

Master Oliver: Do you guys need me to use this to hear over the party back there? Is that okay?
Or is that better?

Speaker 2: The mic is better.

Master Oliver: The mic is better, well I'll do the mic.
I assume we don't have a lot of [inaudible 00:00:14].

Audience: [inaudible 00:00:16]

Master Oliver: What's that?

Audience: [inaudible 00:00:19] best way.

Master Oliver: Oh go ahead, and go back to the one he had before.

Audience: Alright so that'd be three. Back to school banner ideas.
Second one is: I'm first in karate in my town but martial arts I pull up seventh.
Would you say I should try to get more words per average in martial arts.

And the last one was the two year black belt thing which is --

Speaker 2: You're talking about adding words by itself or just in organic?

Audience: Like if you type in karate fellowship, I pull up first. But if you type in martial arts,
I'm seventh or eight.

Speaker 2: In organic or [inaudible 00:00:44].

Audience: Just --

Master Oliver: Organic.

Speaker 2: So everybody knows--

Master Oliver: Thanks Don. Everybody say thanks Don.

Thanks Don. Bye Don.

Speaker 2: Ad words is showing up typically on the top of the page and there's a little box
that says Ad. Used to be yellow now --

Master Oliver: The ones you're paying for pay per click.

Speaker 2: Yeah, that's what you get. So you're not paying for that, right?

formatting

Audience: No.

Speaker 2: So, yeah, that's organic. That's improving the organic response and that could be helped by blogging about your stuff or webpage ...

Master Oliver: Yeah. And ...

Speaker 2: Your webpage has to be keyworded so that it also is keyworded for martial arts and a good web page will do that and it shouldn't be that much different. Unless the other guys who have martial arts pages are better than your page.

Master Oliver: Yeah, I mean it is Detroit but still if you're ... if you worry about the martial arts Houston versus an independent, an individual one in the suburbs, martial arts Houston versus martial arts Galleria area. The only suburb I know in Detroit, off the top of my head is [inaudible 00:01:48] and Ann Arbor. But one of these suburbs ... If you don't really kind of dominate right where you're at, it's problematic.

Audience: Before I did like karate but switched to martial arts versus karate 'because I know people searching martial arts but it's usually karate thing.

Master Oliver: [Crosstalk 00:02:07]

You would get some more stuff out there that says martial arts and help it gradually work it's way up.

What you need to do specifically is you need to go do a fair, a carnival, go get directly into five elementary schools and not stress about any of that stuff until you've got so much traffic that you're working on the fringe. Right.

Because again, you can get bogged down in that and it's not going to be terribly productive to do that, right. So yeah, I mean, martial arts is going to get more traffic than karate, karate is going to get more traffic than kung fu and then there's a smattering of other stuff but, in the scheme of things you're better off to go buy the ad words and to show up first, or second, or third anyway, I mean you don't have to worry that much about it. When you go and do that, it will show you what the click inventory is on those and if there's a ton of people searching for martial arts in Detroit then maybe it's worth worrying about.

You see, they tell you, right. If I go by martial arts Detroit, that'll tell you what the projected click inventory is. And you say, "oh my god, there's 15,000 people a month clicking on that, I'd better go get to work on it." Or if they -- "hold on, 15 people, okay! Not going to worry about it," right. So that is the nice thing is you can tell if it's working.

But back to school banners, and what was your ... you had another question about ... ?

Audience: Three ideas that last about two year [inaudible 00:03:46]

Master Oliver: Two year [inaudible 00:03:49]

Audience: This idea that [crosstalk 00:03:52] dot com.

Master Oliver: Oh what were those three ideas? Well his idea is you're doing a four-year or a six-year renewal and you for a pay in full and they can't come up with the \$20,000 or the \$35,000 or whatever, you can go back to it and say, "Well, if you wanted to do a year to three years, you can still get that discount for that period of time." Right. So if the whole deal is \$15,000 maybe they could take 25% off or 20% off of half, so basically they've paid in full for two years. Then you start the billing and the last three years are paid, right. So that's a really good idea, because we were always going for kind of all or nothing, down payment monthly or pay in full. And it cuts the different because there will be people who have two credit cards with a credit line that they can give you \$7,000, but they can't come up with \$15,000 or whatever. So when you start getting into the bigger numbers you start limiting their options to come up with and gives them a fallback. Right.

His idea, with ... maybe somebody in the group knows ... I want to figure out if we can do your idea but have it on the web page, so that they download the contact information directly into their phone.

Speaker 2: I think there's a way to do it, it's sort of a kind of file.

Master Oliver: Yeah.

Speaker 2: Typically, people don't do that, so that's why it's a little bit unusual.

Master Oliver: I see.

Speaker 2: So if you're able to create something that's something like a fusion of that, do a text message back ...

Master Oliver: Yeah that's right. Text it back ...

Speaker 2: Sales message can do that, maybe I will do that now. So I'll look into that.

Master Oliver: what I'm talking about?

Audience: Yeah.

Master Oliver: You go to a live event, the top problem with somebody actually answering the phone and mobile is people don't answer 800 numbers they don't answer ...

Speaker 2: Unknown.

Master Oliver: Unknown numbers and they don't answer numbers that they don't recognize and they don't answer blocked numbers and they don't answer 800 numbers right. So if you're up in a movie theater ... and he came up with this, I don't know, a couple years ago ... you're up in a movie theater and you're at the fair, you put your contact record in your phone, Android, iPhone, doesn't matter.

But your school name, your email address, your phone number, the physical address, all that stuff. You make it a point, you say, "Hey let me share with you all of our contact information so that you can call us easily if you need to reschedule, you can map to get to us easily," and so forth. Now you share it with them so when you're calling to confirm, it's you it's not a ... I thought that was brilliant, I hadn't thought about it. So now you've overcome that ... now if they're ignoring you they just don't want to talk to you, rather than just ignoring the blocked number. Does that make sense?

On my list of the telemarketing companies there's this big ... the federal government just fined somebody like 200 million dollars because they're spoofing local numbers, right. So they have the software where they could call the house and I'll get numbers that, like my numbers 303949 and it'll be 303949 and a different number, but that the idea is for you to think that it's one of your neighbors or something. But it tells you the psychology right. Greg for a while, they had to ring central thing where it was set up where it would show an 800 number on the thing, and goes oh no. They're not going to answer 800 numbers that would be both the -- you're not 303 you're 719 ... what's your area code

Audience: 303 ... 72 or [inaudible 00:07:25]

Master Oliver: Okay, but either way ...

Audience: I sent it to those two guys, I thought they would get it [inaudible 00:07:35], so just add the contact, add the contact [inaudible 00:07:40]

Master Oliver: Yeah. Does everybody understand that idea? So --

Audience: Want me to show, just for a quick show?

Master Oliver: Yeah.

Audience: So like what it is, is I got the record, first I got a record of my school in my phone anyway, but I made up a specific one that has like a picture of it and everybody's phone number, the line one, line two phone number and everybody's email address that I could get an email from, and the webpage and the other webpage and everything. Everything they could need, and then I just go down to the bottom. This is on an iPhone but Android has a similar thing. Share contact. Now if I want to share a contact with Keith, I have his cell number, I just send it to Keith, it's going to go ... now he's got an Android, these guys have iPhones so all I got to do is ... huh? You have an Android? So you click on it, you click on the

record and then it's going to pull it up. And down at the bottom it's going to say "Create New Contact".

You already did it?

Audience: Yeah.

Audience: Okay. Well he already did it. So you just create new contact or whatever it is under your phone now you'll have it so when they call from the school it'll ring and it'll actually show you a picture on the phones that are compatible with that. If phones aren't compatible, it'll still show the name of the company, but for those ... for Mr. [inaudible 00:08:50] here if I call him it's going to show a picture of the school. It'll be very familiar because he'll be like, "this must be somebody I know."

Master Oliver: And what I'm trying to do, and I'm sure we can do it, is have it be ... They come in to a website, they opt in, our responder with the contact information to get to put it [inaudible 00:09:12] but get em to put it in their contact so that then when we do an outbound call, they'll know what it is, right.

When you're face-to-face with them it's easier because you just walk them through, "Here is that our right cell phone? Here I'm going to share our contact so who it is. Here let me show you just hit and Add Contact, yes and you're [inaudible 00:09:36] literally" ...

Audience: Well you could send it all back to me for his school. And what I also do is I put the anniversary date and the birthdate, so if their phones are tagged ... like my phone tells me if somebody I know's birthday comes up. So if their phone comes up with a ping, so I get automatically ... they get notified of the anniversaries or birthdays, then it'll remind them when we opened and when we ...

Master Oliver: Okay.

Audience: I need to remember when we opened that school because I may or may not [inaudible 00:10:00], I just made one up opposite of the birthday date.

Audience: A lot of the time the at an event as well if you're at a fair and if they seem kind of technologically inept, I'll just take their phone and actually save the contact.

Master Oliver: Sure, sure.

Audience: [crosstalk 00:10:14] just hand it to you.

Master Oliver: Yeah, if you don't mind I'll show you how to ...

Audience: Don't just grab their phone out of their hand.

Master Oliver: That'd be a little creepy.

Yeah, everybody mark this day in history ... or I guess it was yesterday that Taylor Swift came to Denver to testify in the trial about the DJ who groped her at the ... does everybody know that. She was in town to testify, and some local DJ grabbed her butt at a concert she did here and she complained to his boss and got her fired and he sued her for \$5 million and then she counter sued him. So she was in town testifying yesterday. Just trivia that I know how you Tay Tay fans needed to know.

Audience: Tay Tay [crosstalk 00:10:58]

Master Oliver: I got that from the movie with the Rock. What was the one where he is coaching the kids' soccer, the girls' soccer game?

Audience: Oh yeah, that was really good.

Master Oliver: That was really funny. Fast and Furious. Yeah.

Okay, so did that answer your question? And then ...

Audience: [crosstalk 00:11:16] back-to-school banners.

Master Oliver: Yeah. Anything that's that short, really has to be ... offer something to do quickly, right. Whether it's a bandit sign or signage that you expect them to see from the parking lot or signage that you see from the street or a billboard, right. So it has to be real, real simple. Back-to-school classes forming now first two weeks free. Right. Something like that with a drive to the phone number.

And this is a long conversation that's had with Kennedy and J. Abraham, an awful lot of research is being done now, whether it's better to send somebody to a website or send them to the phone number. And what's happening is if you listen to like satellite radio, I got XM and the 911, is almost all the direct response ads, even if they're just trying to build an email list, say, "Call this number and leave your email on our voicemail and we'll send you the reward," stuff like that. But their conversation was, if I send you to a phone number, you're accomplishing what you want without any intermediate steps and you're getting them on the phone with somebody who can move them to an appointment.

Where if you send them to a website, once they're looking at an electronic device, doesn't matter whether it's a phone or it's a laptop or whatever, they now get distracted really easily. So they go to your website and they go, "oh many I should look at other martial arts schools in the area, maybe I should check and see what else is going on." They get pings on notifications, their email dings, and then they're off 90 other two different directions. So there's a lot of thinking now that, I mean it's a reversion to 15 years ago, of not having the response

mechanism be on the website because of how many of them get lost in the shuffle, right.

Somebody else on that same subject sort of asked about lead ads on Facebook versus doing regular ads on Facebook, and I haven't seen any good data. Who was it that asked that questions? Somebody asked about ... I think, you did ...

Audience: I was asking about whether to use the lead forms or landing page.

Master Oliver: So far I think the right answer is landing page. I like the lead ads thing. The reason they did it, is 90% plus of people looking at Facebook are on their phone and so the problem is, people who click on the ad don't want to fill out a long form. And so the lead ad automatically populates it, all they have to do is hit submit.

So the good thing is, you're getting an email address and a phone number. The bad thing is, there's very low commitment and taking them from a Facebook ad to a landing page where they fill out a form is already a nightmare getting an appointment, so there's half as much commitment as there are on those, right. So, Travis, that'd be a judgment call. Would you like twice as many leads that were half as serious or would you like twice as many leads that were twice as flaky? Yeah. See, so it's a judgment call.

