

## Titans of Direct Responses 9-11-2014

\*\*Book signed

Brian Kurtz

Talked about Marian Rivera the pitcher (played after Sandman)

Competition is Co-existent:

The only things worth talking about, are the things you can't talk about

- Martin Edelson
- "If there's a moose on the table, call it"

Co-w-Grecll (?)

There are no sales letters that are too long, there are no sales letters that are too short. Only sales letters that are too boring.

"Copy Cub" - Paris

Roy Fur - wrote copy for sales page.

Four Pillars for being Extraordinary - based on Martin Edelson

1. Outwork everyone! See what other stores AREN'T doing, and do more.
  - a. Jerry Rice story - "Every time these hands touch the ball, this body gets to an end zone"
  - b. Jerry sprinted each time, everyone else did half effort
  - c. You "retire" from people you don't like, and things you don't like doing
2. Have Insatiable Curiosity  
Curiosity Formula  
Dream+Opinion(?)+Measurement= Direct Marketing Success  
"Reading books cover to cover is overrated, but reading is not"  
"Consequential Thinking" - How people dissemble a letter  
-and-  
Logic lines.

Only surround yourself with the smartest people

If you're the smartest person in the room, you're in the wrong room.

The title: "The Monthly Bulletin of the Hundred Million Club"

"The Boardroom Dinner"

Book: Networking Magic

Idea! Throw a board room dinner. Nominate ice bucket style next dinner host.

"You only go through life once, so you might as well be the world's best."

It's always about saving lives!

"We're selling \$100 million/year but is it making a difference?"

Give gifts. Least cluttered inbox.

"Life is long"

Martin (Marty) Edelson 1929-2013

Dan Kennedy 9-11-14

Friends with Joan Rivers for 22 years

- Howard Stern vagina joke start Joan Rivers monologue
- “A disrupt interrupt” when you want attention but mood is wrong
- When learned copy: 4 pieces of paper you get \$500
  - Not billed less than \$2,000,000/year in 42 years

---

Page 41 in his book

He’s using an overhead projector

Barely competent copywriters:

- Focuses on typical shit: Products/Services/Features
  - Can always spot an Olgivy guy, a Halbert guy, etc.
- Pg 39 \* When starting = Focus on the buyer, not just the features.

1. It takes extreme measures to make people act contrary to their realisms beliefs, self-image, habitual behavior.
  - Clerk goes away after asking “
  - Normal behavior is

2 titled of copy – Product & emotional manipulation

- You come because of emotion, Not faith.

Security alarm: example. Nice & easy. –Park & Scary (?)

Farah Fawcett picture

- Predetermined by lust and by Dean’s car.

“The secret was none of us wanted a divorce on the same day.”

Farmers think each other’s pastures are better.

- Everyone has greener pastures...when looked at from afar.
- “Cheap to keep”

Be taller ad: The men’s version of the padded bra

- Deals directly to the man’s inadequacy issues

Chiropractor: Worst thing you can say to chiro: “A real doctor...”

Most writers would with features. More money. More prospects.

- But doesn’t make them FEEL.
- Need to cut to what PISSES THEM OFF

Hearing Aid Ad: Made it about WWII veterans. He was hero and getting hearing aid is act of courage. Doesn’t matter if it’s got fancy dials, etc.

Rick Perry ad: They talk stupid numbers. Rick Perry appealed to “escape.” Moves people.

Proactive: Appeals to emotional, not technical side

Ad: "Renegade Pastor" "most pastors won't like this."

Random Neville Thoughts

Internet Age:

- Ratings by thousands of un-biased reviewers
- Results matter more, and more

Used to be

Before: 100% of info about product from seller

Now: 30% info from seller, 70% youtube/FB/amazon/etc.

Noah: New way to scam/manipulate and how to set everyone else to say good things

Google: Homestate oil swindle -> Book

\* "Big Money in Big Chunks"

pg 205-206 Progressive sequence of agreements

20 minute consult + all bonuses = 2,000 or 4,000

Actual pitch wasn't that good.

Trump asked him what 3 books he's reading

### **How to sell almost a billion dollars worth of product**

Arthur Jikison, Erik Katzweil, David Deutch, Paris Lynda Popolis

(?) Door-to-door selling, write like that's who you're talking to.

