MY FIRST MILLION

Matt Furey

WITH

Rob Colasanti
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*Combat Conditioning*

*Combat Abs*

*Gama Fitness*

*The Unbeatable Man*

*101 Ways to Magnetize Money*

*The Secret Power of Handstand Training*

*Lessons in Wrestling & Physical Culture*

*The Martial Art of Wrestling*

*How to Eliminate Carpal Tunnel Syndrome within 30 Days*

*How to Eliminate Elbow Tendinitis*

*How to Eliminate Heel Pain and Plantar Fasciitis*

*Magnetic Mind Power*

*The Fastest Way Humanly Possible to Burn Fat*
About
Matt Furey

Matt Furey, a native of Carroll, Iowa, began competing in sports when he was eight years old. Through dedicated practice, became a champion in both swimming and wrestling.

In 1981, Furey was the state runner-up in the Class 3A Iowa High School State Wrestling Championships at 167-pounds. He attended The University of Iowa from 1981-1984, where he wrestled for Olympic Gold medalist, Dan Gable, and was a member of three NCAA championship teams. In the fall of 1984, Furey transferred to Edinboro University of Pennsylvania, and in 1985 he won the NCAA II national title at 167-pounds.
While at Edinboro he was coached by Mike DeAnna and two-time Olympic Gold Medalist Bruce Baumgartner.

In February of 1987, Furey opened a training center for wrestlers and fitness enthusiasts. Most of the kids he trained went on to wrestle in college. Furey began studying various martial arts in 1990 and immediately saw the physical, mental and philosophical links these arts had with sports, fitness and everyday life. This lead to the publication of his first book, *The Martial Art of Wrestling*.

In 1996, Furey began competing in the Chinese kung fu art of Shuaijiao, the oldest style of kung fu. Furey’s teacher, Dr. Daniel Weng, guided Furey to three national titles before bringing two U.S. teams to Beijing, China, to compete in the 1997 world championships. In Beijing, Furey won the gold medal at 90 KG (198-pounds), and was the only non-Chinese to win a title. In addition, Furey’s world title was historic because it marked the first time that an American had won a gold medal in any world kung fu competition held in China.

In 1999, Furey traveled to Tampa, Florida to train under the legendary Karl Gotch. Several months later he moved his family from California so he could train with Gotch full-time. Gotch taught Furey a treasure trove of knowledge on conditioning as well as the real professional style of wrestling, known as catch-as-catch-can (catch wrestling). Furey quickly excelled as a catch wrestler, earning him the covers of *Grappling* and *Martial Arts Illustrated*. *Grappling* magazine dubbed Furey, *The King of Catch Wrestling* – and in the book *Grappling Masters*, Furey is one of 22 elite world class grapplers who are interviewed and featured.

Furey is the author of *Combat Conditioning*, *Combat Abs* and *The Unbeatable Man* – and has created and been featured in numerous DVD and CD programs. He has also written monthly columns for *Inside Kung Fu, Grappling, W.I.N., Gladiator* and *Karate* (Japan). He has been featured in *GQ, Black Belt* and many other publications throughout the world.

Furey and his wife, Zhannie, have two children. As a family they travel back and forth between their homes in Florida, and Hainan Island, China.
About

Rob Colasanti
Ambassador of the Martial Arts

Rob Colasanti began his martial arts training in early 1986 at John Graden's USA Karate, in St. Petersburg, FL. He borrowed his grandfather's red, Craftsman lawnmower and became the neighborhood lawn boy to pay for his first 18 months of tuition.

By the rank of green belt, he had already joined the school’s professional staff. Then, seven days a week, for the next nine years, Colasanti worked in the trenches as a topnotch Program Director, private lesson teacher and Chief Instructor, as USA Karate evolved into a successful multi-school operation with an award winning television show.
When Colasanti became the first official employee to NAPMA in the beginning of 1995, he was a young third-degree black belt with very little knowledge of how the industry worked. But through his dedication, integrity and passion, he quickly evolved into a respected industry leader, and eventually became President of the premier martial arts business association of the twentieth century – NAPMA.

He is the author of the book The Martial Arts Business Bible, which has been widely read by young instructors as well as many other industry leaders.

Rob Colasanti has broadened his leadership role as the one professional responsible for introducing the leading minds of business, sales, marketing and personal development to the martial arts industry.

His comprehensive interviews with brilliant and successful individuals such as Jackie Chan, Zig Ziglar, Anthony Robbins, Billy Blanks, Brian Tracy, Jay Abraham, Tom Hopkins, Matt Furey, Jean Claude Van Damme, Chet Holmes, Grandmaster Jhoon Rhee, Dr. Paul Hartunian, Benny “The Jet” Urquidez, Lee Mitteer, Tim “4-Hour Workweek” Ferris, Joe Lewis, Bill Amelio of Dell Computers, Evander Holyfield and many others have been hailed by thousands.

Today, Rob Colasanti has become recognized as the goodwill ambassador of the martial arts and still maintains the martial arts skills and talents that launched his career.

He is no longer running NAPMA and Martial Arts Professional Magazine. However, he has emerged as a significant leader of the next generation of martial arts professionals and is poised to become one of the primary forces to propel the industry to an even greater position of public prominence and respect.

Mr. Colasanti is helping to write the next chapter of the modern history of the martial arts industry, and the story of Mr. Colasanti’s leadership and influence are destined to fill many more pages in the years to come. He may be reached at www.robcolasanti.com.
Why This Book
Will Change Your Life

by Rob Colasanti

I first met Matt Furey in April of 1999. At the time, I was Vice President of a leading martial arts information company with approximately 2,000 member schools, based out of Clearwater, Florida.

This highly successful information business became a staple in the martial arts industry and generated more than 30 million dollars during the time I was a leader within it.

So I guess you could say that I know a thing or two about creating and selling information products.

Matt was one of our more high-profile members and I used to see his direct response ads in Black Belt and other magazines regularly.

As a martial artist, Matt was the first American to win a prestigious gold medal in Beijing, China, in a world Shuaijiao Kung Fu tournament held in 1997. Impressive! Plus, I knew that he had an extensive background in Chin Na, submission grappling, catch wrestling, and so on.

So I decided to invite him to appear on our monthly VHS tape called The Professional Skills Workshop Video, which was meant to introduce our members throughout the world to elite celebrity martial artists and fitness professionals who could teach them how to become better martial arts teachers and improve the quality of their curriculums.
Matt graciously accepted my offer.

When Matt arrived for his video shoot he extended his hand and said, “Hi. I’m Matt Furey. Nice to meet you.”

After just a few brief minutes of conversation, my impression of Matt was that he was one of the nicest, humblest and most professional “BAD ASSES” I had ever met! No cocky attitude, no arrogance, just a really good guy. Extremely sharp!

Next thing ya know, the tape started rolling. Wearing a conventional wrestling suit, I watched Matt Furey teach some of the very best conditioning exercises and training drills for martial artists that I had ever seen. I said to myself, ‘Man, this guy is really good. A very talented black belt and athlete.’

Even more, I immediately noticed that Matt was a gifted teacher.

When the video shoot was complete, Matt and I sat down for a chat. My new friend began telling me about his venture into the information business which began in 1995. He had been creating books and videos for the participants of various combative sports and was very excited about the potential. He wasn’t kicking butt just yet, but he made it very clear that he was ready to crank up the heat.

But as Matt was talking, I can remember thinking, ‘Here we go again. I’ve heard this story plenty of times before.’ Yep, I admit it… I was a “doubting Thomas.”

Now in my own defense, nearly every celebrity martial artist and fitness guru that I had worked with over the years was trying to sell some combination of books, VHS tapes (at the time), training manuals, seminars, certifications, courses in a box, etc. They were all trying to break into the information business to supplement their income and increase their exposure.

But the fact is that most of these guys and gals, despite their fame and incredible talents, barely made a dime with their information products. They all had the same problem in common. Once they had their info products, even though many of them thought they knew how to successfully market them,
the truth is they had no idea how to market or sell them. This typically resulted in garages filled with products that just sat there collecting dust.

They definitely DID NOT know how to use the Internet to make money.

Even more, practically none of these folks understood how to create continuity programs, profitable seminars, coaching programs or MasterMind groups. Most of them didn’t even know that these income streams existed.

The fact is that creating info products is the easy part. This accounts for approximately 20% of the work (at most). The difficult part is monetizing these products once you have them. This accounts for 80% (or more) of the work. There’s an entire science behind marketing and selling info products and I found that the vast majority of budding info-publishers were simply clueless about this entire concept.

Now I’ve got Matt Furey in my office, telling me how he’s going to “make it big in the info-biz,” when I’ve seen pretty much everyone else fail. For a minute there, I almost felt sorry for him. In retrospect, I had every reason to doubt the guy.

But there was something different about Matt. Something very different…

What’s interesting, however, is that Matt’s story begins like the stories of countless others I’ve known.

Just before I met Matt in 1999 he had been operating a small martial arts school and fitness gym in San Jose, California. He had a grand total of about forty clients and like so many others, was trying to sell information products to supplement his meager income.

One day Matt and his wife Zhannie decided to shut down the gym and move to Florida, so that Matt could continue training with one of his mentors, the legendary conditioning and catch wrestling coach, Karl Gotch, who helped create a form of ultimate fighting (Pancrase) in Japan before the UFC began here in the U.S.
Upon settling down in the Tampa Bay area, Matt started a martial arts class at a gymnastics center and began teaching grappling several times a week. He was working very hard, but only earning a relatively small amount of money.

It was around this time when he began devoting more and more time to developing and selling information products. And the rest is history…

As an information entrepreneur, Matt Furey was now running a “school without walls.” And what happened between April of 1999 and today is simply extraordinary.

Matt went from grossing about $150,000 per year… to the high seven figures!

In a very short period of time, Matt became a multi-millionaire and one of the most successful information marketers in the United States. Furthermore, his products have been sold to people in more than 130 countries, in many different niches.

Matt is now semi-retired.

He spends a good portion of his day reading, exercising, studying, practicing martial arts and teaching a wide gamut of skills to his son, Frank. Matt has streamlined his work to the point that with an hour or two of work per day he is able to maintain an admirable seven-figure income. Plus, he enjoys a few months each year at his vacation home in China. There, he spends plenty of time training with Master Liu, who teaches him the secrets of internal power and energy.

But perhaps the most amazing part of Matt’s success story is the unbelievably high profitability of his business.

Matt earns millions of dollars a year operating out of a spare bedroom of his house in Tampa, Florida. The whole show is run by Matt, his wife Zhannie, his webmaster, Ed Baran, and a fulfillment company run by the lovely and talented Caroll Brown. Like Ed and Caroll, I’m also now part of the team of self-employed outside consultants who work from afar to bring Matt’s work
to the forefront.

To this day Matt has no “employees” and very little overhead. The only equipment he relies upon to make his magic happen is an Apple laptop, a video camera, a photo camera and an iPhone. Matt prides himself on a streamlined operation that is mostly pure profit.

But don’t think for a minute that Matt is some greedy miser who refuses to give back to society. How else do you explain the fact that he’s opened two academic schools in remote villages in China where some of the children were so poor, they lacked clean water and shoes for their feet.

SIMPLY AMAZING!

Today, Matt Furey and I have joined forces to introduce you to his proven methods for making millions on the Internet.

This book contains the barely edited transcript of a three-hour interview I did with Matt, which reveals the timeline of his rags-to-riches story, plus many of his glorious secrets to success.

Now I must tell you, I’ve conducted quite a few interviews in my time. Over the years, many have called me “The Larry King of the Martial Arts”. In fact, some of my more memorable interviews have been with Zig Ziglar, Jackie Chan, Anthony Robbins, Jay Abraham, Tom Hopkins, Jean Claude Van Damme, Chet Holmes, Dr. Paul Hartunian, Lee Milteer, Tim “4-Hour Workweek” Ferris, Bill Amelio of Dell Computers, Kathy “The Punisher” Long, Brian Tracy, Grandmaster Jhoon Rhee, Bill “Superfoot” Wallace, Billy Blanks of Tae Bo fame, Evander Holyfield, Joe Lewis, Benny “The Jet” Urquidez, Judo Gene LeBell, and so on.

But my interview with Matt Furey was unique compared to all of the others.

How?

Well, typically, I take pride in asking a lot of really good questions…causing the interviewee to give a lot of really good answers. Generally
speaking, I control the interviews I conduct from start to finish. That’s how it’s supposed to go, right?

Correct. Unless you’re interviewing Matt Furey.

During my interview with Matt, he took the lead right out of the gate. One after the next, he began answering all of the carefully crafted questions on the four-page list I created prior to the interview… before I had a chance to ask them. After about 55 minutes, I just decided to go with the flow, because the content was so damn captivating.

Matt is one of the best storytellers I’ve ever encountered.

In fact, anyone can become a more interesting speaker and learn volumes about how to capture the attention of others, simply by observing how Matt answers questions. He paints a beautiful and complete picture on the canvas of your mind with each masterful response. Indeed, this is a tremendous skill unto its own and the “Fure-Cat” – as he’s known to those who are close to him – has mastered it.

The key point I want to drive home before you dive into my interview with Matt Furey is this: There’s never been a better time for to enter the information business and make a fortune on the Internet.

Again, Matt Furey generates millions of dollars a year, mostly through online activities, most of which is profit, working only a few hours a day.

Imagine what a difference his knowledge can make in your life if you were to replicate even a small portion of his success.

Sound exciting? You betcha!

It’s now my pleasure to share with you how my good friend Matt Furey made his first million.

_Hit Hard Everyday_,

Rob Colasanti

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www.mattfurey.com
My First Million

Rob: Okay. Let’s begin.

Matt, when you graduated college, you went into personal training. Then at some point, you opened up a martial arts school. How did you get into these professions and what sort of changes did you go through before you became a successful info-publisher?

Matt: Well, let me give the progression of what happened before I left college and how I got started, because I think a lot of people can relate to this part of my story. When I was a senior in college finishing my final semester, I was doing a report on bodybuilding and fitness in the 1980’s. And the report was centered primarily around the successes of Jack LaLanne and Arnold Schwarzenegger, as well as other people that I had studied and watched.

During the creation phase of this report, which was oral as well as written, I had an amazing “aha” experience. I had the big “aha” because of what I learned and the seeds the research planted in my mind. That seed was mostly planted by Jack LaLanne but also by Schwarzenegger to a lesser degree. The reason I say ‘mostly’ LaLanne was because he was the first person to open up a health club in the U.S. He opened one on the West Coast, in the Oakland, California area.
But prior to opening his gym, he started as a personal trainer doing one-on-one sessions. He would find kids that were too skinny or were too fat, and he’d go up to them and he’d talk to them about what he could do for them if they followed his exercise routine.

So he’d get them in the backyard and he’d have them lifting cement and milk cartons filled with sand, doing calisthenics and all sorts of other exercises. After getting started this way it wasn’t long before the mothers of these kids took note, as well as other women in the area, and they asked him to train them, too. They approached him and privately asked if he would train them because they didn’t want their husbands to know what they were doing. At that time this sort of thing called “working out” was frowned upon by many. In fact, the same frowning takes place today – just not as much.

Well, after awhile guess who started asking Jack LaLanne for help? It was the men. They came to him, too. And the next thing he knew, he’s got a health club. Not long afterward he’s got books and a TV show and he’s on the speaking circuit and so on.

So LaLanne’s story was a tremendous inspiration to me. When I was reading about him I remember thinking, “You know what? That’s something that I could do. I could train people one-on-one. I could have my own place, where I would teach people all the wrestling skills and all the fitness and conditioning skills that I’ve gleaned from the great coaches I’ve had over all these years.”

Then I filed my report away and momentarily forgot about it. Then, after getting my degree I moved to California. I had the one-on-one fitness idea in the back of my mind, but I still hadn’t acted on it. Instead, what I did first was help train a high school wrestling team. I’d worked with them for a couple months, then one morning I was sitting on a couch reading a Muscle and Fitness magazine.

In the back of the magazine, in the classified section, there was a little ad for a handbook on how to become a personal trainer, and it was
priced at $20. Naturally, the address for where to send the check was listed in the ad. I noticed that it was to go to a Michael Johnson, who lived in Soquel, California. I had no idea where that was. So I asked the head coach at the high school and he told me it was in the same county, Santa Cruz county. He said it was about 30 minutes away.

Without hesitating I said, “Well, I’m going to go and check out this place and see if it’s legit.” So I literally drove to the trainer’s place. And I pulled up into his driveway in my Chevy S-10 Blazer.

Now think about how skeptical people are today before making a purchase. This was February of 1987. I’m reading this guy’s ad and I’m thinking, “Man, I think this might be a scam. I better go investigate.”

So I drove up to what turned out to be the guy’s house, and his garage door was open. And inside of his garage was a gym, and he was training a lady.

As soon as I pulled up, he approached me. He was polite but was definitely giving me a “What are you doing here?” sort of look. I said, “Are you Michael Johnson?” He nodded. I then said, “I saw your ad in *Muscle and Fitness* and wanted to know more about your book.”

He said, “Okay. Well, I’m in the middle of an appointment right now. Come back in half-an-hour and I can talk to you then.”

So I left and came back in a half-hour and we spent about a half-hour talking. He gave me the book for $10.00, saying that, “It sells mostly through mail order, and that’s why I charge $20.00 in the magazine. But you can have it for $10.00.”

The book was about 48 pages long, which gave me a clue that pricing and size don’t necessarily go hand-in-hand. It’s the value of the information, not the size of it.

Anyway, I bought his book and I remember driving away from his place thinking, “Oh my God, this is GREAT. This is what I’ve always wanted.
I’ve always wanted to work with people and help them, and this book is going to help me do it.”

Well, around that same time I received a check for about $11,000 from a lawsuit that I had in conjunction with a fight I had while in college. I got whacked over the head with a beer pitcher in a bar fight and was quite literally scarred for life. And based upon a law called the Dram Shop Law, the bar was responsible for this incident. Any accident, any fight or fracas or drunk driving incident that takes place in the bar or because of what they served in the bar, carries the tag of responsibility. At least that was the law at the time.

So for all the scars and everything that go with them, the settlement was $16,000. Of course the lawyer got a third and I got the rest: $11,000.