Audience: One of the things about lead ads is that you get their actual information versus if they put it in the [inaudible 00:14:52] form it might be something else ...

Master Oliver: Sure.

Audience: ... Facebook's genuine information.

Master Oliver: It gives you the genuine information that's on their profile, right. Like in my case, when they do that, they get an email address that I look at about once a year. Because the email address that is in my Facebook profile isn't the one that I actually use. And I may be an anomaly, I don't know. I don't know how many people don't put their phone right, the phone number, [inaudible 00:15:22] or another.

So far I haven't seen a good reason to use it, but it has some potential, so that's not a concrete answer, but... probably stick with what ...

Audience: We haven't really tested it thoroughly enough --

Master Oliver: No, no.

Audience: Whether there's better -- It seems driving them through a specific landing page like what [inaudible 00:15:43] guys are doing. It seems to at least get call or some ... a [inaudible 00:15:47] better response.

Master Oliver: Yeah, well we're experimenting with it now for our own purposes. Big online marketers are still involved with building a big email list, have a low response rates for the email list but having such big numbers that they're making a positive ROI because of the, building a big, big list.

I don't think that model fits us very well and the ... if you give me a choice of do I want a phone number or do I want an email address, I want a phone number. If you give me a choice of do I want a phone number and an email address or a phone number and a mailing address, I want a phone number and a mailing address. And if I can have all three, I'm happier right. So I think there's nothing to [inaudible 00:16:39] of emails going to continue a pretty gradual but continual decline.

Audience: Could I go back. You said they come to that lead form and it's automatically populated.

Master Oliver: Right.

Audience: Because that's one of the ... so as we're setting up a lead form they say, "Okay, what other questions you want to ask," right. So if we ask for the address, right, it's just self populated anyhow, they have no more difficulty in submitting that information. Do you think that'll ... ?

Master Oliver: Will it do that? I think it would. It'd populate the address and [crosstalk 00:17:21]

Audience: Whatever information is on the file. The bad part is, the more information you request the less likely you are to get it.

Audience: Right, yeah.

Master Oliver: Yeah, and it's the same as the landing page. If you just ask for an email address it's more likely to complete it than if you ask for a name and an email address, which is more likely to get completed than a name, email and phone number, which is more likely to ... ever bit deeper you go ...

Audience: The strategy to use is name, email, phone number to a secondary page with address. Then you get the first one, then you get the second one. I get about 60% of my name, email, phone numbers [inaudible 00:17:56].

Master Oliver: Yeah.

Audience: But if I did it with the name, email, phone number in the first place, I wouldn't get nearly the ... I wouldn't even get that 60%. It's a ... like Tom Hopkins talks about it. The thing about marketing too is there's little yeses and big yeses and you want to get little yeses along the way ...

Master Oliver: Well that's very dominant all the way through your [inaudible 00:18:16] of practice, getting small commitments to bigger commitments.

I think it's worth experimenting with. I very much think it's worth experimenting with and I mean, I submit those all the time. Of course I submit them with the knowledge that the email address is going to go through, even if it's the right one, I'm never going to look at it and I'm not going to answer the phone. And mostly I'm hoping that they'll take me to get some more interesting information about it, right.

Some of them are really good. I clicked on one that was a jet share program, kind of like NetJets recently and they called me like twice a day for two months. Avalanche, Charlie Davidson is right up the street here, those guys are pit bulls. You still get a ton of stuff from them, don't ya Jeff? Oh, he's not there.

But I probably get two mailings a week from them [crosstalk 00:19:08]. Yeah he's out buying another [inaudible 00:19:10]. He's already got one in my garage, he doesn't need another in my garage.

Audience: That's a crazy statement. That's one of the craziest statements you've made.

Master Oliver: Well yeah, well you need one. You may want another one. I think what he probably wants is another gold wing so he can have a gold wing in Virginia and a gold wing in my garage.

But it is worth playing with, right. I don't have any good data on that.

Okay. We had some other questions here, but a lot of them were doing better at Facebook, doing tracking, I think we addressed that adequately. But we need to go back into the Facebook. I wanted to spend ... Gee, time is going fast.

Travis if you don't mind I'm going to defer the Facebook conversation. Okay. What I'd like to do is have a video meeting within a week that we can do it online with everybody and report it. And I've had questions about how to upload a custom list, I think that was you Adam, and a bunch of other things that we could do with North Edge or we could do with our other guys [inaudible 00:20:26] ... or we could, yeah, or we could just do ourself.

What we need to spend a lot of time on is what improving the conversion rates look like. If we have a little bit of time, I'll show you what we're doing on our [inaudible 00:20:42] website to try to make some ... because that's our biggest issue, is the ones we want opt in and then we end up chasing them [inaudible 00:20:49].

So I'll show you what we're doing on that. And I want to talk about crafting a good postcard ad, online offline ad, what it looks like. And I want to leave an hour for really putting together a little bit of a marketing plan for the next

couple of months for everybody, right. And we have about two hours to go today and then we're going to shift to sales tomorrow. Does that make sense?

We are going to do a follow-up on Thursday. Put it in your calendar now, on Thursday at noon mountain, eleven pacific, two eastern, one central. And I would love to have a 100% participation on that and by then, Travis, I'll schedule a time for us to do a thorough next steps to try to convert. I do want to get Jeff on there, I want to get Colby, I want to get Allen. Who else is doing a lot with Facebook right now?

Audience: Jay Joe was doing something with Facebook but he didn't have really good results, so he doesn't use it anymore.

Master Oliver: Okay.

Audience: So really, I mean we could do it with that group and then record it but ...

Master Oliver: Right.

Audience: ... record the next steps, but ...

Master Oliver: We'll do that within the next week. In fact let's ... Do we want to do a week from Tuesday? We could do a Tuesday or we could do a Wednesday.

Audience: On the 22nd?

Master Oliver: Is that a Tuesday?

Audience: Yes sir.

Master Oliver: Why don't we do that. Does that work for everybody's schedule if we did it at normal time, noon mountain, on the 22nd?

Yes, yes, going once, going twice, going three times. The 22nd, done. Okay, put that in the calendar, post to the Facebook group. We'll do 100% on Facebook, mostly focused on better conversion but we'll answer the question on that uploading a list too, okay?

Okay, let's go into the designing better ads. Jason you had an ad ... Do you have one of your most recent ones Greg?

Audience: Yes sir, actually I have the one that we critiqued and ...

Master Oliver: Could you post it in the Facebook group and he can pull it up and put it on the screen. Okay.

Anybody else have an ad that they've done recently, it doesn't matter if it's a postcard or if it's a flyer or if it's a newspaper or whatever. Anybody have something done recently on your computer or your laptop.

Audience: I have the print ads.

Master Oliver: Post it in the Facebook group right now.

Audience: Oh, I don't know how to do that.

Master Oliver: If you come up here ... Well somebody should take a ... Rob can show you how to do it. There you go.

Yeah, anybody has one that we could put up here. We'll talk through it.

Here's one.

Audience: Here's the one that Jason posted.

Master Oliver: Okay. Jason, where's that one going to go?

Audience: It was going to go in the, it's called the Parent Magazine. We're probably going to do a four page ad. Louise, my program director, she just did this before we came up here. So I had a chance to glance at it, but we haven't really critique it or anything like that.

Audience: We haven't submitted this yet.

Audience: No, we haven't submitted it. When we get back we will have submitted it.

Master Oliver: Okay.

Audience: So it's magazines but they also have an online presence also.

Master Oliver: Okay. Let's look at this ad.

Let me start with this. Let's say that this is the ad size, okay? Just for argument's sake. The basic idea is headline, and write this down it's the basic principle is the headline is the advertisement to get em to read the advertisement. Does that make sense? So the headline is the ad for the ad, right.

Generally, well, in English, people read left to right and top to bottom, right. So you want an eye track ad to go this way. Does that make sense to everybody? So you want the eye path to go this way. You want a compelling headline that get em to read the ad copy and you want the offer to end up down here. Okay.

In 8 1/2 by 11 print format, or something bigger ... An actual coupon box people are still used to seeing that, with how they contact you and so forth, down here. Does that make sense?

Now what I see a lot of times is people are using what they do, the name of the school, their logo as the headline. Is Jason doing that?

Audience: No.

Master Oliver: Sort of. Martial Sports with a kicker guy, right.

Audience: It's not the top top.

Master Oliver: Yeah, but we're really, I mean this ... Let's think of this box as the header. Right. So if I look at the top I've got the offer and then I've got the school name at the top. Is that an enticement to read everything else?

No, right. See so what I want is ... let's read this: "Understand anti-bullying, eliminate peer-pressure, have a great workout." Without analyzing the text, if you put this there, and this here, would it be a better ad already?

Yeah. Already it'd be a better ad. So if it was: "Arm your child with the 10 steps to be completely immune to bullying now and forever," would that be a better headline?

See that's better, written better, right. Or if it was ... eliminate peer pressure's not bad. "Give your child the three skills to forever be immune to negative peer-pressure and to form a bond with an incredibly positive peer group," would that be better?

See, that's a bit more powerful, right. So you could take any one of these ... Now get a great workout and it's a kids picture ... I would leave the out altogether.

Audience: Sir, I'm thinking about changing the name of the business to because Martial Sports, we've had it for years, but I want to get away from the sports.

Master Oliver: Right.

Audience: Yeah.

Master Oliver: Yeah. And that's a different topic, but sure. Okay.

So, if it were me, I would have this probably here. This is the offer and the phone number. I wouldn't put an email address in that, okay?

I would always avoid reversals. This technically isn't a reversal but what it is is a really dark background that makes this basically illegible, right? So typically what

a reversal is ... A reversal would be if this was a black background and these were white letters. All the data shows people have a hard time reading that. Even if it looks really pretty ... Think about it, if you go through a magazine -- I'm trying to think of one that's pretty graphic ... like ... Wired is one that I read. Can everybody picture how Wired Magazine looks? A lot of times, they let the ... if you pick one up ... a lot of times they let the graphic artist dominate the article, right. So you'll see a headline but it's got a graphic underneath it and weird shapes and really it takes you a minute to figure out what the article is about. See that's a bad thing, right.

If you want to see the magazine with the best headline ever in the world, just pick up the grocery store copies of Cosmo. And some really good copywriters that I know what they do is they go to Cosmo online site and they pull up all the historic covers. And they take all of the heads and the subheads on Cosmo and rewrite for what they want to do because they have some of the highest paid copywriters in the world writing for them, right. So a lot of times there's is about sex or something, but the gist of the headlines from that are so powerful that, they're selling a book and they'll take the Cosmo headline on something and rewrite is slightly and they've got a really good headline. Does that make sense to everybody?

So stay with this premise is the headline is the ad for the ad.

Now if I'm doing a postcard, think about the postcard as having a billboard side and a side for the copy, right. So typically we do the billboard side is a graphic that's going to get their attention with a powerful headline. And then the address label side is going to be powerful headline, possibly the same headline, but then more of this ad format. Does that make sense to everybody? Right.

So what would be a powerful picture is ... if it wasn't so dark that's probably a pretty good picture, looks kind of like a cute little kid in a martial arts uniform. Probably nothing wrong with that picture. But ...

Audience: It shows up better not on a projector [inaudible 00:30:46]

Audience: Yeah.

Master Oliver: Sure. Yeah. But if you ... Like if I had a ... if I was going to send a lazy mail and send a post card of birthday party, what would be the best possible picture I could put? All the kids in the birthday party with their kid featured front and center. Right.

One of our guys did an after school program and had 80% conversion rate from the after school program to enrollments. Now that's unheard of. But what he did was he took his little digital camera, took a picture of every kid, all 80 of them, put in the file in the computer so he knew who was whom. Then what he did is every time he mailed something to the parent, which was about eight

times during the program, the picture of their child was on the envelop, the picture of their child was on the letter and the letter was mail merged with their child's name to make it very personal. The response rate was unbelievable, right. Is that making some sense?

