking forward to 20% unemployment. Hold it, Carl, what's going on here? 20% unemployment? Good times ahead? How does that work?

Picture that you own a restaurant. You've got three dishwashers you pay \$10,000 a year. That's \$30,000 a year. Some guy comes in and sells you a dishwasher for \$2,000. You fire the three dishwashers. Now you've got a dishwasher that's washing the same amount of dishes. Doing it just as well. And the economy has maintained its level of service. The Gross National Product is just as good as it ever was. In fact, it's even better. Hold on Carl, what about those three guys that are unemployed now? Their families don't think that's so hot, do they? That's temporarily, they don't think, so hot. What we've been thinking about is how awful it is that this machine replaced those three guys, not realizing that the level of service to the economy is the same as it ever was, because we're worried about these three guys being out of a job.

If you look at it like that then it's kind of like thinking that the universe revolves around the earth. You're going to come up with wrong answers. The right answer is that you've just freed up three human resources that can go off and produce more. Those three guys go off and do something else, and they get a job they increase the Gross National Product that much more. Another example, perhaps a little better, ten fishermen on a self-sustained island. They catch enough fish to feed the entire island. One of them either invents a net or a missionary comes by and gives him a net, and now two guys can catch as many fish and ten guys did. So the other eight guys have nothing to do. The elders on the island get together and say, "What do we do

about this?" There are two things you can do. One thing is you can tax those two guys 80% of everything they catch and give it to those other eight guys. Which is, in essence, what we've been doing since 1930 to about 1980, we tax all the guys making money and give it to all the guys who don't have any money.

What did it do for those eight guys when they got the fish for nothing? They said, "This is great, we don't have to do anything. We got the same amount of fish." But it didn't make them productive and it doesn't do anything for their self-esteem. And in fact, the economy suffers from it. The other thing you could do is you could say, "Here, you go build a bigger boat so we can get to that other island and trade. You build better schools so we can educate our children better and improve things. You sit down and invent some things that we can use around here to make and trade with those other islands. You do this, you do that," -- you make those other eight guys productive. If you made those other eight guys productive, the Gross National Product of that little society would expand immeasurably. So why is there unemployment? Because we have a growing technology today. Computers are replacing people wholesale. What we always feared they would do.

Well, they're not really. They actually create more jobs if you take a look at the kind of jobs they create. It's just that there's nobody trained to fill those jobs, so what happens is the dishwashers who can't operate computers have a real problem, but they can maybe step up to the next level. In essence what Pilzer describes is how we deal with unemployment is we train those people to fill the kind of jobs that make it a productive society.

I'm going to try to tie this in with advertising. Solutions. I think the solutions are knowledge and information. The products are paper and ink, audiotape, videotape, and computer media. What is that? Paper and ink – Bill Myers just gave you a perfect example. You could put together a book that costs you about a dollar that you can sell for \$20, \$30, \$40 or more. That's like turning lead into gold, isn't it? I mean, really? You can take an audiotape, which may cost you 30, 40, 50 cents and sell it for \$15, \$20, \$30. Sounds to me like turning lead into gold. Videotape, same thing, a \$2 videotape that can be sold for \$40. Computer media. You can take a 25 cent diskette and sell that for \$50.

What makes it possible for me to do something like that or any of us to do something like that, is the fact that people will buy it only if what they're going to get on that stuff is valuable to them. Remember when I said the *Robert Collier Letter Book* provided a valuable service? You should get a product that provides a valuable service to your customers. They're only going to buy that, and it's only worth that differential in price if you put something that's so valuable that it will make them a lot more money than they are giving you for your product.

And that's the secret of that whole thing, which we'll get into in just a little while. The greatest money-making secret of all time, what is it? It's have a proprietary product or service, which we discussed before. How do you do that? The government, oddly enough, in its foolishness has actually given us some help on this. There's patent protection. There's copyright. There's trademark protection. You can franchise something. Other ways that the government does not help, but you can use, is exclusive territory. If you have an exclusive territory for a product, it's kind of like having a proprietary interest in the product. Even though it may be owned by someone else, you may give a piece of it to somebody else, but it's your exclusive territory.

McDonald's franchise, you know there's not going to be another McDonald's opening up next door to you. You've got the exclusive territory in whatever it's defined there.