So when I got that check I though “Wow! This is my chance! I can start a business training people and do what Jack LaLanne did.”

Now, to tell you how clueless I was about business when I came up with this idea, let me say that my whole life up to that point – I was 23 – I was almost completely tuned out and turned off to anything relating to making money. My whole function, up till that point, was go to school, get my degree, win a national championship.

Rob: And to train.

Matt: Yes, to train. To train, train, train. I had no concept of business at all, yet wanted to be in business. Not only that, but I had no clue about how money was made, how to think about money to attract it, and so on.

To give you an example of this, after getting the idea to train people, I started reading the paper to look for gym space. And while reading the classifieds I found out, for the first time, what commercial property was. I remember reading the ads for commercial space and thinking out loud, “What’s commercial property? What’s the difference between that and retail?”
Residential, I had that figured out, but retail and commercial, they sounded the same to me.

So before I got my first space, I ran an ad in some weeklies and I attracted some high school kids who wanted help. One wanted help with his wrestling and one wanted help with fitness. So, before I got an actual place to train them on my own, I just trained them outside where I was living.

It’s funny when I look back on this, but the high school kid who needed help with his wrestling, his father knew I didn’t really have a settled place to live yet. So he said to me, “Well, we have an extra room in our house. Our daughter’s moved out and gone to college. If you want, we can do this on trade: you can help my son become a wrestling champion, you stay in my daughter’s old room and you get free room and board. What do you think?”

I said, “Well hell yeah! Let’s do it.”

So that’s how I started. I started training kids outside, just like Jack LaLanne. Then the mother and father of this boy gave me advice on what to do to get more clients and to get a gym going.

A couple months later, after the boy won the championships in his section, and went on to take fifth in the California State Wrestling Championships, the word got around that I was a helluva trainer. So this caught the eye of other parents who wanted their kids to do well.

That’s when I started to move from outdoor to indoor. I met with a realtor who had a commercial space to rent that was about 1,500 square feet, and because now I had some money with the lawsuit being settled, I put down a first month’s rent, a last month’s rent and a deposit. It was only $750.00 a month – and with the advance being put down I was already down $2250.00.

Then I went and bought some equipment, some weightlifting equipment, barbells, dumbbells, free-standing pull-up bars, squat rack, bench
press, an Olympic set of weights and so on. Then I bought a 30’ x 30’
wrestling mat where I could train the high school wrestlers as well as
the people who needed stretching, calisthenics and so on. Now after
making all these purchases, guess what?

Rob: What?

Matt: Within 30 days of renting that space, my $11,000 was almost
all gone.

Rob: I’m sure it was. You had some startup costs, didn’t you?

Matt: Oh yeah. I had used almost everything. I had a couple hundred bucks
left and that was for food. So now I had to take out an ad and run it
with no money. First of all I didn’t even know how to really write an ad,
but I figured, “Well, I’ll just do what everybody else does and give my
ad a little twist to make it stand out.”

But I didn’t have any money. I’m out of money. What am I going to do?
Answer: keep moving forward.

So I went to a local newspaper called Good Times. It came out once a
week in a tabloid format. I wanted to take out one ad because I figured
that’s all I had money for.

The sales rep said to me, “If you take out one ad, you’ll need to pay
cash for it right now. But if you’ve got a contract for at least six times,
then we bill you.”

Boy oh boy. That was music to my ears, because whatever change
I had to hang onto, which literally was down to under $200, was
critically important.

So I said, “Well, let’s do the six-week contract then.”

Now, back then they didn’t do a credit check on me or anything. This is
really interesting, isn’t it? My times have changed in the last 23 years.

So I ran this ad, and inside of six weeks, other than Michael Johnson,
who worked out of his garage, I was pretty much the only game in
town. Then I went to some local high schools and I did some clinics,
and the kids' parents started calling. And after they started with me,
the same thing that happened to Jack LaLanne started happening to
me. Without asking for it, I had mothers of the kids I was training asking
me if I could work with them. I said, “Wow, I sure can.”
My First Business Breakthrough

Then I had a breakthrough moment in the second month, two big breakthroughs. Two of my new clients were business executives who were wealthy and new far more about marketing, advertising and so on than I did. One guy, Ron, responded to my ad, and even though I had zero salesmanship skills other than just pure enthusiasm, he signed up.

And after a few sessions with me, he sat with me and said, “You know, Matt, you’re a great trainer. You’re helping me a lot. You know your stuff. But I’m afraid that if I don’t help you with some basic marketing skills, you’re going to go out of business and I’m not going to have a trainer. So let me help you with your ad.”

Ron understood marketing, selling and advertising. And he showed me how to write a headline and how to write some basic copy for my ad. To my amazement he created a headline that spoke to the reader as if he was a human being. The headline wasn’t “Matt Furey – Personal Trainer.” It was along the lines of “Tired of Joining a Gym and Quitting out of Frustration After Only Three Weeks?” Ron’s headline spoke about the prospect’s issues, wants and desires whereas my headline was all about “me, me, me.” A classic
advertising mistake that you see all day long, every day, in virtually every newspaper, magazine and commercial.

The next thing Ron coached me on was how to answer the phone. He would role-play conversations with me. He would act as if he was a prospective customer with questions. He’d use the typical openers like: “Hi, I saw your ad in the paper and I wanted to know how much you charge?” And I would say, “Well, I can’t really tell you that over the phone.”

And he’d said, “No, no, no. There are no not’s and there are no can’ts when talking to a prospect. Make it positive. Everything is yes, yes, yes. You’ve got to be moving the prospect toward an appointment and you can’t do that with a no.”

So I listened and began to immediately implement what Ron said, and his advice kept me from going out of business. Using what he told me to do, it was a piece of cake to turn prospects into appointments and from there into clients.

The other guy who helped me was Jack. He was a 57-year-old real estate loan broker, and he was very highly-motivated.

During our workouts we would talk about the books we’d read that had inspired us and helped us. We talked about *The Psychology of Winning*, *The Magic of Believing* and *Think And Grow Rich*, as well as many other books.

Well, one evening Jack said to me, “Have you ever read *Psycho-Cybernetics* by Dr. Maxwell Maltz?” I said, “No, uh-uh. What’s that?”

And he said, “Oh my God. I can’t believe you haven’t read that one. That book is like *The Bible*.”

He explained to me why. He talked about self-image. And he said, “Matt, if you want to improve your sales, this self-image psychology is the key. You’ve got to get *Psycho-Cybernetics*. So I drove to the store as soon as our session ended that night and I bought the book, and I started reading and implementing all the teachings in it.
Rob: We’re still in the 1980’s here, correct?

Matt: Yes, we’re still in my first couple months of business inside my own gym.

Rob: Okay.

Matt: So within two months of opening, after getting those ads going and learning how to answer the phone, I was still a bit frustrated. Oftentimes the phone wouldn’t ring at all and I started to worry. This is when the *Psycho-Cybernetics* turned me around. First thing I’d do is picture winning wrestling matches and swimming races. I’d picture successes that had nothing to do with business, but did have everything to do with me feeling confident. I’d picture these confident memories, then I’d keep the same confident energy locked inside my mind as I switched images and started seeing clients coming to me with checks in hand. I saw and felt what it would be like for them to do as Ron and Jack and the other clients I had already signed up had done. And when I did this my self-image changed and the clients practically beat my doors down to get in. By the time the six-weeks ad contract was up I had a full slate of clients.

I was booked from morning until night. And I was charging $200.00 a month for 4 workouts a week, one-on-one. This came out to $16.66 an hour.

It didn’t take long for me to figure out that I was staying alive at that rate, but I would never have much money leftover either. I realized that if I needed to fly somewhere for a weekend, I had money to do so, but I still didn’t have a place to live. Fact of the matter was, at that time, in order to survive, I slept on my wrestling mat. In the morning I got up and showered in the downstairs bathroom.

So okay, I’m in business. I haven’t died yet. But it’s a long way from being prosperous. On the one hand I was thrilled to be involved in a service I wanted to be in. But on the other hand I knew I couldn’t keep going this way forever.
Other people saw things differently. I remember the first time someone, a college student, told me I was “successful.” She shook her head in amazement and said, “Wow, how did you do it? I heard that 95% of all businesses fail in their first year or two.”

I didn’t know this before I started, but after I heard this I got a little spooked. I definitely didn’t want to be one of those in the 95 percentile. I wanted to be one of those who played the game to win, to be successful.

And so, when I’d do the Theatre of the Mind exercise in Psycho-Cybernetics, I used to say to myself, ‘This is just like wrestling. It’s just like swimming. If I can win a national title, I can figure out how to go into business and win, even though I didn’t have any skills in it to begin with. This is all about technique, this is all about knowing what to do and implementing and being willing to do whatever it takes. It’s all about practice.’ That’s what I believed from the beginning – and still do.

Even so, after a year, I realized, “Man, I’m not going to make it if I keep working 12-16 hour days. Physically, I’m going to break down. I’ve got to change what I’m doing and how much I’m charging.”

So I decided I’m going to raise my rates to $300.00 a month on the people already coming to me, as well as new people. It was a bold step. And the fact of the matter is I didn’t know how to execute it properly for the people who’d been with me from the beginning. So some people got upset. They’d say, “Oh, you’re getting greedy now.” I heard a lot of this, mostly because I didn’t know how to tactfully say, “Look, I’ve got to raise my rates to stay in business.”

The worst memory of it all was the guy who said to me, “What do you do? Sit around and decide you want a new Porsche, so you raise your rates on us to get one?”

A Porsche? I was happy in my Chevy S-10 Blazer. I just wanted a roof over my head instead of having to sleep on my mat.
So I lost several of my clients by raising my rates. And then when the new people came in, I didn’t know how to sell them at the new price point of $300.00. $200.00 was easy. It was just super cheap. But $300.00 seemed like a fortune to me, even though it wasn’t.

Well, one evening when I was feeling frustrated, I called up one of my brothers. I have four older brothers, all of whom have extensive sales experience. And I asked my brother, “What’s the best book there is on selling?” My brother said to me, “Well, Tom Hopkins’ *How To Master The Art Of Selling*.”

So I sped right over to the book store, just like I did when I purchased *Psycho-Cybernetics*, and I bought this book and I bought *How To Master The Art Of Selling* and started reading. I devoured that book, too.

And in the reading of Hopkins’ book I found out that he was a major advocate of *Psycho-Cybernetics*, too.

Well, as fate would have it, after finishing the book, not more than 24 hours later, I heard an ad on the radio for Tom Hopkins’ Sales Seminar. He was having a seminar in San Jose. To me this was God or the heavens or the universe telling me, “Look, you’re supposed to go to his seminar.”

It was $99 for his all-day seminar. I immediately called and made a reservation. And I went.

And that morning, before I left, even though I was down to my last twenty bucks, I just knew there was going to be something offered at the event that I needed in order to help me go to the next level. So I went there with a check in my wallet, a blank check. I didn’t have credit cards at the time, just a blank check.

And sure enough, about halfway through the event, Tom Hopkins made an offer for his books and his audio tapes and his whole lesson plan. The offer was for *The Official Guide To Success* along with audio tapes, and then there was a set of audio tapes that came with
How To Master The Art Of Selling, and then there was a goal book and a notebook and so on. And the asking price was $217.00

After his sales presentation I remember walking back and forth in the lobby thinking about how I was going to be able to pay for this package. I didn’t have $217 in my checking account. Even so, I decided to go ahead because I believed that somehow the money would show up. I believed I was supposed to make this purchase and the Universe would take care of the details.

Well, thank God there was no immediate check verification system at that time. And thank God the seminar was on a Friday. This gave me a couple days to find the money and get it in my checking account.

So, I wrote the check for $217. And I remember walking out to my car during the break with a bag filled with books and audio tapes. I had tears in my eyes as I sat in my car, the Chevy S-10 Blazer, blue with white stripes. And I said to myself, when I’m sitting in the front seat looking at what I had just bought, ‘Matt, you damn sure bought this. So you better use it, you better read it, you better listen to it, and you better succeed.’ That’s how I was talking to myself.

And that’s exactly what I did. I ate the whole thing. I munched on that program day and night. I listened to the tapes in my car and during every spare moment in the gym. I listened until I knew everything verbatim – then I listened some more.

Now the interesting thing is what happened very next day, after I made the purchase. It was a Saturday afternoon when I went to get my mail and found a check from an Ohio kid for $400.00. That’s what I charged at the time for him to come train with me for a week. I had forgotten that I’d talked to this boy and told him, ‘Well, you can come and stay at my place for $400.00 and I’ll train you for a week. You’ve got to pay your own food and everything, but it’s $400.00.’ To me, that was a lot of dough to charge, even though now I realize that it was a total steal for him.
So when I got that check I immediately endorsed it and deposited it so my check to Tom Hopkins would clear.

I then began to use everything he was teaching with everyone I spoke to. And I was totally amazed at how easy it was to get $300.00. It was even easier than getting $200.00. Armed with the right words to say, I was in shock at how smooth, easy and effortless selling seemed to be.

I then realized, ‘Wow. I could be in sales.’ Well, in fact, I was, but I didn’t know I was until I used proven words and phrases. Before I was just winging it. Now I was prepared.

So it wasn’t long before I raised my rates to $360.00. Then, I raised them to $480.00.

Then I thought, ‘Why don’t you ask people to pay three months upfront or six months upfront?’ And people would say, “No problem” and they’d just write a check for $1,440.00.

I was just amazed. Wow! Success in this business is all about knowing what words to use – and choosing to use them. Winging it doesn’t work.

When I was in college I was a speech communication major. But it didn’t prepare me for the real world of sales and marketing one bit – and sales and marketing are the keys to making money in any economy. They’re the oldest professions in the world. Many think something else is the oldest profession in the world – but that something, prostitution, is merely a subset of selling and marketing.

So now my slate is filled with clients who are paying me a fee that scared me when I started. And I found out something interesting. The more a client pays the better his ears work and the more he values you and your time. Years later I made this saying into one of my LAWS of Business Success. It goes as follows: “Ears that pay listen better than ears that don’t. Ears that pay more listen better than ears that
Rob: That’s great. I love it. And it’s so true. So, do you have a list of these LAWS, the Furey Laws of Business Success?

Matt: I do.

Rob: That would be a great product, don’t you think?

Matt: I do, if people can handle the truth. Let me make a note on that one. Anyway, back to my story.

At the same time that I had a full slate of clients at a much higher figure than before, there was still this deep yearning for more. Jack LaLanne wrote books, he didn’t just train people. So I felt the urge to keep improving and spreading my knowledge. My goals weren’t just to train people all day long. I wanted to be a writer. I wanted to make information products, to give talks, to have seminars.

One thing I learned from Tom Hopkins was this: “Your income is in direct proportion to the number of people you serve.” Well, when I had a full slate, I wasn’t training very many people. If I wanted my income to go up I had to help more people. Simple as that.

I realized I didn’t just want to train people one-on-one all day long, no matter if I got $100.00 an hour. So around that time a couple things happened. I started training in martial arts. First martial art I trained in was the martial art Kuk Sool Won. Actually, it was Ho Kuk Mo Sul. It was sort of a branch of the same art. I think the master created his own brand and broke away. I really liked that art but one Friday I was the only guy to show up for class. Normally there were eight or ten people. Normally there were eight or ten people. Typically.

Well, the master sat behind his desk for almost the entire time I was in the room. He fiddled with his pen, his ruler, erasers and everything else who could fiddle with instead of getting out of his chair and helping me. And after I had trained on my own for about 40 minutes with zero guidance, he got up from his desk, walked over to me with a kicking
pad and had me throw eight or ten kicks. Then he bowed and said, “All for today. Finished.”

Something about that really pissed me off, so I never returned. Instead I talked to a lot of people in the area and they recommended kung fu and tai chi for me.

So I got involved in the Chinese martial arts, and I liked them a lot. As I was learning, I said to myself, ‘Wow, this is great. This is incredible. I love this.’

And as I learned more I saw the connections that the martial arts had with wrestling – and this caused my desire to write books, to speak, to put my message out in a bigger way to increase even more. There was a deep yearning and a frustration that my life was supposed to be more than just training 10 people in a row all day long. I’d start at 5:30 in the morning, oftentimes, and I’d finish in the evening. And with the exception of a couple hours at noon, that’s what I was doing.

Rob: Trading hours for dollars.

Matt: Yes. And I wanted more than that. When I was in college, not only did I write the report featuring Jack LaLanne, but I had a girlfriend who asked me, “What do you think you’re going to do when you get out of school?”

I said, ‘I’m going to become a great writer.’

She said sarcastically, “Oh, not just a writer, a GREAT writer.”

I said, ‘Well, you know, why would I get involved in writing if I didn’t want to become good at it?’

She couldn’t relate – and that was our last conversation.

When I moved to California after graduating, I remember that while simultaneously starting out as a personal trainer, I thought, ‘I wonder if I could start my writing career now?’ I told my mom, ‘I’d like to have a
column in a newspaper that runs everyday, or once a week, like Mike Royko, like Dear Abby.’

“Oh, you could never do that,” she said. “You have to be somebody really great and really famous.”

‘Well, there’s got to be another way around all this, a way to make that happen,’ I said.

So as this yearning inside was growing, I am continually reminded that I wanted something more.

And it wasn’t about the money as much as making a difference and having more time and freedom to do only what I loved doing, in the amounts I loved doing them. Training people is great – but not 10 or more hours a day. I wanted my life to be bigger than that. I wanted to do more than serve 40 people per month. Why not 4,000? Or 400,000? Or 4-million or 40-million?

Rob: So Tom Hopkins’ idea of serving more people really influenced you in a big way?

Matt: Yeah. I’m looking at him. He’s got books, he’s got audio tapes, he’s going around giving talks. Man, I wanted to do that.

I remember the first time I saw Tom Hopkins on stage. As I was sitting there, and I was 24 then, I kept thinking, ‘that is what I want to do. That’s what I want to do someday. I want to be up there on the stage like that. I want to be up there talking to people about selling or marketing or success or goal getting (not the same as goal setting).’

So this yearning remained with me for a long time even though I didn’t have anybody to mentor me or someone I could talk to who would give me the information I needed. Someone to show me, “Furey, here’s how you get published,” or “Here’s how you create products and here’s how you sell them.”