If I did 40 postcards to the birthday party thing, the very least I'm going to get all the kids in the birthday party to line up and to look like they're doing something good, get a snap of that and I can then upload that picture in 30 seconds and the billboard side ... send out cards, you do the same thing ... the billboard side of the ad is going to be that individual party. I can have the same birthday party postcard, but every new party I upload the next picture of that party and send the picture of that party. Does that give everybody some ideas? Right, see, I mean it's very, very powerful.

But a good advertisement is going to have a powerful call to action. Preferably time limited. And really clear instructions. Our ads forever said, if you call whichever number we were using, 431-2200, if you call 431-2200 now you'll talk to Renee, Renee will give you additional information about the appointment if you want to schedule an appointment for your first free lesson. Now notice, what'd I tell them to do? Pick up the phone, call Renee. Now we used that for about 10 year after I fired Renee, but what we knew is when they said, "is Renee there?" they were calling from that ad. Some of them we would key by saying, call Susan, call Renee, call Joanne. So part of what we do ... and by the way, you'll see advertisers queue this it'll say, "Ask for Department B301." Well the Department B301 is the tracking code for the ad, it's not actually the interim designation. Does that make sense?

Speaker 2: And watch the time limit, you want to mention how long because a lot of people I see ... I heard somebody the other day said they did an ad and it was for a money mailer and it was like a month later or two months later, but it's got to be much shorter than that.

Master Oliver: Well it depends, right. So is ...

Audience: Oh the screen's going to go out.

Master Oliver: Yeah, if it was ... I've posted recently the ad that we did in the Yellow Pages forever. Well you're in the Yellow Pages, how much of a time sensitive offer can you do? It's tough, it's put in there for a year.

If you're in money mailer, typically they're recommending a six week because there's sometimes even a two week delivery variant. I've had marriage mails go out where it actually got to the person two days after the expiration date, right. So you have to be aware of that. But generally, the shorter the better.

What we're experimenting with is, on something like Facebook, if you call within the next hour you get this, right. So it's got the countdown clock and ... Jeff was

originally doing that, like call within the next three days and I said well at least make it five hours, let's make it real short. But it depends on what the format is. But the tighter the call to action, the more likely you are to move them into action.

There's a pretty well known copywriter called ... his name is John Carlton and he says picture you're writing for an [inaudible 00:35:44] sloth. Your prospect is sitting on the couch and they have a robot that bring them their drink and they can slide the couch open so they can pee and take a dump so they don't have to get up and go to the restroom, and that's the person you're trying to motivate to contact you. Not a bad picture, right. Is that --

Audience: [inaudible 00:36:09]

Master Oliver: Yeah that's the new thing, the recliner where you don't even have to get up, it's got a ... built in ... [crosstalk 00:36:23]

Master Oliver: Yeah. But think about what he's saying. It's incredibly difficult to get people to actually do something, right. And what we want them to do is commit to getting in the car and driving to see you repetitiously, over and over and over again. And what we immediately want them to do is to pick up the phone and call you right. So it's easier with online because all we're trying to do is get them to click a button and then fill out the form. But it's increasingly difficult in the mobile world to get them to even fill out the form because they're paying attention to 283 different things and they get distracted easily and even if they're interested they pop off somewhere else and then they're gone. Does that make sense?

So we want call to action. What's his call to action? Bring this in for a free month of classes and a free uniform. Okay, it's a fine offer. If I was going to say "bring this in" I'm not sure that's the best way to word it. If you call now if you call ... is this a monthly publication?

Audience: Yes.

Audience: Yeah you pay for one month.

Audience: We're going to be paying ... it's going to be about every month for ... we haven't decided yet, either six months or for a year.

Master Oliver: Yeah.

Audience: Actually so then there's the question, every month we need to say change the expiration on that right?

Master Oliver: Right.

Audience: Yeah.

Master Oliver: Right. I have fudged it from time to time where it doesn't work as well but I've done the first 20 people to call will also receive a free uniform. That's not as good but it's better.

Audience: Sometimes [crosstalk 00:38:10] if you're ordering it depends on what you're doing, right. You don't order 10,000 [inaudible 00:38:15] if you're not sure how fast you're going to go through em.

Master Oliver: Yeah. You don't want to put everybody who calls by May 15th and you're still putting them out in September, right?

Audience: We do do that for October where we order by big quantities, but we always said by ... for the October Halloween stuff like, the safety things, you got to call by November 10th. [crosstalk 00:38:32] whatever it was, October 15th, whatever it was, because we just did about a year on it.

Master Oliver: Yeah.

Audience: So just as a ... The deadline on Kennedy's thing was always in 10 days or less. So don't get caught up in ... sometimes the advertisers will tell you, "Well, you're going to buy this print thing and it's going to sit on somebody's shelf for a whole two months until the next one comes out," that's generally not true.

Master Oliver: Nobody pick it up, sits it on their desk and reads it daily.

Audience: Yeah so it's not like Wired Magazine or a magazine that you're going to kind of save in the bathroom or whatever, but ... So don't let them dictate, don't let advertising ... people that sell you advertising, they don't understand advertising.

Master Oliver: Most of them aren't very good at it.

The only thing they're good at is walking into a business and asking you to buy advertising.

Audience: They're good at selling advertising sometimes, not always.

Master Oliver: Yeah, some of them are.

Audience: Sir, can I ask why you would not recommend putting your email? So on our website, I probably 75% more people that come through our website email us than call us.

Audience: What do you mean email? Don't they fill the form out for your website?

Audience: We don't have a call ... our call backs, we're working on them right now. Right now we have our contact info and all that stuff, so it gives them [inaudible]

00:39:51] email and phone number option. 75% of people I'd say email us more often than call us. So like today for example, we had four people email us, I haven't had one phone call yet. That's pretty common [crosstalk 00:40:04]

Master Oliver: It is. However, what's the first thing you want to have happen when they email you?

Audience: I call them.

Master Oliver: You want to get them on the phone? Right. So what it does is it interjects an unnecessary step in the middle.

Audience: Okay.

Master Oliver: Right.

Audience: Let me say something else here. Having it on your car, you're not seeing ... even what you said proves you don't need it on your car, people are going to your website.

Audience: Yeah.

Audience: They're going to your website and they're clicking on the contact link. They're not reading it off of here and typing in ... Hardly any of them are doing that I'd imagine. Most of them are going to your website and doing it.

Master Oliver: That's not feedback from this ad, that's feedback from people who go to his website. And the people who go to your website, they should be filling in the form the contact form and then when they fill out the contact form they should be getting a text or they should be getting an email and all that stuff. Right.

In general, think about three ... So most important is that the headline gets someone to want to read the other ad. That's number ... well number one is the audience that sees it. But number one after that is the headline. So we want to reconstruct the headline and if it were me, I would probably be ... the three steps to make your child permanently immune to bullying and five steps to have them always and forever ... I don't want to use immunity again ... always and forever be surrounded by positive peers and immune to negative peer pressure ... oh I just used it again, right. So something like that. I would make it a more powerful benefit statement.

The best one we ever did .. the most Evergreen ad I ever did is that "[inaudible 00:41:59] best thing I ever did for my child." Okay. But it was written ... the headline was written in the form of the testimonial, the body copy was written in the form of the testimonial, right. So it was testimonials the headline that tied into the body copy testimonial.

So you want a more powerful headline bringing them down to an immediate call to action on the offer and I would love to have a paragraph or two of powerful copy as a testimonial for that child. Now if that's a ... you got it off the internet or something like that's not an actual student, I'd much rather have, looks like they live in Seattle mom and kid or parents and kid with ... "Billy's been training for 24 months with this and it's the best thing we ever did because ... " I'd rather have that be the kind of copy.

Audience: I could get his mom to bring me a testimonial and say this is our son, he's loving it. So I could do something like that easily.

Master Oliver: Yes, absolutely.

Audience: Yeah.

Master Oliver: And you could just kind of talk to her or videotape her or whatever, and then excerpt and massage a little bit if you wanted, right. If it's in video or audio, I never massage it, I want it to be just what they -- the way they said it. In print, sometimes they'll say all great things about you but they'll say it in 1200 words and you need it in 120 words. So you have to then condense it for them and say, "is this a good condensation paraphrase of what you said?" Right. So it's not like you're making it up. Does that make sense? Sometimes you have to condense it.

I've got some great testimonials if they're willing to read three pages. But if they don't read the three pages they haven't gotten the gist and that doesn't help me in this format.

Audience: Fear headlines versus like an opportunity headline. Can you push fear too far in a headline?

Master Oliver: No. Not really. Fear of loss works better than benefit.

Audience: Your kids safety at school sort of thing.

Master Oliver: Yeah. Although negative peer pressure and bullying are both fear based frankly, right. Is ... Are you afraid of the horrend- ... We didn't want ... I remember when we ... it was a TV ad ... and it was the Lincoln LTD pulls up to the curb, grabs the little girl, she round kicks him in the head it has the [inaudible 00:44:43] music in the background, and in the end friends and associate were like, "Isn't that just horrible fear mongering?" I said, "I don't give a crap, it's working like gangbusters, right."

And ironically we had this scene duped it exactly, you're a player for the 14 year old. Right so we had 14 year old girl exactly the same thing, probably the same car pulled up, legitimately grabbed her trying to take her away and. And by the way, we used that [inaudible 00:45:16] for every bit of its worth I mean she was safe. Same deal, she got grabbed, she punched him in the nose, ran away. But

we got her on Montel Williams, it was in Black belt Magazine, it was in TaeKwonDo Times, it was Rocky Mountain News, Denver Post, all three network TV channels, the Mayor of Westminster came down and gave her a proclamation. I mean, we still have a lot of the ad stuff on the wall, right. So anything you have something like that, use it for all it's worth.

But yeah. So the bullying thing and the peer pressure thing are both, parents are you terrified of the effect of peer pressure and bullying is going to have on your child and the increasingly interconnected and dangerous world. We have the five secrets to making your child permanently immune to the ... and confident in all situations. Right, I'm doing this quickly, but you get the idea. And that was pretty good, so yes, that would be more powerful, even better. And I would not hesitate in a heartbeat to run that. Okay.

So yeah, that's a good point.

Audience: So if we run out of room would it be more important to be able to put the testimonial and just have our web address and that's it, not have ... well I'd put our phone number I guess, just those two things. Not the address. Does that make sense?

Master Oliver: Well in any ad you don't need 101 Nickerson Street Suite 350 Seattle, Washington. What I always did is a cross street. At the intersection of 120 and Colorado and Kings Super center. Right. I give them a visual reference so they go, "oh I know where that is."

Audience: We're not really ... if I said [crosstalk 00:47:02] something Nickerson street. If I said that would that be ... ?

Master Oliver: If that's what they would recognize.

Audience: Okay.

Master Oliver: Right.

Audience: We're in the alleyway so ...

Master Oliver: But the -- nobody's going to tear off the ad and go search you there, right. They're going to call or go to the website first. The only purpose of the address is to give them a sense that they know where you're at or you're close enough that that's a good thing, right. Greg is say in the Target center at blah blah and blah blah street, whatever it is. They immediately know where he's at. That's good enough, right.

Audience: Just to take a step back, do you have any data or any record of ... [crosstalk 00:47:45]

Master Oliver: We've got three different conversations going on. That's a normal routine yes, it is.

Go ahead.

Audience: Do you have any data or capture of taking a fear-based situation and changing the perspective. So instead of offering a solution, changing the language so that it becomes an opportunity. So instead of saying, "I see a problem, here's my solution to it. The problem is our streets are dangerous, the solution is your kid can kick ass." How about, "I have an opportunity for your child not to have to worry about this." Have you ever done that switching of the language and had success ...

Master Oliver: It doesn't work as well.

Audience: It doesn't work as well.

Speaker 2: I mean, I think Kennedy and [inaudible 00:48:31] used to say it all the time, you do an ad we're trying to base things on what works.

Audience: Right.