Unique selling proposition. By defining something that's unique to your product, even though other people may have it, the customer may not know that other people have it and by you giving them the uniqueness about the product, you're basically telling them why they should buy your product rather than somebody else's product. In essence, it gives you a little bit of exclusivity. Not as good as having a totally proprietary product, but if you can't make your product totally proprietary, at least give it some unique selling proposition that no one else is giving it.

Reason Why. Tell people the reason why they should buy from you rather than someone else. The reason why they should buy your product rather than someone else's product. I'll tell you how this works. There was a survey done, a bunch of psychologists got together and they said, "Here, what we want you to do is – there's a long line at the Xerox line, we want you to take these papers and go over to there and ask the person if you can cut in. And what we want you to say is, 'Excuse me, I need to do this real fast, can I cut in here.'" And there's a long line. Well, most of those people didn't let them in the front of line. But what they found out is that if they said, "I need to get to the front of this line because I've got something important to get copied," it went from about 20% letting them into the front of the line, to about 80% letting them in the front of the line. They said, "Ah! We found it." You're giving them a reason why.

And they even went a little further and they said, "Give them a stupid reason why. We want to know if it depends on what reason you gave them." And they actually found out there wasn't too much difference between giving them a good reason and giving them a bad reason. It's just giving them a reason, period. So give people a reason why they should buy your product. Make it as good as you can, obviously, but at least give them some reason why they should buy your product.

Preemptive selling is basically – one of the things Claude Hopkins did, and you can read in his book, is he took Schlitz from the number fifth or sixth beer company to number one in about six or eight months, by merely telling people that all of their bottles were steam-cleaned to prevent fermentation, which was a concern in those days, because of poor refrigeration I suppose. And the bottles that Schlitz used were perfectly free of anything because they steam cleaned them. Well, everyone steam-cleaned their bottles in the beer industry, but Claude Hopkins was the only one who told them, and no one else could come out later and say, "Oh, we steam clean our bottles too," because it would like, "Hey, we found out Schlitz did it so now we do it. We're copycats." That wouldn't have been good, so no one did it.

Getting back to the proprietary issue of copyright, which I think is great because a copyright gives you a license to market your product for your life plus fifty years. So, it's not only something you own, it's something you can even give to your children. Or your heirs. And they can run it for a another fifty years if it's not restricted to a particular time period.

How do you get information on copyright? The copyright office provides an interesting circular called *Publications on Copyright*, Circular R2, and you can get that by calling 202-287-9100. It's the forms and circular hotline, you leave your name and address, and they will send you this

publication which lists some very valuable publications about what copyright is all about. What the fees are, etc. etc. And that's a valuable service the government provides for you.

So what are the best products to sell? Well, I think, like I've just mentioned, information alchemy is what I call it. These are the paper and ink, audiotape, videotape, and cassette. Computer diskette. Also CD-Rom. Everybody know what CD Rom is now? We know what CD Audio discs are about, well now you can save hundreds of books worth of information on a little CD Rom and access it on a computer. Some exciting things are going to be happening with that. The cost of that CD Rom to the manufacturer is \$3 and you can sell that for anywhere from hundreds of dollars to – some are sold into the thousands of dollars.

Here's something new. It's an alchemic product that I just have the really fall into. I've had this machine that's capable of producing slides from a computer. Producing a slide show. Very professional. And it had a video jack out that you can tape the whole slide show on a VCR program. Well, a lawyer client of mine said, "I want to increase my business." He does unemployment compensation law, and he's an expert at it, and I said, "What's the best way you do business now?" He said, "I get most of my customers by seminar. I hold a seminar, they come to the seminar, I get a few customers out of that, it works pretty well."

So I said, "Okay, what we're going to do is we're going to take the slide presentation you did on your seminar, we're going to put it on to videotape. Now, at the back of the room, at the end of the seminar, you say, 'If you want to review the information we've gone over' -- because people very often walk out the door and forget -- 'you can buy a videotape of this entire slide presentation,'" with good close ups of the slides, because it's very readable. It's not like a camera taking a picture of a slide, it's the actual slide on the video screen.

And how we're going to do this is very easy. You go into a radio station and you record an audio tape. You put your slides in front of you, and you do your whole presentations to the slides, but just the audio portion. Give it to me, we get the thing, do the slides on the computer, match them together and you have a slide presentation which costs very little to produce, and he gets a videotape that can be sold – not just at the end of the seminar, but also can be given out through magazine and newspaper ads, can be sent to people who can't come to his seminars because they can't get a babysitter, because they are working then or whatever.