So I went many years with no major movement toward my desire. I went out and I gave talks and I recorded them, but I had nothing for
sale. I was still doing the one-on-one training and was also training people in groups of two and three and four. But for the most part, other than some newsletters I gave out for free, I still had no product and no book and no column.

Rob: What specifically was it that was holding you back?

Matt: It was lack of knowledge, lack of a mentor who knew this field – and lack of knowledge on where to get the knowledge I needed. And there was one other thing, and this is an important piece. So great question.

I had heard all the stories of rejection. That if you had this manuscript or a book and you sent it in, you’re going to get rejected by hundreds of publishing companies before you get accepted by one. There was something about that I just didn’t want to put up with.

So in any other area of my life, try, try, try again, no problem. But for some reason when it came to writing books, there was something about this idea of being rejected for something I wrote that I couldn’t stomach – or having my work totally changed, so much so that the book you wrote isn’t the book the publisher printed. I liked the idea of controlling every word of what I wrote – but still had no idea HOW to get that set into motion other than having a newsletter. Remember, this was pre-Internet, it was before we could do a quick search and find whatever we wanted to teach us virtually anything we could think of.

Rob: Ah, I remember those days.

Matt: I also believe that timing and maturity play a role. Sometimes our desires are ahead of our willingness or openness to make them happen. It’s not enough to WANT something – you have to believe you DESERVE it – and you’ve got to be willing to find your way.

And for me, the willingness and openness started in the summer of 1995. I came across an advertisement in a little newspaper that came out once a week. It was in a political newspaper that one of my clients brought to me.
Inside of it there was an article that didn’t look like an advertisement, even though it was. And it was written by the great mail order and copywriting genius, Ted Nicholas.

The headline of this article/ad spoke to me in a language that I understood very well. The headline read:

“You, A Millionaire Writer.”

As soon as my eyes caught this headline I nearly jumped out of the gym I was working in. ‘Wow, look at this,’ I thought. ‘This is what I’ve been looking for. I want to write a book and make $1-million – or write a book and sell 1-million copies. Yes, this is for me.’

The ad had a phone number to call to request a special report. So I called and left all my information. And a few days later, I received the special report in the mail, and it makes an offer for a course on how to publish a book and sell 1-million copies, audio tapes as well as a book and seminar manual. The price: $317.

So I found the money and ordered it. A few days later I received it. And once again, just like with How To Master The Art Of Selling, I studied this program in its entirety. I listened to those tapes, I took notes, I highlighted, underlined, and memorized.

Doing so changed my business life for the second time: First time around I learned how to sell. This second time I was learning even more. I was learning how to write a book, how to publish it myself, how to write advertising copy, how and where to market it, and much, much more.

And so I wrote and published my first book a few months later. I decided to take all my martial arts know-how that I’d gained and put together a book for wrestlers? Why not combine the two? I thought.

Rob: What was the book called?

Matt: It was called The Martial Art Of Wrestling.
Matt: So here was my thinking about my first book. I thought as follows: If I was a wrestler in high school or if I was still wrestling in college, and there was a book written about this subject, I’d gobble it up. I’d buy it and devour every word.

So the book was all about applying martial arts principles to wrestling, but at the same time showing that wrestling, historically, was always used on the battlefield, was used not only as a sport but even as a martial art. For example, Judo is a type of wrestling. Jujitsu is a type of wrestling. Sumo, Shuaijiao, Boke – which is Mongolian wrestling, Sambo from Russia… all these are derivatives of wrestling, yet most people call them grappling. Well, grappling is just a synonym for wrestling.

So, I’m learning all these Chinese martial arts techniques and internal power practices. And I’m amazed at how this could have helped me when I was competing in wrestling. On a daily basis I’m making discoveries. I’m saying to myself, ‘Wait a minute. Snake creeps down, that’s a fireman’s carry. Oh, we’ve got a foot sweep here. Oh, we’ve got this. They call this leg hooking or leg shaving.’

I recall learning the subtleties then saying to myself, ‘What the hell? These are wrestling moves!’

Then there was Ted Mancuso, one of my sifus, who always told me that wrestling is really kung fu. He repeatedly told me that it’s a martial art. So I’m thinking to myself, ‘This is great. I’ll write about this. And, of course, this is going to be a bestseller. This is going to set the world on fire. I’m going to be able to go buy my first house. The second printing is going to need to be done a couple weeks after the first.’ I had very high expectations.

But one of my clients, Sandy Lydon, who had already written several books, was with me one day when I started telling him about the book I was writing and publishing.
He said, “Who’s it for?”

I said, ‘Wrestlers.’

He then said, “Wrestlers read?”

When he said this, it really irritated me. It really pissed me off because I felt that he was saying, “You mean that you idiots can read? You guys don’t have any brains, do you?”

But even if that’s not what he meant, which is debatable because I didn’t ask him what he meant, he was asking the right question in another context. And that context is, “Do you really think wrestlers read books on wrestling? Do you really think they BUY books on wrestling?”

One thing Ted Nicholas said in his program was this: “One of the fastest ways to go broke is to sell something you think people need.”

Rob: You want to sell people something they want, right?

Matt: Yes. He said the fastest way to go broke was to follow Napoleon Hill’s line in *Think And Grow Rich*, which was to find a need and fill it. He said as much as he loved *Think And Grow Rich*, there was one line of advice that caused more bankruptcies than anything else. Instead of Hill’s advice, Ted Nicholas said, “You find out what people WANT, and then sell that to them. Not what they need.”

Now if you find a need that’s also a want, so much the better.

Rob: Maybe in 1937 when Napoleon Hill wrote *Think And Grow Rich* that advice made more sense.

Matt: Maybe. But in today’s world, you have to take your knowledge and you have to look at what people want, and how you can marry the two.

And I better clarify. Selling people what they want is not about, “Oh, people just want drugs and dope and they want to get high. Just sell that.” No. That’s not what I’m talking about.

I’m talking about finding out the core wants of a person. What is it the person really, really wants? Then if you have the skills or have access to
the knowledge, whether it’s your skills or somebody else’s, if you want to be successful and be profitable, that’s what you’ve got to offer.

And so when I wrote my first book I didn’t understand where I was going wrong. I didn’t see that I was doing exactly what Ted said not to do. All I could think of was, ‘If I was a wrestler, I would buy this book.’

Well, so what? Maybe I was the exception to the rule. Maybe I was one of the very few who would buy.

So let me dredge up more details. Here’s what I did to market *The Martial Art of Wrestling*. My wife and I would set up tables at tournaments and have the book available. In addition I took out a column in a wrestling news magazine to get more exposure. Then I made a set of three videos to go along with it and we’d have them playing at our booth.

And as wonderful and great as my product was, in my own mind, we never got rich from it. We never became prosperous from it. But we did get a few hundred customers our first year – and that got us started.

So my info-publishing and marketing career began in December of 1995, and it started to get a bit more life in 1996. Especially when I figured out, several months after launching *The Martial Art Of Wrestling*, that I had chosen the wrong niche for my product. The buyers would NOT be wrestlers.

The UFC was now three years in the running, and it was HOT. And you had champion wrestlers entering the UFC called Dan “The Beast” Severn.

**Rob:** Sure. Know him well. Good guy.

**Matt:** You had Mark Coleman and Don Frye. And these guys were great wrestlers and damn good fighters.

Now, at that time, the UFC was hated not just by some congressmen but also by the amateur wrestling community. It wasn’t well-liked by
the majority of wrestling coaches and parents and fans of wrestlers, because they felt it was destructive to amateur wrestling in some way. So as great as Coleman and Frye and Severn were, they were also very controversial at the time.

Rob: Yes, I remember that. In fact, the UFC was controversial in the martial arts world as well. Many school owners hated it, too.

Matt: Yeah, but at the same time there was now a real awareness that if you wanted to win the UFC, you better know jujitsu and wrestling, because the guys who got their asses kicked were the strikers who didn’t know anything on the ground. Or those who knew how to take somebody down but didn’t know what to do with him once you got there.

So I figured, wait a second. My book is called *The Martial Art Of Wrestling*. Maybe I ought to advertise it in martial arts magazines.

So I took out an ad in *Black Belt*, a ½ page ad for my book and for my videos. I created two more videos, and these were more about how to use your wrestling in a fight, not how to compete in amateur wrestling events and do better. They were more about how to slam somebody to the ground and knock him cold. I’d present many different options on what to do. Different ways to slam somebody. What to do if he kicks. What to do if he punches.

Rob: So were you taking the same content, introducing it to a different audience and marketing it differently to appeal to them?

Matt: The book was the same, but I made new videos that would appeal directly to the martial artists who didn’t know how to wrestle but believed they’d better learn how.

Rob: Okay, got it.

Matt: So I took out this ad in *Black Belt*, following the advertising and marketing principles that I’d learned, and orders started coming in. And it was very, very exciting.
At the same time, we weren’t getting rich. We were making a little bit of money. On average, my first 2 years that I was really in it, from late 1995 through late 1997, we had some months that would be over $4,000 in orders. But on average, it was about $1,500 a month, not enough to close my personal training practice.

So, here’s the turning point. I’d won a few national titles in shuaijiao kung fu. And in early November of 1997, my instructor, Dr. Daniel Weng, got an invitation from the Chinese team for a world championship in Beijing to be held over Christmas.

As soon as I heard this, I was like, ‘Wow! Yeah, man! Let’s go.’ I immediately viewed this not just as an opportunity to go to China and compete, but as an opportunity to win a world championship, and as an opportunity to create products.

Rob: You’re really thinking like a marketer here, now.

Matt: Yes, I’m thinking like a marketer. What would happen if I go there and win? Well not only that, what would happen if I create a product on how I trained before I go there and won?

Rob: Beautiful.

Matt: So this was huge for me. This was a turning point. Now, at that time, after being in the info-publishing business a couple years, and this includes the Internet even though almost no one at that time ordered over the Internet. They researched your product online, then they called it in, they faxed it in, or they mailed it in.

So things were slower back then. You could make money on the Internet, but it wasn’t like it is today.

So I had my website up, and I was doing something that I had always envisioned. I had my daily column. But instead of it being in a paper, I would send it out to an email list and I’d post it on my website. Right now, we would call what I was doing a blog.
At the time, it was just an updates page created to look like a discussion forum where I was the only guy who could post.

Well, when this opportunity to go to China opened up, I remembered something that was said to me by one of my first customers. He was the strength coach for the Cincinnati Bengals for 27 years, and was involved in Nautilus with Arthur Jones. Then he created a strength equipment company called Hammer Strength. His name is Kim Wood.

And I remembered him saying to me, “You know, there’s a lot of information out there on how to train, but there’s very little out there that’s just a video of people training.” He then said, “What would it be worth to have an hour of video just watching Dan Gable working out? No explanation; just watch him train. And what would it be worth to have an hour or a couple hours of the Iowa wrestling team just training? Or the monks at the Shaolin temple, just training, not instructional?”

Kim said the motivation people would draw from watching would be huge. He’d said this to me a couple months prior to the invitation – and I’d filed it in the back of my head. And when this opportunity for China came up, I didn’t really have the money, so I had to find a way to make the money if I wanted to go.

So I thought of what Kim Wood said, and I decided to make a training video called: Combat Training: The Road To China.

After coming up with this idea I wrote a 6-page pre-production sales letter to my customers and personally signed every single one of them. I got out my mailing list of about 350 people and hand-addressed every single envelope. I even put a stamp on every single envelope and folded every one of these letters myself. Then I mailed them out, selling this video of me training to go to China to beat the Chinese at their own game.

Well, as that letter went out, I would simultaneously have a guy come and film me each day. I’d be running hill sprints or I’d be practicing, I’d be shadow drilling, I’d be skipping rope, whatever it was I was doing – he’d film it.
He filmed about an hour and a half worth of footage. Then I hired somebody to put it together and edit it for me. And the orders POPPED like nothing I’d ever tried to sell before. I charged $69 for this video, which you might think of as a lot of money for one video. But I’m telling you, I hit all the right hot buttons and price didn’t matter. My customers were ordering – and so were people who read about the offer online.

Almost immediately, we raised over $4,000.00. I thought, ‘Wow, this is great. Now we’ve got the money to go to China. And not only that, we’ve got the money to stay there for three weeks. I can hire somebody to watch the gym,’ and we can take some time off after the tournament to relax.

So my wife and I went there ahead of the time and we filmed all sorts of places while we were there. I constantly had my eye on taking photos of myself doing whatever I was doing. Running sprints in the park, walking the Great Wall, flexing my muscles – you name it.

Then I won the world championships and that made this product even more valuable, but not so much that I was getting rich. When I came home from China, we made another $4,000.00 right away from the sale of this video. Then a month later, we were up to $8,000.00.

Rob: Did you have higher expectations now that you were a world kung fu champion?

Matt: You would think so and I’m glad you asked because a lot of people have made this comment over the years. “Well, the reason why Furey’s made all this money is because he’s a world champion.” If that were the case, I would have made it as soon as I came home from China, right?

Rob: Uh-huh. Also, those people probably haven’t met all the broke champions that I’ve met.

Matt: Yeah. I remember hearing John Graden saying that using the term “world champion” in your marketing would have almost no bearing on creating a successful martial arts school. I was shocked when I heard him say this, but he was absolutely correct.
John was talking specifically about ads in phone books that said the martial arts school owner was a world champion. He said these champions are like a dime a dozen, so it really isn’t any benefit to the prospective customer. Am I right in how I’m recalling this?

Rob: You’re 100% right. Furthermore, you’ll read how this guy’s an 8th degree. This guy’s a 9th degree. This guy’s a 10th degree black belt. It does little for attracting prospects to your school. They want to know what’s in it for them, not how many degrees are on your belt and whether or not it’s real or fictitious.

Matt: Or whether or not you won a world title.

Rob: Yeah. What does that do for me?

Matt: Exactly. What does that do for me? So we got up to $8,000.00 a couple months after I got back from China, not because I won a world championship, but because I got more customers and then I realized, hey, if you want to make money, you’ve got to have more products.

People would call me and say, “Your stuff is great. I love your video. What else do you have?”

‘What do you want?’ I’d reply.

And they’d tell me and I’d make notes. Then I’d come up with other ideas on my own based upon all the knowledge I had. While in China I got all these books on Mongolian grappling, and so on. And I even participated in a Mongolian grappling exhibition.

So I made a couple videos on Mongolian grappling secrets. And then I remembered how I had the fix or cure for carpal tunnel syndrome problems, so I said, ‘Let’s make one on that, too.’

By the summer of 1998, my combined monthly income with my info product business and my gym where I trained people in grappling, kung fu, and in fitness, I was bringing in almost $15,000 a month. Around $12,000.00 to $14,995.00 a month.
Rob: Okay.

Matt: And the reason I give the figures that way is because I couldn’t break $15,000.00. That was my goal, and I just was not able to break it. For some reason, one month I broke $15,000.00, and somebody did a charge-back. Knocked me back under $15,000.00 again.

Rob: Was $15,000.00 a month sort of a mental barrier then?

Matt: Yes, it sure was. So I continued to learn throughout ’98 and ’99. Again, Kim Wood advised me here and there. He said to me, “Furey, you’ve got to go meet this guy named Karl Gotch. He’s the last of the remaining legit pro wrestlers who knows all the old holds and all the old conditioning exercises that people aren’t doing anymore. Somebody needs to go meet him and learn from him before he passes on. But he’s an old, cranky, mean sonofabitch and he won’t give most people the time of day. He doesn’t trust anyone and doesn’t like anyone either. But I think he’ll like you and respect you because you’re a wrestler and a champion.

Rob: Now, isn’t there a term people used for guys like Karl? Didn’t they refer to him as a ‘hooker?’

Matt: Right. Hooker was a term in catch wrestling, and catch wrestling was a submission type of wrestling like jujitsu, sambo, etc., that was practiced in the olden days. And they had throws and takedowns as well as submission holds; leg locks, arm bars, sleeper holds, and so on.

So Karl was one of the last of the Mohicans. He was the guy who was the brains behind starting a number of organizations in Japan, the most famous of them being PANCRASE.

Rob: Yes, very familiar with it.

Matt: And he worked with a number of people who became very famous: Suzuki, Funaki, who went up against Rickson Gracie. He helped get this organization started and he helped with some others before it.
So a lot of people have said that Karl was sort of the godfather of ultimate fighting because PANCRASE came first, then it was the UFC, if I’m not mistaken. Karl also had a hand in shoot fighting as he trained the guy who started it for several months.

Rob: Who?

Matt: Shoot-fighting was put out by a pro wrestler named Tiger Mask. So Kim Wood said to me, “You’ve got to make contact with Karl before he dies. Who knows how much longer he has to live. And once his knowledge is gone, it may be gone forever.”

So Kim helped me get Karl’s address and I wrote him. We exchanged a few letters before we finally met. I told him I had a grappling newsletter/magazine and I’d love to interview him.

So we set a time to meet in April of 1999. That’s when you and I first met.

Rob: That’s right. April of 1999.

Matt: Right. In fact, before I went to meet Karl, the very same day I came to the NAPMA offices and shot a couple videos with you guys.

Rob: That’s an interesting bit of history now, Matt.

Matt: Yes, it is. Then I drove from NAPMA headquarters to New Port Richey, where Karl lived in an old, beat-up condo. And he had two really bad hips. He was having trouble getting around. He was in a lot of pain, and he needed hip replacement surgery.

So I went and met with him everyday for 4 days. And in spite of his pain, he was getting on the ground and he was showing me a ton of submission holds and was just blowing my mind.

It was one, ‘Oh my God,’ after another because I thought I had been learning catch wrestling submission holds from various sources prior to meeting Karl. And Karl just laughed at everything I had learned or seen.
In fact, he laughed at everybody. He laughed at the Gracies, he laughed at the Shamrocks, he laughed at what I thought I had been learning that I called catch wrestling. He didn’t have anything positive to say about anyone unless they were basically dead and gone 40 years ago.

