



STUDY GUIDE

BY Joe Vitale

IMPORTANT

To begin — Please save this workbook to your desktop or in another location.

After each session we have supplied you with pages for you to record your exercises or you may want to write them in a notebook for future references.

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The Marketing Genius Mindset:

The Power of Cross-Promotions

What will cross-promotion marketing do for you?

Cross-promotion marketing can increase your bottom-line profits without your spending more money. Titans and tycoons throughout history have used this technique, which may actually be the Holy Grail of the marketing world, to make themselves rich. So have modern phenomena Evel Knievel and Cindy Crawford.

How does it work?

Here's an example. Once, when I was creating a promotional tape for a project I was working on, I decided the tape should contain an interview of me, and some music. The only problem was, I couldn't afford it! So I asked my friend Todd Silva, a musician voice-over expert, if he would interview me and write two original songs for the tape. He was delighted to do it because he knew that the promotional tape would also advertise him. He got free publicity, and I got the talent to make my promotion a success ... and it didn't cost either of us any extra money. That's cross-promotion in action!

What are three great reasons to do cross-promotion marketing?

1. **Cost** — There are usually no distribution costs in a cross-promotion partnership. For example, you will distribute flyers, certificates, or coupons for their business (along with yours or in your place of business), and they will do the same for you. This is a great way to wipe out that high marketing cost.
2. **Control** — You can control how your message is delivered and to whom. In other words, you can hand-pick the businesses you want to work with, and you can target the customers you want to reach. You have far more control than when you run a publicity campaign, for example, and can't be sure who will see your message.
3. **Credibility** — When another business hands out a certificate to their customer offering that customer something from your business, your business gets a lot of credibility. The other business has said, in effect, that you are honorable and worth visiting. The same thing happens when you hand out a coupon for someone else's business. It makes you look good because you are giving added value, and it makes the other business look good because you are acting as an endorsement for it.

Some modern-day examples of businesses working together for mutual profit ... cross-promotion marketing at work!

1. A gas station displayed flyers with directions to three local restaurants. Those restaurants, in turn, displayed flyers for the gas station.

2. An accountant, a doctor, and a lawyer teamed up for a presentation entitled “When You Hit 35: Know Your Money, Know Your Health, Know Your Rights.”
3. A furniture store sent letters to prospects offering a free dinner at a local restaurant just for visiting their showroom. In exchange, the restaurant carried coupons for discounts at the furniture store.
4. Many Exxon gas stations now have Subway sandwich shops in them. Subway reaches more customers this way and gets to cut advertising costs; Exxon gives people another reason to stop at their pumps.

When does cross-promotion marketing work best?

When you find businesses that are already serving your market and you create an alliance with them to reach that market.

This may be asking them to display your brochures if you agree to display theirs. In a more advanced agreement, you might distribute discount coupons for each others' businesses. For example, if you sell paint and the other business sells groceries, you would distribute coupons that read, “\$5 off paint—Compliments of Joe’s Groceries,” and the other business would offer a version that read, “\$5 off groceries—Compliments of Pete’s Paints.”

You are not competing with each other. You are working together for mutual profit. Win-win!

How can you use cross-promotion marketing with direct mail?

Say you want to mail your marketing materials to five thousand potential customers.

Here’s what you do:

1. Contact numerous other businesses who want to reach the same five thousand people. These should not be competitors of yours, of course.
2. Ask these businesses if they’d like to be included in a direct mailing to prospects. All they have to do is give you five thousand copies of their brochures and pay a percentage of the mailing costs. If you get ten businesses to agree, then their share of the mailing costs is 10% each. If you get five, their share is 20% each.
3. In this way, you won’t have to pay a cent in postage. For example, if ten businesses pay 10% each, the bill is covered. Your reward for putting the mailing together is free postage!

Three questions that create a successful cross-promotion.

1. Who are my potential customers?
2. Who else wants to reach the same people?
3. How can we reach our potential customers more effectively?

How can you make cross-promotion marketing work even better for you?

Keep expanding your view of your potential customers!

For example, the owner of a therapeutic furniture store originally targeted his marketing only to elderly people whose aches and pains would make such furniture necessary. But with a little coaching, he expanded his marketing vision to include injured athletes, people who had been in accidents, and even people whose lives were so stressful that they might find relaxation with therapeutic furniture such as massage chairs and adjustable beds.

In only a few minutes, he went from considering his only prospects were the elderly to thinking his products would appeal to any adult with a job in today's chaotic world!

Ten simple ways to implement cross-promotion marketing in your business right now.

1. Hang signs or posters in one another's offices.
2. Mention one another's benefits when speaking at local events, to the media, or with your customers.
3. Insert one another's flyers in your shopping bags or billing statements.
4. Pool mailing lists and send out a joint promotional postcard.
5. Promote your partners' products during their slow times, and have them do the same for you.
6. Share inexpensive ads in local shopping papers, neighborhood newspapers, or in a community non-profit program.
7. Display one another's promotional messages in Lucite stands, on counters, or in floor stands in your waiting rooms.
8. Encourage your staff to praise your partners' products or services, and mention how they can be used in conjunction with yours.
9. Give your partners' products to your customers when they buy a large quantity of yours, and ask your partner to do the same.
10. Co-sponsor an on-site event, demonstration, celebrity appearance, free service, or seminar.

Exercises

1. To answer the question "Who are my potential customers?," create a Relationships Graph.
 - Write the name of your product or service in the center of a piece of paper.
 - Take at least ten minutes to free-associate about who might want that product or service.

- As you come up with ideas, write them anywhere on the page. Then draw a circle around what you wrote and draw a line back to your product or service in the center.
- Really push yourself here. Exhaust your potential markets; then push past that and write even more target audiences.

2. Do another Relationships Graph to answer the question “Who else wants to reach the same people?” Who else serves the audiences you targeted on your first graph?

- Write “My customers” in the center of a piece of paper.
- Take at least ten minutes to write down every person, category, or business you can think of who also wants to reach your customers.
- Remember, you are looking for your allies, not your competition. If you sell furniture, you might write down carpet stores, home-improvement centers, painters, etc.

3. On a third piece of paper, brainstorm all the ways you can work together with others who want to reach the same customers you do. These can be as simple or as wild and exciting as you like!

The Marketing Genius Mindset:

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Publicity Secrets:

How to Get Attention through “Hidden Selling”

Why should you care about publicity?

In this skeptical age, when consumers are callused to high-pressure sales pitches, you almost have to use Hidden Selling as an additional way to make a profit. What I like most about this method is that not only does it help you, but it also helps other people. It forces you to think about giving, not getting. The result could be making a difference in the world while also making more money than you dreamed possible. Isn't that worth doing?

What does “Hidden Selling” look like to the public?

1. **1843.** A mysterious entrepreneur hosts a free Buffalo Hunt in Hoboken, New Jersey. Thousands of people flock to witness the “wild sport of the Western Prairies.” They have a great time, give three cheers for their nameless benefactor, and go home happy.
2. **1934.** The Green Ball is announced at New York’s Waldorf-Astoria. Highly respected figures from the fashion world are in attendance. There are green menus featuring green food; there are talks on the importance of green in the arts; a Color Fashion Board is created to promote green in clothing. All proceeds from the event go to charity. Reporters cover it and the public eats it up, all without knowing, or caring, who was responsible.
3. **1998.** *Muscle Media* magazine hosts an annual free bodybuilding contest for average men and women. They give away a free video and a free book. They ask for no money, but ask that you make a donation to the Make-A-Wish foundation, and people respond by giving more than \$423,000.

How did these examples of “Hidden Selling” benefit their organizers?

1. The Grand Buffalo Hunt was conceived and executed by P.T. Barnum. He rented the ferries on the day of the event and sold food and drinks at the show. He made money from everything people needed to get to the show: a ride, food, and drink. Weeks later, when he announced that he had done it, he received even more free publicity for his name and for his business.
2. The Green Ball was created by Edward L. Bernays to help make the color green fashionable to women because Lucky Strike cigarettes came in a previously unfashionable green package. While it is not clear how effective the Ball was in selling more cigarettes, green was the “in” color of 1934, showing how effectively Bernays had reversed fashion perceptions of the color green.
3. By promoting the idea that it is desirable to be fit, Bill Phillips, the editor of *Muscle Media*, created a larger market for his nutritional supplements and his magazine.

More modern-day examples of publicity.

1. The President of the Original New York Seltzer company plunged ten stories off a building into an air bag with his company's name on it. He lived and got plenty of free publicity.
2. Jack LaLanne promoted his physical fitness business by swimming across a lake in Japan while towing 65 boats filled with 6,500 pounds of pulp . . . and he was 65 years old at the time!
3. When Robert Allen wrote *Creating Wealth*, he claimed that he could teach any unemployed person the secrets of wealth in two days, and in 90 days they'd be back on their feet with \$5,000 in the bank.
4. When Robert Allen wrote *Nothing Down*, he claimed that he could buy an excellent piece of property within 72 hours, using none of his own money. The *Los Angeles Times* took him up on it, and he did it.
5. Red Baron Pizza flew vintage World War I planes in 13 key markets and watched pizza sales jump by 100% whenever a fly-by took place.
6. Evel Knievel made over \$50 million in a 16-year career by promoting his death-defying feats.

What is one of the simplest and most effective forms of publicity?

A challenge is one of the best ways to use publicity to get the attention of your prospects. It takes courage, but if you're willing to take the risks, you will receive the benefits.

- **Houdini** said, "I can escape from any confinement anyone can create."
- **Muhammad Ali** yelled, "I am the greatest!"
- **Babe Ruth** pointed into the stands when he came up to bat.
- **Joe Namath** said, "We will win—I guarantee it."
- **Tom Monaghan**, the president of Domino's Pizza, said "You'll get pizza in 30 minutes, or it's free!"

How can you use the media to help you create publicity?

1. Stanley Arnold thought big. He created a Treasure Island for Piel's beer, rented a castle for Gulf Oil, hired a giant to make a pitch to the Continental Baking Company, and hired an armored car to bring his confidential ideas to the American Tobacco Company.
2. Edward L. Bernays, in addition to inventing the Green Ball, induced 20 million children to use soap by creating a soap-carving contest and involving schools.
3. When Anita Roddick, creator of The Body Shop, was getting pressure from her undertaker neighbors, she phoned an anonymous tip in to the papers that resulted in a center-page feature story.

How can you get a big name to produce publicity, without paying for it?

In 1997, Dan Poynter, author of *Parachuting: The Skydiver's Handbook*, volunteered to run the International Parachute Symposium for the Parachuting Industry Association. Linda Credeur, a publicist I was teaching, was helping him organize the publicity. She suggested they create an award for George Bush for being the only United States President to ever parachute and present it to him at the convention. Linda understood that if you appeal to someone's vanity, he or she will listen to you. As a result, what would have been an ordinary industry gathering turned into a national media event, and no money was spent.