It's, I think, an interesting alchemic solution. This is the kind of thing that I think you ought to be looking for. It makes the job easy to do, less expensive. That's, in essence, alchemy. Another thing that we can do that I came up with is IBM screens – PC screens on video. The guerilla marketing network does real well with the Amiga doing this stuff, but the problem was the people who had software, they wanted to do a videotape, and they wanted to show the screens on their IBM PC, couldn't do it with the Amiga equipment. There's a new product that's just come out that's a professional quality deal that's not too expensive. It costs \$10-20,000 to do this, now it's come down to \$2,000.

Look for technological breakthroughs which make it possible for you to deliver a product less expensively, in a new kind of area, that wasn't able to be done before. Now for very little money we can take that training video that can include those IBM PC screens and do it very inexpensively. For instance, if you have a Lotus freelance graphics slide show, you can do that.

You can send me a diskette and get back the slideshow on videotape of all of that slide presentation. Because not everybody has a computer to run their slide shows on. Same with other software. Virtually any software on a PC.

Another example. Let's say that – this is okay to have a proprietary product, but you can't spend enough time – you want to make money now. How do you make money now? You'd like to sit down and write a hundred reports to sell, but that takes a lot of time. What do you do? Well, instant publisher kit. If you all look on the inside front cover of your catalog, you see there's an instant publisher kit. For less than \$200 you can get 82 reports you can sell to people for \$2, \$3 and \$5 a piece. You get the whole rights. Like Bill Myers will sell you his video opportunities there. Excellent. Or that's one opportunity. Reports as well. You can get into business tomorrow. Look for alchemic solutions which do things like that. They give you licenses like this, like Bill Myers' license, like this instant publisher kit. It can give you the ability to get into business overnight. It's not totally proprietary, okay? And you want to eventually write your own reports. But how long is it going to take you to write 80 or 100 reports? In the meantime you can instantly get into the business, and then be writing your 80 or 100 reports as the cash comes in from that.

If you didn't get a catalog – are there any more catalogs back there, Dean? If someone has an extra one, hold it up. Because I did hand out some catalogs the past few days. So some of you might have doubles. How to sell your product or service. So we have all these advertising direct mail press releases basically. And what you want to do with your copy is “Salesmanship in Print.” Well, I believe in do it yourself advertising. I thought I'd get a little graphics in my presentation. Put a little face in there. That's about the extent of graphics I do, folks, so don't expect too much. Can someone get me a glass of water?

What's the fastest way to become an advertising expert? What was that? What do you want in it? Just water please. The fastest way to become an advertising expert. The Halbert Letter is one. One thing that I like is that the news track advertising tapes, what I did – when I first got though, which was long before I carried them. I listened to them every day. And when I finished the whole set of tapes, I listened to them again and then again. And then I waited for about a week or two and listened to them again. A friend of mine did his PhD thesis on some little known theory that they'd never teach in school, which basically says if you space the amount of time you have access to a piece of information, and continually increase that space, you'll retain it longer.

I listened to the news track advertising tapes so many times, I could quote all of the Claude Hawkins book and Albert Lasker book and et cetera. Listening to tapes is alchemic because it doesn't take time away from your schedule. To read a book you have to sit down and devote 100% of your time to it. To listen to a tape, you put it in your car and you have to drive anyway. So you have to spend the time and this you can be learning as well. *How to Make Maximum Money* has another good way – there's an article in there from one of Gary's newsletters about how to clone yourself in your advertising and the reason why advertising is the basic “Salesmanship in Print” description.

[Audience: Inaudible]

I'm sorry, those are my notes. Those are the books I mentioned earlier that are mentioned in Halbert's newsletter. The essay *Scientific Advertising*, the *Robert Collier Letter Book* and *Testing Advertising Methods*, et cetera. Yeah, that's in the catalog, you'll find out stuff about that. Okay, I'm going to give you a super-quick course in copywriting. Okay. The number one challenge of all advertising is -- James Webb Young, considered to be one of the greatest copywriters of all time by David Ogilvie, said, "Every type of advertiser has the same problem -- to be believed. The mail order man knows nothing so potent for this purpose as testimonial. Yet, the general advertiser seldom uses it."