“Now those guys were tough,” he’d say. But anybody else in the modern era, even those he trained, he didn’t have any respect for. He thought their techniques were awful, he thought their conditioning sucked and he despised those he trained who became famous and made a lot of money. He constantly referred to them as having “limelight disease.” Not only that but he openly bragged about having been in 38 pro wrestling organization and how he got thrown out of all 38.

Rob: I know a couple karate guys like that, but I won’t mention any names.

Matt: Right, right. So there was tremendous value in being around him, because he did know things that nobody else seemed to know. And he taught me a tremendous amount.

I’m jumping ahead here a little bit. But the main danger in learning from him was that sooner or later you were going to be put on the chopping block as well. He was 0-38 and bragged about it. Not only that, but he told me early on, “I don’t think you’re going to like me very much after awhile.”

Rob: That’s a red flag.

Matt: For sure. I just tuned it out because I wanted to learn from him – and I honestly thought if I just did everything he asked me to do and was kind and polite and helpful to him, that I would be the one person who could make it with him. And this was true – for a while anyway.

Everybody Karl had ever trained, regardless of how long he trained them, he generally didn’t have good things to say about them and would even deny how much training he gave them.

Rob: Interesting. So you were in the ‘you’re next’ position?
Matt: Yes, I was next. Truth is I was warned by others. “He’s going to be difficult, he’s going to be hard to get along with, but go and learn from him.” And I was forewarned by Karl himself. His self-fulfilling prophecy was to begin training someone, then deliberately create the circumstances to drive him away.

So, at the end of the four days I spent with Karl, we hit it off so well that he said to me, “What are you living in California for?”

I said, ‘Hell, I’d love to be out here to learn from you.’ He smiled and nodded that he like that, too. He readily acknowledged that he needed to pass his knowledge on to someone before he passed on.

Two months later I brought my wife, Zhannie, to Florida to meet him. We spent a week with him, and he showed me more and more conditioning and catch wrestling moves. And I took copious notes on everything he taught me.

Went back to California, Zhannie says to me, “You know what? Karl’s hips are really bad. He needs help. We better go as soon as we can, because he might die in his rocking chair and nobody will be there to take care of him and help him.”

So in September of 1999, we packed up everything we had in California. I closed my gym, and we moved cross country – about 3,000 miles, to the city of Tampa.

Then I started helping Karl and training with him each day. I’d take him to the doctors, take him shopping, take him to the bank – you name it.

Rob: I’m sure he was extremely grateful.

Matt: He was, at first. He definitely was at first. In exchange, he taught me a lot that others who met him or trained with him never learned. And with his blessing I started putting together a book of conditioning exercises that he had taught me, as well as those I’d learned in shuaijiao, and those I learned from my wrestling coaches in college.
Then I took pictures of all the exercises to put together in a book. And Karl would look through all the photos with me and tell me what to correct. If something was not right, I’d re-shoot it until I got it right. And once I got everything right, I wrote the book *Combat Conditioning*.

Rob: Now... the very famous *Combat Conditioning*.

Matt: Right, but listen to this: In February of 2000, I put the book out. But after we moved to Florida and I began spending all day with Karl, we were only making about $6,000.00 a month. Then in December of 1999, we did $12,000.00. In January, we did $12,000.00, again. Then before the launch of *Combat Conditioning*, I had no idea it would do well, so I was very conservative about how many books to print.

After putting out *The Martial Art Of Wrestling*, I ordered 2,000 copies of it right away and I filled my garage. And then it didn’t sell right away. So I had all these books I had to get rid of.

So I remember sitting with Karl in a Denny’s, and I’m saying, ‘Maybe I’ll get 250 copies.’ And Karl said, “Well, maybe just get 100. You don’t want to put out too much money and be broke and wonder where you’re going to pay your rent from?”

This is how I was thinking and he was thinking.

I decided to print 250 copies for the first run, and the good news is those 250 copies sold so quickly that I ordered another 250. And those sold out right away, so I got brave and ordered 500. Then those sold fast, so I got brave and ordered another 500.

Then I upgraded to 1,000. Next thing you know, I’d get 2,500 at a time, 5,000 at a time. I’ve even ordered as much as 20,000 copies at a time.

Rob: Where were you marketing the book?

Matt: Well at first, because I had gone through tough times, we had a lot of ideas and a lot of ambitions and a lot of products. And we weren’t
losing money on any of them, but we weren’t really making big money because of overhead and because my focus was not 100% on one thing. It was like I was halfway in the gym and halfway out the gym at the same time.

So, that made it harder. But then again, it was the right thing to do at the time. The worst thing people do is they just quit whatever they’re doing and go into info publishing, but now they don’t have a cash cow. They don’t have any money coming in.

You need to feed yourself while you’re creating this business. And I was doing both. But at that time, man, I wanted my school open with no walls, so that everybody in the world could learn from me.

So, moving to Florida was huge because it eliminated the overhead of the gym and the extra phone bill and the extra lighting and air conditioning bill and whatever else goes with having a school. And now I was just concentrating solely on creating the info empire.

And now *Combat Conditioning* had a lot of life to it, so how did I market it? Well, at first I didn’t do it with ads. I did it with free publicity. I’d get articles written about the book, people did reviews about it that appeared in *Grappling, Black Belt, Inside Kung Fu*, and magazines like that.

And then I wrote monthly columns and articles. I wrote a column for *Grappling* magazine. I’d write guest articles for other magazines, and so on.

With that approach, in the year 2000 and the year 2001, we didn’t pay a cent for advertising, other than my website. With this free publicity strategy, I got my income up to $70,000.00 a month.

**Rob:** Unbelievable! Whoa!

**Matt:** And I also came out with new products for the people who were buying *Combat Conditioning*. 
Rob: So you were always thinking what’s next? What’s next?

Matt: Correct. That’s the key question to be asking in this business: What’s next? Now let me give you some numbers. In the year 2000, we did $275,000.00 in gross sales. This was $130,000.00 more than we’d ever done before – but without the high overhead.

Rob: So it was mostly profit?

Matt: Yes, mostly profit. Zhannie and I were amazed. It was, ‘Oh my God. We’ve got extra money. We can go buy a car.” We can buy our first home.’

Now, I believed in the whole method of pay the mortgage off as fast as you can. So every month, we’d pay extra from the principal, so the interest went down. We used strategies like this that we had learned early on and that we now were in a position to implement.

Another thing that was key to our success was putting away 10% of everything we earned – and we started doing that long before 2000. That’s how we got the money to move to Florida because, Zhannie, no matter how many bills we had, no matter how much debt we had, and we were over $50,000.00 in debt when we got started, she would take 10% out of everything and put it away. She was listening with me to a series by Brian Tracy, an audio series. I had heard it many times over the years and never got how important the 10% was. Zhannie heard it one time and said, “Now that’s what we’ve got to do. Yeah, yeah, we’re doing that.”

Rob: You’ve got to pay yourself first.

Matt: YES. Pay yourself first. Brian Tracy referred to this as the Law of Accumulation. When you have money set aside in a “don’t touch account,” it attracts more.

So before long, we went from having nothing in savings to $16,000.00 in savings, which is kind of funny when you think about it.
Now, we weren’t supposed to use that money to move – but we vowed we’d pay ourselves back after the move and never touch it again.

Well, in our case, this Law of Accumulation certainly worked because after we paid ourselves back, that $16,000.00 kept growing and growing. And we paid off our house, we’d go pay cash for a car, we’d do things like this that we couldn’t do before.

Now let me give you some other details in this story. It was late 1999 when I wrote *Combat Conditioning*. I published it in 2000. And here’s the interesting thing: I wrote the book in a condo, in a spare bedroom of our condo, and I used a $995.00 iMac computer that we had to take out on loan; a $25-a-month payment plan. That’s what we could afford when we bought that iMac.

And for a desk – hold your breath on this one – my desk that this iMac rested on was a card table, and not a good one with solid wood. So this iMac computer was sinking toward the floor as I wrote it. I’m lucky it never crashed through.

Now, for a chair, you can probably guess. I wrote *Combat Conditioning* while seated on a cheap card table chair. The computer was on a foldable card table and I was seated on a foldable card table chair. And from that launching pad, I made a fortune. Isn’t that cool?

Rob: Very, very cool. You had quite the fancy office. (Laughter)

Matt: Yes, very fancy, very modern and incredibly hip.

Rob: I’m glad you told this story because people could easily envision that you wrote your book on a big mahogany conference table with Salvador Dali paintings on the wall.

Matt: And the closet located a few feet in front of the card table had videos and other products ready for shipping. So when a customer would order, I would grab a book or a video. It would go into an envelope, and I’d go to the post office and mail it the same day.
So I went to the post office every day, whether it was for five packages or 50. It didn’t matter. The other place we visited everyday was the bank. If a check for $30.00 came in, we immediately went and deposited it.

Now, we’ll go forward a little bit. Let’s go to 2001.

Rob:  Let’s do it!

Matt: We hit $70,000.00 in the summer of 2001. Along with that came some pretty heavy criticism. I took a public domain course written by Farmer Burns, Lesson in Wrestling and Physical Culture, which was originally published in 1914, as a by-mail course, and made a set of videos that corresponded with each lesson. Originally, the Burns course sent out two lessons at a time, so we used the same model for the videos. This model, incidentally, was used by some pretty big names. Charles Atlas, George Jowett, Earl Leiderman and so on. They modeled Farmer Burns, who put out his course in 1914.

Anyway, I found the written course in 1998 and I began making copies of it and selling it for $50 apiece. I realized nobody had this course anymore. It was indeed a rare treasure. And it was public domain, so I knew I was welcome to create my own version and sell it. So I made coil-bound copies of it sold a bunch of them with ease. This course definitely hit the “want” button – not the “need” button.

Then one day when I’m rereading the course for the umpteenth time, when I got to the last page of lesson 12, Farmer Burns wrote about how he had a goal to put these written lessons into a new format that he called “moving pictures” – so that people could understand even better what he was teaching.

Well that idea of his never materialized. So I said to myself, ‘Let me take up the Farmer Burns mantle and do what he was never able to do. Let me put all 12 of these lessons on video.’

So, based on what I had learned from Karl Gotch as well as my own training and knowledge, I was able to do this and bring it to life
and make it understandable. I gave people something about catch wrestling they’d never seen before. And I charged $495.00 for the entire program.

Now get this: Farmer Burns charged $30.00 for his course when it first came out in 1914. And I went to the website, WestEgg.com/inflation. I put in $30, the year 1914, and then put in the year 2001 and the amount came to over $500.00.

Rob: That’s very interesting.

Matt: So, $495.00, based on inflation, was very reasonable. Especially to have the program on video.

I put the program up for sale at Farmer-Burns.com with the headline…

“Tap Him Like a Typewriter!”

And people started ordering. I was amazed and thrilled. Oh, my God. This works. I can ask for $500 and get it. People will spend more than $20 or $30 on the Internet. Understand, at that time, many people believed there was something called “price resistance” on the Internet. They believed you couldn’t sell more expensive items. This idea was a theory that turned out to be false.

Yet, what I was doing was unheard of, for the most part, at the time.

So, my income immediately shot up to $70,000, which was awesome.

Rob: Yeah, no kidding!

Matt: But criticism of me went through the rafters. The jealousy factor, the envy, the “how dare you?” I was seen by many as one of those proverbial crabs in the bucket trying to get out and go to the next level, and they wanted to pull me back in to stay put with all the others.

Now, I’d been criticized from the get-go. It’s one of the realities in business. Stick your neck out and try something you haven’t done before and you’ll engender both praise and criticism. And the more
successful you become, the greater the criticism. I now call this the A-Rod Factor.

Rob: The A-Rod Factor? What do you mean by that?

Matt: Well, Alex Rodriguez is the highest paid player in Major League Baseball. He’s also probably the most booed player in all of baseball – even when he plays at home. If he isn’t batting at least .300 and hitting a homerun every game, he’s going to get booed. And even if he is, he’s still going to get booed. He’s going to be called every name in the book. My favorite is “BUM.” I’m at a Rays v. Yankees game and after A-Rod strikes out – somebody is yelling, “A-Rod you suck. You’re a BUM.”

Rob: That’s hilarious. A 30+ million dollar per year, “bum.”

Matt: Hysterical, isn’t it?

Rob: Indeed. So I take it some people thought of you as a bum when you asked for and got $495.00 for your program?

Matt: Oh, yeah. There were some threads on the Internet, on discussion forums that were almost 300 comments long. I set all-time records for the time – and the sales kept pouring in. The more I got criticized the more money I made. That’s the nature of the game.

Rob: Albert J. Dunlap, a.k.a. “Chainsaw Al,” once told me that criticism is the price of success.

Matt: It’s true.

So in that summer when I did $70,000, I started to endure a tremendous amount of criticism. And I was thinking to myself, ‘what the hell?’ In spite of the sales, I began to question myself a little bit and wonder if I was doing the right thing.

Then I received a newsletter in the mail from a man who became a mentor of mine and helped me take my business from $90,000.00 a month, when I first met him, to much, much more. Before learning from Dan I was figuring it out on my own, by I was busting my hump,
working day and night doing so. Even so, it was still a pretty good income for the hump busting.

Rob: Ah, yes.

Matt: Well, I signed up to go to Dan’s seminar in November of 2001. But prior to it, right around the time that this criticism was coming in, I received a newsletter from him, and it was as if this newsletter was written just for me.

In it he talked about the price of success and how people will criticize you and condemn you for reaching for the stars. He said that if you take out an ad that is working, yet people are criticizing you for the ad, yet it’s bringing in a lot of money, more than you’ve ever made, then stand up, raise your clinched fists to the heavens and scream, ‘HURRAH!’ He said to do this every time somebody sends you words of criticism about your effective advertisements. It’ll help you position their jealousy as a positive instead of a negative.”

Rob: This exercise paints a new mental picture, I think.

Matt: It sure does. The key thing to keep in mind is this: Why would they be crying bloody murder unless your ad scared them because it was so good?

So I started using the HURRAH! every time I got criticized. At first I was reluctant. When I read what to do I said to myself, ‘Oh, come on! Stand up out of my chair, put my hands in the air and yell “Hurrah?” That’s rinky-dink kid stuff.’

But something said, “Furey, shut your mouth and do what he says.” So I got up out of my chair and I raised my fists heavenward and yelled HURRAH, and my emotional state immediately changed to positive.

The next day, when I got another negative email, I did the same. And the next day I did the same. After 3 days, I realized I didn’t have to do the HURRAH exercise anymore because the positive feeling associated with criticism was anchored in.
So then, when I got with Dan Kennedy and he began to mentor me and coach me and give me ideas, my income went over the $1-million mark for the first time.

**Rob:** Your first million! Very cool…


Today, I’m pretty much semi-retired. I’m still working – but I devote a lot of time to family and to my health and my continued study of martial arts and so on.

Now, these numbers, wouldn’t you say, are sort of unheard of by most people in the information business?

**Rob:** Yeah. If you eclipsed the numbers you did while working out of the spare bedroom of your house with mostly all profit, it’s just simply extraordinary. It’s amazing.

**Matt:** Thank you, Rob. The way I’ve run my info marketing business – if I made only $300,000 of $1-million in gross sales, I’d be crying bloody murder. I’d be looking for what went wrong.

Now, there are info marketers whom you hear about and they’re bringing in $5-million, $10-million or $20-million a year, but I can assure you that their net probably isn’t even 25%. They’re no different than any other business that has a very high overhead.

I don’t follow that model, nor do I believe in that model. I believe in the scaled-down, stripped-downed, bare bones, essential model where you create products that people want and you keep the overhead low.

So even if you’re spending a tremendous amount on advertising, which I have done, you still want the profit to be over 50%. In the beginning, that percentage didn’t happen for me, but over time I figured out how to do it.
I think that’s one of the reasons we’re making this book and putting this information out is because I am not, even though I am a corporation, I’m not a big-business thinker. I don’t think in terms of hiring a lot of employees. I don’t think in terms of that at all.

In fact, I don’t want employees, nor do I want some big business office space, nor do I want many of the things that people think of as essential to a big business.

I just want a room in my home where I can write my newsletters or create my product. And if that room isn’t big enough, okay, I’ll go outside to film or I’ll have a seminar or event that I film and can make product.

My writing can be done anywhere. I write and create products in China. We have a second home there, so I know for a fact that all I need to run my business is a laptop and a cell phone. I’m completely and totally portable. I can be anywhere in the world running this business.

I have chosen to have mostly physical “paper-n-ink” products that are mailed to people, but I also have some digital delivered products, too. The main thing is that if I wanted to go 100% digital and have nothing mailed out, I could. So there wouldn’t even be any need to store or warehouse anything, in terms of books, DVD’s, courses and so on.

And this is why I love this business. I love it because right now the country is in pretty tough economic times, and many people are worried and scared. But you know what? The one thing I think about all the time is that during the worst economic times, Charles Atlas made a fortune.

**Rob:** Yeah, good point.

**Matt:** And, what does that mean if you’re in the martial arts business, for example? It means this: No matter what the economy is, no matter what the state of the world, health and fitness never go out of fashion. People still value their health and they still value fitness.
And I think now, more than ever, stress levels are at an all-time high. Obesity is at pandemic levels. Same goes for diabetes and cancer. Inflammation is really the number one killer.

One of the concepts I teach is to think of all the things that are wrong, all the injuries people have to their bodies, their backs hurt, their necks hurt, their elbows and knees, their wrists, they’ve got tendonitis, they got fibromyalgia, they’ve got irritable bowel syndrome, they’ve got chronic fatigue and so on.

Now think of all the knowledge contained in the martial arts industry that solves all these problems. To me, that says they have an opportunity to expand their knowledge beyond the walls of the dojo and create more “schools without walls.” Where anyone in the world can learn from them, and they can even learn online, on a members-only website. Or they can learn by ordering your product that’s sent to them by mail.

I have customers all over the world and one of the most amazing things is this: In 1996, when I started on the Internet, imagine where my first three customers came from.

My first three customers were from the following areas: North Pole, Alaska. Prior to that order I didn’t think there was such a place. It was sort of like Green Acres, Florida. Yeah, you heard about it on the TV when you were a kid, but you didn’t really think it was a real place. It’s like Timbuktu or Tipperary or Montezuma. They’re just songs – not real places.