Ten proven ways to give the media news while promoting your business.

1. **Hold a contest**—People love contests and quizzes and games.
2. **Hire a band**—Live music draws crowds.
3. **Use costumed characters**—You can bring a carnival atmosphere to your business by renting costumes and letting your employees role-play their favorite characters.
4. **Hold psychic readings**—Psychic readings and fortunetellers remain popular.
5. **Bring in animals**—Animals from the local SPCA or Humane Society bring attention to your business while helping the community.
6. **Offer collectibles**—Virtually everyone collects something.
7. **Hold an art show**—Art shows grab attention (especially mine).
8. **Sponsor an event**—Contributing to worthwhile causes, like environmental improvement, will also help you get attention.
9. **Hire an entertainer**—Entertainers whether it's a local magician or a celebrity, help people feel good and bring attention to your business.
10. **Break a record**—This may seem a bizarre way to increase your business, but when you break a record, the media will say, "Joe Smith, President of Your Business, today broke a record for. . . ."

The world's oldest advertising formula—AIDA.

You must first get attention before you can urge anyone to take action. If no one looks at your ad, no one will know what you're selling.

"AIDA" stands for Attention, Interest, Desire, Action.

Your ads must first get attention, then create interest in your product, then develop a desire for it, and finally request that the reader take some action to buy it. While there may be several methods for capturing attention, they all seem to fall into the category I call contrast.

Imagine something so different, so bizarre, so unusual—something bigger and better than what people see every day—and you will grab attention. This tool is more important today than ever before. With all the competition you have, unless you do something to get noticed, you won't get anyone's attention ... or anyone's business.

Exercises

1. Come up with ways to generate publicity by creating news.

- Write down several ideas of your own for getting attention using the ten proven ways as a guide. Feel free to think audaciously!
- Wait! Are you dropping all limits? Remember, anything goes! What would you do if you weren't afraid of how you would look or what people would say? Be honest!

2. Now think of ways to create contrast. How can you make your attention-getting ideas really grab people's attention?

- Take your ideas for getting attention from the previous exercise, and stretch them to really create contrast.
- Does this give you any more ideas for grabbing people's attention? Write them down, too!

Publicity Secrets:

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The Power of the Press:

How to Make Yourself (and Your Business) Famous

How would you like to get 30,000 phone calls from prospects eager to buy?

When I wrote *Hypnotic Writing*, I sent a one-page news release to each writing magazine in the country. One day I opened one of them and found a half-page article about my book! It was my entire news release! The equivalent ad would have cost me \$1,000 or more; as it was, the exposure cost me about 30 cents!

My best-seller is *Turbocharge Your Writing*. I figured the readers of *Target Marketing* would be interested, so I sent a news release to them. The editor called and asked me if I was prepared to handle 200 calls. I said yes and convinced him to print my address in the magazine, rather than my phone number. I'm still getting orders!

I sent out a news release for one of my clients, a real-estate broker. *Woman's Day* called and asked for permission to excerpt an article from his book. We agreed, if they would print his contact information. The editor asked if we were prepared to handle thirty or forty thousand phone calls! We said we'd handle them.

How do you write a news release that works?

Offer the media what they desperately want: news. My own study reveals that up to 80% of what you read in the papers was planted by people who sent out news releases seeking publicity! Help the press, and they will help you.

Sending out a release is easy. First, think of what your prospects read. That's where you send your release!

Remember, newspaper and magazine articles, reviews, and editorials are trusted, and everyone knows you pay to run your own ads. What's more, everyone assumes that a story on you is an objective and factual report. Therefore, news stories supplied by you are more powerful than ads simply because they are read and believed over anything else in print.

Three shocking facts about news stories.

1. Most news is planted—up to 80%! Think of it!
2. Papers desperately need news items. Publishers print huge newspapers every day, sometimes twice a day, in every city in the country! They have a lot of pages to fill! They need your help!
3. There's no cost to you for this publicity. A full-page ad in *Newsweek* would cost you about \$50,000. A news feature there costs you a stamp! If you use the Internet to send your information to a wire service, it costs you NOTHING!

Is it easy to get a story on you in print?

Yes! A few days into 1997, CNN broadcasted a story on British tycoon Richard Branson, head of Virgin Atlantic Airways. Why was he news? Because he was attempting to be the first person to fly around the world in a hot-air balloon. The media showed him at his launching pad with his balloon. What was plastered all over the balloon? Signs advertising his business!

How did the media know what he was planning to do? He told them!

The three ways of getting a news release written.

1. **Write it yourself**—Start examining news stories and see how they're written. Most are short, to the point, and easy to follow. Most have the important facts in the first paragraph.
2. **Hire someone to do it**—There are many copywriters, ex-reporters, and wire services who will write a release for you. It may cost more, but you'll have a top-notch story to offer.
3. **Convince a reporter to do it**—When you read the paper, note the bylines. Call the paper and ask for that writer. Offer to take him to lunch or send your release. If you can nurture a relationship with a writer, you may have an ace-in-the-hole for getting free publicity.

How do you get the media to pay attention to your news release?

1. **You might have news**—That means you're doing something that the media would consider a "good story." If you just invented something, that's news!
2. **You might invent news**—When Evel Knievel said he'd jump a canyon, he created a story!
3. **You might attach your story to existing news**—If there's a holiday, have a holiday sale. In other words, try to ride on the coat tails of something already happening in the news.

How do you structure a successful news release?

Use your business letterhead. Under the letterhead, on either the left or right, type "NEWS RELEASE." Then type the name and phone number of a contact, which can be you or one of your employees.

Below that, in the center of the page, maybe a third of the way down the page, type a headline.

Remember to make the headline newsworthy; that's what has to really grab the editor's attention. A few lines below that, begin your release.

Editors are used to seeing releases double-spaced, so you should probably double-space. Give the facts: who, what, when, where, how and why. Present the key facts in order of importance. The following paragraphs should fill in the details and complete the story. At the very end, give your name and address and say, "For more information call [your number]." That's it! You've written a killer news release!

What's an example of a successful news release?

Jeff DeLong came to me in 1998 to help him promote his line of greeting cards to be used for ending a relationship. I advised him to send out a news release right before Valentine's Day, with the headline: "50 Ways to Leave Your Valentine (or Anyone Else); Unusual Cards Don't Greet, They Say Hit the Streets!" He did twenty radio interviews the day his release hit the media! Why was this so successful?

1. **There was news here**—Jeff's greeting cards were newsworthy in and of themselves.
2. **We tied it to current news**—Valentine's Day was right around the corner.
3. **We distributed the release to select media**—Jeff hand-picked the contacts he most wanted to reach. Don't send artillery news to an anti-gun newspaper!

Exercises.

1. Write down news angles for your product or service.

Many companies tie their business to existing events, like having a "Fourth of July Sale" near the Fourth of July. What's happening in the world right now? What's happening in your community? How can you associate your product or service to that current news? Write down ideas that tie your business to current events.

2. Now you'll be drafting a news release that follows a format and models the example given earlier.

- Write down several eye-catching, intriguing headlines. You must snare the editor's busy eye!
- What's the real news? Deliver it in a compelling headline!
- One reason people read the *National Enquirer* is its hypnotic headlines. You really can't avoid reading an article that begins, "Baby Eats Own Head!" How would a reporter for the *National Enquirer* write a headline for your business? One of my own secrets to writing a terrific headline is as follows: "NEW FEATURE GIVES BENEFIT," where "new feature" is some aspect of your product or service, and "benefit" refers to what people get from using your product or service. With this formula in mind, write a few more headlines.

3. Now you need an opening paragraph that grabs attention. You might open with a quote, or a statistic, or an unusual statement. All need to be relevant to your story, not just used to grab attention. I try to write a single line that pulls readers into the next line. What might you write?

- Now write two or three lines that give the who, what, where, when, why, and how of your story. If editors use your story, they'll cut it from the bottom up, so put your key facts first.
- It may help to write your key facts down first, then weave them into an interesting one- or two-line paragraph. Write the who, what, when, where, why, and how down now.
- Now pull it all together into one compelling paragraph!

4. Expand on the facts. Now you can write several paragraphs to expand on the key facts from above.

- Use a quote from a key figure in the story.
- Give a relevant statistic.
- This needs only one or two paragraphs, and this will end your release. Try it now!

The Power of the Press:

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The Power of the Press:

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4. Expand on the facts. Now you can write several paragraphs to expand on the key facts from the previous page.

Thrills and Chills:

What People Will Spend Their Last Nickel On

How can you feel joy in fear?

One Saturday night I happened to catch a show for the first time, called *Superboy*. The episode that I happened to catch turned out to be pretty remarkable. Clark Kent was remembering himself as a little boy, talking to his wise old aunt. His aunt had traveled all over the world, and she was telling Clark something that seems to me to be a bottom-line secret to doing business today.

She said, “You can feel joy in everything in life, even fear.”

He asked how, and she explained, “Sometimes don’t you get so caught up in games that you forget it’s a game? And sometimes you start to get scared because somebody might shoot you as part of the game, and you really feel a certain thrill that comes from being afraid? That can be the way life is, too. Life is really a game. We just sometimes get caught up in it.”

To me, business can be a game, too. It can be your secret for attracting million-dollar customers, and it can be a fearless way of life, a path for you to grow and prosper in many different ways.

How can you have a good attitude?

I was sitting at a fast-food place in the mall, and I heard a guy complaining that his boss had said that, while he was a great worker, he sometimes had a bad attitude. He said, “Well, how can you have a good attitude when you deal with people who are really nasty to you?”

I couldn’t help but think, “That’s how most of us feel in business.”

I really think the key to satisfying customers is in not waiting for the customer to change. If we wait for lovable customers to come to us before we act lovingly, then there’s no challenge. The good news is, you only have to love your customers temporarily—as long as they’re in your office, or as long as you’re doing business with them. Remember that: it’s only temporary.

Why should you love people who are aggravating?

Look at it this way: if just one customer of yours walks away unhappy, for any reason, that person will tell—on average—about 12 other people. Those 12 people will then tell about 6 other people. Your one unhappy client just became 85 unhappy people.

Now assume only 25% of them never buy from you. That’s only 21 people. That doesn’t sound too bad, right?

But let’s assume that each of them would normally spend \$50 with you. That translates into a loss of \$1,050 per week, or \$54,600 per year, or \$546,000 over ten years!

I don't know about you, but \$546,000 is a lot of pennies to lose over one unhappy customer!
In short, you'd better love your customers. It means everything, if only to your bottom line!

How do we deal with aggravating customers?