Mindset of a great Kopywriter:

- Most important: mindset you're in
- "The copy needs to make you vibrate." Happiest, sadness, worry, etc.
- Ogilvy: "I'm a terrible copywriter, but I'm a great editor."
- Need to know what's news to them and what's old.
- Read chapters 1-3 of Breakthrough Advertising
- "Tonight we drive Italian style, what behind us doesn't matter"
- "The more a client messes with your stuff the lower the response" Eric
- "If it's legal, we'll run it" Marty
- Your headlines are already in your copy
- Harry Kissinger story - "make it better" 8 times -> "Ok now I'll read it"
- 900 bullets for a package, 100 make it
- \* Videos on Kickstarter are often best videos. Genius!
- Fascinations: Bullets that create curiosity.

Best books

- Great Gatsby
- Napoleon Hill: Keys to success

New contents: Easier to help someone already going

How do you hire a copywriter!

Idea: make a book for felix(?) called "Do everything Neville says"

## Gary Bencievenga

\* Listen to CD with Gary interview

- \$400,000 month royalties from one mailing

“How to beat the control and achieve your life’s greatest desires asking “The secrets of the red shirts”

The secret of the red shirts

- Billionaire story -> spotted 30 red shirts
- When ASKED to spot ref shirts now, easy to spot.

Intention facilitates perception

- Improve your brains to set hunting ability.

What if...

- We chose the color of the shirts
- We chose the amount of time you get to count
- We can beat the control by 25%
- How will I double my income in next year?

1. “A goal properly set is halfway reached”

2. “Define your intention with great specificity”

3. Your self image is the key to achieving any goal and living a life without limits

- Dr Maxwell Maltz: Book! Psycho-Cybernetics
- Young guy lifting weights example. He allowed himself to see himself in a new light. So already more confident.

4. First in mind, then in fact.

5.

6. Set some time aside every day to visualize your main intention as it is already achieved.

- At 17 started writing for Insurance Company
  - Listened to Earl Nightingale
- Beating the control was the summit of copywriting
- “Rule of 250” – everyone knows 250 friends
- \* Once you find what you’re trying to sell. You’ll see the red shirts everywhere (\* Need to find)
- Allowance(?) example: if son did something bad, take away allowance.  
This company makes \$35mil/year. Lets talk 2 mostly allowance.(?)
- “We are what we repeatedly do. Therefore excellence is a habit.”
- Red Shirt Secret #1 Capture the “bookends” of your day for massive progress toward your intention.
- Red Shirt Secret #8 Harness your “Hour of Power” is service of your transformation. That part of your day.
- “If you’ll spend one extra hour a day in your field of choice, in 5 years you’ll be a national expert.
- Red Shirt #10 Keep a sign on your desk: “Is this my #1 goal?”
- Red Shirt #11 Don’t FLIT
- Red Shirt #12 Multitasking is fools gold

#13 Specialize!

#14 Put the laws of probability on your side.

- WhichTestWon.com

#15 A gifted product is greater than a gifted pen.

#16 Headlines and subject lines are your bedrock of success.

#17 Aim your message at your “heavy users”

#18 Develop a bustling “farm team” of hot new headlines, subject lines, premium titles, and product ideas.

#19 Refine and refine your process.

#20 The Bencievenga

- Products, desire and needs are y our time market

5 Exits of Escape

- No time
- No interest
- No difference
- No belief
- No decision

#21 Keep it simple with Kaizm(?)

**Ken McCarthy** [ken@kenmccarthy.com](mailto:ken@kenmccarthy.com) 845-344-7309 @kenmccarthy

---

Corey Rudell?

T-shirt - There are two secrets to life

1) Never give away all your secrets

1 year in internet is 7 in normal industry

- Brutal and fast business

Un-planned Education

- Sprinting track

Google Story: Larry and Sergey were the ONLY two guys to go through every single “best practices” seminar in an incubator.

Web desion(?) Basics list.

Domain + Phone number + button + hours, etc.

Keep adding

First do what’s necessary, then do what’s possible, then do what’s IMPOSSIBLE”

-Francis of Acsis

Book! “Fooled by Randomness” – Talib

The system formula = Traffic + Conversion

Three stages of business

1. Wander in Wilderness
2. Hair on Fire
3. Exit

Successful products have THREE creators!