The second order was from Glasgow, Scotland. And the third one was from Winnipeg, Manitoba, in Canada.

I quit counting how many countries have had people order from us several years ago, when we hit 138 different countries.

Rob: You truly are running a business without walls.

Matt: Right. So, think about this. To me, it isn’t about the money, because I could be working my ass off day-in and day-out, but I don’t do that because I believe more in the Way of the Cheetah.
What I mean by that is simple. Watch a cheetah in the wild. He doesn’t run around all day. He doesn’t sprint several times per day. Instead, he meditates. But when it’s hunting time, there’s no one faster in the world. I like that idea. When it’s time for me to put out a new product, I want to be like a cheetah. I want to get it done fast so that I can devote more time to meditation, exercise and family.

Rob: I like that idea a lot. So how many hours a day do you suggest people work on this business?

Matt: Two years ago I did a seminar called The 4-Hour Workday. Not The 4-Hour Workweek, but The 4-Hour Workday. And what I said in this seminar was, ‘I believe in working four hours a day.’

Even when I started in this business, it wasn’t full-time for me. I’d put 30 minutes in here and an hour in there. Even when I was doing something else full-time, I still managed to find two to four hours a day to work on creating this other business.

I’ve never really, for the most part, spent more than four hours a day, except for when I’m creating a product, doing a seminar, or I’ve got to write a couple of newsletters. Then, alright, I’ll gladly put in 8, 12 or 16 hours per day. But it’s temporary. Most days are NOT that way.

I’ve got to be like a cheetah or a tiger. Big cats in the wild, they don’t work all day long. They rest and get ready for 19, 20, 21, 23 hours a day. There’s maybe an hour for hunting. A cheetah can run a 70-mph sprint one time, but he’d better get his food during that sprint. Otherwise, he’s going to wait until tomorrow to get fed.

So, I believe in working in short bursts. Really, really hard and intense bursts where I lose track of time. And then, if my marketing is done correctly and if everything is in place, then you get to sit back as the orders come in, as the revenue pours in. Then you get to work on yourself, improve your martial arts skills, take them to another level, develop yourself spiritually, psychologically, emotionally. You have time to read, to study, to learn.
We live in an information age. My office and home has stacks and stacks of books and DVD’s and newsletters. I’m constantly in learning mode. Yet, at the same time, I’m also teaching. I’m either teaching myself – or others.

Rob: I’ve noticed you’re constantly creating.

Matt: Yes and I love creating. I love to teach. I also love to learn. So, this type of business has allowed me to do that.

And it’s also allowed me to give back. My wife and I helped open a couple of schools in China. They’re called Matt Furey Hope Schools – we set them up in poor areas on Hainan Island in China, where some kids don’t have shoes, lack clean water and don’t get help from anyone else.

Rob: I saw the video of one of your schools and it was simply amazing. When you walked up to the school, there were hundreds and hundreds of people out there, waiting to welcome you, with a band playing to celebrate your arrival. Then, of course, there was all of your interaction with the children as you went from classroom to classroom. That was one of the most interesting videos I’ve seen in a long time.

So, I congratulate you and applaud you for that. That’s an amazing accomplishment. You’ve created so much prosperity through being an information entrepreneur that you can do kind deeds of this magnitude for other people. It’s really, really awesome to witness.

Matt: Thank you. I think it’s important. I believe the Law of Accumulation is one side of the equation. You put away 10%, in a “don’t touch account” that grows and grows.

But the other side of the equation is that you have a portion of your income, it could be 10%, it could be 5%, it could be 1%, but you have a portion that you give away to others who are less fortunate than yourself.
You can call this practice tithing or giving. Either way is fine. Giving creates an effect where you receive more because the hole you give through is the hole you receive through.

So, if you’re not a giver, then you can’t expect to receive much. And my philosophy, as you’ve seen from my websites and my emails, is that I’m giving all the time. I’m constantly giving people something that will inspire them, motivate them, make them think. And when it comes to my products and services, I believe in giving 10-times the value that people expect to receive.

Rob: I don’t know of anybody on the Internet who gives more than you, to the people who opt-in to your list.

Matt: Well, I’m thrilled to hear that. At the same time, I also subscribe to the philosophy that asks, “If there was no such thing as money, what would you be doing with your life?”

That’s an easy one for me to answer. I’d be doing the same thing I’m doing now. I’d be writing books, I’d be writing newsletters and daily emails, creating DVDs and courses that teach things. I’d be getting groups of people together in a huddle and saying, ‘Okay, let me show you this.’

So, I think the majority of people, they’ve done studies on this, more than 90% of the work force hates their jobs. Then there’s another percentage of people who loved their job when they started it, but they’re now a slave to it.

Even though they’d love to love their job, they’re bitter and resentful because it’s not giving them what they wanted it to give in terms of overall prosperity and lifestyle.

My belief is your job or your career is something that is supposed to supply all of your needs and help you achieve all of your goals.

My goals are not something I can achieve if I don’t have money. And I don’t think I’m unusual in that regard. You’ve got to have money in order to learn more, in order to travel, in order to grow.
So, to me, business isn’t about becoming a millionaire or billionaire or anything of that sort. Becoming a millionaire or billionaire is a worthy goal. But if you’re not creating in some way, it’s sort of empty.

There’s a Biblical quote, “What does it merit a person to gain the world, but lose his own soul?” I think more like, ‘What does it merit to make more money than anybody else, if you lost your health and your well-being and your emotional balance?’

Rob: The interesting thing – very common in the martial arts – guys get into business and once the school finally gets busy, they start teaching all of the classes and putting in longer and longer hours. Then, they progressively get more and more out of shape. Naturally, this leads to all kinds of injuries and their stress level rises, and so forth. I’ve seen it countless times. It leads to poor health, burnout, frustration, etc.

But in your case, you’ve structured your life and your business in such a way where you can train every day. You can go to China for two months and stay at your vacation home, if you want. You can live the kind of lifestyle you want on your terms.

And that leads me to ask another question. When you do go to China, do you spend much time training in the martial arts?

Matt: I do. I train every day. I get up and do my own training in the morning, for a couple hours. And then, I have a man there, Master Liu is his name, and he has a very rare style of internal kung fu that he teaches me.

Internal styles of Chinese martial arts are normally some form of tai chi, xingyi or bagua. Those are the ones that are normally considered internal, meaning you’re developing and cultivating internal power, rather than the hard style of smashing the guy with muscular force, hitting him as hard as you can, as often as you can.

After 40 years of age, generally, the hard stylist’s body tends to fall apart. So, the Chinese philosophy has always been that after the age of 40, you train in the internal styles, and after 3 to 5 years of internal you’ll kick the living crap out of all of the hard stylists.
When I heard that many years ago, I thought, ‘What? Come on! How can that be?’

But the more I’ve learned, the more I see it’s true. And Master Liu is an example of this. He’s 56 years old. He’s solid as a rock, yet the only thing he talks about in every piece of the form, everything that he does, is soft, yet incredibly powerful. He has developed the internal energy to a point where when he puts his hand near, without moving a muscle, it’s like a cannon just went off through your chest. You’re flying back 20 feet, in a delirious state. You’re thinking, “What the hell just happened to me?”

The first time this happened to me I knew I had to learn this style, which he calls Nan Wu Chuan.

I train in this style every day. I focus on it. And in doing so, it develops you so that you’re not just a great martial artist, but you’re going to another level where you also have healing ability and other intuitive or psychic abilities.

When you cultivate the internal energy and power, it’s not just for fighting. It can be used for that. But the progression is warrior, scholar, healer.

That’s why you’ll see many of these great tai chi and kung fu practitioners who are acupuncturists and healers. Why? Because if you have the internal power and ability in one area, you have it in the other. It’s just a matter of intent and training.

Rob: Very, very interesting. Just a couple more things, quickly, before we close.

I’m curious. In your opinion, what would your life be like today, if you had never taken that first step and created your first information product back in 1995?

Matt: Wow! You touched on it a little bit earlier. You touched on burn out. I really empathize with that situation because that’s what was happening to me when I was working all day long just to get ahead or just to pay all my bills.
I was training and helping everybody else, except myself. No, I did not turn into a fat slob or get a big belly on me, but I wasn’t as fit as I would have liked to be. I was definitely getting more and more tired and frustrated.

What a great question.

The first thought that comes to mind, when you asked that, is I wouldn’t even be alive.

Now, I don’t know that for sure. I can’t say that, but the first thing that comes to mind is that the work would have killed me. Literally, 5:30 in the morning, I started. I trained people until noon, took a lunch break, and then I started training people until 8:00 or 9:00 at night. I did this day-in and day-out.

The good thing is I’m not doing that anymore. I found a way to rise above that situation and help far more people than ever before. But on the other hand, in a metaphorical sense, I would be dead because I would have given up so much innate ability to not be where I am today. I would have settled for so much less than I was capable of, that it would be like being dead.

People have knowledge that is far more valuable than they realize.

I know a guy who has a great karate school in Louisiana. He has over 300 students. And he’s been teaching for over 25 years.

He’s now putting out a course that he’s been teaching to his students’ parents for over 20 years. It teaches parents how to train their kids at home so that they are happy, healthy, easy to get along with, get good grades, listen, don’t argue, and so on. He’s been teaching this for over 20 years.

And just now, he’s putting out his program. He sent me an email the other day that said, “I’m realizing that all these things about parenting and working with kids, that I’ve taken for granted because I think that everyone already knows these things, is not true. Most parents don’t
know any of the things that I’m teaching, no matter how successful, how easy or brain-dead.”

This is not an insult to the parents. They’re doing the best they can with the knowledge they have.

But you know what it’s like as a martial artist. You learn all of these things from day one, and you’ve been training for 20 years. To break it down now and begin teaching somebody from A to Z what you know, is a lot more difficult than it should be or could be. And the reason is because breaking things down to the ridiculous, to this bare bones level of what is going to help people, is a complicated thing, mostly because we take for granted the things that we already know.

In my work with my own son, for example, I might say, ‘Alright, kick up into a headstand. Put your head on this mat and put your elbows on the floor, and now kick up against the wall and get into a headstand.’

Now, I’ve been able to do this for so long, that I just expected him to be able to do so the first time he tried to kick up. Then reality set in. I had to break the exercise down until it was brain-dead simple for him to learn it.

Teaching is the most important work we’ve got on this earth. Teaching our knowledge to our children, teaching it to other people who really want to know how to live a great life. We live in a how-to world. We live in an information world.

All of the things that you know and take for granted with the idea that, “Oh, that’s no big deal. That’s easy.” You may be surprised to know that it is a BIG DEAL to somebody else. And those are all potential products that can be put out there to help.

So, here’s this instructor teaching this seminar, and I don’t think that he’s ever charged for it. I think he just did it as a service to the parents, so that he had good kids in the room and the parents had good kids at home.
And he sees all these other parenting programs out there, and he knows that what he’s doing is even better than what the other guys are teaching. Well then, get your program out on the market and let your light shine.

There are so many people we can point to, that have a wealth of knowledge, but they don’t understand, necessarily, how to market it. They don’t understand how to reach people with it, because they only think in terms of martial arts – or they think that what they’re doing is something everyone already knows.

**Rob:** Yeah. That’s prolific in the martial arts. In fact, I’ve seen a pattern among many of the famous fighters and many of the legendary masters and grandmasters in the industry. And that pattern is that they are great at what they do when it comes to martial arts – they’re some of the best on the planet. No question about it. But they have absolutely no idea how to properly market their vast amounts of knowledge, or how to effectively get their information out to the mainstream masses, or how to significantly monetize it. The fitness industry and others are no different.

**Matt:** If you take fitness, as an example. All black belt martial artists know something about fitness. How many of them could be teaching some kind of a fitness program that would change lives? All of them, right?

**Rob:** Yes. I see where you’re going with this.

**Matt:** Then there’s Billy Blanks.

**Rob:** Yep, I did an extensive interview with Billy. He has an amazing story.

**Matt:** Look what he did with Tae Bo. He didn’t say, “Okay, I’m going to teach you how to be karate fighter.” No. He took punches, kicks and movement drills and helped people get fit with them.

I hope people reading this book realize, that all of the stress in the world, all of the injuries in the world, all of the people who feel emotionally
distraught, who don’t know how to handle their kids, all of these things are potential products that can help a lot of people.

So, keep your regular business, but start with this idea of four hours a day. Or 40 minutes a day or an hour a day of creating something that opens your knowledge to the world. Metaphorically speaking the walls are knocked down so that the information is available to anyone, anywhere. It’s sort of like, in some kind of cybernetic way, people flying in and learning from you, but your business is not really there. Your business is everywhere, and they’re just flying into it. They’re morphing into your business and learning from you.

Rob: Can you give us an example of how someone can get started by simply creating a DVD featuring something they know how to do?

Matt: Okay, let me ask you when you started in martial arts. How old were you?

Rob: I was 14.

Matt: Okay. And John Graden was your teacher, right?

Rob: Correct.

Matt: Great. So, let’s say you’re 16, and John says, “Rob, I’ve got an idea. I want to make a DVD on 7 secrets of surviving any attack, anywhere.” That’s just an approximate title.

And he says, “I noticed you’ve got a really nice digital camera. Can you do me a favor? Could you film that for me? I want to teach this live, in a class on Thursday night. Could you film that for me, as a favor?”

Would you say, “No, John, you’d have to pay me to do that. My fee is $2,500 a minute?”

You would, in a heartbeat, out of respect for him, say, “Sure, I’d be glad to do that.” You would edit it, and you would probably do the whole thing for him, for nothing. Right?
Rob: Yeah, exactly.

Matt: So, many people have this idea, “Oh my god, it’s $1,000.00 a minute to have a professional video guy come in.” Let me tell you, he’s the wrong guy. The Spielberg approach to movies is the wrong approach for info DVDs. You want an approach where viewers feel like they’re right in your school with you. I can tell you I’ve used the approach I’ve just mentioned, and so have many of my students. How can you go wrong with this method? People aren’t buying your DVDs for the special effects – they’re buying it for the content.

So how much do you think the average instructor should have to pay a student who appears in the DVD with him?

Rob: I would say nothing, or next to nothing.

Matt: Nothing or next to nothing, because when you’ve got as few as 50 or as many as 300 students, you’ve got many loyals who will help you because they want to be involved.

To this day, in Tampa, I know that I can make a phone call and, in 60 seconds, get somebody on the phone whom I’ve worked with and taught in the past and say, ‘Hey, you know what? I want to make a DVD tomorrow or this weekend. Can you come and film me? Or can you come and star in the DVD with me?’ And that person, in a heartbeat, would be there.

So, think of the positioning you have, in the eyes of the people you’ve worked with. It’s an advantage you have.

Rob: Without a doubt. One thing that I’ve really garnered from this interview and you’ve validated it 1,000-fold is that right now is actually a great time to get into the information business, despite the current economic conditions. There are certain things that people anywhere on Earth want to learn about and during any kind of economy.

Matt: What it leads to is this point: I’ll give you another martial arts based example, though it applies to virtually any niche. See, in order to do
what we’re talking about, you’ve got to get out of the mindset of, “Okay, I’ve got a great idea for a product. Let me call it: *Tae Kwon Do Kicks, Volume One. Tae Kwon Do Kicks, Volume Two.*"

Now, if you are the greatest Tae Kwon Do practitioner who ever lived, or one of the best, maybe you can sell a ton of those to people who are in your niche. But most people are not the greatest who ever lived or in the top 10, for that matter.

So how, then, do you create an info product with a great title that has value? Again, if you want a business without walls, you’re not just looking for people who – all over the world – study Tae Kwon Do. You may attract people who don’t study martial arts at all, but they want to know “How to Kick a Guy in the Head from 10 Feet Away Before He Can Blink an Eye.”

Somebody who is not a martial artist but wants to be tough and wants to feel like he can take care of himself and wants to feel like, “If my family was ever in danger, I’d know what to do,” he’s going to be attracted to a title like that.

But *Tae Kwon Do Kicks, Volume One*? You have no chance to reach this person.

So, this becomes very important. You have knowledge but you’ve got to learn how to title your knowledge and learn how to package your knowledge to specific niche markets that want what you have. They want the knowledge you have, and it’s okay with them to learn from you remotely by getting your books, DVDs and so on.

The other part of success in this business is understanding that creating the product is the easy part. Man, if all you have to do is have a student turn on a camera and film your class, how difficult can it be to make a product? The product is easy. The most important element is what I learned from Tom Hopkins and Ted Nicholas and Dan Kennedy. And that is the selling and marketing of the product.
Once the product’s created, all you have to do is say, “Hey, duplicate this,” and somebody else will do it for you.

But the marketing, that is the blood, that’s the life, that’s the river, that’s the Niagara Falls of your business. You need a steady stream of customers coming to you with money in hand, saying, “I want it! I want it! I WANT IT!” This type of demand can only be created by salesmanship and marketing.

That is what’s missing in the vast majority of the products I’m seeing in the marketplace today. As you mentioned about me, when you first met me, I already had products on the market for three or four years. Yet, when I spoke about the products that I had, in your own mind, it was, “Ho, hum, here we go again. Another one of these wannabes. I’ve heard this a million times. Another martial artist trying to make money with books and videos. Good luck.”

So, what separated me and what made the difference between me and all the other ones that still fit into that category? The difference is that I’m the one who understands the marketing and the selling; I’m the one who understands that marketing and selling are not negatives. They are not bad things.

If somebody wants to succeed in this business, but simultaneously thinks, “I hate salespeople, I hate marketing,” he’s just condemned the very cells, the very lifeblood of the business. If you don’t like sales and marketing, then you never learned how to do it properly, or you don’t like business.

Rob: And truth be told, it was sales and marketing that enabled you to make your first million. Correct?

Matt: Exactly. Without it, I’d have a garage full of books and DVD’s that haven’t moved in ages.

Rob: Case in point, I was speaking with one of the most famous Tae Kwon Do legends in the entire world a couple of weeks ago and he mentioned
to me that he has 3,000 copies of his book just sitting in his garage, collecting dust, and they’ve been there for years.

**Matt:** Isn’t that sad? When I hear that, my heart really goes out because all of this talent, all of this knowledge, all this goodwill, all this desire to help people, but it’s sitting in containers in the garage, and it’s not able to go out and do what you’d like it to do. I know the feeling. I was there myself.