Part of the answer is in loving ourselves while loving our customers. We can't allow ourselves to be tread on, but we also have to take care of the people who come to us, asking for our service. There has to be a healthy balance.

It's useful to imagine a few different characters, and role-play what they might do. Imagine someone who could deal with anyone, and think about what that person would do.

Why you should "Treat 'em like dogs!"

Most of us treat our dogs and cats better than we treat anyone else. In return, we get their unconditional love and iron-clad loyalty. Wouldn't you like to get that from your customers?

The secret to getting and keeping customers is to treat them like dogs. This means caring for them in a way that they'll never forget.

I remember going to a fast-food drive-in and ordering food one rainy day. Some woman inside barked, "Come in and get your order!" I was shocked. I did go inside, but I never went back to that place.

On the other hand, I took a jacket that had tiny holes in it to the Men's Wearhouse to see if they could repair it. Though it wasn't their jacket, they gave me a brand-new one. I was stunned. The simple act of giving me a new jacket gained them a customer for life!

Tactics for treating your customers like dogs:

1. **"Good customer!"** Show your appreciation. Tell your clients you appreciate their business.
2. **"Throw 'em a bone!"** Reward your customers. Give them something free.
3. **"Sleep here with me!"** Be friendly and loving with your customers ... but don't screw them!
4. **"Stay in the yard!"** Don't let your customers wander away. Keep them loyal. If you give them everything they want, they won't leave.
5. **"Check out the barking!"** If your customers are complaining, find out why. They probably want you to take care of something.

Why people will spend their last nickel.

A friend of mine said his father was able to survive the Great Depression by simply getting people to spend a nickel on something they didn't need. He bought a small fold-up merry-go-round, took it to parks, and charged a nickel to ride on it. "People will spend their last nickel to have fun," he said.

What are some examples of caring for customers?

1. **Barnes and Noble bookstores** have sofas, music, and coffee to help customers feel relaxed and at home.
2. **Oshman's Sporting Goods** have full-sized basketball courts right in the stores so customers can play and even try out shoes!
3. **Some Owens-Corning** employees learn how to juggle at work. They learn that juggling is like managing: you have to keep many things in the air at one time. They also learn that work can be fun!
4. **Price-Waterhouse** made their entry-level training course fun by having their managers dress up like clients, wearing funny hats and wild ties.
5. **Keith Lockhart**, conductor for the Boston Pops, makes entrances in Rollerblades, in a Batman suit, even on an elephant. He's found that it increases ticket sales.
6. **Allan Stillman**—the P.T. Barnum of the restaurant industry—created T.G.I. Friday's as a singles bar so he could "have some fun." In 1995, he made over \$60 million.
7. **Harold Ruttenberg** pulls customers into his Just for Feet stores with videos, laser beams, basketball courts, and popcorn.
8. **Hard Rock Cafe, Harley-Davidson Cafe, and Rainforest Cafe** all turn eating a meal into an exciting experience.

How do you give people what they want?

Remember that all people ever buy are good feelings. It doesn't matter what your product or service happens to be; it matters how people feel as a result of doing business with you. If you make it difficult for them, they won't feel good. As a result, you won't make any money.

There are good feelings in every product you could name. Find them. Being aware of them will help you understand what your customers are REALLY paying you for. And once you identify these feelings, amplify them in your ads and publicity.

The lesson of "the Cookie Lady."

Anna Griffith wanted to deliver church ministry to an AIDS shelter in Texas, but she was denied because she was "a Bible-beater." Anna didn't give up. She imagined herself as a terminally ill person and thought about what would make her feel better. Cookies, she decided.

So she baked chocolate-chip cookies. Lots of them. And she went to the shelter and gave them away. At first people wondered what the gimmick was, but soon they accepted her and welcomed her.

Now when she calls and says, "This is the Cookie Lady," the response is warm and immediate.

Exercises.

1. Now we'll try role-playing characters who might be better suited to deal with upsetting customers than we are.

- Think of people who might be like this. It could be anyone!
- Now close your eyes. Put them behind the counter, and give them a difficult customer. What would they do?
- Now put yourself in their place. What would YOU do?

2. Let's think about what people really want.

- Think about your product.
- Why do people really buy your product?
- How does your product make your customer feel good? Think like a customer!

Thrills and Chills:

Exercises:

1. Now we'll try role-playing characters who might be better suited to deal with upsetting customers than we are.

Thrills and Chills:

Exercises:

2. Let's think about what people really want.

Advertising Secrets:

How to Make Money While You Sleep

Why you should advertise.

Advertising is an underrated tool for success, and yet advertising is one of the most powerful tools in your bag of tricks ... a tool that, by itself, has created empires. Publicity can bring attention to your business, but you can't control publicity. You can't ask for direct orders in publicity. You can in advertising.

Frank B. Robinson, famous during the 1930s and 1940s for founding the world's eighth largest religion (and the world's largest mail-order religion) wrote: "Advertising is educating the public of who you are, where you are, and what service you have to offer. The only man or organization who should not advertise is the one who has nothing to offer."

What can we learn from Frank B. Robinson?

1. **He believed in his product.** When you don't believe in what you're trying to sell, it shows. It will show in your lack of commitment to your marketing, in poor advertising, in poor service, or in other ways. Sincerity is one of the "lost secrets" of success.
2. **He advertised relentlessly.** If you don't tell people you exist, they won't know it. Without consistent and persistent advertising, the world won't know of your business. Robinson knew this fundamental truth and it made him rich.
3. **He tracked his results.** He tracked responses to his ads to know what worked and what didn't. Knowing that, he could invest more money in larger ads in the better-pulling magazines. Find out where your business is coming from and focus more advertising in that area.
4. **He continued to create products.** Robinson knew that once people tasted his goods, they would want more. Your current satisfied customers will always be your gold mine. Create more for them to buy!
5. **He remained optimistic.** He didn't believe anyone or anything could stop him. When you have that strong an inner conviction, nothing can stop you. If you think you have competition, consider what it must be like to have such empires as the Catholic Church and the U.S. Government trying to close you down!

The three forms of advertising you should consider.

I've read every advertising book published since about 1850. After years of research, I'm ready to announce that there are three—and only three—different styles of ads you should consider.

1. **The “Open Letter”**—This is an ad that looks like a letter. It begins with some type of warm salutation and reads like a very personal letter from someone. Because it doesn’t look like an ad, it gets attention. Without attention, interest, desire, and action, people might read your ad but they won’t do anything because of it. Those elements must still be here, of course, but how they are woven into this form is more subtle.
2. **The “Classic DR”**—This type of ad is a textbook “Direct Response” advertisement. On the strength of the ad alone, you want people to buy, call, or visit you. You want a direct response. As long as your ad is targeted to a specific group of people with a clear benefit to them, and it’s well-written, they’ll devour every single word.
3. **The “Advertorial”**—An advertorial is an ad that looks like a newspaper or magazine feature. It’s an advertisement-editorial. Since people buy newspapers for news, not ads, they’re up to 500 times more likely to read an advertorial than a straight ad. That’s right! An advertorial should still have all the ingredients of a good ad, of course. The headline should get attention, the body should generate interest and desire, and the ending should encourage one to buy and tell how to do so.

How do you write an ad that pulls the responses you want?

For well over one hundred years, all advertisers—all good advertisers, that is — followed a formula called AIDA, which stood for Attention, Interest, Desire, Action. While AIDA still works, I’ve upgraded the formula for the new millennium. I call the new formula TARGET. Let me explain how it works:

1. **Target your prospects**—Far too many people place ads where they are not wanted. Target your ads by finding out who your potential clients are and then placing your ads where you think they are most likely to see them. Almost all advertisers think that their product is for everyone, so they eagerly run ads where they think the largest number of people will see them. This is a waste of time and money.
2. **Get appropriate Attention**—A common mistake in nearly all advertising is tricking the reader into reading an ad with a cute or clever headline. Your intention here is to create a relevant headline, something that captures the appropriate attention of the people who would be most interested in your message.
3. **Rouse their emotions**—People buy for emotional reasons, not logical ones. Fill your ad with emotion and you will move prospects in the direction of buying from you. Emotional appeal moves mountains. If you want to increase your business, use words that speak to the emotional interests of your readers.
4. **Guarantee what you sell**—People need to know that they are not being cheated. Guarantee your services, and say so in your ads. This doesn’t have to be elaborate, but it does have to be there. The wisest advice I can give here is to make your guarantee a “risk reversal.” Instead of the customer taking all the risk, put all the risk on you.

5. **Offer Evidence**—Prove your claims. Give testimonials from satisfied customers. I don't think there's anything more powerful than reading short quotes from other people about your business. The more testimonials you can gather, the better. Present testimonials exactly as they are given to you; it makes them seem more sincere and less artificial.
6. **Tell them what to do**—End your ad with a call to action. Tell your reader to write, call, visit, or e-mail you. And make it easy to do so. Requesting people to fill out a form isn't as easy as asking them to pick up the phone; asking them to visit you isn't as easy as saying you will visit them. Make responding a snap. Tell them what to do, or don't expect action.

How do you hypnotize people into reading your ads?

Robert Collier was a mail-order advertising genius and author of such classic books as *The Secret of the Ages* and *The Robert Collier Letter Book*. Recently I ordered copies of a magazine he edited in the 1920s. As I looked over his magazines, I saw an advertising technique at work that seemed hypnotic in power.

He pulls you into his writing, by referring to a question that would allow you to tackle any problem, then not telling you what that question is; or by telling you stories, asking questions about those stories, but then not answering them.

And that's how you get people to read your sales material: you pull them in. You grab their attention, keep them reading, get them wanting what you have and then—stop and tell them to send in a check, or call you, to get what they now so badly desire.

The next time you want to write an ad and be sure someone will actually read it, remember the Robert Collier technique. Start by writing about something that will interest your target audience. Tell them an interesting story. Get them wondering about something that they want to know more about. Then stop. Change direction. Write about something else that may still be related to the opening, but don't resolve the opening until the end of your ad. And maybe not even there. Maybe you'll want someone to send in a coupon or call you for the answer.

Exercises.

1. Try to figure out how to get your message to the people you wish to reach.

- Make a list of all the publications your target market reads.
- Don't overlook magazines that nearly everyone reads, like *TV Guide*. List every publication you think your market might read, whether you know how you might use the information or not.
- Now make a list of all the television shows your customers might watch.
- And a list of the radio stations they might listen to.
- And a list of places they might go while online.
- Where do your customers gather? Do they belong to clubs? Associations?
- Where else might you find your prospects?

2. Now to practice the three methods of advertising. We'll be targeting the markets you've established above. Pick one of the following methods:

- An "Open Letter." Write a letter to your target market, with special attention to those markets you discovered earlier.
- A "Classic DR." Write a direct response to target your prospects.
- An "Advertorial." Write an editorial that talks about your product. Try to make it seem as real as possible. Stress the news of your product. Make people want to buy it.