Speaker 2: When you labor a lot, this is back to what we said before about we got to ... how'd you say the principle, we're not our customer. We're not our target market. A lot of the times we think, well, gee I wouldn't want to run that ad because it might make somebody mad or offend somebody or whatever, but what are we really trying to do? We feel what we're doing is beneficial then ...

Audience: Yeah.

Speaker 2: And truthfully ...

Audience: I'm just, in my own mind I'm trying to relate it and I'm looking at it from, say a corporate board room meeting. If I come into a corporate meeting and I say "We have a problem, I've a solution," instead of "gentlemen, I've an opportunity to make more here." One of those is going to generate [crosstalk 00:49:14]

Master Oliver: I walk into a board room, "Gentlemen, if we don't fix this problem, we're going to be out of business in 90 days. We have this major problem where we're getting stolen blind over this warehouse and if we don't fix it we're out of business." Are they going to take action?

Audience: Yeah.

Master Oliver: "Gentlemen, we've a great opportunity to save an extra \$10,000 a month because we have some place where we can fix some leaks, we have some

slippage." The more you put it in corporate speak, the more you destroy communication. Okay.

I talk to Don about that all the time. He's working in these corporate environments and I say, "Get rid of all the corporate speak." He goes, "Well that's the way they talk," I said, "yeah but that's why ... " if you don't stand out, you're blending in and you become Milquetoast.

So you want to get rid of politically correct speech, you want to get rid of Milquetoast you want to get rid of things that aren't empowering. The best thing you can do is polarize, right. The worst thing you can do is try to be all things to all people.

Audience: Yeah.

Master Oliver: Right. You want to get to the heart of who your prospect is and then get them right where they say, "he's talking directly to me." That's how you want it to feel, right. I mean, you guys see what ... you know what my persona is here, but when I put on a public persona communicating by email and so forth, I amp it, right. I get more in-your-face, more what-a-bozo, that type of stuff. Why do I do that? I want people to hate me because the people who like me will love me, the people who hate me are not the ones I want anyway. I want it to be polarized.

Audience: Right.

Master Oliver: All you have to do is look at American politics. Look at politics anywhere. Right. Is the person who wins 50 votes plus 1 is always hated by a pretty good chunk. The ones that have the broadest base of everybody thinks well about them usually don't have really deep support, right. I mean look at Hillary and Trump. I mean, oh my god, if somebody hated either one, doesn't matter. If somebody hated them, they hate them in their gut with a passion and if somebody was in their camp they're in their camp, flag waving. I mean, it was the best example I've ever seen of that.

And again, you can hate the process, but that's really what works the best, right. You just have to keep in mind, we're not our customer, right. So like in the martial arts world, I'll get kind of political on one thing or another and then the martial arts school I didn't do that because my customer was soccer mom. Okay. So I had to communicate in the martial arts school to soccer mom, because in the kids market she's making the decision, right. Dad's only vetoing it. So I can't be communicating to dad and he just loves this stuff, it's got to be mom wants her 7-year-old daughter to do that, it requires a different language pattern.

Does that make sense?

Audience: Yeah.

Speaker 2: Same with the persona on Facebook, I've seen some instructors that start posting really radical things about how much they love guns and how much this and how much the [inaudible 00:52:33] is something or other. And it ends up being very polarizing and that's not as productive when you're trying to run a family martial arts school.

Master Oliver: Well say it differently. Polarizing is good if you know exactly who your audience is and you're speaking to them. Polarizing is bad if you're pushing your target audience away. So it's got to be the right time and place. I know some people who run Christian Martial Arts Association and they're like if you're in Memphis and you're targeting the fundamentalist audience, well you're going to repel everything from Jewish, Christian, to atheist to agnostic, but in their target audience, they do extremely well. That's absolutely fine, right.

Take Keith Hefner, he runs a church on Sunday in the school, right. And Ann Arbor isn't exactly like a conservative place. But his audience loves him, right. But you got to pick your valley. You got to do it intentionally.

Speaker 2: And I think intentionally is the key word. I think there's some kind of inclination whether it's what they dress, or what they say on Facebook, or the way they act. But I ... I'm running my school here and I'm acting ... I should be able to be free to act how you want but not really. Same as an instructor, same as my employees, they don't get to wear like big old loop earrings and have tattoos on their face. They won't have a job with me if they do that. They know that before they even can start.

Master Oliver: I can tell you, I mean, we were on this little trip and one of the couples likes to do that bar tour and they're sampling the new beer and there's always these picture that were happening with like five beers on the table. He doesn't drink at all and I subscribed to the Wall Street Journal Win of the Month Club and I ended up with a four year supply at my current consumption rate.

Speaker 2: Because that was three bottles.

Master Oliver: Exactly. Well no, it was more than that, but the reality is, I'm hyper-conscious of somebody's taking a picture, I'm not going to let their table be in the picture with me.

He and I were in Saint Louise one time with Junery and they had this banquet and I looked up, and I had my son whose four, Junery's wife, Junery, and Jeff was on this side, and there's a bottle of Jack Daniels on the table. 200 people taking pictures, I'm like, "oh my god." You've got to be eternally aware. Now if you're in a market where they think that's good, it's one thing. In our market anything to do with alcohol has always been forbidden, anything to do with even double-entendre sexuality type of stuff, off the table.

All that stuff, in the kids market, there's no such thing as being too conservative, right. So it doesn't matter what the parents think, there's no such thing and them wanting an instructor with a bong in one of the photos from their vacation, or the instructor that has five different beers, or the Jack Daniels bottles in the thing. You've got to be continually aware of that.

Audience: [crosstalk 00:55:46] pictures in martial arts world and positive picture imagine. How many saw the picture of Travis took with the ...

Audience: First place

Audience: The IBFJJF [crosstalk 00:56:03]

Master Oliver: At least get it right.

Audience: Open IBJJ Federation Jujitsu Championship first place.

Master Oliver: That was last weekend wasn't it? You're looking awfully lean and mean.
What are you now, 49? [crosstalk 00:56:22]

Audience: He's upholding the honor of the rest of us who aren't competing right now.

Master Oliver: Well what's best is Pat Worldly, he's what, 74, and he's travelling [crosstalk 00:56:36]

Audience: No, he's 68 [crosstalk 00:56:39]

Master Oliver: He's older than you are.

Audience: No he's not.

Master Oliver: He's got to have four years on you.

Audience: No, he looks like it, but he doesn't.

Master Oliver: No? Okay. Has Jeff Smith formally announced his title fight that he's training for, world kickboxing comeback in January.

Audience: [crosstalk 00:57:00] I'm starting my training now, I just started back okay, so, I got a ...

Master Oliver: Anyway, okay.

But back to ad design, the classic copyright formula problem, agitate, solve. Parent of that child, that you're targeting, what's that problem? It's behavior issues or it's concern about the people that they're hanging around with, right. I

mean is that a fair way to say it in short hand? So I've got ADD, ADHD, asthma, is disrespectful at home ... [crosstalk 00:57:43] he's grown out of it. I've got that on one hand, on the other hand I've got the peer group problem that I'm worried about, right? So I've got a 9 year old, my number one fear is the kids my kid hangs out with I don't perceive to be a good influence, right. I mean, those are other 9 years olds, so if you're writing in such a way for me to go, that's it. Do you want your child to permanently be a leader and always be immune to the negative influences of the peers and the other kids that he's around? We have the five step solution.

See now you got inside that conversation going on and you're absolutely right. And the more powerfully you say it, the more you problem agitate, solution, the better off you are, right. Because if you're just solving without this, they don't have much emotional content and people respond to the fear of loss much more than they do to the opportunity for gain.

Audience: Are we supposed to do all three of these things in the header or is it like you produce the problem with the header ... ?

Master Oliver: Well you see this isn't even as much content as a postcard, so it's a little bitty ad and this is the Parent Magazine ... and by the way, Parent Magazine, you have to experiment.

Audience: Actually with this Parent Magazine I was thinking about writing an article about having your kid commit [inaudible 00:59:10].

Master Oliver: Sure, that'd be even better, that'd be even better.

We did a lot of experimentation in Denver, over and over, over the years with Parent Magazine and we were doing it in Fresno. In Fresno, we were getting great results with Parent Magazine and in Denver metro we weren't. Now, we were buying the back cover, right. And when you're buying print ... Let me ... got to keep trying to cover that camera.

When you're buying print, if this is the page, you can usually see you have a half page this way or you have a half page this way. But still if you buy a half page somebody else can buy a half page. Or if you buy a half page they can buy a quarter and a quarter, and you're still not dominant, right. So what you want to do, if you're not going to do a full page, is you want to do a -- it's -- I'm trying to think of the best way ... yeah.

Like a mini half page would usually be like this or like this, right. So maybe something like that where it's going to be editorial here and you're going to be the only ad. Something like that's a better place to start. Now I'm spending more money for it obviously, right. But when I test something like that, if I've never done it before, I tend to go big short term. And if I go big short term and I get great results, I could modify it. If I get horrid results I can give up quickly and

not keep throwing good money after bad. but what you're likely to do here is see nothing or a trickle and now you're spending \$200 bucks of whatever.

Audience: So this one we were thinking about a quarter page which would be about \$700 per month. But then that's the other thought is, we want to put money, I want it smaller so I can put money into Facebook. Do at least \$1,000 on Facebook.

Master Oliver: Yeah. For right now I would work on becoming a columnist on this and I would spend the money on Facebook.

Audience: Okay.

Master Oliver: Right. If I was going to test it, then here's the other question is, how broad an area does this hit?

Audience: Couple I don't know ... oh, so they were going to ... they chose [crosstalk 01:01:43] target our neighborhoods. Do you remember Ray what they were saying, where it was?

Audience: Most of the Seattle area [crosstalk 01:01:51] the city of, Seattle city limits, but it's not going to go out to the suburbs or any of the other ... So it's mainly our ...

Master Oliver: This is a print publication?

Audience: It's print and online.

Master Oliver: Okay, but that's ... so the print is all of Seattle proper, not the further out suburbs. So it's not going out to Mercer Island and stuff like that?

Audience: No.

Master Oliver: Okay.

It's still hitting an area bigger than people are going to drive to, right.

You might pour the money on Facebook for now, try to become a columnist and then when you test it, either do this or do back cover or do third page, and really do the absolute best possible ad you can do.

With ours I had experimented, got not much of anything, pulled out, experimented again, not got much of anything. And they wanted us bad, because we were doing a lot of ad budget, and so they brought down the new owner and the new general manager and they were trying to pitch me on it and I said, "I am just absolutely convinced this is not going to work for us whatsoever." And they said, "well we're absolutely sure it's going to work for you," I said "Well that's fine, if you're absolutely sure it is, I'm absolutely convinced it's not, that's fine, how much is the back cover?" They said "It's

\$1,500," I said, "Well, I'll tell you what, I'll give you \$200 per enrollment, or I'll give you \$100 per call that we get, up to \$1,500, in fact I'll go up to \$2,000."

They said, "What do you mean? Yeah well we would think you'd get at least 20 enrollments from the back cover." I said "well I'm good that you think that, put the ad in, and if I get 15 or more enrollments a month I'll pay you \$1,500 in fact I'll pay you \$2,000, and if it works really well for three months or so then I'll sign your normal contract. If not, I won't."

I don't remember, I don't think I ever got them to do it. But that puts their money where their mouth is, right.

Audience: I remember I did an ad with shopping carts, they have that in there. I did that for three months and didn't get anything from it. And the guys like, "well you realize with marketing you have to be in their face like seven, eight, nine, 10 times." I'm like, "well, yes that's true, but ... " yeah.

Master Oliver: Yeah. Well what you get that doesn't work is the shopping cart thing, the banner in the shopping centers, the cash register tape doesn't work. We can -- there's 10,000 things that don't work.

Audience: Have you done the park bench, have you seen those? By the bus stops, they do the whole back ad, and then what ends up happening is the people are sitting on the bench they don't get to see your ad.