But it was the learning of how to sell and how to market that opened the school while stripping down the walls. That’s what made the difference and helped me make my first million.

Let me add that the information I learned on how to do what we’re talking about here is worth far more today than it was when I first learned it.

When I compare what I first learned, value-wise, to its value today, I’m stunned. I believe there are many people who can duplicate what I’ve done, on whatever level makes sense to them.

All they need is the knowledge. All they need is the know-how. All they need is to learn how to do the sales and the marketing.

**Rob:** I read something you wrote where you said if you had to start all over again today, from scratch, you would laugh at the prospect of only making $1-million a year on the Internet, because you’ve become that good at it.

So Matt, if somebody wants to learn how to create products and then market and sell them – replicate to some degree what you’ve done and what you know how to do – what’s the first step they should take? How do they get involved?

**Matt:** I would have them learn directly from me. That’s a life changer.

They can learn directly from me via the DVD’s and courses and so on that we’re putting out. That will teach them how to duplicate my results.
Ideally, if someone really wants to make quick progress they should go learn from the instructor in person. Right? Not just because the teacher can observe their technique and everything in greater detail, but also because there’s a transmission of energy that takes place.

When you’re standing in front of your teacher and he’s looking right at you, and he’s encouraging you or yelling at you or whatever he does to get the best out of you, that can’t be duplicated simply by a product.

You can do your best to come as close as humanly possible with the actual product, but the teacher-student relationship is personal to you.

So, number one would be to learn from the person directly, via seminars and coaching. And number two would be to just get that person’s products and learn as best you can from him that way. I’ve helped many people succeed both ways.

If I were to do it over again, I would have done number one and two at the same time. I would have gotten the products and the coaching simultaneously. That’s the fastest way to move ahead.

I’ve coached a lot of people, and I’ve helped a lot of people who went from the no-idea stage to the idea stage to the profitable stage. I’ve helped a lot of big names out there today with their ads, their marketing, their books, DVD’s, courses, and so on, that are selling very, very well today.

I’ve helped black belt martial artists. I’ve helped fitness enthusiasts, and I’ve helped dentists, lawyers, doctors, and many other professionals.

But regardless of what you have to offer the world, you’ve got to have the ability to market and sell in order to do that. It’s not going to be done with hope because hope is not a plan of action.

Rob: Great line.

Matt: Yes, hope is not a plan. So, if you have all this knowledge but you don’t have a plan or you don’t have a way to put it out there and make it so
that it’s known all over the world, you’re running only on hope. You’re not running on any sort of plan.

What I bring to the table is a plan that has not only worked for me, but has worked for many, many others who’ve followed my advice.

So, I’m not selling hope. I’m selling a plan that strips down the walls of your business and helps people participate and learn, no matter where they are, so that you and these other people benefit to the highest degree humanly possible.

Rob: One thing I’ll add is that your plan is not based on theory, it’s based on a proven track record of results. That’s a key point.

In this day and age, it seems as though you can throw a rock out the window and hit a consultant or success coach on the forehead. And a lot of it is smoke and mirrors; a lot of it is hype and exaggeration and theory. So buyers beware.

But you learned from the school of hard knocks, and blazed your own trails, in many ways. What you do works and what you do gets serious results. Frankly speaking, that’s the kind of coach I want.

Matt: Thank you. I appreciate that.

Rob: Matt, what do you think is the very first mistake info marketers make with their books and DVDs that cause them to not sell very well?

Matt: The first mistake is poor titling of your product. There are some titles that look good at first glance, but they’re not because there is either no curiosity being created, or the prospective customer has no idea what the product will do for him.

In most cases, the reader needs to know what the book or DVD does for him, not what it is. What is the benefit? If you can tell the reader what the product does in the title, you’re way ahead of the game. And if the title doesn’t tell you what it will do for me, benefit-wise, it better create enough curiosity that I’m reeled in and want to know more.
There are so many products you see out there that are not titled as well as they could be. I’m sure you’ve seen them – and I’m not picking on any specific stylist, but the example I often use is Tae Kwon Do. I’ve seen DVDs with titles like: “Tae Kwon Do Basic Kicks Volume I,” “Tae Kwon Do Kicks Volume II.” You could just as easily have a title like: “Wrestling Takedowns Volume I.” Ho-hum. Who cares?

Titles like these don’t have great appeal because there’s no emotion. The give you an idea about what the product does – but do so in a language that is generic and bland. Why learn a Tae Kwon Do kick? Because you want to clock someone in the head before he knows you have a foot. Why learn a wrestling takedown? Because you want to dominate and control.

Think of the difference between Tae Kwon Do Kicks, Volume One and a vivid title like– “How to Kick Someone in the Head and Knock Him Cold.”

Which title has more emotion? And which more clearly tells the prospect what the product does?

Rob: The latter.

Matt: Correct. And how about changing Wrestling Takedowns Volume One into something like, *Quick Takedowns: How to Takedown or Throw Anyone Within Two Seconds.*

And if that isn’t good enough, give the product an unusual title, especially one from a foreign country. I did a product entitled, *Mongolian Grappling Secrets Revealed* several years ago and it did very, very well. I did another called *Street Grappling.* This one created curiosity. But others I created like, *How to Hook (Submit) a Heavyweight Without Falling to the Ground* were very popular because they told the prospect that he could submit someone without going to the ground – even if he was bigger and stronger than you.

Rob: Matt, let me ask you. I think your point is that if you are not creating a “What’s that?” reaction in people, you have little chance of selling a lot
of books or DVDs. Right?

Matt: That’s one hundred percent right on.

I think one of the best people I’ve ever seen it the martial arts field, and this person is also a millionaire in the info publishing business, is Dr. John LaTourette. He’s out of Medford, Oregon. The titles that he has for his products are phenomenal. He made over $1-million in less than a year with a video that I believe was titled: “How To Triple Your Hitting Speed Overnight.”

He took out an ad in a magazine that said, “How to hit a guy 11 times in one second, before he even sees your hand move.”

Now, you may think that the average person reads that and goes, “Oh, come on! You can’t hit a guy 11 times in one second!”

But the point is that the ad stopped the reader in his tracks. It provoked a reaction and caused a lot of people to read what the ad says. One thing is for sure, it’s not a boring title and it’s a very different title than “Karate Punches Volume I.”

Rob: Absolutely.

Matt: Or “Boxing Punches Volume I,” or “Ultimate Fighting Punches Volume I.” Those titles don’t have that same type of appeal.

So, what is he selling? He’s selling speed. He’s selling an attribute. And how is he selling it? By amplifying how many times you can deliver a blow inside of one second. He makes people think, “What are you talking about? Either you are the biggest liar who ever lived, or I’d better check out what you have. Curiosity is just killing me. What is it that you’ve got here?”


Rob: Yes, I would agree, completely.
Matt: It’s another secret way to title a book. If you have something that has great alliteration, where the first letter of each word is the same, it carries significance and weight. I don’t know why we human beings like this sort of thing, but we do.

There’s another info marketer in the fitness industry who calls me one of his mentors. His name’s Craig Ballantyne. He came out with a course called *Turbulence Training*. Again, you’ve got the double T’s.

You’ve got to have a title that, when people hear it, they are either saying, “What is that?” or “Hey, I want that!”

Rob: Right. In my experience, and I think you would agree in yours as well, most martial arts guys that get into the information business, they really don’t put much effort into their title. They put a lot of effort into the creation of the info product and the perfection of the technique that they’re trying to teach. But the titles are generally anemic, at best.

Matt: That’s right.

If the person who’s creating the product put as much care into the titling of the product as he did learning all of the techniques that are being showed, he’d have a winner.

One of the people I learned how to title from is Ted Nicholas. He wrote the book, *How To Form Your Own Corporation Without A Lawyer For Under $50.*

Now, does that title clearly tell you what the book will do for you? Will teach you?

Rob: Yes, and it also niches pretty darned good, doesn’t it?

Matt: Yeah, it’s niched to business owners. He also came out with the titles *Magic Words That Bring You Riches* and *Turn Words Into Money*. These books tell you what the book will teach you. They’re simple and brilliant at the same time.
So, one of the things that I do when I consult with people and I help them, and they have a lousy title, I will say to them, “What does your product do?”

In response to my question the person will start talking. And usually, within the first 30 seconds of the person talking, he has given me the title, and doesn’t even realize it. I’m taking notes, very quickly, on what’s being said. And then I turn around and say, “Okay, hold it! Hold it! Here’s your title.”

One of my students, is Jim Anderson. He had a title for his book that was something like, “The 7-Word Question That Will Turn Your Life Around.”

I asked him, “Jim, what does the product do?” He says to me, “It teaches people how to find the silver lining in every dark cloud.”

“Jim, hold it! Stop right there,” I said. “Here’s the title for your book.”

He says, “What’s the title?”

I said, “Listen to what I’ve come up with. How about, How to Find the Silver Lining in Every Dark Cloud.”

He started laughing. He says, “Wow! That’s brilliant!”

And it was. It was brilliant LISTENING!

So Jim made a mock copy of the book with the new title, and he was sitting with a bunch of friends at TGI Friday’s, and the manager walks by his table and looks at his book and says, “Oh, what’s that? That’s what I need!”

Jim made sure the guy was one of the first people to get a copy.

The 7-word question, nobody cares about? Or, How to find the silver lining in every dark cloud?

Name one human being who’s never had a dark cloud. People can easily relate to the improved title because it tells you what it will do for you.
Rob: A-number-one is that you’ve got to have a great title for your info product. We touched a little bit on niching, when you were giving your example of Ted Nicholas. Can you talk to us about the mistake that some information marketers make when they fail to actually niche the product? Talk to us about getting rich in your niche.

Matt: Okay. First of all, you can get rich without niching. It isn’t absolutely necessary to niche. I think this is one key area of disagreement I have with most other info-marketers. I’ve made a fortune selling *Combat Conditioning* to niches as well as to non-niches. I’ve advertised it on news websites, prominent ones that everyone knows, too, and the conversion was HUGE. And so, although niching can be valuable, it’s not the only way to go. If you have a product with mass appeal, it’s got mass appeal. Simple as that. And fitness has mass appeal.

The thing is, though, it’s a lot easier to break into the info publishing field and be successful if you niche first. Going up against the whole world is really difficult.

One of the things that people will often say is, “My product is for everybody.” Well, traditionally, if your product is for everybody, everybody is very difficult to put a lasso around and corral.

So, if you have a niche of people that you can see in your mind’s eye, you can identify them, you know what magazines and newsletters they read, you know what websites they go onto and yap on, you know where they congregate, and you can put a fence around them and do so economically then you have great launching power.

I’ll give you an example.

I learned, many years ago, in the study of selling, that after somebody buys a product and is thrilled and happy, if you ask the question, “Do you know anybody else who might be interested in my product or service?” it’s very difficult for that person to come up with anyone. Why? Because you’ve given him a mental picture of the entire world.
But if you say, “Rob, do you like to bowl?”

And you say, “Yeah, I love bowling, I bowl every Wednesday night with my friends.”

I’ll then say: “Do you think some of your friends who you bowl with might be interested in… ?” And you will probably say, “Oh, John and Mark and Jim, they might be interested.”

I’ve made it easier for you because I’ve given a smaller picture that is easy to focus on.

**Rob:** You’ve narrowed it down.

**Matt:** Yes, I’ve narrowed it down. I’ve given him the ability to focus. Well, niching your product is the same way.

The other great thing about niching is when you niche a product, you can raise the price. So, if you go after firemen or you go after police officers, and you’re teaching jujitsu for police officers or you’re teaching police jujitsu, the price point goes way up.

That is the power of niching.

You take the same book or info product that you have right now, or one that you’re creating and haven’t launched yet, you change the title and niche it or re-niche it, and you’ve got a winner – or another winner.


Does it have any benefit about being a champion? Regrettably, no.

What I wanted to call it initially was, *How To Become A Champion Wrestler*. And one man that I spoke to about it said, “Oh, come on, ho-hum. Boring. There’s 100 books out there with the same kind of title.”
He was absolutely wrong. Absolutely wrong: 1) there aren’t 100 books on wrestling with anything close to that title. And the only one that is remotely close is Bobby Douglas, *Wrestling – The Making Of A Champion: The Takedown*. And that one has done quite well.

So, this is why titling and niching, if you choose to do so, is so important. The title tells people what it does, what is the benefit, and who the niche is.

What I found out with *The Martial Art Of Wrestling* is that wrestlers didn’t, for the most part, want the book. But it did sell to people interested in ultimate fighting and mixed martial arts.

Dr. LaTourrette, whom I mentioned already, when he learned the power of titling and niching and writing copy, which is something we can talk about here in a minute, before he learned how to do that, he had five books and several videos, and none of them were selling at a pace that was making him a millionaire.

He’s on record saying that they weren’t doing very well. So, he must have been doing something wrong.

Then, he learned the very same things that I’m talking about here. That speed-hitting product of his, he made over $1-million in the first 11 months that it was on the market.

**Matt:** He figured out how to do it the right way and to do it exceptionally well.

**Rob:** I like that.

**Matt:** Not only that, but his son Jack is also a millionaire. He’s 26 years old. He was a millionaire before he hit age 20. He had his own motorcycles and cars before he had a license to drive.

**Rob:** How many martial arts studios are family-run businesses?

**Matt:** A lot. A lot. And the amazing thing is I’ve been to their studio in Oregon, and he’s run the gamut from having a bunch of schools to having one school with let’s say 300 students. And now, he’s got a small studio there, with 50 or 60 students.
But here’s the key distinction: The main purpose of the studio is not to get rich teaching martial arts classes. Why does he have the studio, then? He has it because he makes his product at the studio.

Rob: Fantastic. Now, you’re a master of direct response copywriting. Can you talk a little bit about the importance of this when trying to sell info products?

Matt: Absolutely. First thing I’ll say is that when you get good at direct response copywriting, which is writing an ad that has more words in it than “Karate Punches Volume I” and a phone number. That isn’t direct response copy. That’s what we call “image advertising,” where the advertisement is primarily a photo of yourself and maybe even photos of the product, and a phone number and a website. And that’s just about it.

That type of advertising is the type of advertising you see done by Calvin Klein and Guess and Chanel, and companies like that, who have multi-gazillion-dollar budgets and don’t even really have anyone accountable for whether the ads are working or not.

Usually, these companies are huge, massive, and are brand names. To become like them and to run ads like that and still be profitable, you’ve got to have a bankroll from here – I’m in Honolulu, on Waikiki Beach as we’re talking right now – back to where I live in Tampa.

So, direct response copy is the type of copy that, when you get good at it, some people will be jealous of you. They might look at what you’ve written and say, “Nobody’s going to read all of that! Nobody has time.”

Yet, why is that the people I’m talking about, myself as well as John LaTourette and his son, all write this long copy and they’re all millionaires? Yet, the people who are using the Guess jeans and the Calvin Klein and the Chanel approach to sell their info product are all broke or barely getting by?
There must be something to it.

It’s something when people get upset and don’t like the type of advertising that I do. They don’t like it and say, “Well, nobody has time to read that,” or “I don’t like that, it’s slimy or it’s snake-oil salesmanship.”

Huh? Telling a story about your product and the benefits of it is snake-oil salesmanship?

Come on!

You’ll hear this sort of criticism. But the people who say this are actually revealing how little they know about marketing and advertising and how to make money. It would sort of be like going back in time 15 years, when Royce Gracie was snuffing everybody in the UFC. It’s about as intelligent a comment as saying, “Well, I don’t like that submission stuff. I don’t think it works.”

Okay, why is he beating one guy after another, after another?

Rob: Yeah, good point.

Matt: Obviously, something about it worked.

Eventually, people wised up and said, “You know what? I’d better study this. So, it spread. And that’s a beautiful thing.

So, you think about this the same way with info publishing. You can either sit on the sidelines with your products that aren’t selling and bitch and moan and name-call the people who are making a fortune, or you can look at it like putting a stranglehold around your market or putting a choke-hold or a sleeper-hold or an arm-bar around your market. Lock them up and get them to tap-out by filling out the form and buying your products, because they like your ad.

Rob: In my experience, a martial arts master will create an info product. Could be a book or some DVDs or what have you. Then they’ll have a student create the marketing for it.
Well, the student usually does it for free. And the student is usually an amateur graphic artist who has no idea how to market.

So they’ll pop open a magazine and see an impressive looking ad for something like a Breitling watch, featuring John Travolta and an airplane. Then, they’ll design an ad just like that for the master. When finished, the ad looks really pretty, just like the Breitling watch ad. Of course, the master is very happy because he’s got a big picture of himself in the ad and he’s kind of glorified.

Then they’ll run the ad in magazines or use it as a flyer, a postcard or whatever, but they don’t sell anything. No one responds. Have you noticed that?

**Matt:** Absolutely. What it is, what you just described so brilliantly, is image advertising.

What the ad does is appeals to the ego needs of the person who created the product.

So, when I see this wonderful picture of myself, it strokes my ego. It makes me feel good. “Wow, I look great! Look, my name! You have my name in gold type, really big, at the beginning of the ad, right at the top. That’s cool! Man!”

But you don’t see any of my ads where the headline is my name. When you see my ad, what you see is a headline that reads like a sentence – this is the way people talk – and it’s a sentence that, if I was out on the street corner, I might say it to get your attention.

Think of it this way: Remember the old movies where you’d see a kid on the street corner with a stack of newspapers, and he had to be able to shout out a headline to get people to stop and buy the newspaper.

So, here you are, you’re Rob, and you did my advertising, you did my image ads, and you’re standing out on the street corner with this stack of papers to sell and a crowd of people driving by, and you’re
holding up the paper and you’re yelling out, “Matt Furey! Matt Furey! Matt Furey!”

Nobody’s going to stop unless I’m a superstar known by virtually everyone. Now, I might be standing across the street thinking, “Wow, this is great! He’s yelling out my name. Wow!”

But that doesn’t make anybody stop and buy the newspaper.

Rob: “Matt Furey! Matt Furey! Matt Furey! Read all about it” isn’t going to get anybody to buy a newspaper.