3. Now you're going to put the TARGET method to work for you. Take the method you used above and ask yourself:

- Does your ad really TARGET your prospects? What about borderline prospects?
- Does it get the appropriate ATTENTION? Does it really GRAB the reader?
- Does it ROUSE their emotions? Do you get excited reading your ad?
- Did you remember to GUARANTEE what you sell?
- Did you offer EVIDENCE of how good your product is? (Think "testimonial" here.)
- Now that you told them why, did you TELL them what to do?

4. Now you'll practice writing an ad in the hypnotic style of Robert Collier. Take your example from above and try to make it hypnotic. Pull the reader from line to line. Do it now!

Advertising Secrets:

Exercises:

1. Try to figure out how to get your message to the people you wish to reach.
-

Advertising Secrets:

Exercises:

2. Now to practice the three methods of advertising. We'll be targeting the markets you've established above. Pick one of the following methods: An "Open Letter," "Classic DR," "Advertorial."

Advertising Secrets:

Exercises:

3. Now you're going to put the TARGET method to work for you. Take the method you used above and ask yourself the questions listed.

More Advertising Secrets:

How to Turbocharge Your Writing

The 17 secrets of P.T. Barnum's advertising.

1. **Touch a live shark!**—A USP or “Unique Selling Proposition” is a one-line statement that explains why your product or service is better than all others. A friend of mine saw a flyer for an aquarium that said “Come see our fish swim.” Buried within the copy was the line: “Touch a live shark!” Which would you rather do ... watch fish swim, or touch a live shark?
2. **Use layout that supports copy**—Graphics, layout, and fonts don't sell, but they can help bring attention to your ad. Barnum would have a huge headline to capture attention, at least one huge illustration, and many paragraphs of copy under both. Graphic artists who get too fancy with type-faces and design can actually confuse potential customers. Barnum's ads were clear and direct.
3. **Barnum's secret cattle call!**—Create a bold, riveting, and relevant headline. Barnum would round up his readers with a headline that made them sit up and take notice.
4. **“Go on home”**—Write simply, directly, and in the conversational style of your prospects. After one of his shows, Barnum said, “The festivities have come to a conclusion.” No one moved. He repeated it. No one moved. Then he said, “It's all over. Go on home.” Everyone understood these simple statements and left. Barnum learned that you can persuade people when you speak in ways that they can easily understand.
5. **People want results, not things**—Write of the benefits, not the features. Don't tell people how great you make your products; tell them how great your products will make them!
6. **Use Captain Cook's war club**—People buy for emotional reasons and not logical ones. In Barnum's hands an Indian war club became “The Club That Killed Captain Cook.” This sort of emotionally charged label made Barnum's shows much more appealing.
7. **Plug electricity into your writing**—Activate your writing. In one ad, Barnum said, “The great street procession, three miles long, takes place every morning at half past eight o'clock.” Notice the clarity and directness. Active writing makes people keep reading; passive writing makes them nod off. Barnum never let them nod off.
8. **Tell them something they don't know**—Fascinate your readers. The more you tell, the more you sell. Barnum knew that if he could offer people something they didn't know or hadn't seen before, they would pay to see it for themselves.
9. **“What is it?”**—Seduce the reader into continuing to read. Questions, unfinished sentences, involving statements . . . all these things work. One of Barnum's headlines began with “What is it?” seducing people into reading the rest of his ad to find out.

10. **Say “Jumbo”**—Be specific. Don’t say “elephant” when you can say “Jumbo.” Don’t have a “midget” on display when you can have “General Tom Thumb.” Specifics make your copy more believable and your ads come alive.
11. **Get Mark Twain’s endorsement**—Overwhelm with testimonials. The more specific, the more convincing. Barnum wrote to his friend Mark Twain several times, asking for an endorsement he could reprint.
12. **Remove the risk!**—Give a guarantee. Remember, odds are that less than 2% of your customers will ever ask for their money back.
13. **Use these free magic words**—Announcing, astonishing, and how to, at last, breakthrough, exciting, exclusive, fantastic, fascinating, first, free, guaranteed, improved, incredible, initial, introducing, love, limited offer, new, powerful, phenomenal, revealing, revolutionary, special, successful, super, time-sensitive, unique, urgent, wonderful, you. Weave these words into your headlines or your body copy along with the facts, and they become powerful.
14. **Feel the fire!**—Show your excitement for your product. If you aren’t pumped up about it, why not? Enthusiasm sells. Barnum always believed in what he was offering.
15. **“Final Week!”**—State a believable deadline. Most people won’t take any immediate action unless there exists a sound reason to do so. Give them an excuse to act now.
16. **Show roaring hippos**—Use dramatic illustrations. Your illustration helps stop people so they look at your ad. Barnum used stirring illustrations. When he was the first to show a live hippopotamus, he had the artist create a large drawing of a hippo, mouth open, roaring.
17. **Be king of the Jungle**—Dominate the media where you advertise. If you don’t, the other animals in the marketplace will drown out your roar. Barnum’s ads were huge and visible.

25 sure-fire ways to create a terrific headline.

1. Lead with these words:

- At Last!
- Announcing!
- New!

2. Round up your audience:

- Plumbers!
- Housewives!
- Sore feet?

3. Promise a benefit:

- Freedom From Backache in 10 minutes!
- Buy One Shirt—Get the Second FREE!
- Land a Job in 2 Days with New Method!

4. Make it newsworthy:

- Major Breakthrough in Car Safety!
- New Formula Restores Hair!
- Seven “Lost Secrets” Discovered!

5. Offer something free:

- FREE to Writers!
- FREE Report Explains Tax Loopholes!
- FREE Book on Car Repairs!

6. Ask an intriguing question:

- What Are the Seven Secrets to Success?
- Do You Make These Mistakes in English?
- Which Gas Filter Will Boost Your Car’s Performance?

7. Lead with a testimonial:

- “This is the most powerful weapon I’ve ever seen!”—Clint Eastwood
- “These two books made me the wealthiest man alive.”—Malcolm Forbes
- “Here’s why my race cars beat all others.”—Mark Weisser

8. Create a “How to” headline:

- How to Get Your Kids to Listen
- How to Win Friends and Influence People

9. Quiz your readers:

- How Smart Are You? Take This Quiz and See!
- What is Your Networking IQ?
- Are You Qualified for Success?

10. Use the words “these” and “why” in your headline:

- These Boats Never Sink
- Why Our Dogs Cost More
- Why These Skis Are Called “Perfect”

11. Use “I” and “me” headlines:

- They Laughed When I Sat Down at the Piano—But When I Started to Play!
- I Finally Discovered the Secret to Easy Writing!
- Everywhere I Stick My Nose I Make Money!

12. Put your product name in your headline:

- How Gymco Vitamins Make Runners Lightning Fast
- The Fiskin Ladder Saved My Husband’s Life!
- Thoughtline Helped Me Discover the Secret to Easy Writing

13. Use the word “Wanted”:

- Wanted: Nervous People
- Wanted: Safe Men for Dangerous Times
- Wanted: Executives Ready for Sudden Profit

14. Use the word “breakthrough” in your headline:

- A Breakthrough in Alarm Systems
- Wanted: Attorneys Ready for Breakthrough Success

15. Feature your offer:

- Arrow Shirts at 50% Off!
- Oil Change Special
- Join for Six Months—Get Next Six Months Free!

16. Ask, “Who else?”

- Who Else Wants to Write a Book?
- Who Else Used to Say Singing Was Hard?
- Who Else Wants a Fail-Safe Burglar Alarm?

17. Focus on your guarantee:

- Guaranteed No-Stains-Ever Rug!
- Guaranteed to Go Thru Ice, Mud, or Snow—Or We Pay the Tow!

18. Admit a weakness:

- We’re Number Two. We Try Harder.
- This Chef Makes Everything Except Salads!

19. Focus on positive end results:

- Whiter Teeth in 10 Days!
- 35 Pounds Slimmer in 30 Days!

20. WaRN your audience:

- Warning to Doctors!
- Warning: Do Your Kids Play This Stereo?
- Small Business Owners Be Warned!

21. Make it EaSY:

- Plumbing Problems Cured EASILY!
- Easy Way to Solve Roof Leaks!

22. Dramatize the benefit:

- Stop Sleeping Like a Sardine—Now Sleep Like a King!
- “Sound Pillow” Lets You Sleep with Neil Diamond!

23. Use proven clichés:

- JUST ARRIVED—New Accounting Method!
- ADVICE TO Homeowners
- THE TRUTH ABOUT Shoe Repair

24. Reveal a hidden benefit:

- How to Get Enthusiastic Applause—Even a Standing Ovation—Every Time You Speak!

25. Give reasons:

- Three Reasons Why You Should Write a Book
- Seven Reasons to Call This Doctor Today
- Nine Reasons to Use This Maid Service

How do you check your ad before you run it?

1. Does your ad attract the right audience?
2. Does your ad hold the audience?
3. Does your copy create desire?
4. Does it prove it is a bargain?
5. Do you establish confidence?
6. Do you make it easy to act?
7. Do you give them a reason to act at once?

Exercises.

1. Write an ad. Pick one of the three formats described earlier, think of all the benefits your prospect will get, review the TARGET formula, then jot down your ideas for a print ad that will really get results.

2. Now use John Caples's seven-point checklist for reviewing your ad.

- Does your ad attract the right audience?
- Does your ad hold the audience?
- Does your copy create desire?
- Does it prove it is a bargain?
- Do you establish confidence?
- Do you make it easy to act?
- Do you give them a reason to act at once?

3. Now IMPROVE your advertisement with what you've discovered above. Jot down your ideas. Really strive for the perfect ad!

More Advertising Secrets:

Exercises:

1. Write an ad. Pick one of the three formats described earlier, think of all the benefits your prospect will get, review the TARGET formula, then jot down your ideas for a print ad that will really get results.

More Advertising Secrets:

Exercises:

2. Now use John Caples's seven-point checklist for reviewing your ad.

More Advertising Secrets:

Exercises:

3. Now IMPROVE your advertisement with what you've discovered above. Jot down your ideas. Really strive for the perfect ad!

Networking Secrets:

How to Meet Anyone, Anywhere, Anytime

How can you do business with any celebrity or any politician?

When P.T. Barnum went to the Great Exhibition in Paris in 1844, he picked up 87 business cards from people he wanted to befriend and know more about. What was he doing? He was creating a larger circle of friends—friends that could help him meet other friends. That’s called networking. It can be described as friends helping friends to reach a particular goal.

