

Renegade Millionaire

By Dan Kennedy

The Power of Mastery

I am about to tell you how to add \$25,000.00, \$50,000.00, maybe \$100,00.00 a year to your yearly income - without spending even a penny more on advertising or marketing.

One of my featured guest speakers at a past SuperConference was Michael Vance. Michael worked side-by-side with Walt Disney for a number of years. As I was listening to Mike, I made a mental note to start talking about a Walt Disney quote about marketing that I used to use a lot.

What Walt Disney said about Marketing is:

“Do what you do so well - and so uniquely – that people can’t resist telling others about you.”

In every field, there are “masters”. People just so darned good at what they do that people are compelled to tell others about them.

Mike Vance is that kind of speaker, and there are darned few in that category. Actors like Paul Newman, Al Pacino, Robert DeNiro. The salesman I used to buy my cars from, Bill Glazner, at Sanderson Ford in Phoenix - he puts every other car guy I’ve ever seen to shame. There are a couple chiropractors I know who put on such a great “report of findings” (their equivalent of the Printing Audit) that they enjoy 100% conversions and can easily sell large dollar “pre-pays.” There’s a shoe-shine guy at the Atlanta Airport who still rubs wax in by hand, snaps the towel with authority, slaps the leather, makes the brush sing. And this is important: these people are “master performers.” They are not just masters at whatever technical thing they do, they are masters at presentation.

So, here’s a very simple, very practical question: after customer buys from you for the first time, do they - without any prodding from you - rush to the phone, call an associate, and tell them about the amazing buying experience they just had? Are the first words out of their mouth to the next person they see about you?

If it is, here’s the economic impact: your need to invest money in acquiring new customers will diminish over time as your business converts to being 100% referral driven. This means you can take all the money you now spend on advertising, direct

mail, telemarketing, etc. and put it into your pocket instead. This means you will have more people calling and waiting in line for you than you have time, because each client will multiply.

“Mastery” can quite easily be worth an extra \$50,000.00 to \$200,000.00 or even more to you each year you remain in this business. (Bank it all at even modest interest and in just five years you can retire a cash millionaire.)

To get that good, you must dedicate yourself to doing so: I’ve always been impressed with the late Yul Brenner, who performed the “King and I” a record number of times on Broadway - and still rehearsed his lines, gestures and facial expressions every day, before every performance, right up until his last one. How many times have you written out your own, complete sales script word for word? Recorded it and listened to it on tape? Role-played it with family or mastermind group members? Practiced in front of a mirror? Ever? This month?

Get this: I can predict your future bank balances if I know what you read, what you listen to, what educational functions you attend, who you hang out with and what you work on (practice) regularly. Oh, and years ago, Joe Karbo wrote this wonderful ad headline: are you too busy making a living to make a fortune? Are you?

Discover how you can sneak into the closed door meeting and eavesdrop on the free-wheeling, no holds barred discussions of arguably the most elite and extraordinary group of marketing and moneymaking "masters" ever assembled in one place, at one time.

***DAN S. KENNEDY** is a serial, multi-millionaire entrepreneur; highly paid and sought after marketing and business strategist; advisor to countless first-generation, from-scratch multi-millionaire and 7-figure income entrepreneurs and professionals; and, in his personal practice, one of the very highest paid direct-response copywriters in America. As a speaker, he has delivered over 2,000 compensated presentations, appearing repeatedly on programs with the likes of Donald Trump, Gene Simmons (KISS), Debbi Fields (Mrs. Fields Cookies), and many other celebrity-entrepreneurs, for former U.S. Presidents and other world leaders, and other leading business speakers like Zig Ziglar, Brian Tracy and Tom Hopkins, often addressing audiences of 1,000 to 10,000 and up. His popular books have been favorably recognized by Forbes, Business Week, Inc. and Entrepreneur Magazine. His NO B.S. MARKETING LETTER, one of the business newsletters published for Members of Glazer-Kennedy Insider's Circle, is the largest paid subscription newsletter in its genre in the world.<https://gkic.isrefer.com/go/CCLOS/milteer>*