Matt: Right. But if you’re standing there and you yell, “Mike Tyson reveals secret to death punch!” I think you’d have a line real fast, wouldn’t you?

Rob: I agree, completely. And it’s funny, you’re talking about the need to satisfy the ego. A true story.

This week, a relatively unknown gentleman in the martial arts sent me a very nice email. He’s got a new book, and he thought I might be able to help him get the word out in some way. So I clicked on the link to go see what the book looks like and, I kid you not, the entire cover is a picture of him in a GQ-like pose. He’s taking up at least 90% of the cover. Very little copy to sell the book. And the first thing I thought of was, “This must be his first book.”

Matt: Yeah. Now, there’s nothing wrong with having yourself on the cover of your book. In Combat Conditioning, I have myself on the cover. But I also have the words of the title and the subtitle in a way that you can see them.

I think it’s helpful to have a picture on the cover. But yet again, if the title is really kick-butt and if you’re selling black hat secrets or unrevealed secrets or the dirty, dark stuff nobody will ever teach you, etc., then an even more down-played cover – black with big, bold letters – that’s enough to do the trick.

It’ll have even more appeal because you feel like, when you look at it, “Oh my God, I shouldn’t have this! Why am I so lucky to see this?”
But if somebody’s taking up, like you said, 90% of the cover…

Rob: Yeah, it was incredible.

Matt: In a *GQ* pose, of all things!

Rob: Yeah. It was very interesting.

Another thing is that people often create info products that nobody wants. There’s no market for what they want to sell. And they don’t do any testing before their launch. The product is something that appeals to the author or star of the DVD, so they create a product around what they like and think it’s going to appeal to everybody.

But that’s not true. Can you elaborate on this?

Matt: Sure. My first product, *The Martial Art Of Wrestling*, I created it with this thinking you just mentioned and it definitely held me back.

And if you hear yourself saying these words, be especially careful. And the words go like this: “This is the product I wish I had when I was…”

When I created *The Martial Art Of Wrestling*, what I was saying to justify it was, “This is something I wish I had when I was a high school kid growing up. This would have helped me so much!”

Okay, great. But you’re only talking about yourself.

When I created *Combat Conditioning*, I was actually surprised it sold as well as it did and took off as much as it did. I wrote it with the intention of creating a fitness program that would help people get fit faster than using weights. I didn’t create it with the intention of, “This is the workout I wish I would have learned when I was…”

So, therein lies the difference. It was a product that worked for me, and I wanted to give it to other people, so it would help them, too. Plus, it was about getting stronger, getting more flexible, having more power. These, again, are attributes that are highly desirable.
If you create products around attributes like flexibility, strength, speed, power, endurance and so on, you’re further along than most people. And that’s the key.

Rob: So you’re creating products that people actually want, versus products that nobody cares about?

Matt: Yes, *The Martial Art Of Wrestling*, essentially speaking, nobody in wrestling cared about so I found people who cared who didn’t know the first thing about wrestling, but wanted to because they were getting their asses kicked by them.

*Combat Conditioning*, unbeknownst to me at the time, was already the title of a marine corps manual, originally published, I believe, in the 1940’s.” Their course was resurrected as a result of mine being out. They dusted it off, brought it out of the grave, and it got new life because of my book and the publicity it got.

Most importantly, here’s what we know. People buy books on fitness. They buy books on attributes they want from fitness. Wrestlers, for the most part, don’t buy books on wrestling. That was the assumption and the mistake I made with that product.

Rob: Fitness is evergreen, wouldn’t you say?

Matt: Yes. It’s evergreen. So, I wasn’t breaking into new territory that had never been explored before. I was simply creating a product that was at least 10% new.

There’s a wonderful line, I believe it was Robert Ringer who said this, and it goes like this: “Easier to follow a pioneer than to be a pioneer.”

So, I was not the first person in history, thank God, who wrote a fitness book.

Now, you might think, “Well, I was the first one who wrote a book on body-weight exercise.” No, I wasn’t. There have been yoga books and Pilates books, and all sorts of books on body-weight fitness for a long time.
The thing is that I was the first person, at least in a long, long time, who came out with a body-weight exercises fitness course that was specifically helpful to martial artists and combat athletes, instead of coming out with a weightlifting or weight training course for them. That was the key difference.

The major thing is I didn’t choose something that nobody has ever seen before. You can create an info product that is totally new, that is pioneering work, and so on and so forth. And it may work out for you – but you’re taking a much bigger risk. Yes, it may be a worthwhile risk, but I am looking at things in a way that is going to accelerate the speed of what you’re doing. And if you are able to tap into what’s already selling well and simply make what you’re doing 10% different, then you are going to increase your chances of succeeding dramatically.

So, if you want to learn how to punch and kick or do submission holds, better to go to a teacher than to try and figure them all out on your own. Don’t reinvent the wheel. Same thing with info products. You can study and research what is already selling well, and after you’ve done that and you’ve created your product, your chances of succeeding have dramatically increased.

Rob: I wanted to ask you, Matt, a little bit more about advertising. Clearly, you have a very heavy online presence, and you’ve mastered the art of marketing on the Web. But I think it's also important for people to continue offline advertising. Would you agree with that?

Matt: Yes, I would, absolutely. And the reason why is because the magazines are the niches of people that are proven buyers of a specific type of product or information.

So, if you advertise where the niches are, then it increases your visibility and your credibility.

It’s very easy to throw up a website. But to take out an ad in a magazine, people understand you’ve put some money out there. And also, when you have an ad in a magazine, it increases – dramatically –
the chances of the magazine accepting an article from you, taking you on as a columnist, possibly, at some point, putting you on the cover, and so on, because you are good money for them. They make money from you month after month, because you’re running an ad.

My info business would not be where it is today if I hadn’t mastered the art of writing advertisements that appear in magazines, as well as getting free publicity, and so on.

So, yes, it’s very, very important, and you see so many people want to do the cheapest way only. And that is throw up a website and hope everybody finds it.

That’s kind of like putting a needle inside of a haystack in Utah and wanting people all over the world to find this barn in Utah where the hay is, and then get to work looking for the needle.

There’s millions and millions of websites out there. So, you’ve got to take advantage of offline and online marketing.

Rob:  But offline doesn’t mean waste money. It means cut the right deals and create the ads that are direct response in nature, where you can measure the results. Correct?

Matt:  Absolutely. And the ads you start with can be these little 1/12th of a page ads that you see in the back of the magazine.

I know people that I have coached, who have started with these little 1/12th of a page ads in the back of the magazine, and they are profitable the first day the magazine comes out. It might be $200 or $400 or $500 for some magazines, to have an ad that small, depending on what the niche is. But in the martial arts world, those ads generally aren’t very expensive.

Rob:  They’re real inexpensive.

Matt:  Right. And if you can make that ad work, that then is instruction to you saying, “Okay, why don’t you try 1/8th of a page?” And if the 1/8th of
a page is profitable, try \( \frac{1}{4} \) of a page, try a \( \frac{1}{2} \) page, try \( \frac{2}{3} \) of a page, and then try a full page, or 2, 3 or 4 pages.

The key is that you run an ad to test how people respond to it. And if they do, that lets you know you can put more money into it and most likely be even more profitable.

Rob: Let’s go back to advertising. After having been involved with the publishing of an industry-known magazine for 14 years, one thing that I saw a lot during my career was that example I gave earlier of the student designing the fancy, yet ineffective ad for the master.

Next, the master will sign a contract for a year of advertising. Each ad might cost $1,000 or $1,500 a month. But what they’re trying to sell is an inexpensive DVD or an inexpensive book and that’s it.

They have no backend.

So, sometimes they invest $10,000, $12,000, or $15,000 in advertising, while using ads that aren’t designed properly. They may even repeat this in multiple magazines. However, it would be practically impossible to sell enough products to cover the costs of their advertising. And again, there’s no backend. Big mistake!

At the same time, they don’t do anything to generate free PR.

During your recent Model Me seminar in Clearwater Beach, you talked to the audience about how you used free PR to catapult your information empire.

So, this is a really important topic. Can you talk to us a little bit about getting free PR and how that’s instrumental in launching a product?

Matt: Sure. Be glad to.

Free PR, or free publicity is not that hard to get. Actually, once you’ve got your own book or your own DVD or set of DVD’s, it’s very easy.

One of the ways that I got free publicity for Combat Conditioning early
on was to write articles for the magazines and include pictures of the exercises, explaining how to do them.

Well, magazines are always looking for new products to highlight and show, and they ran my articles. But what was even better than me writing the articles myself was having a customer, a third-party article raving about this great new product and the results he got from it.

One of the big bumps I got early on, this was in 2001, was from a man named Chris Hess, who wrote an article for Black Belt about him using Combat Conditioning.

Black Belt had me in all of the photos, but it was his article and all about the results that he had gotten, and how dramatic they were. And he’s a fitness fiend, let’s say, who works out all the time, tracks his body fat, tracks his heart rate, etc. He gave an example of the workout he did and the results he got. The orders came flying in even faster than when I wrote the article myself.

So, it’s that third-party endorsement. It’s social proof.

So, those are easy ways to get free publicity.

And then, of course, there’s sending out information packs, and so on, and getting on radio and getting on TV. For the most part, I haven’t even done that. I’ve talked to big-time agents and publishers from New York and so on, and they’re absolutely stunned that I have sold as much as I have, without being on TV, radio and so on. Their world is not info publishing. They are just printers of books. So, they can’t even understand how what I’ve done is even possible. But it really is, if you use the approach that I use.

Most people think, erroneously, that the key to wealth is to get somebody on Times Square to publish your book. The dream is to have some big publisher take your book and publish it, then send you royalty checks for $1-million a month.

The chance of that happening is very slim.
Rob: Your name has to be something like J.K. Rowling for that to happen.

Matt: Yeah, you have to be J.K. Rowling, you have to be a current or previous president of the United States, you have to be a general who just won a war. You’re getting a $5 – to $8-million advance before they’ve even sold a single book.

So, without slamming the big publishing houses too hard, because at some point I might have a book published by one of these guys, but keep in mind that if I do there’s a different reasoning behind it.

But I’ll tell you this: I have talked to many, many best-selling authors who are in the bookstores, and one of these authors with three bestsellers, has gotten $40,000 in royalties over two years.

So, why are they in the bookstores? Well, A) because they don’t know any better; or B) because they are using it as a business card. It’s another way to get customers for seminars or to get high-paid speaking gigs that they wouldn’t normally get.

The book is simply the front-end. Somebody buys the $20 or $30 book in the bookstore, they then find your website. The next thing you know, they’re going to your $2,000 to $3,000 seminar.

So, that’s why they’re doing it that way.

Rob: Matt, you’ve just touched upon something that I’ve noticed over and over again. A lot of really good martial artists eventually created a book. I don’t know if they were inspired by their students to do so, or if one day they just got the urge, but they created a book.

Next, they spend a lot of money by printing 2,000 or 3,000 copies. And almost invariably, what they’re left with is boxes and boxes of books in storage, in their garage.

Matt: That’s right.

Rob: Go ahead and hitchhike on this one for a little bit.
Matt: Well, the key thing is when you create your product first, you’re making a mistake.

Now, don’t get me wrong. You do create the product first, but you don’t get 2,000 or 3,000 copies of the product made until you know and have proof that it’s going to sell. Therein lies the difference.

My first book, I absolutely knew it was going to sell. How? Well, because I would have bought it when I was a kid. So, I did it that way, and I had a garage full of those books for quite a long time, until I figured out how to get rid of them by changing niches, selling it to the martial arts crowd and giving it away in tandem with some grappling DVDs.

Then, when I got smart, I did something that I’ve been teaching ever since. I heard it from Ted Nicholas first. But even when I heard it from him when I was broke and ignorant about this business, for some reason I knew better than him and didn’t listen. And I had to learn through the School of Hard Knocks to do what I was originally told to do.

I often joke and say, “Pain is the teacher, love is the lesson.”

So, pain taught me that maybe I ought to shut up and write the ad first. I write the ad first, and put it in front of people and see if they want it. And if they don’t want it, then there’s no need for me to print 2,000 or 3,000 copies of anything.

I then chalk it up and say, “You know what? Either I’ve got to re-title this book or this DVD or redo the ad, or just scrap the idea altogether and go to the next idea.”

Ideas are a dime a dozen. Maybe a dime for two dozen. I have more ideas than I can possibly implement at any time, much less any single year. There’s so many. I’m swimming in ideas.

So, ideas are easy. Coming up with the right title and the right product, and having copy that will make people buy, that’s the key. That’s the unknown factor that everybody is missing.
So, here’s what I advise: Create an ad. Put that ad in front of people you know, your students, your friends and those who understand direct response marketing, and ask them what they think. And if they’re saying, “I want it! How do I get this?” then you’ve go an idea that will make some money.

Then, what you do is you can create the product from the ad and get a small supply of 25 to 50 copies of your product. Then you run the ad formally, for real, and you’ve got some supply to back you up when the ad works.

This is called print-on-demand, or POD. In the early-going, I didn’t know such a thing existed. So, I got corralled. You get this beautiful saleslady who shows up with perfume on, wearing a very sexy dress with the cleavage halfway revealed, and she sits down very close to you and she says to you that, “If you get 500, it’s $5 a book. If you get 1,000, it drops to $4.25. And if you get 2,000 copies, the price drops all the way down to $2. And if you get 3,000 copies, it’s only $1.50.”

So you sit there and you think, “Hmm, smells good, looks good. Alright, I’ll get 3,000” or “I’ll get 2,500.” And you put out a big sum of money, and you don’t even have your ad written. You don’t even know if anyone’s excited yet. But you’re so confident. It’s like you’re so confident going into a fight, you didn’t train. You’re going to get knocked out because you weren’t really ready.

It’s the same way with info publishing. Writing the ad and knowing for sure people want it is key. But even when you know for sure people want it, I still advise you to start off with a very small run. If, for some reason, your initial tests are not really, truly indicative of how the product’s going to sell, then you haven’t put that much money into it, and you can easily recover and go to the next product.

When I learned print-on-demand, and sadly, I learned it after the beautiful lady showed up, it truly saved me.
That’s why with *Combat Conditioning*, my first run was only 250 copies. Why? Because even though people said they wanted it, I still wanted to make sure. I don’t want to be stuck with a whole garage full of books. And if nobody bought it and I had 250 copies in stock, I could live with that. It like having a set amount of money you’re willing to throw away to test an idea – but no more than that.

Now, if the first 250 copies sell at $30 a pop, it’s time to re-order. And getting 25 to 250 copies is no big deal for even the start-up info-publisher. It’s easily doable.

Rob: That’s some great advice. And I’ll tell you, it’s advice that could have saved the butts of a whole lot of people. It may sound rudimentary, but the fact is that very, very few people are savvy enough to actually do what you just described.

Let’s go ahead and talk a little bit more about how to use a magazine or offline advertising to your advantage.

As I mentioned, I was involved with a magazine for many years. And during that time, I was always either directly or indirectly involved with advertiser relations. I could always tell an experienced, smart, savvy advertiser from an advertiser who was just going to throw money out there and hope for the best.

The distinguishing factor was when the advertiser tried to tie publicity to the ad buy. They would always try to get either a number of columns, or sometimes they’d try to get a year of columns with a year of ads, or they tried to get a sub-feature or a cover story, or some kind of exposure in the magazine, in addition to their ad buy.

Now, I’ve noticed that you’ve been on the cover of many martial arts magazines, Matt. You’ve had columns in magazines and I’ve seen articles about you. Talk to us, a little bit, about how to use magazines to your advantage from that standpoint, rather than just writing a check every month to a magazine and trading an ad for dollars.
Matt: Great question. A key thing to understand is that all editors, publishers of magazines, need good content, and they need it regularly. They need it every month.

So, that is something to keep in mind. And if you have an ad that is working, that people in magazines are buying the product month-in and month-out, that is a hell of a thing to let that company know, because it’s obvious, then, that they would want to have a feature story from you, on that material or on your subject.

The readers are proving that they want it.

The other thing is if you can write a great ad, a great direct response ad, that’s sort of letting the magazine know you have writing skills. And if people are buying it, that lets them know even more. Not only do people read the ad, but people respond to it. They take action.

So, the idea of tying the two together is brilliant. If you do it right from the get-go, as you’re saying, you’re more experienced. You’ve been there before.

If you’re just starting out, it might be a little bit much for your mind to think that you can ask for a column or an article or cover story. And you might think, “Well, they wouldn’t give me one. I’m just starting out. I’m just blah, blah.”

But if you don’t ask the answer is always no. You never know unless you ask. They’re not going to come ask you so you’ve got to approach them.

Every single one of the columns that I have in all of the magazines, Grappling, Inside Kung Fu, and so on, every single one of them, without exception, came about as a result of me asking the editor for what I had in mind.

Getting on the cover isn’t really any different, either. You’ve got to ask.

Now, the answer may be no. At first. So you wait a year, you’ve sold 10,000, 50,000 copies of such-and-such, and you ask again. And if the answer’s no, okay, you wait another year and you ask again.
Sooner or later, they’re going to say yes. Now, *Inside Kung Fu*, for example, I write a column for them every month. I remember when I first came out with *The Martial Art of Wrestling*. I wrote an article for Inside Kung Fu and submitted it. I was not a columnist at the time and remember how excited I was when the editor, Dave Cater, accepted it. I believe the title of the article was, “*Can a Grappler Defeat Multiple Attackers?*” That was a big subject at the time. People would argue, “Yeah, grappling’s great, but you can only beat one guy at a time.”

With striking arts, you can nail this guy, knock him out, turn around, nail this guy, knock him out, and knock three or four guys out, one after another. But in grappling, you can’t do that. Supposedly!

So, I wrote an article and had photos of how to use grappling to defeat multiple attackers.

Of course, it immediately caught their eye and they published it.

When it was accepted, I asked Dave about getting on the cover. So, I was doing precisely what you mentioned. The answer was an emphatic, “NO. We only put celebrities on the cover. You’ve got to be a Jackie Chan, a Bruce Lee, and so on. You’ve basically got to be a martial arts movie star, then we’ll put you on the cover.”