Barnum’s expanding network of contacts would become a source of infinite possibility. If you learn how to network effectively, so can yours. In fact, you’re only two to five people away from anyone you can name right now!

Whom do you want to meet?

When Barnum asked his friend Horace Greeley for a letter of introduction to the queen of England, he was calling on someone in his personal network to help him meet her. Greeley wrote a letter to someone in his personal network, American Ambassador Edward Everett. In essence, Barnum was only two people away from the Queen!

And it’s the same for you. Whom do you want to meet? Whom do you want as a new client, friend, or business partner? If you could meet anyone, who would it be?

Whom do you know who knows Madonna?

When you ask someone, “You don’t know anyone whom knows Madonna, do you?” you are leading the person to answer “No.” You’re telling them in advance that you’re expecting them to answer “No.”

But when you ask, “Whom do you know who knows Madonna?” you have led the person to search for a positive answer. Do you see the difference?

How can you extend your network through professional societies?

Joining professional societies; breakfast, lunch, and dinner groups; or trade associations can extend your network of contacts and increase your chances of doing business with anyone you want. Barnum often attended the “Cary Salon,” where he met John Greenleaf Whittier, Horace Greeley, Susan B. Anthony, and many other famous intellectuals.

Remember, true networking involves people helping people: Barnum’s circle of friends also had him to call on when they needed help. It works both ways.

How can you get online and increase your chances of networking with anyone in the world?

When I finished writing *There's a Customer Born Every Minute*, I started wondering who I might get to endorse it. One of the people who occurred to me was Evel Knievel. After all, he's a master promoter and a modern-day Barnum.

So I went online and did a search, and found his web site. I wrote to him, and the very next morning there was a reply saying that he wanted to see my book! I dropped everything and sent him a copy. Within a few days, he called me to say that he'd be delighted to endorse my book, and he asked me if I'd be willing to help him write his autobiography!

How do you feel when someone asks you for your help?

I used to be afraid to ask people for favors. I felt that I was imposing on them. Maybe you feel this way, too. One day Donna Fisher asked me a question that made me see the light. She asked, "How do you feel when someone asks you for your help?"

"I feel GREAT!" I said. And it's true. And other people feel great when you ask them for their help. They like to be asked. You can get help from anyone by asking for it, and you help them feel good when you ask for their help. It's win-win, and that's the essence of networking!

How can "Master Minding" help you?

While meeting people who will help you meet the people you want to connect with is part of the power of networking, there's also a more psychological tool at work here. It's called "Master Minding."

One of my own keys to success is having people in my life who support me in going for my dreams. My wife has encouraged me for 21 years now. In a sense, this is a network of miracle workers. Napoleon Hill called it a "Master Mind" group.

Master Mind groups were places where people went to support each other in their goals. They would set goals and help each other attain them by offering encouragement, positive energy, and anything else they might have to offer.

I boldly say that all of my successes come from my unofficial Master Mind group. Hill claimed that you somehow tapped into the unconscious wisdom of everyone in the group. This is very powerful!

The power of "What can I do for you?"

Whenever I call on someone for help, I almost always end my request by asking, "What can I do for you?"

Very often they don't have anything I can help them with at the time, but they know that I am available to help them. The question is sincere, and they know it. And that's the key. If you truly want to help people, they will want to help you. And if you want to manipulate people, they will sense it, and they will talk about it, and your network of resources will soon dry up!

How do you create relationships of mutual benefit?

1. **Intend to connect**—When you set your intention to purposely connect with the other person, you will find ways to connect with that person. Intentions are powerful.
2. **Ask probing questions**—Always be fishing for opportunities. Just because the question has nothing to do with your goal doesn't mean that you can't open an opportunity to help the other person, or partner in a way that hadn't occurred to you!
3. **Be willing to spend time not talking about business**—People can do business anywhere and with anyone, so you want to create a relationship with them so they'll choose to do business with you. There are many similar businesses today, with similar products and similar prices and similar services, so, often the only thing that separates you from your competition is the network of relationships you have built. Call even when you don't have a proposition, and talk about the weather or about sports or whatever.
4. **Offer to help**—Don't just ask them if they need help, hoping they'll decline. Beat them to the punch by offering to help, or simply helping. People don't buy from people they don't like.

Three tips to help you network.

1. **Be sure you join the right clubs**—Far too many people practice networking by joining the same clubs. You want to join clubs where the people in the network above you can be found. In other words, the people who are already in your current circle of friends belong to the clubs you already belong to! In order to raise yourself out of your current network, join associations where the people you want to meet are gathered.
2. **Develop relationships**—Don't just say "hi" to people. Get to know them. Talk to them. Find out how you can help them by paying attention to what they talk about. Develop relationships; then call on those relationships for help when you need it.
3. **Send notes and make calls**—Grabbing business cards from people and giving yours out is one thing; doing something with them is another. After you meet someone and talk to them for a while, then ask them for their card. If you simply ask for their card right off the bat, you haven't created a relationship, and you give them the feeling that you don't really care. So have a conversation, and if it feels appropriate, ask for the person's card. Write notes about that person on the back of the card. If you promised them something, write that down too, and make sure you follow through.

How do you know who might help you network your way to success?

"You don't know," Donna Fisher once told me "So love everybody."

Exercises.

1. Plug into your network!

- Ask yourself, “Whom do I know who can help me achieve my dreams?”
- Write down your “wish list” of whom you want to meet now.
- Remember, anything is possible!

2. Now begin by asking your immediate circle of friends and peers, “Whom do you know that may know [someone on your list]?” Who are some people you’ll call on with this question?

3. Now stretch it in a different direction. Which of your dream contacts can be reached simply through e-mail?

- Using a search engine, see how many of your contacts have their own web pages.
- See how many of those have contact addresses. Is it more than you expected?

Networking Secrets:

Exercises:

1. Plug into your network!

Networking Secrets:

Exercises:

3. Now stretch it in a different direction. Which of your dream contacts can be reached simply through email?

Negotiating Secrets:

How to Get Exactly What You Want— With No Money

How did P.T. Barnum buy a museum with no money?

In 1841, the contents of Scudder's Museum in New York City went on sale, and Barnum knew he wanted it. There was only one catch: he had no money!

When a friend asked Barnum how he was going to buy the museum, he replied: "With brass, for gold and silver I have none." Barnum knew the museum was his key to fame and fortune. All he had to do was buy it.

Barnum wrote and delivered a letter to the owner of the museum outlining his proposal. In short, he asked the owner to buy the museum in his own name and lease it and the building to Barnum.

The owner checked Barnum's references and asked for some security. The deal was complete. It was a win-win deal for all concerned.

What are some examples of win-win negotiations?

1. When Barnum was managing the famous midget General Tom Thumb, he offered Thumb three dollars a week. Soon after, he raised the wages to seven dollars a week, then to \$25, then to \$50. Later, he made Thumb a full partner, and they split all ticket sales 50-50. Around 1870, Barnum gave up all profit concerning Tom Thumb. He didn't have to do this; the raises were voluntary. He knew that if he kept his employees happy, they would stay with him and continue to give him good service. They did.
2. When Barnum wanted to bring the famous Swedish singer Jenny Lind to America, he mortgaged and borrowed everything he could to make the enterprise work. He believed in her reputation, and he believed in his idea. Very soon after her first shows, he voluntarily raised her fee. Why? Again, he knew that if he kept his employees happy, they would stay with him. Lind was so shocked that she threw her arms around Barnum and hugged him.
3. When a major beer company approached R.J. Garis about increasing their sales, he invented a publicity stunt that people are still talking about today. Garis selected a handful of beautiful women, renamed them, bought them blonde wigs, taught them how to speak with an accent, and the "Swedish Bikini Team" was born. He told the media, and they jumped immediately to cover the story. Garis wouldn't agree until they agreed to mention the product. The Team traveled for two years. The girls got wealthy in the process. Garis made money. And his clients, Stroh's Beer Company, received over a billion dollars in free publicity!

How did a New Jersey man sell the Brooklyn bridge for \$14.95?

When dealing with the press, help them get what they want, and they will help you get what you want. No one knows this better than Paul Hartunian, a publicity specialist who once made news history by selling the Brooklyn Bridge—one piece at a time—for \$14.95!

Years ago, the pedestrian walkway of the Brooklyn Bridge was being replaced. The wood was simply being thrown away. Hartunian bought the “junk” and cut it into small square pieces, which he priced at \$14.95 each. Then he called the media.

They went crazy for a few weeks; then calmed down. A few months later, Johnny Carson mentioned him on *The Tonight Show*, and the furor began anew.

Hartunian had something the media desperately wanted: a hot story. The media had something that Hartunian wanted: the ability to broadcast his product to millions. So they negotiated a deal fair—and profitable—to both. That’s the power of respectful negotiation!

How can you turn a negotiation into a media event?

When Herb Kelleher of Southwest Airlines and Kurt Herwalkd of Stevens Aviation argued over the rights to an advertising slogan, they wisely left the courtroom and decided to arm-wrestle to see who would win. Their “Malice in Dallas” spectacle gave immeasurable free publicity to both companies.

The importance of focusing on how the other person benefits.

When Barnum began promoting the auction for the first Jenny Lind concert in America, he secretly went to see two of his friends and advised them both to bid as high as they could for the first ticket. He wanted a buying frenzy—the bigger, the better!

Most importantly, he offered his advice cleverly, saying, “The higher the price, the greater renown it will give you all over the country within 24 hours after purchase!” See how Barnum focused on how the other person would benefit in the negotiation?

One man chose to bid conservatively, setting a moderate limit on his bids. The other set a higher limit, and won. He then became internationally famous and then rich! The other man regretted his decision, reflecting that “Such a splendid chance for notoriety will never offer itself again.”

How can you make better deals that respect your partners while helping you?

Give people what they want, and they’ll give you what you want. Barnum was a fair but shrewd negotiator. When he wanted to buy something, he made large offers based on what he felt he could earn back. Think of what the seller wants most, and get what you want by giving it to them.

How would you handle Mike Oldfield?

In the early 1970s, Richard Branson, the founder of Virgin Records, made it possible for Mike Oldfield to record one of the most stunning albums of all times, called *Tubular Bells*.

The young composer had always been painfully shy, but his shyness almost ruined Branson, Virgin Records, and the success of *Tubular Bells*. Branson had arranged for a giant concert in England, where Oldfield was to perform and help promote the new recording. But when Oldfield saw the crowds, he knew there was no way could go on stage. He told Branson he couldn't do it.

What would you do? How would you negotiate this predicament? How would you handle Mike Oldfield?

Branson knew he couldn't force Oldfield to do anything. Instead, he just said, "Let's go for a ride." They got into Branson's new car, a Bentley, and went for a drive. Branson was relaxed. He never tried to force the issue at all. Then he asked Oldfield if he wanted to drive the car. The musician jumped at the chance. Then Branson looked at him and said, "Would you like to have this car?"