1. Engineer
2. Salesman
3. Customer

Warren Buffet's perfect investment

- Castle, on a hill, surrounded by a moat.

Consideration

- Market selection
- Always be #1 in your niche

Cash maiasom(?)

- Take money off the table, and keep it far.
- Nothing works with boring returns
- "If I lived like a millionaire, I wouldn't be a millionaire"

All people have problems, successful people solve theirs - Earl Nightingale  
Greatest Treasure: Character.

## **Perry Marshall 9-12-14**

---

80/20 Rule Book

\* Star Principle: Only go into a market that's growing at least 10% a year.

- Can apply to which clients you take.
- Can apply to which companies you invest in
- Can apply to which business you start

\*\* Star Principle 2: Only invest in the #1 star player.

\*\*Star Principle 3: If you're not #1, redefine the niche so you CAN be number 1.

- USP

Idea: In conf like this, have hour sessions where everyone works on the ideas they got from sessions.

## **Jay Abraham 9-12-14**

---

"Preeimence! Up Close & Personal with Jay Abraham

"I wanted to be seen as THE most trusted advisor on the market, so I will probably have to give advice that they may not like, or that can jeopardize the sale.

Break business into 2 categories

1. Maximize whatever works
2. Use increase in revenue to multiply strategic leverage.

465 industries

- Would look at industry and apply practices from one to the other.

Hopeless and insatiable curiosity.

- Book! "A technique for creating ideas"
- Brain was created for solving problems.

- If you don't understand Socratic interviews, shame on you.

READ ABOUT Socratic Interviews.

Australia Story: Lounge population control systems.

- If you wanna be the most interesting, be the most interesting
- If you wanna be the most loved, be the most loving

65 years old

"Slow down to go faster" Nice!

Money the free live(?) – his views Doesn't like it as much.

Mention how much wii

"Free report for you"

-VS.-

"We spent 20 days making this, we'd like to give it to you no charge, but we hope you understand we expect you to

"We are going to share our intellectual property, we usually only share with our highest net worth individuals."

NEV Thought: "Someone is finally "over" something when they stop thinking about it. Not when they SAY they're over it."

Does a lot of teaching in BRICS nations (Brazil, Russia, India, China, etc.)

- They are missing the link of critical thinking

Candy company story + candy store says – buys him pair of shoes

- Everyone said "buy our candy" ...but had no "because..."
- 

Motocycle China Story – lawnmowers

If your hobby is fishing, would make him read a book about cake decorating. Would pull such new ideas

Mad scientist of data

Shaby Story: Everyone just asked "how do I get to 25,000??" No one asked how they could provide more value. "You can lose all your money but if you have integrity, people will still back you."

"I wish I had taken equity in deals"

"I wish I had a hobby"

I wish I had more balance"

"Humility, humanity, gratitude, more joy vicariously"

As you get older.

3 mid-life crisis.

45 minutes time, bought

"Most people are obsessed with the end result.

Biggest house, fastest car, most successful company.

Life is about the process. THIS is as good as it gets

He would want all the indulgences. Now he realizes THIS is as good as it gets.

Sit in Lobby, smile at people for 6 hours till they smile back.

\* “Everyone should be spending more time looking at other businesses”  
“Make relationships with every person who has access to the people you want.”

## **Joe Sugarman 9-12-14**

---

Punch out story -> never be over confident

2 become a super star

- Who is deeply religious
- Who has a huge ego
- Both have strong belief in either themselves or higher power

Money is an indicator of effort and work

\* If you wanna make a lot of money, focus on helping others

If you wanna be successful

- A true entrepreneur is someone who makes a fortune, loses it all, then makes it back.

Physical product is still alive

\* KopyBox

“If you’re dead you can’t be a good marketer”

When asked what he would’ve done differently he said “NOTHING”

Winstin Churchill speech: never give up

Where did you learn copy “the more you write, the better you get”

1. Passion
2. Go to trade shows to find new products
3. Buy magazines and see what ads in there

## **Greg Reaker and Jay Sun 9-12-14**

Talked about dealing with health and staying healthy

Offline – online - offline

Greg:

- Used to watch a lot of infomercials
- Noticed that all lacked integrity
- Did 225 infomercials in 25 years
  - 200 have Not
  - 10 did 50-100 mil
  - 10 did 400 mil
  - 5 did 200-700 mil

Tried to get Cindy Crawford

- Spend so much money getting her
- Totally flopped. Everyone told them it was over
- Re-wrote it THEIR way (direct response style) totally worked

The product with a GREAT story always wins.