Master Oliver: I have done that strategically. When I did a grand opening ... when I would do a grand opening I would do all kinds of stuff that was stupid otherwise. Now not the cash register tape or stuff like that. But if I was doing a grand opening I would do the bus benches up and down the road, grand opening day and an offer, and of course banner signs and all of those ... I would do all that kind of stuff.

One of the bigger grand openings we did, I did on-screen movie theater advertising for six months before the grand opening. I would never do that otherwise. But it was just, I was getting shock and awe everywhere you could look. So when people would get a post card and they would call and I'd say, "well how'd you find out about us?" They'd say "I'm so sick of seeing you everywhere I look, I can not look anywhere and not see you." So that's when I would go with trying to ...

Audience: [inaudible 01:05:30] People wrapping their fan or their ...

Master Oliver: Yeah. Now, that's usually worthwhile, absolutely. I used to, well I'm not going wrap the 911 and I --

Audience: I think you should wrap the [inaudible 01:05:41]

Master Oliver: But yeah, most of that stuff is just a waste of time. But back to ad design. See in a print publication, if you don't have a big enough ad for them to see, it almost doesn't matter how good the layout is, it's not very worthwhile. And most people aren't going through and reading it for the ad and searching every little ad.

What I did, I don't remember if I got them to take that offer or not to tell you the truth. When I went and tested it, I took the ad that I knew had been working the best and I bought front cover, inside back cover, or third page and would do it for three months and find if it crapped out, I was done. Because that didn't work, right ... and most publications like this, people don't read from front to back, they read from back to front. Did you know that? So it's like if you stuff an envelop, people will open the envelop from the back not the front, they don't open it with the side with the stamp, they open it with the side with the lip. So you want the headline to pop out backwards from the envelop.

A publication like this, the inside back cover tends to be ... the inside back cover or the page facing it, tends to be some of the best real estate.

Audience: Now with this company, the other thing I was thinking about too, we were going to do a smaller ad for Facebook but then also by doing this I asked them about the events they were doing and I asked them if I could put a booth up if they're kids events. They're like, "yeah, if you're doing an ad with us you're welcome to come to that." It sounds like they were going to let us do that for free. So my thought is almost ...

Master Oliver: Give them the contract.

Audience: -- so I can get. Exactly.

Master Oliver: Yeah, if they have productive events, you might just give them the money for the ad so you can be in the event, right. And I'm not saying it won't work. We never in Denver got a Parent Magazine to work. In Fresno it was working gangbusters. Why the difference, I don't know.

So you do have to test ...

Audience: I do parenting quite a bit, but I found the only thing that really worked is when I was back cover or inside front cover or one of the key spots.

Master Oliver: When I did TV guide I was always looking for page three or page five. In the Parent Magazine when I tested it, I was always shooting for back cover, which was difficult to get, inside back cover, inside front cover, page three or page five, right. But generally people read from back to front when they pick up a magazine. So they'll flip it backwards from the way you think. They don't lay it on the table and go this way, they pick it up and flip through it that way.

Speaker 2: I've gotten better results, not on these Parent Magazine that are glossy regular magazines, but the ones that ... there was one we had in Arizona, too. One called Bare Essentials and it was a newsprint kind of paper, it would go in the kids backpacks. So they had a contract where it would go in backpacks. It was kind of like me getting flyers in the kids backpacks, so I bought the back cover of it. And we had that for quite a while and it worked really good.

Master Oliver: Yeah we had, in Jefferson County had the same thing. They had a newsprint one that went home with all the kids and mailed to all the families and that worked like gangbusters. I would always buy a full page in that.

You have Greg's ad here too, right?

Speaker 2: If he posted it on Facebook.

Master Oliver: There you go.

Audience: [inaudible 01:09:14]

Master Oliver: So we got Andre's and Greg's. So lets look at those two.

There's the picture of Travis.

Speaker 2: We lost it.

Master Oliver: You lost the whole thing.

Speaker 2: Hold on ... [crosstalk 01:09:27]

Audience: You have to approve mine though. You have to approve mine.

Master Oliver: You've got ten that need to be approved.

Yeah. We'll approve you Andre.

Audience: I appreciate that.

Master Oliver: Did you just delete him?

Speaker 2: No I checked it.

Master Oliver: Oh okay.

Audience: That one's mine.

Speaker 2: I'm approving them all. Now you guys are actually posting for ads when you're in front of us, should be doing this on a regular basis.

Master Oliver: This is good.

Speaker 2: Okay, so.

Master Oliver: That's the wrong page. That's the page, not the group.

Speaker 2: There we go.

Master Oliver: Okay, let's start with that one. Click on this one here.

Now what's the problem with this picture? [crosstalk 01:10:40]

Okay, now.

Speaker 2: It has the title of the martial arts studio at the top instead of the ...

Master Oliver: He's got logo and school name which is one in the same, in the top right hand corner where it should be a headline. What direction is the kick leading your eye? Out of the copy. Which way do you want it to be going? Down and to the left if at all possible. I mean down and to the right.

I mean, if it's a kick, if it was going that way would be better so you could take that picture and flip it right. So you just do reverse the picture and she's looking into the ad and kicking up that way and that would be 100% better. Right.

Are your kids ready for school [inaudible 01:11:33]. Rather than bullet points, it's much rather have copy, meaning a paragraph of writing.

Back to school special. Two weeks plus uniform.

Speaker 2: Kennedy always talks about dotted lines to increase the response.

Master Oliver: Yeah. As a coupon box.

Speaker 2: Yeah. I see a lot of people doing like blocks and I always put dotted lines around it. They're saying it's consistently gets about 30% better response. Because people notice. If it was yellow background and it stood out from this, it's kind of blended in, and had dots around it, you're immediately going to know that's what the deal is.

Master Oliver: And this is an example of a reversal, right. Everything in the ad is a reversal, right. The lettering is white, the background is dark, what did I say about that? It's bad, it's harder to read.

So I would much rather it not be a reversal, so if I was going to use that picture I would reverse it, get rid of the background. I would have a white background, I would come up with a good headline, I would put the ripple effect down at the

bottom right hand corner. I would put the offer, the coupon box, in the very right hand corner. So I would rather have as [Moody 01:12:50] just said, this is the coupon box, this is a coupon box, here is the offer and direction of what to do. Here could be your name and stuff down here. Okay.

Audience: If you go to the next one ... I put this up there because I wanted [crosstalk 01:13:05] not tear it apart, but I took that feed back. The other one is up there so you can see.

Speaker 2: The other thing was the Google guy was telling us recently, make sure you camel cap and you really don't need the www anymore. If you do this .com, they're not saying that matters. So the K, if you put from K and S, see we all read karate because you guys ... if you seen any word if I could put a jumble of words together and there's karate in it you would immediately pick it out. But general civilians don't do that. So karate's [inaudible 01:13:36] I mean, they won't pick this up ...

Master Oliver: In other words you could capitalize the K capitalize the S, and then it separates it.

Speaker 2: Like KarateBuild here, it's K and B is capitalized. And you don't need the W. I worry about that stuff because a lot of the times you get crammed into an ad you run out of space, especially if you're putting copy on like Master Oliver said.

Master Oliver: And let's go to the other one that he fixed from here.

Audience: What's your thoughts on having kick in the phone number instead of ... ?

Master Oliver: I wouldn't do it.

Audience: Yeah, personally as a consumer it annoys me and I have trouble figuring out what I'm supposed to be dialing.

Speaker 2: It's been a while since I've read anything on that, but they said not to do it, unless you did the actual, I guess it's 525425 and then write down KICK down there so they remember.

Tiger Shulman has 1800KARATE, I think, that's a little different.

Master Oliver: Well Junery's is USA1000

Speaker 2: Yeah, that was a good one.

1800KARATE1 I think is Tiger Shulman's, so I would -- he's all over all kinds of area codes so that's a little different.

Master Oliver: Well I would say that differently. If I were doing a print ad I would do that. If it was trying to get across on radio or TV, I would find the easiest to remember possible. Right. So --

Speaker 2: If it's flashing in front of them, yeah.

Master Oliver: I wouldn't ... and by the way, I don't like the word "sign up." Sign up sounds like I'm making a commitment, right. , call today, why am I calling today? I don't know, why am I calling today, right. So if I am wanting you to call us to get more information about the program what I could say is "call Renee today to learn more and to schedule your first appointment for your first free introductory class." Now I'm telling them specifically what to do, right. Or --

Speaker 2: There's no deadline. Call today before August 15th to ...

Master Oliver: Yeah. Or learn more at KarateSpecial.com. Again I'm leaning more and more away from having the website on there to tell you the truth. But the testimonial is good. But again Greg. What's the headline?

Audience: The offer.

Master Oliver: Yeah that's not a good headline, right. I mean.

Audience: This the back of a postcard if that makes sense.

Master Oliver: Oh I know, I know, but if it's a postcard, which side are they going to see first. Either one. Right. So ...

Audience: The fixed version is waiting approval on there.

Master Oliver: Yeah. Yeah, so let's go on through some of these others.

And again Greg, I wouldn't put full mailing address. I would put council tree next to the super target, village at the peaks next to regal cinema and I'd leave this off.

Speaker 2: Yeah the idea would be if they want to drive up to you that they would type that into their phone. What do you guys usually do when you like, you want to find some place. Do you actually type the address in usually?

[crosstalk 01:17:03]

Yeah usually you go to the maps and you search for it. So you'd search for Ripple Effect Marshal Arts, council tree and you'd find it. Again that's also conservative of real estate and when you read that -- in some of mine what I'll do for if it's a single location one, so even though I might have two locations, if I'm doing on

that's just for Kpre and if it's cost effective I'll just do one and I'll put a map to the school, but typically the offer I'm putting down lower.

- Audience: So for a postcard, since you have two sides, you can have two different headlines, should you have them be consistent or can one talk about anti-bullying or can the other talk about getting rid of negative peer pressure.
- Speaker 2: It depends on your real estate [inaudible 01:17:48] I mean I think Well. I think it's OK if they're ... they should be consistent I would think because your ad copies would be the same but in that case they're kind of consistent because they're related to bad stuff's going to happen to your kid. we get test better grades against bullying prevention when I was doing a lot of the bullying prevention work and teaching a lot of classes ... karate equals better grades. Work better it is because there are testimonials on it. The only preventional we had testimonials about was positive things. So good positives things can work.
- Master Oliver: Yes. Let's keep going.
- Speaker 2: Okay. This one.
- Master Oliver: Yeah so see what a difference it made by reversing the kick. Okay. You wouldn't think so. And he took out the reversal. So all of the text is much more readable. Now you read here to here. So better off to put this down here. Put this over here. Right. Even better, have more copy here. Have that there or that there. And don't waste so much space on this.
- Audience: The one posted. On the Facebook. Is that from Facebook. Where's that from?
- Master Oliver: That's from the Facebook page.
- Audience: Because I'm looking at the one you just ...
- Audience: I just posted it.
- Audience: I like that one you just posted here better than that one though.
- Speaker 2: Yeah if I have real estate I'd put a picture of mom.
- Master Oliver: Oh absolutely. Yeah.
- Speaker 2: It doesn't actually have to be the mom. But I'd put a picture of a mom. A picture of a female that matches the ...
- Master Oliver: Yeah. Or a picture of the dad [crosstalk 01:19:44]. A picture with a dad and by the way, people mess up this a lot. He's got a full name. That's great. I'd probably would rather have a mom testimonial than dad because mom is making the decisions. But the more information I can if he had put JD or Jason

D, people would assume it's made up, right? Don't ever do that. Jason father of Susie would be even more powerful right. Jason Daugherty partner at [inaudible 01:20:28] for Collin's father would be even better right. Although lawyer testimonial would be bad. But you get the idea. Right. So if I had Susan Daugherty, RN at Mayweather medical center mother of Susie that's even more powerful. That make sense? With a picture of it.

Audience: And the girl's name and age.

Master Oliver: Yes. Absolutely. That Greg is now pretty good. Right.

Speaker 2: Is this going to be in a postcard that you mail out [inaudible 01:21:16] time deadline though.