Believability, I think, is one of the most important things. How to solve the number one challenge of all advertising is believability. Testimonials is one. How many times to do we forget using testimonials? You can do it with endorsements, sworn statements, copy of bank deposits, notarized statement certifications. These all are forms of testimonials as well. Reversing the risk means don't let your customers take the risk for the product.

If you have a good product, and you should have a good product, otherwise who was it that said if you don't have a good product then get one? Do that. I think it was Dan Kennedy. The way you reverse the risk is you give them a guarantee so that if they don't like the product and some people will be unhappy with it even if it's a good product, don't worry about that, you want to make sure it's the best product you can make it, but at least give them a guarantee because if they're dissatisfied it's better to give them their money back.

You can have them do a post-dated check or COD is a form of reversing the risk, because people are afraid if they send you money, they won't get anything. And sometimes you can do it on account. Test these things. Sometimes they don't work for one product, but they work very well for other products.

Prove it to the reader. Give them samples of your product if you can. Put demonstrations in your ads. Show before and after pictures. People want to see the difference in weight loss advertising before and after pictures work real well. Focus on the reader. WIIFM. David mentioned it. What's In It For Me? That's what people want to know. Benefits versus features. What is a benefit? A benefit is something that is of value to the reader. Your customer. Your prospect. Not a description of the product. It features a description of the product. Make it real. Use specifics. Exact figures. Photos versus drawings are better because it's more real.

I'm going to short circuit some of this because we're running out of time. But as far as the what's in it for me thing, Charles Mills of OM Scott Company, he's no longer alive, but he was the CEO, said a good many years ago, "We found that people are interested in their lawns, not our seed." And that's what you need to do. People are not interested in your product, they're interested in what it will do for them. Keep that in mind.

One thing I want to briefly mention about an old formula. Anybody ever hear of AIDA? The AIDA formula? Attention, Interest, Desire and Action? Well, people think that's a writing formula, and I just want to correct that slightly. It's not exactly a writing formula, it's a formula of what happens in the mind of your prospect. First you get their attention, then you interest them in your product, then you build up a desire for your product. And then you make that so strong that they have to get it, which means they have to act on the information. Anything less than that,

just getting their attention won't do it. David Ogilvy says in his book *Ogilvy on Advertising*, he said, "If I wanted to just get attention, I'd show a picture of a gorilla in a jockstrap. That would get their attention, it wouldn't sell our product, though."

Build their interest. Complete the whole thing to action. That's why you ask for the order. Going part of the way up that scale doesn't do it. Okay, mechanics of good copy. How do you write good copy? One of the techniques I use to generate my information, idea generation, is something called mind-mapping. And this is just an example I used with how to write copy. You just draw a circle in the middle with your subject, and then just draw a line off and whatever you think, you connect with it.

For instance, how to write copy. I connected the Halbert '87 newsletter. The various books over there. I'm just connecting it. There are no rules here. You just connect it and whatever seems to connect to something else just draw a line with it. It gets it all out on paper and gets your ideas out before they have a chance to stagnate.

So real small basics about copy. What should you do? Don't reverse type. If people liked to read reverse type, the *New York Times* would be printed in it. Fonts, use serif rather than sans serif in most of your stuff. And here's the difference – I don't know if you can see that, but that turbo scripts thing is a sans serif type. Which means it has no curlicues at the end of it. Helvetica typeface. Avant Garde, these are two sans serif type faces.

The serif type faces are Times Roman, your typewriter typefaces and these various ones over here.

Audience: inaudible

Carl: Serif is the one that you usually use because it's the one people – it's the easiest for a human to read. The post office machines read sans serif better, but then they're the post office you're not selling to machines. Upper or lower case? If you put something in all upper case, it's hard to read. Studies have shown that the information in type is contained by the variations and you get more variations between type if you use upper and lower case rather than all upper case.

Look at a letter typed in all upper case and you'll see what I mean. It's nearly impossible to read. Drop initials increase readership by 13% according to studies. *Ogilvy on Advertising*, that's a quote from there.