Proactive:

- Emotional product

-

Personal Secret sauce

- Work with people with passion and who WANT to work

Julian Moore: Just wants to work. Gets renewed

Jay: Digital strategy for Gunthy Renker

Even direct mail drives to the web

“Star Wars math”

People are more distracted than ever.

77% of people watch tv is connected to another device at same time

Takes NONE of their product to retail, because then they control price, customer relationship, etc.

1 out of 4 dollars goes through Amazon.

Start conversation on TV -> close it on web.

1 out of 32 college students watch TV every day

How to reinvent direct response on the web

12-18 months from concept to completion

The medium doesn't change the principles, it reuses(?) the tactics

- Who is the audience, what do they want, what can help them.

Dan Kennedy “This is not a tv conversation, it just happens to be on tv”

Greatest infomercial you have seen?

- Tony Robbins – didn't tell anyone but a book he worshipped was “Influence” by Robert Cialdini
- Devotee to one book

It's a lot of work to keep getting new customers without recurring revenue

YouTube is #1 dominant king – where do you focus next? YouTube.

TV still drives hella traffic through

**Fred Catona – Radio/Marketing**

77% adults every day

93% of people over 12

Average time – 19hrs / week

William Shatner

Was living backyard in his trailer, not his house. They got him for \$50k

Priceline promotion was huge

Idea: sell KK on radio.

Ceo: Jay

“Get a free credit report “ Didn’t work  
Priceline – “Run a free credit report yourself” “Name your own price”  
Both have a nuance of empowerment  
Bulldozerdigital.com

#### 6-Step System Phase 1

1. Direct Response Radio Marketing
2. Trusted endorser marketing
3. Phone sales marketing
4. Email marketing
5. Social media marketing
6. Newsletter marketing

Celebs -> jack@celebritybooking.com

#### Step 3 Live Phone Sales.

- URL
- - IVR
- 

Nike=enemy=laziness

#### Every market has

- Protagonist
- Vs. (distance between is drama)
- Antagonist

1. Grabber
2. Questions
3. Establish creditability
4. Unique selling proposition
5. Testimonials

Every email you write sucks.

### **Panel – Michael Fishman, Jim Knik, Ryan Lee 9-12-14**

---

Michael – “How do our prospects feel understood by us?”

Fishman: Must speak THEIR language.

\* Sort for best sellers similar to what you do.

Then look at negative reviews

Use these words verbatim.

Knik: Superhero inside: must have a superpower

With great responsibility comes great power.

With great power comes great responsibility.

Lee: Worked in child care and saw many sick kids. Ask “What really matters” “Fall in love with your customer”

\* If you're in a niche, most find people ALREADY in that niche

- Health, Money, self-improvement = always new people available. Can get them with good copy.

Kwik: People want something to believe in and something to belong to. “The faster you learn, the faster you earn”

Beta - Awake

Delta - Asleep

Alpha - learn quickest when relaxed. Info coming in

Get in

Visualization

Deep breathing

Music: 60 bpm

Theta State – creating phase

Lucid dreaming: good

UFB -> Superheroyou.com

Forgetting Curve

SAFS Method (fast)?

S:

A: Active, must be active

F: Forget

S: State that you learn something

T: Teach it

Lee: Won't touch anything unless it's recurring revenue

“People will come for the content, but stay for community”

Everything is private FB group.

Easier to get recurring revenue on backend or upsell rather than upfront

Partner with people not like you

- He is starter, needs to find finishers to partner

- Gets done quick because has 4 kids/wife/family

Figure out where you work best. Him: Coffee shop

- Make that space ONLY for creating. No FB. No email

- Get the profit-producing activity done first.

Never assume you're better known than you are

Web! Kwik learners/learning

Leaders are Readers! GE, Bill Gates,

Ziegernig Effect:

"1" is a dangerous number

1 person, 1 traffic source, 1 customer

---

Guy shouts out: First do 3-4 small successes.

"If it ain't in the product, it can't be in the advertising"