Audience: That was actually for a magazine but yeah we're using almost exactly the same one.

Speaker 2: Well because limited to 30 students isn't going to be as good as if you can have some idea of the time, date, deadline.

Master Oliver: Yeah definite date.

Speaker 2: Because limit to 30 is kind of vague. And if it was going to limit it, I'd say limit it to the next 10 students or smaller. 30 is kind of ... when I use some of these and I run two or three in a row. I'll say by this deadline and the next five people that I have. The next would be the next one and then I cross off ... it looks like they crossed off the number and made it even less. And then the next one is we extended it one more week and there's two left. Or something like that.

Master Oliver: Or it could be limited to the first 27 or x date whichever comes first, right. Something even more powerful than that.

Speaker 2: Almost all people I do these cards for will tell you the wrong thing about that. Oh god they're going to keep ... give them at least a month to respond. No. I mean they're going to get it and either stick it on the thing or do it and respond and I don't think many people, if they have it, and the expiration date, and they still really want to do it. That they're not going to call you either.

Master Oliver: Yeah but there's always a bump near where the expiration date is. Let's keep going though. Let's go to whoever's next.

Audience: What would you put instead of sign up today? You said you didn't like that.

Master Oliver: Oh no. I hate that word. No.

Audience: Yeah. Enroll?

Master Oliver: Well, see sign up sounds like I've already decided that I'm committing myself to do it. Right. Sign here. Buy today. All bad words. What you're wanting to do is call to learn more about, right. But I'd really rather give them very specific information. Between 9 am and 6 pm or 9 am until 7 pm call our instructor Renee at she'll answer any other questions you may have and schedule appointment for your first free semi private class with one of our fabulous kids instructors. See that's a lot better because you the call now thing is too much of a leap for them to understand what it is they're trying to accomplish. Right. And what they think ... after seeing that [inaudible 01:23:41] ads, they're not sold on signing up for martial arts. They just want to learn more about it. That might be interesting let me call them and find out what more I can learn. That's what's going on. Does that make sense?

Okay. So. Is there a way to get where we don't have the ...

Audience: I think if you move the [inaudible 01:24:04]. [crosstalk 01:24:07].

Speaker 2: Well, what did you guys learn now. What would you say about this ad?

Audience: I don't think spring special is that powerful.

Speaker 2: Let's see if I can make slide one bigger. No, that's about it.

Master Oliver: Yeah. Go ahead and get some feedback on that I'll be right back.

Speaker 2: Yeah so it's [inaudible 01:24:39] get comfortable having fun. Spring specials part of the offer right? So if you're going to use that headline you're going to flip those two. The picture's in the right direction. What else did we talk about. [crosstalk 01:24:51]

Master Oliver: The offer is on the left side instead of the right.

Speaker 2: Yeah typically it works better if it's on this side. I put dotted lines around it. And I don't know if circle has a much of a response versus box but for me I kind of probably would just do a box because I think that's what people are used to with the coupon.

Audience: The offer's on there twice.

Speaker 2: I don't know if I have any data on that. I just know that it seems like dotted lines make a difference. The offer's on there twice.

Master Oliver: Yeah. The offer's here and here.

Speaker 2: But this is the front and the back.

Master Oliver: Oh I see what you're saying. I wasn't explained about it. I like it I think I killed this [inaudible 01:25:32]. Travis notice that's a reversal and that's a reversal. That's the most important thing you want them to read. Right. Well the whole thing is a reversal. Sometimes you can get away with it. Most of this is pretty good. But the last thing I would add is this one in the reversal especially with a pale green. Because it totally takes away from it right? If you were going to leave the rest of the reversals, this does sort of work.

Audience: Are you talking about the contrast of the green to the black?

Master Oliver: Dark background white letters versus white background dark letters. You'll never pick up a book that is black pages white letters. Nobody will ever read it right. Same thing is true of letters. If somebody sent you a letter on black paper with pink ink or something, you would never read it right.

Speaker 2: Well that's why computers used to be black background with white letters right. All the old computers were like that. And Apple came up with white background now they're all that way. Why? Because it's easier to read.

Master Oliver: Yeah it's much easier on your eyes.

Speaker 2: Yeah so they took an easy idea. Sometimes people get in fancy graphic and they go oh you get a graphic designer to do something. And the graphic designer ... now Dan Kennedy complains about this rants about this all the time that the people who get awards in advertising, they're really giving awards in graphic design. They have no awards in whether or not something works. So just be careful who you listen to in terms of ...

Master Oliver: Well all the internet marketers, the mantra use to be ugly sells, pretty doesn't. Right. So, again, you don't want to fall in love with design because people aren't responding because they want a pretty design. Spring special, get fit, get confident while having fun. Who are you targeting? You want the parents or you want the kids?

Audience: No I want the kids but I'm saying ...

Master Oliver: Okay.

Audience: [inaudible 01:27:46]

Speaker 2: Yeah that's kind of neat. [inaudible 01:27:49].

Master Oliver: Oh I like that. Yeah I didn't notice that. Yes absolutely.

Speaker 2: Is that ... are you having ... What quantity [inaudible 01:28:00].

Audience: Like 2500.

Speaker 2: Yeah so you can do that now. Digitally where they will personalize it. I don't know what method you're using but if you personalize that much. You can personalize more stuff. Put their name on both sides depending on how you're running it. If you can't personalize it and they're running a digital print run on both sides. Unless they're running one side, this is a little too technical maybe for everybody but if the backside is also the same process as the front, I would put the name in both sides. I mean you want more personalization everywhere you get it.

Now sometimes, when I've done this [inaudible 01:28:43] task, it was more expensive to do the run here with the first name I'm guessing it's the same though. I'm guessing it's the same print process. Because in my case they ran the back side because I was doing 10000 so it was a lot cheaper for me to have this side run customized on top of the [inaudible 01:28:58] static. But I bet you they're not doing that here.

Master Oliver: I would lose Martial arts is martial arts program. Little champion program is. See that's like the way we think about it really what you want is kids classes from 4 to 13. That other stuff is ... Little ninjas, little dragons, little champions is all irrelevant.

Speaker 2: I've seen people use those logos. Logos for tiny tigers [inaudible 01:29:33]. It is dumb. I mean nobody knows ... think about what the people know. They don't know anything about any of this.

Master Oliver: Yeah. Nor do they care. Nor will they care. I mean it's just all irrelevant.

Speaker 2: This is the same concept there.

Master Oliver: If you're going to ... Yeah you've got all headlines so it makes it hard for them to type it. If you're going to personalize it I would personalize it in the headline. And I would get rid of the spring special in the headline.

Speaker 2: This could be the headline.

Master Oliver: Yeah.

Speaker 2: This could be the headline right here.

Audience: I like the headline on the second side.

Master Oliver: Yeah I like the other one better. Give your child an unfair advantage in life with martial arts.

Speaker 2: And put the name in front.

Master Oliver: Yeah. [crosstalk 01:30:25] You don't have the kids name.

Audience: So what's the first name.

Master Oliver: It's the parent. If you had the kid's name absolutely I mean I can go to town with that. You probably aren't going to get that.

Speaker 2: [inaudible 01:30:46] Permission slips. You can use the kids name, you just have to do ... you can do some of that with [inaudible 01:30:53] and some other ... even a lazy mail ... you can have different fields that you fill in on small quantity things.

Master Oliver: But if you're buying a mailing list, it's \$2500 [inaudible 01:31:04].

Speaker 2: Yeah you don't have that.

Master Oliver: So, I agree I would take the headline on the back and I would make that the first headline and integrate the mail merge. So, Susan give your child an unfair advantage in life with martial arts. That's better. Right. Susan have you ever felt that your child needed more discipline more focus and more confidence. Yeah. You see where I'm going with that Travis. And even if they can only mail merge it at a reasonable price on one side you can still do a lot of that stuff right? Yeah. Then go ... not overkill ... I would several places. So, if this sounds interesting give Renee a call today at whoever. She'll answer any of the questions you have to schedule you for your first semi private or private class. See that's become much more powerful. Right. Yeah. I mean that's a pretty good start.

Speaker 2: You actually don't have your company name up there other than the website.

Master Oliver: Yeah he does [inaudible 01:32:30]. On the front side. Go to Andre's because we're running out of time.

Speaker 2: Which one's Andre's?

Audience: That's mine.

Speaker 2: There?

Audience: Yeah.

Master Oliver: Let me go back to the other three by the way and this is going to sound very politically incorrect. I don't mean it to be that way. Figure out what the average student that you have looks like and then make sure the picture in the ad looks like your average student.

So if you're in a community that's 75% Hispanic, don't have curly white blonde in the ad. If you're in a student body at a school that's 60% black don't have a Hispanic kid in the ad. If you're in a population that's milky white don't have an asian kid as the primary ad. Doesn't mean you can't be a little multi-cultural but

have the person in the ad. Because in the other three it may be appropriate. Yours had a little blonde girl. His had a little brunette girl. There was the other one. I guess [inaudible 01:34:01] yeah. Which if that's appropriate for the area, great. Four tips to help your child start the school year strong.

Speaker 2: [inaudible 01:34:13] I've been using instructor with few kids. And the instructor usually got a asian kid and one multi ethnic person and Scottsdale's pretty white bred area so it's not as multi ... but it's not intercity for sure. So I mean I always try to the do the ads where there's ... if I have space for instructor with kids then I have opportunities to have it more multi cultural.

Master Oliver: Well for Well. For Westminster or in Thornton? I would say if I have room for multiple people in the ad I would want one white one Hispanic. The black population up there is very small population. The Hispanic population is big. The white population is big. Right. If I was on the east side of town I might want to have a black child, a white child black instructor or a Hispanic instructor I mean I'd want to be a little bit more cultural.

Those two schools are when very ... if they're not pale white they're Hispanic so I would want them to look like that audience. Andre is this a two piece? Is this front back?

Audience: Front back.

Master Oliver: Okay. What's the back look like give us [inaudible 01:35:35].

Audience: Bless you. Thank you.

Master Oliver: See mostly I like this side a lot. The little girl is great the offer is good with the tweaking the call now. I don't like having that at the top. That should be headline. It should be at the bottom. Your logo does not reproduce very well. I would make a version of it that takes out the blue background and is just the red and so forth so it's just easier to read.

Well, look. Just like on your shirt. Just take the piece that's on your shirt without the blue. And now you have something that I think would be more readable. There's nothing wrong with the design so much as it the colors compete with each other. You know what I mean?

Speaker 2: That martial arts coral springs is so long.

Master Oliver: Yeah. Well with that one if you do the capital M capital A coral springs, they're going to recognize coral springs pretty easily. So it's not bad.

Speaker 2: That one's easy to remember but you guys see how that would make any difference if the capital letters were done right. If you got rid of the www because you don't need it.

Master Oliver: Yeah on almost all these, there's no reason to have your full name and address. It's not going to do you any good. They're not going to [inaudible 01:36:58].

Speaker 2: Is this a postcard.

Audience: Postcard. Yes.

Speaker 2: So [inaudible 01:37:01] then underneath you can put the cross streets.

Master Oliver: Yeah. That's right. If you need a return address on it. Exactly right. Give them an identification.

Speaker 2: In fact, you may not want to put the website there. You may want the address above it, the website below it, and the cross streets.

Master Oliver: Yeah go back to the other side though.

Audience: I was trying to make the front side educational. Why this would be important for the parents.

Speaker 2: Yeah but it doesn't even say look to the other side for the offer or something. I mean it's purely ... They can go, "That's nice."

Audience: The word tips doesn't seem very strong to me. Maybe four essentials to help your child start the school year strong.

I'm having trouble reading the four texts. Does it relate all of this? I see concentrate, speak up, does it relate these skills to martial arts inside the text?

Master Oliver: No.

Audience: No.

Master Oliver: No. Organize, take good notes, concentrate, speak up. Let's take one of them. Speak up. Sometimes students get tripped up with homework assignments, test instructions because they don't have the confidence to ask questions. Would you like to know the untold secret of creating unshakeable confidence in your child permanently? Right.