Audience: Disruption

Carl: Okay. We'll get to that, I'll show you an example of an ad. Let me do that right now. I'm glad you guys are here to catch me on these little faux pas. Trying to rush you kind of forget some of these. Here's one of the most famous ads of all time: "They laughed when I sat down at the piano." You see that "A" there? It's a bigger initial that drops down below the line and covers three lines. That's a drop initial. Something as simple as that. And the reason is because it makes it very easy when the reader is scanning this to just very easily drop down to that A because it's big.

If you look at the *National Enquirer*, you'll notice that the headline's big, they have a sub headline that's a little smaller. When you start reading the ad, the type on the first few paragraphs are bigger than the rest of the story. They easily draw you into smaller and smaller type until you're reading the smaller type. If they started with the smaller type, they found they'll lose readership.

How to add excitement to any advertisement. Anybody want to know anything about that? Okay, quickly, this is original material here, really good. Uncover a myth in your letter or advertisement. Disclose a secret. Reveal a little-known fact. Correct a misinterpretation. Give a secret or little-known resource. Tell an amazing story. These all increase excitement, interest, desire for your product.

To be real short here, so we won't do the whole thing. Dean? Could you start passing out that other letter? I wrote a letter that I'm passing out to you for two reasons. One is I'd like you to order what's in the letter eventually. But the other thing is I'd like you to use it as an example, even if you have no interest in the product, keep the letter as an example of the mechanics of good letter writing. I'm just going to briefly go over some of the things here and then we'll end off.

The headline on this. The headline is the most important part of a sales letter. This is sales letter writing by the way. There's advertising, which is magazine and newspaper advertising. And then there's sales letter writing, which has some differences in it. If you'll see, one of the things that I do in a letter right now, is I put the headline in what's called a Times Roman. It's a typeset font, that's not typewriter font if you'll notice that. It's big, it's about 18 point. I use anything from 18-24 point. In other words, it's big. The headline's the most important part of your ad or sales letter. The first thing they see. It has to contain the whole proposition.

In this one it says, "If you would like to write direct mail sales letters that could make you rich, then here is a 100% guaranteed way for you to learn in the shortest possible time. That's the proposition, That's the exact benefit to the customer. If they have no interest in this, then they ought to throw it away, because they're not interested in reading this thing. And guess what, this is a 29-page letter. If you have no interest in this product, nobody's going to get past the first page.

But if you have no interest in this product, they're not going to read a one page letter either. So put the benefit right up front in the headline.

If you'll notice, the body copy starts – I believe that you should have – when you write a letter it should look like it's typed. People get successful results with typeset using Times Roman. That's okay. I prefer the letter look because I think it looks more like a letter. It just gives a natural letter feeling to it. But other things do work. Times Roman does work here if you have a good message. That's more important than the type face. By all means, never use sans serif type in your body copy. If you ever use sans serif type, you restrict it to your headlines and sub headlines. But never, ever use it in your body copy. It's really difficult to read small, sans serif type. Don't listen to the graphic artists. Every once in awhile there are subheads that break up the letter. On every page there's some subheads. Here you go. That's nearly \$50,000,000. Okay? They expect your letter will make them a lot of money. These are points of interest.

Bullets. Bullets work real well. There's a good way to write bullets and it's like writing headlines. Get a bunch of bullets that are very good to you, you think they're extremely good bullets and use them as idea-generators for yourself. Use my bullets here. I have 111 effective direct mail appeals. Well, maybe if you're selling a diet product you're going to give them a report that says, "Seven Ways to Lose Weight While You're Sleeping." Or something like that. It stimulates your interest in the whole thing.

If you follow through you get to the guarantee. You'll see that there's a guarantee in there that if you're dissatisfied with the product -- in this letter I basically say I'm going to teach you to be a copywriter and all the reasons why. And at the end I say if we're finished with this, and you write an ad, and you're dissatisfied with the results, you get all your money back.

Your guarantees should be just as good. The guarantee is integral to your whole offer. It can make the whole difference between it working and not working. If you've got a good product, guarantee it. If you don't have a good product, you have no business selling it anyway, so it doesn't matter. It probably won't work in any case.

Don't be stingy on the guarantee. Some clients that I've had have said, "Well, gee, I don't know if we can do that -- we'll get all sorts of returns on it." Well, they're probably going to get much fewer returns than they think they're going to get and if the product's that bad, then I probably don't want to write their copy for them anyway, so it doesn't matter.

Thank you very much.