Oldfield was speechless. Branson continued, "All you have to do is drive the car to the show, go on stage, and the car is yours."

The calculated risk paid off. Oldfield got the car, and Branson and his wife walked home after the concert. And *Tubular Bells* went on to become one of the best-selling recordings of all time!

Everything—and I mean EVERYTHING—is negotiable!

When you look at the price on something like a washing machine, that price is negotiable. In fact, it's the most negotiable thing about the product! You can't get them to make it out of a different metal or to repaint it. But the price on the machine is the one thing that CAN be changed. This is true of everything you can name, although it may be hard to believe.

"Change what you do," says Bob Bly, "but don't change the price." In other words, if you tell someone that you charge \$1,000 to write a news release and they offer you \$500, tell them that you can't write a news release for that, but you would be willing to review what they write.

In short, continue to respect yourself while doing the best to respect the needs of the client. If they only want to spend \$500, help them spend it with you! Besides, if they truly value your service, they'll find the \$1,000.

The only 10 negotiation techniques you ever really need to know.

1. **Know what you want**—You must know what you want out of the situation, or why are you there? What is the one thing you must get out of the transaction?
2. **Know what the other person wants**—This is your leverage point. Sometimes it's obvious, as they will just tell you. Other times you must simply go with your gut.

3. **Get help**—Do your research. This is how you can find out what the other party really wants, and what the other party is really willing to give.
4. **Never say no**—When someone asks you to change your proposal, don't say "No," say, "I'll do that if you'll . . ." and fill in the blank with something you want.
5. **Be willing to walk away**—This will give you more power than you might ever imagine. If you're not detached from the outcome, you'll get sucked into the drama of a negotiation, and you'll get suckered into agreeing to anything.
6. **Take your time**—Most negotiations take time. If you're eager to close a deal the same day you begin negotiating it, you will most likely shortchange yourself as well as the other person.
7. **Stay detached**—If you are emotionally involved in your negotiations, you will be impatient, and your thinking will be clouded by your emotions.
8. **Know the hidden benefits of what you have to offer**—Focus on the intangible but real things the other person may get from working with you. Might their credibility be improved by partnering with you? These often-hidden benefits need to be made conscious.
9. **Be sure that you are talking to the decision maker**—You don't want to spend days or weeks negotiating a deal, only to be told that the other person "has to check with his or her boss."
10. **Bring your checkbook**—Nothing persuades people more than cold hard cash. If you are trying to buy something, bring your checkbook or – better yet – bring the cash.

Exercises.

1. **Think of potential deals you are working on right now that might be different if you thought more creatively about them.**
2. **Think of what you're selling to people, and conjure up a way to make them MORE interested in buying.**
 - Focus on what they get.
 - Selling is a negotiation like any other.
3. **Now, think really hard about this: What does your prospect REALLY want? Did you miss anything?**

Negotiating Secrets:

Exercises:

1. Think of potential deals you are working on right now that might be different if you thought more creatively about them.
-

Negotiating Secrets:

Exercises:

2. Think of what you're selling to people, and conjure up a way to make them MORE interested in buying.

Negotiating Secrets:

Exercises:

3. Now, think really hard about this: What does your prospect REALLY want? Did you miss anything?

Faith

The Secrets of Titans for Surviving Disasters and Doing the Impossible

How P.T. Barnum's faith got him through his toughest times.

When Barnum finished his autobiography, he was sitting in his mansion in luxury. He was rich, famous, and in his forties. But hell was just around the corner. Money troubles would force him to move out of his palace, which would later burn to the ground. His museum in New York would also burn. He would lose his wife. And his two daughters. He would go bankrupt. And he was still some time away from any involvement with the circus.

Barnum did not know what was in store for him. Yet those disasters came and didn't stop him. He weathered those storms with a calmness that most would envy. Where did he get this fortitude? How did he know that all would be well?

When the worst of his tragedies hit him, Barnum's faith carried him through. And faith became one of his secret weapons of achievement.

How to find your faith and thereby find an invincible source of power.

I was having breakfast with Carol Marashi, a dear friend in Austin, and I was telling her about the stresses of my life. She asked me the million-dollar question: "How did Barnum handle the stresses of his life?"

"He had faith that all would be well," I instantly replied. And that's the message for you: have faith. The point here is to find the inner security that allows you to weather the storms. Barnum had an optimistic view of life because he believed in a benevolent creator.

I can't tell you what to believe. But I know that few in business can feel happy and stay optimistic without a faith in a higher order, or in something that allows them to believe that it's all worthwhile and that it's all going to work out.

Find your faith, and you will find an invincible supply of power that will carry you through anything as you pursue your dreams!

How to use your faith to allow you to live at a "no stress" level.

In a very real way, Barnum's faith allowed him to live at a "no stress" level. This may be hard to grasp, as many people today think you need stress in order to have energy. But energy comes naturally to us as we eat and breathe, and we get stronger as we realize our dreams that fill us with passion.

Douglas Norment, a Houston therapist and friend of mine, says that "When you are in stress, you are

experiencing a negative thought or an unfinished experience. When you are at no stress, you are free to make clear choices about what you want in each moment.”

Douglas believes that “Anger is a sore spot that gets rubbed when you encounter something that reminds you of the past. Clear the past and you won’t have the anger.”

Ten of the top 20 limiting beliefs.

Beliefs shape the way we feel, think, and act. But you can’t change them until you know what they are. Self-help author Mandy Evans offers a list of “The Top 20 Self-Defeating Beliefs” in *Traveling Free*, her second book, as a way of exploring your limiting beliefs. “As you hear each belief, ask yourself if you believe it,” she suggests. “If you do, then ask yourself why you believe it. Gently explore your own reasons for buying into any self-limiting belief.” Here are ten of her 20 limiting beliefs:

1. I’m not good enough to be loved.
2. No matter what I do, I should be doing something else.
3. If it hasn’t happened yet, it never will.
4. If you knew what I’m really like, you wouldn’t want me.
5. I don’t know what I want.
6. I upset people.
7. Sex is dirty and nasty; save it for the one you love.
8. Better stop waiting. If you get your hopes up, you’ll get hurt.
9. If I fail, I should feel bad for a long time and be really scared to try again.
10. I should have worked this out by now.

Simply consider belief number nine; clearly Barnum did not believe this one. When he suffered tragedy and setback, he nearly immediately went into action to re-create what he had lost. He did not sit around and feel bad. None of his energy was tied up in the past or in negativity: he had full power to create (or re-create) the business he wanted. And so can you!

Examples of people who didn’t learn the power of faith, and paid.

In 1923, eight of the world’s greatest financial wizards met in Chicago. Twenty-five years later, here’s what happened to each of them:

1. **Albert Fall**, a member of the president’s Cabinet, was pardoned from prison so he could die at home from a severe illness.
2. **Samuel Insull**, the president of the largest utility company, died penniless in a foreign country.

3. **Richard Whitney**, a stock exchange genius, served time in prison.
4. **Charles Schwab**, the steel baron, had to borrow money to pay his medical bills.
5. **Jesse Livermore**, a Wall Street tycoon, committed suicide.
6. **Howard Hopson**, a gas company president, went insane.
7. **Leon Fraser**, a bank president, committed suicide.
8. **Ivan Krueger**, the last of the eight powerful men, also killed himself.

“This, too, will pass”

Whatever bad thing is happening to you, whatever seemingly insurmountable business challenge comes your way, it is important to remind yourself that after the crisis is over, you’ll still be there. Find a way to focus on the idea “this, too, will pass.”

Knowing that you can live with an attitude of optimism will help you in your day-to-day business challenges. Knowing that this, too, will pass can give you the inner strength necessary to handle whatever life brings your way. Just knowing this can make your life easier because you are no longer restricted to a negative or limited view of the world.

It may also help you to find tools with which you can remind yourself that “all is well.” This could be a book of sayings, or a picture of a hero or heroine, or maybe the first dollar you ever made. Simply put, something that gives you the internal energy needed to keep going.

How can you be optimistic?

Despite what the media says, we are better fed, better clothed, better housed, and better educated than at any other time in history! Think of that!

Once you realize this basic fact, you are ready to integrate the idea of faith into your business. As John Marks Templeton, author of *Is Progress Speeding Up?* says, “Dreams are not built on cynicism; optimism begets achievement.”

People who have faith in something that strengthens them tend to be optimistic, and it’s the optimists who create and get rich in this world!

Find your own inner strength, your own tools for inspiration and optimism, and you, too, will be able to create empires without letting obstacles stop you. Where is your faith?

Exercises.

1. Map your support. What are resources that can help you maintain a positive attitude in your life and work? (These can be people, places, groups, books, movies, mentors, etc.)

- Make a list of these things.
- Do you, in turn, support these things that give you so much support?

2. Look again at Mandy Evans' list of self-limiting beliefs.

- Think hard about each one.
- For each one, ask yourself, honestly, if you believe it.
- If you find yourself honestly answering yes, think about why you believe it. Again, be honest with yourself. But don't be too harsh on yourself, either. Be gentle. This isn't a witch-hunt.
- Now think about how you'll overcome your self-limiting beliefs. What can you do to help yourself realize that these should no longer be obstacles to you?

Faith:

Exercises:

1. Map your support. What are resources that can help you maintain a positive attitude in your life and work? (These can be people, places, groups, books, movies, mentors, etc.)

Faith:

Exercises:

2. Look again at Mandy Evans' list of self-limiting beliefs.

How to Live Forever:

Establish Yourself as Immortal by Writing a Book

What do numerous wealthy and famous people have in common?

What do Harvey McKay, Tom Peters, Madonna, Lillian Vernon, Martha Stewart, Cindy Crawford, Ron Popeil, J. Paul Getty, Andrew Carnegie, Richard Branson, Harry Houdini, Benjamin Franklin, P.T. Barnum, several presidents, many CEOs and numerous other wealthy people have in common?

They are all authors of books! And you can be, too. Besides being the most powerful marketing tool around, here are three other reasons why you should add your name to that distinguished list:

Three reasons why you should consider writing a book.

1. **Fame**—After I wrote *The Seven Lost Secrets of Success*, people asked me to speak on success in business. After I wrote *The AMA Complete Guide to Small Business Advertising* for the American Marketing Association, I was asked to talk and write about advertising. Why? The world bows to experts. Write a book, and you're considered the authority on that subject. This fame helps your business, too. The truth is, Martha Stewart's empire began when she came out with her first book, *Entertaining*. Before that, how many people had ever heard of her? Very few.
2. **Fortune**—Book publishing is a mega-business these days. Over 1,000 titles are published every week, or over 50,000 a year! Someone is making money. Why not you? The singer Jewel, not even 20 then, received a \$2 million advance for her life story! But you don't have to get a big cash advance to make money from a book. Having a book gives you credibility that is worth real money to you and to your business.
3. **Immortality**—When you write a book, you put your essence into that book. That's why we cherish books by Benjamin Franklin, for example. His soul is in his work. You, too, can live beyond the grave once you are an author.