And the earlier text is speak up. Are you afraid your child doesn't ask questions and doesn't contribute? Well we'll teach you the four hidden secrets. Right. So now you're relating it back to what you're saying.

Concentration. In today's day and age, with 32 distractions concentration is less likely than ever. We'll teach your child to have unshakeable focus and concentration in all situations.

Take good notes. I would come up with something that you can type better too. We're not going to teach them handwriting. So peer pressure is today's biggest destroyer of I don't know something. We'll teach your child how to be immune to negative peer pressure and to find an incredibly positive peer group.

Organize. Organize can be discipline. It takes discipline to be organized and on top of all of the assignments we will give your child the ability to be ... right. You get the idea?

Audience: I do.

Master Oliver: And again, I would have at least I would have offer on the bottom with an arrow for the back. More information on the back.

Speaker 2: The arrow. You understand what that means? So it looks like you're flipping it.

Master Oliver: Yeah look on the other side.

Speaker 2: [inaudible 01:39:55] it even says you know 1 2 3 4 at the bottom it'll say turn to page two. That's really important with these kind of things.

Master Oliver: Yeah. Four tips to help your child start the school year strong. [inaudible 01:40:09] you said it should be?

Audience: Tips seems weak. Four essentials.

Master Oliver: The four.

Speaker 2: The four things you have to do so your child starts the school year strong.

Audience: Four pluses.

Master Oliver: Four necessary elements to help your child ... that's not good.

Speaker 2: That's a little too academic.

Master Oliver: It is. You're right. There's a much better way to say it. Four essential skills. Give your child the four essential skills to success.

Speaker 2: The four skills kids are missing. Something like that.

Audience: Play with it.

Master Oliver: Give your child today the four essential success skills for [inaudible 01:41:07].

Speaker 2: And I almost want to be saying in a short statement. If you don't follow these four statements, your kid's screwed.

Master Oliver: Yes.

Speaker 2: So, how to say that. The four things most kids don't have or the four things kids [inaudible 01:41:20] something like that. You want to figure out a way to say it so it's positive but you're also saying, if you miss it, you're in big trouble.

Audience: Got you.

Master Oliver: This picture by the way, I like the kids I don't like the background. If you could get rid of the background. So you see what I mean? You still got this, whatever this was, almost looks like prison bars or [inaudible 01:41:45] or something. It's distracting. I guess this is grass. But all that's distracting. But if that went pure white, attractive ... is that a kid or a parent?

Audience: Father.

Master Oliver: Father okay. But attractive people. Good smiles. Good pose. But this background is distracting, okay?

Audience: Okay.

Master Oliver: I would use the same picture maybe make it a little bigger. But I would get rid of the background. Again, I like that picture too ... again, assuming that if most of your area [inaudible 01:42:23] or most of your students are black perfect, if not you might mix it up.

Audience: I have a cross mix of everybody. Except Asian. I don't have a lot of Asian students. I have a lot of white.

Master Oliver: Well, then I'd mix it up a little bit. I would keep either this picture or the one on the back. And I would something else that looks like someone else ...

Speaker 2: You want to make sure that everybody feels like they're welcome.

Audience: Right. Every kind that myself, understanding a sense of let's say ... the area's called Parkland it's the Richie Rich area of our county. A white picture a white family to that. I want to send to the areas where's there's more black population. A black kid.

Master Oliver: Well I mean if you can pull that off. Sure. Right. If you can't pulled that off just miss right. So if you can't pull that off if you have a picture with you with a little white girl or you have a picture of you with a little white, and we'll have a Hispanic girl in a classroom setting. Or if you had a picture of a ...

Speaker 2: That might be something to investigate though. I thought I remembered something at the last conference when they said something where even in black communities having white kids in the seems to work good. Or not white kids but

a bunch of people in the ads like they're not going full ethnic even in ethnic groups. I don't know about that though that may be something to research.

Master Oliver: In the Hispanic community going as Hispanic is possible works much better. Doing bilingual ad to Hispanic surname household that's a whole lot better. So in that, I don't know about black white but I know in Hispanic being specifically targeted for that works better.

Speaker 2: [inaudible 01:44:07] interview with Magic Johnson because he does a lot of work with [inaudible 01:44:09]. And He was big on starting Starbucks in predominantly black areas of LA and he said well we'd have to change the menu. There's a whole bunch of stuff they changed. And he was really [inaudible 01:44:20] for it. He's done basketball [inaudible 01:44:23] he's super smart. He's really good. But I think it was something where he said even in the ads, they mixed up the ethnic groups. I don't know why but it doesn't matter what the reason. The why doesn't matter [inaudible 01:44:36].

Master Oliver: If it works.

Speaker 2: You can test it.

Audience: [inaudible 01:44:41] Would it be better to either shrink his logo there for a testimonial and say [inaudible 01:44:51] martial arts. Basically ...

Master Oliver: I would be more likely to get rid of that and I would be more likely to put offer and see the other side for more details. Right. Because this really isn't helping you very much no matter how proud we are of our thing. Is if you can have coupon box offer see other side for more details. And then you could have cross streets and then just have in small letters quest martial arts or something like that. And that would be better. Does that make sense Andre?

Audience: Yes.

Master Oliver: Okay. Is there one more.

Speaker 2: Well there's on that Gregory did I think while we were talking. Well, there's one more. We can look at that one.

Master Oliver: Is that two sided or one side.

Audience: It's two sided but I only posted one side. This is a mailable postcard stamp [inaudible 01:45:55] I know it's missing everything you listed. Now I know what's missing.

Master Oliver: Yeah and the kid is looking out of the ad. If you wanted to use that picture put him over here.

Speaker 2: I don't like that picture anyway. Because it looks like he's wearing an old t-shirt and made up his own cape. It's kind of the superman thing but it's

Master Oliver: On an A through F scale that one get an F- [inaudible 01:46:25]. You'll go from there.

Audience: You can only go up.

Master Oliver: Yeah you can only go up. Fall special register today.

Speaker 2: [inaudible 01:46:36] We've seen worse ads.

Master Oliver: We have seen worse.

Speaker 2: Yeah I know.

Master Oliver: Actually, we've seen a lot worse. But ... Okay let's look at that one.

Speaker 2: Is this helpful guys?

Audience: Yes. Absolutely.

Speaker 2: We have a lot of ads that are done for you on the website. That you can ... that are ... I think some of them may not follow every rule we're talking about but a lot of them are pretty close. You should take advantage of those.

Audience: Are there any good places, or reading material or even just videos you can watch to get a little bit better understanding on something on the keyer concepts?

Master Oliver: Yeah. I'll post in the Facebook group and I'll post links to a bunch of them. There's a great book by what's his name? Ogilvie. My Life in Advertising. Am I confusing [inaudible 01:47:47]?

Speaker 2: I don't think so. [inaudible 01:47:49]

Master Oliver: Yeah the Ogilvie one My Life in Advertising which is really good. He's the one that wrote the Rolls Royce ad. [inaudible 01:47:55] The guy with the eye patch. The Hathaway shirts. If you've watched the movie Mad Men or the series Mad Men partially based on Ogilvie. And they reference him every now and then.

Speaker 2: [inaudible 01:48:12] pretty short. But no body asks ...

Master Oliver: The Ultimate Sales Letter.

Speaker 2: The Ultimate Sales Letter are good there's the No BS Marketing.

Audience: To the affluent?

Speaker 2: No. To the affluent is specifically about the affluent. That's a good one too. But the marketing one is direct mail. There's a direct mail [inaudible 01:48:29].

Master Oliver: I would say Ultimate Sales Letter would be better. It's more of a how-to which is Kennedy. If you'll do a reminded on Facebook, I'll post a whole bunch of them. But there's a ... some really, really good ... hardcore good, classic copywriting one. A really good one is Sugarman Advertising Secrets of the Written Word. But anyway, let's look at this one really quick. Notice the headline has half reversal half not. So when you try and read the headlines, what happens when you're trying to read that?

Audience: You read half of it.

Master Oliver: Yeah you either see one half or the other half. Because making the adjustment and seeing it as one line is tough. And so give your child the best program for self-esteem and confidence. How about if it was give your child the direct route to develop massive self-esteem and unshakeable confidence. Right. I mean something like that. So, let's look at the picture. Picture's not back. You've got this little guy picking his nose. And this guy [inaudible 01:49:48] or something like that.

Audience: [inaudible 01:49:52]

Master Oliver: Yeah that's right. I might do a different ad I mean a different photo to be aware of that. If you had the same photo but you orchestrate it so the kids are a little more uniform. And you didn't have this going on. And you didn't have this going on, you'd be better off. Because that's right those things subliminally take away. I'm teaching my kid discipline but I've got this guy hanging out with some shirt that doesn't match. And I got this mom who looks like she's pissed off. Right. And maybe she's pissed off about being overweight.

So you know what I'm saying it's just ...

I think you guys here [inaudible 01:50:39] I think the cute kids in the uniform bowing is great to have in the ad. In fact, you can even take that same picture and make it a more uniform background. You could fix that picture. And it would be better. Does that make sense? Is everybody good with that?

Speaker 2: [inaudible 01:51:00]

Master Oliver: Yeah. I'm not sure if that distracts or not but you could just Photoshop this a little bit and have this be a uniform color background and then leave the mats. So, if the background were all white or something like that so it got rid of distractions, and you left the mats, left the little kids, left you two guys, that might be a cleaner look. And that's pretty easy to do nowadays.

Speaker 2: The best program for self-esteem and confidence just seems like latitude though. Like the testimonial up there. This was the best thing for self-esteem and confidence. This is the best thing I've ever done for self-esteem and confidence. Mom. Photo of a mom and then her name would be a stronger [inaudible 01:51:45].

Master Oliver: It would be stronger if it was this is the best thing I ever did for my child's self-esteem and confidence. And then it carries on into two paragraphs of testimonials. And then this is down here. This is a coupon book. I mean a coupon box.

Speaker 2: [inaudible 01:52:05] they're going to go to a ...

Audience: That's a page that they created. This is a money mailer I actually have a tracking number and a [inaudible 01:52:14].

Speaker 2: [inaudible 01:52:16] I mean it's not a good ... if that's not a good converting I'm going to look at it.

Master Oliver: Yeah I always want to ... I don't like that being a big part of the ad. I mean coupon book down here. I mean coupon box down here. Cross streets is probably good enough for this. You don't need this and this.

Speaker 2: It takes you to your main site.

Master Oliver: This is the tracking link in between.

Audience: Yes.

Speaker 2: Alright I would ...

Master Oliver: You could do teamtooke.com/offer and do the same thing.

Speaker 2: Yeah I would rather see that because that's hard to type in. You have to be real careful in retyping it in.

Master Oliver: Well there's the 30 days free but there's not really ... what's it say down here? With this coupon not valid. It has an expiration. Right.

Speaker 2: I would [inaudible 01:53:08] the expiration though. When we put the expiration it's not supposed to be so if they bring it in late you're not supposed to say no. That's not the purpose of the expiration. The other stuff yes. I mean I guess you don't want your current students [inaudible 01:53:20] hey I got this card I want an extra month for free. I mean that's what that's for. But the expiration date's going to make them take action. So that's not designed to be hidden. It's designed to be a little bit emphasized. Hurry because this offer expires on August 25. And so, I don't know why you care about with this coupon ... not

valid with other offers [inaudible 01:53:46]. We always put new students only or new members only. Just in case, I've never actually ... 15 16000 students and I don't think I've ever had anybody bring a coupon in saying hey I want a month free because I got a coupon in the mail.

Maybe it's happened and my guys were well trained enough. But now again, I've always put new members only on it so maybe that would've happened if I didn't. But ... it doesn't hurt to throw that in [inaudible 01:54:14].

Master Oliver: If they come in and they pick a fight with you about it, whatever. The other thing you think is if they're going to come in with 10 of them. I want my 10 months. Well no you can only use one of them. Where does it say that? Right here. I just told you. But yeah, Travis on this one, more powerful headline that leads into more powerful copy, that coupon more powerful call of action right?