What sort of objections might you raise?

1. **You don't have anything to say. Yes, you do!** Why are people doing business with you? They are coming to you for answers, for solutions, for some sort of relief or another. Turn part of your answers into a book! If you are the owner of a restaurant, turn some of your popular recipes into a book. There's something in your business that you can turn into a book.
2. **You don't want to write a full-length book. You don't have to!** Your book doesn't have to be *War and Peace*. My best-selling "book" is *Turbocharge Your Writing!*, and it's only 22 pages! Your own book can be short and sweet, too. Forget writing tomes. Most of your clients won't read the whole book, anyway. They'll simply be impressed that you wrote one!

3. **You don't want to write, period. Relax.** You don't have to write a word of your book. J. Paul Getty hired a ghostwriter. So did Martha Stewart. Donald Trump and Lee Iacocca hired co-authors. You don't have to write the book yourself. Just don't hire a budding novelist, hire a pro. Hiring co-authors is not uncommon. Walk into a bookstore, scan the business books, and see how many were "written" by people who have co-authors. The point is, you want a book to your name. You don't actually have to write it!
4. **You don't want to hunt for a publisher. I don't blame you!** I have eight books to my name so far, half published by traditional publishers and half self-published. I recommend you self-publish your book; then sell it direct to your current as well as potential customers. Your own book can easily be self-published, which will save you the time and agony of finding and waiting for a publisher to print your book. I've waited two years to see a finished book of mine hit the bookstores. Yet when I self-publish, I can be in print in only two weeks!
5. **You don't want to market your own book. Big publishers rarely market books.** They don't know how. I've worked with clients who had to wait five years to see their books get printed, only to discover that their big-shot publishing house was so busy publishing books that it never marketed any! Either you, or someone you hire, has to market your book. When you consider how powerful a book can be for your business, it's worth marketing.

How do you write a book?

1. **Make a list**—Give ten reasons for doing something or making something or understanding something. Lists are an easy way to express what's on your mind. So start thinking in terms of lists. The idea is to focus on ten items that you want to communicate.
2. **Tell stories**—Stories move people. We use them to make sense of our lives. Throughout this program, I have tried to tell you stories to illustrate the marketing techniques. Stories communicate powerfully and persuasively.
3. **Write a letter**—Present your material as a letter to one person that you don't know. Writing letters is a snap; writing books can seem overwhelming. So don't write a book, write a series of letters, and compile them as a book. Write those letters to an imaginary person that you genuinely want to share something with, and you'll free your creativity! And when people read the words, they'll feel as if you wrote to them personally.

How can you write a book in only six days?

1. **Day One**—In the beginning. . . . Pull out a sheet of paper. Make a list of everything you might ever want to write a book about. I mean everything! Any ideas, no matter how silly, should be jotted down. Now review your list. What ideas seem more attractive to you than others? What excites you the most? Circle the titles/ideas that seem most magnetic to you. Next, scan your list of circled titles. Can you combine the circled ideas into one book idea? If not, that's fine. Does one idea seem

more appealing to you than another? Try to pick the one idea you REALLY want to write about. Trust your intuition on this one. Then, create a focusing statement to guide your thinking about this project. Consider what you want this book to be; create an outcome or intention for your book. See how easy this is?

2. **Day Two**—Take a memo, please ... By now, thoughts and ideas will be occurring to you. You may remember facts, statistics, quotes, insights, whatever, that might end up in your book. Write them down! You don't have to do any actual writing; just jot down key ideas so your mind can work on them. You might also get a sense of direction for your book. If so, jot it down! If you feel the urge to write the table of contents, do so! If nothing is coming, try to imagine what the back cover will look like. Let your mind go.
3. **Day Three**—The race begins ... Whether you feel ready to write today or not, you will write. Here's the secret in writing your first draft: don't revise, don't stop, don't look back! Don't judge your work. Keep your hand moving!
4. **Days Three through Five**—Keep running ... Keep the momentum up. Continue with your writing sessions; write nonstop! Break up your days and write in 20-minute segments. Just keep writing. Again, don't stop to edit or fret. This is still the first draft. It's supposed to be rough or uneven. But chances are, it's not as rough or uneven as you think! By the end of the fifth day, your first draft will be completed. Accept what you have accomplished!
5. **Day Six**—Edit! Now you can edit your book. First, organize the book. Move sections around so that everything makes sense. Trust your gut. Second, throw away anything that isn't the book. If any material doesn't help you achieve your goal, drop it. Third, go through and tighten what you wrote. If you were wordy, cut some words. If you seemed to use certain words a lot, try to change some of their occurrences. Fourth, consider erasing your entire opening pages and closing pages. These are usually, but not always, weak areas. Fifth, try to break your book up into small subsections. Readable chapters are split into readable small sections, with their own headings. When you have finished all this, make six copies and have six people review them. Invite their feedback. Now edit again, until you're happy with the product. There you have it, you planned, wrote, and completed a book in six days!

Exercises.

Now you're going to write a book in six days!

1. Day One:

- Pull out a sheet of paper.
- Make a list of everything you might ever want to write a book about.
- I mean everything! Any ideas, no matter how silly, should be jotted down.
- Now review your list. What ideas seem more attractive to you than others?

- What excites you the most?
- Circle the titles/ideas that seem most magnetic to you.
- Next, scan your list of circled titles.
- Can you combine the circled ideas into one book idea? If not, that's fine.
- Does one idea seem more appealing to you than another?
- Try to pick the one idea you really want to write about. Trust your intuition on this one.
- Now, create a focusing statement to guide your thinking about this project.
- Consider what you want this book to be. Create an outcome or intention for your book. See how easy this is?

2. Day Two:

- By now, thoughts and ideas will be occurring to you. You may remember facts, statistics, quotes, insights, whatever, that might end up in your book. Write them down!
- You don't have to do any actual writing; just jot down key ideas so your mind can work on them.
- You might also get a sense of direction for your book. If so, jot it down!
- If you feel the urge to write the table of contents, do so!
- If nothing is coming, try to imagine what the back cover will look like. Let your mind go.

3. Day Three:

- Whether you feel ready to write today or not, you will write.
- Here's the secret in writing your first draft: don't revise, don't stop, don't look back!
- Don't judge your work!
- Keep your hand moving!

4. Days Three through Five:

- Keep the momentum up. Continue with your writing sessions. Write nonstop!
- Break up your days and write in 20-minute segments. Just keep writing.
- Again, don't stop to edit or fret. This is still the first draft.
- It's supposed to be rough or uneven. But chances are it's not as rough or uneven as you think!

- By the end of the fifth day, your first draft will be completed.
- Accept what you have accomplished!

5. Day Six:

- Now you can edit your book.
- First, organize the book. Move sections around so that everything makes sense.
- Trust your gut.
- Second, throw away anything that isn't the book. If any material doesn't help you achieve your goal, drop it.
- Third, go through and tighten what you wrote. If you were wordy, cut some words. If you seemed to use certain words a lot, try to change some of their occurrences.
- Fourth, consider erasing your entire opening pages and closing pages. These are usually, but not always, weak areas.
- Fifth, try to break your book up into small sub sections. Readable chapters are split into readable small sections, with their own headings.
- When you have finished all this, make six copies and have six people review them.
- Invite their feedback.
- Now edit again, until you're happy with the product.
- There you have it, you planned, wrote, and completed a book in six days!

How to Live Forever:

Exercises:

1. Now you're going to write a book in six days! For this session it would be easier to use paper, however, we've supplied the days here for you to record notes as you go along.

Day one

How to Live Forever:

Exercises:

2. Day two

How to Live Forever:

Exercises:

3. Day three

How to Live Forever:

Exercises:

4. Days three through five

How to Live Forever:

Exercises:

5. Day six

Speak and Grow Rich:

Developing the Gift of Gab in Public and Private

What can the power of speaking do for you?

Few people know that the first global advertising campaign was created during World War I.

President Wilson created a committee to “Carry the gospel of Americanism to every corner of the globe.” One of the most powerful tools to come from this effort was the “Four-Minute Men.” These were prominent men in every major city in the country. They would stand at public events and deliver a four-minute speech on a subject of national importance.

By the armistice, there were 75,000 “Four-Minute Men” in the states. They had given more than seven million talks. They were able to reach 143 million Americans with their message!

What this illustrates is the power of speaking. When you speak before a crowd of prospects, you’re subliminally selling them on you. Your effective presence as a speaker will sell anyone, more effectively than any letter or ad you could give them.

Mark Twain’s six speaking secrets:

1. **Preparation**—Twain quipped that it took him four weeks to make a good impromptu speech. While his speeches appeared spontaneous, they were actually very well thought out in advance, even written out, rehearsed, and memorized. In other words, he was so prepared that he appeared unprepared, or spontaneous.
2. **The “Cheat Sheet”**—When Twain first started giving speeches, he would write out the entire speech and put it on the podium in front of him. He quickly found that he couldn’t move around and still see the speech. So he tried writing just key words down to remind him of his stories, but found that all words look alike from a distance. Finally, he hit upon the idea of drawing little pictures of things which reminded him of his topics. One glance and he could recall in an instant what he wanted to say.
3. **Showmanship**—He knew that style was more important than substance, at least in giving a talk. He once saw a minister hypnotize a congregation by using dramatic devices. He never forgot it. One of his tricks was to use pauses, just before a punch line or a surprise ending. Another trick was to speak slowly, which made for a more engaging performance.
4. **Storytelling**—Twain knew that nothing holds people’s attentions better than a good story. While he was criticized for telling stories with no meaning, his goal was to entertain, not to enlighten. As an entertainer, he was enormously successful, partly due to his stories.
5. **The Starter**—He loved to engage the audience as soon as he stepped on stage, using what he called a “Starter,” a self-introduction, a very long pause, or bringing an open book on stage as if to

read it, before closing it and ad-libbing a speech. All of these techniques forced the audience to pay attention, to see what this man had to say.

6. **“Presence”**—You’ve seen photos of him. He was striking; he stood out from the crowd. His manner was also striking. His presence was felt on stage, as well. Part of anyone’s presence is due to his or her reputation, and Twain got a lot of respect as a famous author and speaker.

How I gave the talk of my life.

In the summer of 1996, I spoke at the Publishers Marketing University in Chicago. I was nervous. But I wanted to give one of the best talks of my life, so I prepared. I read. I listened. I outlined. And then I stumbled across one of the most powerful secrets of all time.

What you do is imagine your talk as something other than a speech. If your speech were music, what sort of music? If it were a color, what sort of color? I imagined my talk as a fiery red with white streaks in it. That symbolized to me high energy, enthusiasm, and inspiration.

I then thought of my talk as a piece of music, and imagined it as a Melissa Etheridge song. I felt that if my talk could pack some of her punch, I would knock the Chicago crowd on their rears!

I mentally rehearsed my speech in this fashion for weeks. I allowed my subconscious to integrate the dynamic elements of a Melissa Etheridge concert into my talk. I knew I was programming my mind for success.

When I gave my speech, it seemed strong, clear, articulate. When the audience was polled weeks later, my talk got rated highest, with a score of 9.84 out of ten!

I still get nervous about speaking. My point is that anyone, even you, can become a powerful speaker. When you stand up in front of a crowd of prospects, they see you as an authority. When you entertain them, they’ll remember you. When they need your services, they’ll hire you.

Tips to create your own winning talk.

1. **Know your audience**—Think about what people are interested in, not in what you want them to be interested in. Give your audience what they want.
2. **Know your message**—If you don’t have a key point to convey, your talk will drift aimlessly, and your speech will come across as empty. Know your essential points before speaking.
3. **Have stories to illustrate your points**—Stories entertain as well as educate. Delivering your key points without stories will make you sound lifeless and boring. Breathe life into your speeches with relevant stories. Enrich your presentation with them.
4. **Use visual props**—Know the value of keeping people interested. You must keep them riveted on you! While you and your words will make some impact, your visual aids will help you make an unforgettable impression.

5. **End with a bang!**—Psychologists say that people will remember the opening and the closing of your speech more than any other part. If you want people to remember you, end your speech on a memorable note. Save your best story, quote, or illustration for last.

Five tips to help you manage stage fright.

1. **Learn and practice deep breathing**—It will help release the contraction in your solar plexus associated with fear and anxiety. It will also help slow down your speech so you don't seem nervous as you give it.
2. **Learn to be grounded in your physical body**—This means that you are relaxed deeply in your body so that you are fully aware of it. When you bring your whole body to the speech, you experience a sense of calm, and you'll fidget less!
3. **Give yourself permission to feel the nervous tension**—Don't expect not to feel nervous.
4. **Give yourself permission to reveal your anxiety**—Humor really helps with this. Your audience will appreciate your honesty and will be drawn to you for it.
5. **Get into a dialogue with your listeners**—Plan questions to ask your listeners that let them share what they know, feel, or have experienced on the topic. You will be amazed how much dialoguing with the group relaxes you.

Think of the happiest moment you've ever had.

Barbara Walters, someone who has interviewed everyone from movie stars to royalty, says, "I follow the suggestion that photographers give their subjects when they're posing and looking glum. They're told, 'Think of the happiest moment you've ever had,' or 'Think of the person you love most in the world.' When you do this, the tension goes out of your posture and your face, and softness floods in."

Pitch and grow rich.

Someday I'm going to write a program called *Pitch and Grow Rich*. I'm fascinated by how pitchmen take products, demonstrate them, and sell millions of them to us. Their primary tool seems to be the gift of gab! The truth is, selling is not a matter of goods so much as it is a matter of people. People are still buying toys that don't work, making investments in scams that rob them blind, and falling in love with people that rip them off. Why?

Because someone involved knew the art of speaking as a tool of persuasion. You can move mountains and achieve the impossible, if you know how to speak!

Exercises.

1. List ten subject areas you could speak on right now.

- Which brings the most excitement?
- Which do you feel most passionate about?

2. Now ask yourself which topic might have the most public appeal. Which would more people attend? Why?

3. Try the method of thinking about your speech as not a speech.

- If it were a color, what color would it be? Why?
- If it were a piece of music, what sort of music? Why?
- If it were an animal, what kind of animal would your speech be?

4. Now assemble the elements into a really great speech.

- Who is your audience? What do they want to hear?
- What is your message, in a nutshell?
- What are three key points you want to make?
- What can you use as a story to bring each point to life for your audience?
- What sort of visual aids can you use to bring life to your talk?
- That's all you need to create a basic talk! Go get 'em!

Speak and Grow Rich:

Exercises:

1. List ten subject areas you could speak on right now.

Speak and Grow Rich:

Exercises:

2. Now ask yourself which topic might have the most public appeal. Which would more people attend? Why?

Speak and Grow Rich:

Exercises:

3. Try the method of thinking about your speech as not a speech.

Speak and Grow Rich:

Exercises:

4. Now assemble the elements into a really great speech.

Putting It All Together:

How to Think Like an Audacious Business Giant

How to combine everything you've learned!

What I want to do here is help you stretch your mind, to see new possibilities in your business, to find new ways to implement the Irresistible Marketing Secrets we have discussed.

We'll go through a couple of imagery exercises that will help you open your eyes, stretch your mind, even increase your IQ!

But first, let me tell you some stories of Irresistible Marketing at work!

What are some examples of Irresistible Marketing?

1. Two owners of a small lingerie company wanted attention for their business but had no money. With the help of an ad agency, they came up with an outrageous idea. They stencilled ads directly onto the sidewalk with washable paint! One of them read "From here, it looks like you could use new underwear!" It worked, too: the company got so much free publicity that they became known around the world!
2. In the 1960s, Jeffrey Sussman helped a friend open a new restaurant, with no money, in Manhattan. He hired 12 not-quite-topless dancers to ride motorcycles through various nearby neighborhoods. Some had signs, some had banners, and the last two women handed out coupons to the new restaurant.
3. A jewelry store was robbed one day, and they captured the robbery on video. What the store did was set up a TV and played the robbery for their customers. Then they sent out letters to past customers inviting them to see the robbery and receive 35% off their purchases. Over 400 people responded; the store rang up \$25,000 in sales. All they did was turn a negative into an irresistible positive!
4. In late 1998, Saturn began running ads for a new three-door coupe. The ads seemed like a joke. But Saturn was thinking outrageously. When I went in to service my Saturn, I asked about the ads. They said they were real, the car was real, and they had four months of pre-orders!
5. When Donald Trump wrote his first book, *Trump: The Art of the Deal*, he announced that he was running for the U.S. Presidency. While he was never really serious about it, his ads and his speech got him national attention. It also helped make his book a bestseller, moving more than 950,000 copies in hardcover alone.

How can you increase your IQ and think like a visionary?

Dr. Win Wenger has written several books, including *The Einstein Factor* and *Discovering the Obvious*. I knew he could help me with some mental exercises that could help us learn and integrate the ten

techniques discussed in this series.

Wenger has helped average people easily increase their IQs by 20 points after only 25 hours of his training! His techniques get results.

Before we begin these imagery exercises, let me say something about visualizing. I know some people think they can't see images. The truth is, your brain only sees images. That's how it processes information! If you feel you are one of those people, however, try this simple experiment. Close your eyes; then put your hands over your eyes and rub gently, as if you just woke up from a nap. Now open your eyes. You'll see spots and flickers, called phosphenes. Describe the phosphenes you're seeing.

Image Streaming is really that easy! You simply take whatever image you have and begin to describe it, out loud, quickly and in detail. If you need to jumpstart the process, try the following exercises.

Image Streaming remains Dr. Wenger's cornerstone technique. It is his basic process for learning how to be more creative by tapping into more of your brain.

Wenger's other suggestion is to "put on the head of a Marketing Genius." Wenger's Borrowed Genius technique allows you to role-play what it might be like to actually be any marketing genius you can imagine. As you can imagine, this can be an exhilarating and eye-opening experience! Let's go through these exercises now!

Exercises.

1. A guided tour through Image Streaming. This is an easy and fun process, and I want to guide you through it right now! Are you ready? Then let's go!

- Sit back, relax, take a deep breath, and let go. . . .
- First, ask yourself a question about P.T. Barnum, marketing, your business, or about whatever else is on your mind. What is it that you'd like to solve right now?
- Or what do you want to learn? Or invent? Name it now.
- Second, set aside ten to 20 minutes where you do nothing but describe aloud the images you see in your mind to another person, or to a tape recorder.
- By speaking audibly, you create a feedback loop to your brain. This is important!
- The first images may not make any logical sense, as they are coming from your subconscious mind. Don't worry about that; just describe them as best as you are able. Do that now.
- Finally, try to determine how the images help you see the answer to your question.
- Assume the images you saw were your answers. What are they trying to tell you?
- During this process, the images may suddenly blossom in your mind into an obvious answer to your question. If so, great! Usually what happens is that the images will make sense to you a day or so later.

- Whatever the case, jot down your insights or discuss them with a friend to help make them more concrete and to further your understanding of this process.

2. A guided tour through the Borrowed Genius technique. Here's how the process works:

- Again, just sit back, relax, and let go.
- Decide what skills you want to acquire from whatever Marketing Genius or other person you care to imagine. Just select someone that you'd like to learn from.
- Breathe slowly, relax, and visualize yourself in a beautiful garden.
- Describe, out loud, what you see in the garden. Let the images lead you.
- Now see P.T. Barnum (or whomever) come to you. Start describing the genius in rich sensory detail, and out loud. Can you see him?
- At this point you are ready to become the genius! Just imagine lifting the head off the image's body and sliding it on over your own head. Pretend the experience is like fitting a mask or helmet over your head, and align the eyes, nose, and mouth so the image's head fits right over your own. Is it on? Good!
- Now look out through the borrowed eyes and describe whatever you see. If you are still in the garden, describe it. If you are somewhere else (because the images are allowed to change), describe the new place. Again, let the images come and go, and simply describe aloud whatever you see.
- Now turn your thoughts to your business. Let this genius look at your business. Describe what you see through his or her eyes. Do this for several minutes.
- Let your mind drift to the defining moment in the genius' life when he became a business genius with his own empire. Let your mind take you to whatever moment that might have been (there is no one right answer). Imagine what that must have been like for him. See through his eyes. Describe it out loud.
- You are now ready to separate from the image. Imagine a full-length mirror in front of you. As you look through the image's eyes, you see his reflection in the mirror. Now let the mirror vanish. As it does, you are again separate from the genius you selected. He is standing in front of you, smiling.
- Before you open your eyes and end the exercise, let the genius tell you something important about your business. There is something he wants you to know. What is it? Allow yourself to be surprised by this person's advice!
- When you have completed this process, immediately jot down your insights, or discuss them with a friend. You may be astonished by how you now perceive your business!

Putting It All Together:

Exercises:

1. A guided tour through Image Streaming. This is an easy and fun process, and I want to guide you through it right now! Are you ready? Then let's go!

Putting It All Together:

Exercises:

2. A guided tour through the Borrowed Genius technique. How the process works.

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