Speaker 2: I think it's more important for him to have a map because of your location. Houston's is like a spaghetti in Houston. I've been to your new place.

Master Oliver: But they're not going to use that to get there. I mean this is to just get them to call you.

Speaker 2: Yeah but so they know I know where to go.

Master Oliver: [inaudible 01:55:04] They call you. And you're going to text it give them the information whatever. They don't need it at that point. Or they go to the website and you're going to give it to them there. You don't need that ... you have limited real estate anyway you don't want to chew it up with that. Does that make sense?

Audience: Mr. Oliver.

Master Oliver: Yeah.

Audience: I've been reading [inaudible 01:55:31] and it seems like when we've got this like this it's really the picture that you have the opportunity for trying to get that persuasive emotion upfront. It seems like a lot of our pictures are of the solution. Which is our school or what we're doing versus ... I thought the previous picture where it's the father and son right. If it was a mom and a kid it reiterates that feeling that moms are worried about their kid going back to school right.

Master Oliver: I'll [inaudible 01:56:15] one better I think it was one that Lloyd did. Because he did the one where he had. And he's in Marlowe Heights all three of the kids were black but he had the taller black kid towering over the two other kids with a finger in the chest. Right. And it was a completing anti-bullying pitch. So are you afraid of the environment of the peer pressure that your child is going to encounter here's the ultimate solution. And I don't remember the ultimate

thing. But you're right. I mean you can create that where it puts that picture in their mind.

I've seen a great picture of a kid has books in his hand and somebody just knocked them out, they're going all over the place or the kid ... we've tended to use the positive ones of the smiling kid raising their hand in class or something like that but the one of the frustrated looks are probably even more powerful.

But yeah, Travis, in this case, this kind of looks like one of the ads that the money mailer people threw together [inaudible 01:57:24] right. And it kind of looks like all of their other stuff. And if you look in the final, in the thing the yellow pages ad that I had is a same format and the same size but has a lot more in it. It's the karate's the best thing I ever did for my child. And then it's got the testimonial and the offering or one thing or another. And We can develop this one a little bit more but it has a lot that you can do to make it much more powerful.

Speaker 2: [inaudible 01:58:02] back side on us.

Master Oliver: Do you have the back side posted?

Audience: Yeah I posted it.

Master Oliver: Okay. Let's take a look at that. Well, here's the deal, who are you targeting?

Audience: This is more for [inaudible 01:58:22] so ...

Master Oliver: Yeah see don't do the same thing in the same place. Right. This hurts this. This hurts this. This hurts this. This hurts this. Right. Each one of them ensures you'll depress the response for the other two. Right. So I mean, pick one and really rifle target in. So, yeah without spending a lot of time on this one well you get the idea right?

Speaker 2: If you were going to do a tracking code for the offer [inaudible 01:59:01] Team Tooke, you want a different tracking code for this side.

Master Oliver: Yeah I wouldn't. I would just ... okay.

Speaker 2: But then some sort of better headline like a testimonial or something else. I might not even make it look the same. I might make it look completely different. Like color scheme and everything so that it doesn't look like the same company. But looks totally different ... like it's clearly a different program.

Audience: But you're saying it's still better to pick the front or the back to target one group?

Master Oliver: I would do one thing.

Speaker 2: I thought you were saying if you were going to have a separate side don't have the ... if you're going to have Brazilian jujitsu don't have the kids in kickboxing.

Audience: Yeah [inaudible 01:59:58].

Master Oliver: Well, no I mean that's not Brazilian jujitsu that's [inaudible 02:00:02]. But I would target this audience completely different than this audience completely different from this audience. And everything that makes this one work, makes this one not work as well and vice versa. Right. So and this is again, kind of like people taking to their website and they have everything in the world that they have on it.

Let's do this. Get with your team here real quick and let's do the five minute exercise. I mean five minutes. What in August and September are you going to do right away to get 20 things that are going to be productive? Start writing. Quick. List everything you've already got on schedule.

Audience: Is our team our table or our school? How do you define team? Is it the one you came with or the table? [Crosstalk 02:01:00].

Speaker 2: Okay again, work with the people at your table not with your own school. Remember you got to get 20 things so don't get too detailed on one thing. Don't stay on one thing too long.

Let's see, that was about five minutes. Actually six minutes. So what have we got from each group? I'm going to ask you and every table give me something and then ... it may be something that you guys didn't think of. Okay. So what do you got over here? What's one thing? Who's going to be your spokesperson for the group for 20 things.

Audience: All of them or one?

Speaker 2: Just one.

Audience: One? We have a back to school event.

Speaker 2: Okay. Back to school what does that mean?

Audience: The parent meet and greets. Teacher meet and greets.

Speaker 2: Teacher meetings. So he just did one the other day and got 20 appointments from it. Okay. So you guys can write that down or add it to your list. Okay. What about here?

Audience: Bandit signs.

Speaker 2: Bandit signs okay. Pick somebody who's going to be speaking for your group and you can change it every time around. What about here.

Audience: Direct mailing campaign.

Speaker 2: Direct mail. How many and who are you going to mail to?

Audience: Just to a targeted mailing list.

Speaker 2: Just to a targeted mailing list. So a direct mail campaign to a targeted mailing list. Are those suspects or prospects?

Audience: Suspects.

Speaker 2: Does everybody understand the difference? Kind of important okay. What about over here what do you guys have?

Audience: So we have ...

Speaker 2: Hey he stood up. All right listen. So put that on your list if you want to do that. You don't have to.

Audience: We have a lot of opportunities for private communities that have their own internal magazines that cater directly to the community and do stories on ...

Speaker 2: So a Homeowners Association that has a magazine or a newsletter.

Audience: Correct. So the idea is that we buy ad space but they also give us access to their community events on a monthly basis. When they have a wine and cheese event, when they have a go back to school event, we're just going to [inaudible 02:07:48] we get access to go to these events and schmooze with all of the parents with the community. We also get advertising space. And they get revenue from us.

Speaker 2: Okay. That works out good. I don't really love those ads in those community newsletters. They usually don't pull that well. However, if you can trade that for doing an event it could be really worth it. What about you guys over here.

Audience: Movie theater. Ninjago's coming out in September.

Speaker 2: Which one? Ninjago. Lego Ninjago. Yeah. That one could be fantastic. In all the other Lego movies. Lego Batman and Lego ... what's the other one? Oh, just Lego Movie right? Those were really, really good. Did you guys do an event for Lego Movie?

Audience: Yeah.

Speaker 2: Yeah. So Lego Movie, Lego Batman [inaudible 02:08:28]. Okay. What about you guys?

Audience: Get a ... buy a mailing list for a three to five mile radius \$100 to \$1000 from our homeowners [inaudible 02:08:36].

Speaker 2: Okay. You want to do a mailing list she copied already? That's okay. What about the back table? Did you guys do? I have you a hard time.

Audience: Biggest thing we were talking about was getting inside the schools working with school programs.

Speaker 2: What specifically?

Audience: [inaudible 02:08:55]. Making sure it's going to [inaudible 02:09:04].

Speaker 2: Okay. The answer would be if you're going to get into the schools or do something with the schools is take that list of Master Oliver [inaudible 02:09:11] with you guys home and have that as a complete menu that you can talk to the principal or the teachers or the PE teachers about. So again, what the areas which we mentioned briefly was is that people go into schools and then they only offer one thing. I want to do a bully program or I want to do something. It ends up kind of [inaudible 02:09:29]. But offering a lot of stuff. Okay. What about you guys? Go ahead.

Audience: We did women's self defense. We're doing an internal women's self defense program. Just a little day event that we're going to be doing.

Speaker 2: So you're doing a day women's self defense program for ... How are you going to get ... I mean who's that going to be for? I know for women but for who are you going to target to have come in?

Audience: Mainly moms. So we at studio actually do this specifically. There's a Pilates place right now in the hallway from us. So we go [inaudible 02:09:57] and we put flyers up and usually people will come in for the women's self defense. We also promote it on [inaudible 02:10:03] and then the moms will bring other moms.

Speaker 2: So it's part of the thing to get the moms of your current students but also for this Pilates school or other moms businesses. I'd like to ... if I'm going to do something with Pilates [inaudible 02:10:15] let me put their flyers or let me interact with them. I'd like to have an event or have a poster up or some kind of way to even have their staff come in and do the class. So it's more of an event. Their whole place maybe... we're not going to have Pilates class 7 o clock this time because we've got this class going on for everybody. And then we can market to the members potentially too. And like master Oliver just said a little while ago. It would be better for them to send emails out. If we just put flyers out it's okay. But for all these things. For all the things that you're doing you can

plus it. You can add more. And if he ends up doing that same event but then the Pilates studio emails, why would they care? Why would the Pilates studio care? Maybe they get some business from us. Or there might be other referral [inaudible 02:11:02]. Okay. So we went around everybody gave them their ideas. What do we got? August. We talked about the [inaudible 02:11:11] for September. August and September.

Master Oliver: But I will say. You should plan movie promotions for the holidays now. Because the three huge movies that I'm thinking from the top of my head. You have the next door movie, you'll have Justice League, and of course you have the next Star Wars right. We had one school create ... I don't know the rest of the numbers ... I don't think they kept track of them very well ... 850 leads from Star Wars two years ago. Right. So they were busy for six months just from traffic they generated from being out there in Star Wars. So do plan on booking space and all that for at least those three. There may be something else that's coming out.

Speaker 2: Those are the three main ones. We're going to do Thor instead of Justice League because we're going to get the leftovers from Justice League the next week. And we figured that was a little bit better weekend. But one thing to remember when working with NCM. NCM's a company that gets you into the AMC theaters or Lowe's theaters and pretty much any theater. [crosstalk 02:12:21] yeah and a lot of people have said oh its so hard to get into the movie theaters. Well yeah but if you walk up and ask the manager and they have a contract for advertising with this company. They're not allowed to do anything with you. So you have to go through the other company. So I've heard as high as \$1300 but that's an [inaudible 02:12:38]. My [inaudible 02:12:39] in Miami was \$1300 but that's worth it. That's worth it. But for us it's \$500 [inaudible 02:12:45].

Master Oliver: What have you been paying for that [inaudible 02:12:47].

Audience: \$500.

Master Oliver: Yeah. See now that's a steal because it's the first or second busiest theater in Colorado and it's just we were doing a bunch of stuff with them. But yeah so, \$500 \$750 is completely negotiable. So if they tell you it's \$1000 you can probably get it for \$500 or \$750 or something like that.

Speaker 2: Movies theaters a good example too because of what Master Oliver just said, they schedule the rest of the year out where people get in a lot of trouble [inaudible 02:13:22] what are you doing this month for marketing and it's like oh gee I got to do something. Well that should've been planned now for months in advance. And when you put it on your calendar, and it's already going you got it set. You know you have to print some flyers and do some designs and things. You're much more likely to do it. It just seems like an outlier for the owners that actually plan the marketing out for 6 months or a year in advance. But the

movie theater thing is an easy one. You just go on and find out the coming soon. Last year we published 2017. I went through...

Master Oliver: I posted it a bunch of times.

Speaker 2: Yeah. And I made a list of all the ones we were going to do in 2017.

Master Oliver: And by the way you can go on google nowadays and you can input projected gross of ... and they tell you almost to the dime of what they think it's going to gross. What the opening weekend was. Somebody was not wanting to come here because they were going to do nuts 2 or something like that. [crosstalk 02:14:17]. That's cool. Okay. But the only next blockbuster weekend that I see summer actually is that movie The Kings men comes out that's also a Lego movie. So neither one are projected to be a blockbuster but both are projected to be 30 \$35 million. So between the two there's pretty good traffic. But really what then you have is Justice League, Thor, Star Wars, and then maybe something else there that I'm missing but.

Speaker 2: We're pretty lucky in the movie theater though and some of you will be where they let us set up outside so when the weather's good we actually set up in front of the movie theater. So in the mall, we get the traffic, we get traffic from the restaurants, and from the mall.