I asked again, after appearing on several other magazine covers and after having sold a lot of product and written a lot of columns and articles. And I eventually appeared on the cover of *Inside Kung Fu* – the very magazine I had no prayer of ever appearing on.

Now, when I asked them the second time, what was different? Well, I’d been writing a column for *Inside Kung Fu* for well over a year. They knew how people in the magazine were responding to what I was writing. They also knew that I was running an ad every month.

In 1997, when they accepted my article, was I running an ad? No. So, in terms of leverage, I had none. There I was, a guy, they were running my article and I’m getting paid, and I’m also asking to be on the cover. And
they’re looking at it from a financial standpoint like, “A) Who are you? B) We don’t know if anybody cares about you or what you’ve written yet. And C) You aren’t giving us any money on a regular basis.”

Now, it’s not just money. There are people who have the money and they’re never going to get on the cover because the magazine doesn’t want them on.

So, everything’s got to fall into place. But you can probably name 50 to 100 high-level martial artists, right now, who don’t have info products. Magazines know who they are very well. And if they came out with an info product, they might get on the cover right away, if they just asked for it.

Rob: One thing I’ll add to that. In my dealings with the magazine, occasionally we ran across savvy advertisers or people in the industry who “got it.” They would submit to us these beautifully written articles with professionally taken photos. In many cases, these people were already advertising with us.

Their content was strong and it was literally already in our hands because they had the courage to just send it to us. Now, every month, we had to put that magazine out and quite often we were stuck for content. Well, you can’t have blank pages in a magazine. Right?

So, often, those articles, which were ready-made and accompanied by great photography, simply got popped into the mag as sub-features or cover stories. Why? Well, because it was very convenient for us and at the same time it helped with advertiser relations and/or ad renewals. If the person wasn’t an advertiser yet, it helped ingratiate them to us.

So this is a great tip for anyone reading this book. When you submit a well-written article with great photos, it may be 3, 4, 5, 6 months, it may be a year, but eventually that magazine’s going to have a void that they need to fill. They may use your article and if they do, you’ll get the exposure for free.
Matt: Yeah. Eventually, they’re going to need something to fill up empty space and somebody new to put on the cover. They’re sitting around in a roundtable discussion, trying to figure out who they’re going to put on the cover.

Rob: It’s true.

Matt: That’s the honest truth about it.

So, having been on the cover of a magazine adds huge credibility for your info publishing business. It’s an endorsement from a magazine other than you tooting your own horn.

But at the same time, it doesn’t just happen. Even the big-time Hollywood movie stars that you see on the cover of *Cosmopolitan* or *GQ*, they have agents who are making phone calls, getting them on the covers.

Again, no matter who you are, unless you’re president of the United States, you’re not getting on the cover unless you have somebody out there asking.

Rob: Those people you’re talking about, they’re real good at creating a buzz. And you’re real good at creating a buzz with your info products.

In fact, you recently launched your book, *The Unbeatable Man*, along with a coaching program, and I was just floored by the buzz that you created around that opportunity. It was masterful, and it was a huge success.

Talk to us about creating a buzz around a product or service.

Matt: First of all, buzz is word-of-mouth advertising, and it’s free. Some would argue that it’s the best kind of advertising, because when it comes to purchasing books, a lot of people buy based on recommendations.

How many times can you remember sitting around with somebody and he’s telling you about some great book he read, and you take out your notepad and say, “What’s the title of that again? Who’s the author?”
And you immediately go to Amazon.com or you go to the bookstore, you look for it, and you buy it.

That's buzz.

So, that is, again, many would argue, the best form of advertising. If you can create buzz, if you can get everybody whispering about a book and they’re doing it freely and they’re not getting paid anything, which is awesome.

How you do this is 1) there’s huge emotion in what you put together. There’s a huge emotional factor. And 2) is there is content that the people who are reading it get ecstatic over because they’ve been searching for something like this their entire lives, and nobody would ever tell them what you’re telling them.

So, you’re giving them secrets that had always eluded them. Mysteries revealed.

And then the third key is controversy. If you create a product or you write ads, or you write articles that are controversial in nature, that creates buzz. It gets a lot of people talking about what you’re doing very, very fast.

Now, many people are afraid of controversy. They don’t want to ruffle anyone’s feathers, they don’t want anyone upset with them, they don’t want anyone to be offended. So, they write ads where everyone will like them. Or, they create a product that everyone will like. Yes, you can make money with this approach. But you’ll make money faster if you’re controversial and you’ll make it in much bigger amounts.

So, again, let’s take the Gracies. Let’s go back to the early UFC days. Controversial? Absolutely, controversial, to the point where you’ve got John McCain trying to create a law to stop these beasts from doing this to each other, or somebody’s going to get killed.

It was huge controversy.
Rob: Yeah, Robert Myerwitz was going on the local talk shows, trying to defend it. I remember.

Matt: Yeah. So, there was huge controversy there.

And then you have the Gracie’s challenging various martial artists from various styles. Major controversy. They upset the apple cart. They ruffled feathers. They made waves.

As a result, they are spread not only across the US, but other countries. They flourished.

That’s an example of selling a service. As a result of that, and it took quite a while, but you started having these Brazilian jujitsu guys coming out with books. They didn’t right away. Initially they came out with DVDs. Now you’re seeing more and more have books.

Rob: Do you find that the info products of most martial artists are kind of milk/toast and lack controversy?

Matt: Yeah, I would say so. Again, you can do well without being controversial. But if you want to speed up the process, it’s a choice that you’ve got consider.

Now, you don’t have to try and be controversial. I’m not saying you deliberately go out and challenge people, and you get in his face. All you’ve got to do to be controversial is come out with a point of view that other people don’t agree with yet, or haven’t heard before. Then, you simply voice your opinion with complete passion and conviction.

If you do that alone, you’ll get people upset. They’ll be saying, “That’s bullshit! I can't believe this guy’s saying that!”

**Combat Conditioning**, that was a perfect example of controversy. I was coming out and questioning the standard of fitness training for combat athletes. I was saying that the best athletes did not lift weights; that if you lift weights, you increase the chances of injury, you don’t decrease it. If you lift weights, you won’t be as fast, you won’t be as fluid, you won’t be as flexible.
And most importantly, you can get stronger doing body-weight only exercises and develop what’s called “strength endurance,” you can get more of what works from these exercises than you ever will from weights.

“Oh my god! I can’t believe he’s saying that!” That’s the reaction I got.

And then other comments like: “Everyone knows you need progressive resistance in order to build strength. After 25 or 50 repetitions of an exercise, all you’re building is endurance,” etc. etc. “How can this guy be saying to do push-ups and squats in high numbers, and bridging?”

That controversy set up buzz.

And it also set up back-end products where I’d say, “Wait a minute here! Who the hell ever said that body-weight exercises all have to be done 50 to 100 or 500 or 1,000 reps at a time? Body-weight exercise can be isometrics. They can be stretching.”

If you hang from a pull-up bar for as long as you can, that’s a body-weight exercise.

Rob: Sure is.

Matt: If you can do 10-handstand pushups, are you now saying that you must move on to weights because you’ve reached the maximum limit of body-weight exercise?

Rob: Not at all. Not at all.

Matt: Right, because you can do them on your fingertips. You can do them from an elevated height, using boxes. You can go to one arm. You can go to freestanding, not using a wall, doing the handstand pushups from a freestanding position. You can walk on your hands. You can even get to, and I have this in one of my books, a Shaolin monk doing a handstand on the index finger of each hand. Not all 5 fingers, just the index finger. Is that not a body-weight exercise?
So, what are you saying when you say, “You must go to weights after so many reps?”

You can see the passion and feel the passion when I start talking about this. And the more I talk about it, the more upset people who are diehard weight-training guys get. But at the same time, those who are open enough to listen, I crack open their skull a little bit and they say, “Okay, I don’t agree with this guy, but I’ll tell you what. I’m going to buy the book just to check it out.”

Rob:  Controversy, if handled properly, really provokes thought. An example, which I read in one of your recent emails was when you said “Bench-presses are one of the worst exercises you can do.” Well, the guy who’s in the gym every day, trying to bench-press 300 or 400 pounds…that’s going to get him thinking. He may buy your product just to find out why you have that opinion.

Matt:  Yeah, exactly. And especially if he ever has shoulder pain or tears a pectoral muscle or his elbows hurt, or any of the things that I’m talking about in my email or in my article about the bench-press.

If any of those things ever happen to him and he’s read my article, he will remember it.

This is an example, but it’s kind of funny, there are people who do bench-pressing with heavy weights, and the bar slips out of their hands, lands on their face, and they end up getting 300 stitches or so. It’s happened more than once.

But as we’re talking, I’m still thinking and I’m saying to myself, “Wow, that’s another angle to use on this. I never thought of that one.”

Rob:  The controversy makes it interesting. If you’re trying to sell an information product and the marketing of it is just plain-Jane-vanilla, I don’t think anybody really notices it.

Matt:  No, they don’t. They don’t.
I often have used the examples, and I don’t really care, in saying this, what anyone’s political view is. I’m not espousing one or making any comment on what yours should or shouldn’t be, but Rush Limbaugh, he’s been around 20 years, and everything he says and does is controversial.

Now you have this guy, Glen Beck, who’s been around 8 or 9 years. Again, huge following because he’s controversial. Then, you have Howard Stern. When I was kid growing up, Monday Night Football was Howard Cosell. Talk about a controversial journalist or television journalist. He was the epitome of it. And he was a household name. Everybody knew about Howard Cosell.

Now, name for me today, when you think of the NFL, who is the first person who comes to mind when you think of a commentator?

A couple years ago, I think John Madden would be the one that most people would come up with. Now he’s retired. But again, very controversial, very outspoken, big mouth.

Here’s what’s interesting. People will read my ads and read my emails and articles, and they may think, “He’s a big-mouth! What a loud-mouth!”

But they meet me in person and they’re surprised that I’m not yelling and screaming and shouting and doing all sorts of outlandish stuff.

So, the written word is not the same as the spoken word. But yet, the written word, when people are reading it, they may perceive, “Man, this guy’s really angry! Man, this guy’s really passionate about this, and he’s really putting us down,” etc.

But if they were to see the person who’s writing it and the smile on his face while he’s writing that column or that email, they might be surprised that a lot of thought and craft went into it. And it’s done with a sense of humor for knowing the reaction it’s going to cause and wanting that reaction to happen.
Rob: Good stuff. Good stuff. Let’s get back to the product itself. Let’s talk about price points. How do you determine the right price point? Do you find that most people choose the wrong price points? Go ahead and elaborate on that.

Matt: I think that a lot of people, when they price their products, do so based upon how everyone else prices theirs.

So, if you see all the other books selling for $14.95 and $19.95, and especially if you go to the bookstore to do your pricing, that’s what you’re going to come up with. Okay, my book is 118 pages. This one here, in the bookstore, is 250 pages, and it’s only $19.95. Not only that, it’s full-color and mine’s in black-and-white and it’s not as many pages. Maybe I better go $17.95 or $16.95.”

So, that’s not the right way to look at this situation. It may cause you to go broke. You’ve got to look at this in terms of the fact that you’re probably going to run ads. You’re going to need a website. There’s an expense paid to promote the book. So, how am I going to make money if I’m basing my price on what’s in bookstores?

The best way to price your products is based on what you believe the information is worth and what the market will pay for the knowledge. How much is it worth to you? How many years of blood, sweat and tears did you go through to learn this? That’s one factor to start thinking about.

Also, because we’re direct response marketers, we have the luxury that a lot of people don’t have, particularly the bookstore. We can add things to our offer. We can sweeten the pot by giving away other free items that are highly-desirable. And we can niche.

When the product is niched, it can command a higher price point.

And if I’m giving you all of this free stuff when you purchase, it can make the freebies, the premiums, more desirable and more valuable than the product itself.
Then, there’s something called access to you. Ultimately, people who buy books want to know what the author is like, what type of person he is. So, if you tie the offer to a free teleseminar or something like that, that increases the price point even more.

So, *Combat Conditioning*, for example, could be taken out of the martial arts niche and could be niched to other groups. And the price point would go up. Instead of $39.95, it could be $97 or $197 or more, depending on what is offered with it.

Now, you’ve got people in the martial arts world who could come out with something totally new, or that nobody’s ever seen before in the way that they’re showing it. It maybe a variation, but it’s a powerful variation. And you’ve got secrets to reveal that nobody else has ever revealed before. And they come out for $19.95? It makes no sense unless you have a huge back-end. In that case you could give your book away to get a customer – but that’s another strategy.

The key question is how are you going to be profitable? You’ve got to pay for your advertising. You’ve got to pay for your production costs. You’ve got many factors that go into this.

So, it’s real important to think about this upfront. Our business is not the same as the publishing houses who get your books in stores.

**Rob:** You have to think, if you’ve got a $19.95 book, and it costs $1,000 a month to run a full-page color ad, how many books must you sell just to break even on the ad?

**Matt:** That’s right. Just to break even on the ad. That’s the way you’ve got to look at it. You’ve got to look at the price of the ad and how many books would I have to sell, or how many DVDs, in order to break even?

**Rob:** Yeah. And there’s another component to this. I think perhaps the biggest mistake I’ve seen newbie information marketers make is that they have no back-end products and they have no “funnel.” They sometimes don’t even know what these things are. Also, they typically
do not structure their products to be on continuity. That’s a massive, massive mistake.

You’re a master at this stuff. Talk to us, Matt.

Matt: Okay. Well, I’ll give definitions of these very quickly.

Back-end means that you have a front-end. It assumes you have a front-end. The law of opposites. Law of polarity. If you have a yin, you have a yang.

So, if there’s a back-end, where’s the front-end? Well, the front-end is the first product that people buy when they get in touch with you. So, for me, my front-end product is *Combat Conditioning*.

So, what’s the back-end? Well, the back-end is anything people get and find out about after they made that initial purchase.

So, in terms of backend, I have *Combat Stretching*, I have *Gama Fitness*, I have *Magnetic Mind Power, Combat Abs, Weight Loss Without Willpower, The Unbeatable Man*, the whole *Psycho-Cybernetics*, seminars, coaching programs and the like.

To illustrate this point, at my Internet marketing seminars, I’ve often asked the room how many started their relationship with me with *Combat Conditioning*. Almost every hand goes up. They entrusted me with $39.95 – for a fitness product. And now they’re in a $3,500.00 per person seminar learning what I know, finding out how I got them to buy from me, over and over and over again.

My book is the front end. The seminar and everything in between is the back-end.

A funnel is a metaphor that we use in marketing to describe the process of taking a customer from his initial purchase to an increasingly-higher level of purchase that will revolutionize and transform his life.

So, somebody gets *Combat Conditioning* for $39.95. And then, the person let’s say gets *Gama Fitness* for $197 or $497. Now, at this
point, they love Matt Furey and they’re sold on his materials, and they’d like to meet him. A lot of people will think that way, when they buy your products. “Man, I’d love to meet this guy.”

When you read an author’s book and it’s made an impression on you, you start thinking that.

So, wow, what do you know, he’s got a fitness seminar this year. Wow, it’s 3 days! It’s $997.00. I’m going to that!”

So, you go to that fitness seminar. And then when you’re at the fitness seminar, you find out about the continuity coaching program and, “Wow, I can get coached by Matt Furey for an entire year for $500 a month or $1,000 a month,” or whatever the price point is. That’s an example of a funnel.

At the top of the funnel, it’s very wide, and it allows for a lot of people to enter. But as you go down the funnel, it gets more and more narrow.

So, if you were to have let’s say 1,000 customers, the 80/20 rule tells us that 200 of them are going to be better than the other 800 combined.

And then, you could go even further and take those 200 and split the 80/20 again, and you would have 40 of those 200 are going to not only be better than the other 160, but they’re going to be better than the other 960 combined.

And if you wanted, you could go one further and 80/20 those in the top 40.

How many are you left with now? Let’s see, you’ve got 8 customers who ultimately could be more valuable to you not just dollar-wise, but relationship-wise and so on, than the other 992.

Rob: Right. And that’s indicative of your business, isn’t it? You’ve got people at the low end, who are paying $20 for *101 Ways To Magnetize Money* and you’ve got people at the top end paying six figures a year to work with you.
Matt: Yes. And if you think about that, $20 or $30 leading to six figures from one person? Well, yeah, it works that way, if you are open to it.

A lot of people talk about the Law of Attraction, how you magnetize and attract what you think about all the time, or what you think about most of the time. There is something else, though, that’s really important. And that is openness. How open are you to attracting what it is that you want?

Most people block having this sort of thing happen. They can’t entertain or imagine the idea. Yet, your imagination creates the actual circumstances and facts in your life.

So, if you can start imagining something like this happening in your life and in your career, you can make it happen.

The idea, when I started in 1995, of having a funnel, was a very different idea than it is today. To me, in 1995, a funnel was to sell a book at $20, after this people would then buy videos for $99, then come to a seminar for $500, and that was basically it. That was the end of the funnel.

And now, with the advent of coaching programs, think about this. I started in 1987 in business, as a personal fitness trainer. I was a coach. I’m still a coach today, but I get paid far more than I ever got paid as a personal trainer.

Rob: You can say that again.

Matt: And much of it isn’t even one-on-one. It’s delivery. That’s how much the service industry of information has changed; that I would work with somebody in the beginning, in 1987, 12 times a month for $200! And today, people will pay me $15,000 to be in a business coaching program where they meet with me 4 times a year, in a group, and then by phone once a month. It boggles the mind the difference a switch in your thinking can make – but that’s all this is, a change of ideas and giving people what they want.
If somebody were to come and spend an 8-hour day with me to learn my exercising or my marketing and so on, it wouldn’t be $200 for the day, it’d be thousands and thousands of dollars.

But it all started because I wrote my first book and then another – until I made a fortune.

Being an author gives you a quantum leap in credibility and a quantum leap in earning capacity. But the earning capacity is not just from your book. It’s from what comes after that.

The last thing you asked about is continuity.

Continuity means that as an info publisher, you become like AT&T, your email service provider, your electric bill company, your insurance company, etc. These people, every month or once a year, bill you automatically. Many of them, in fact, take the money right out of your checking account or savings account each month. That’s the way it works.

Well, how can you do that in info publishing? Well, you create a product, and people then sign up to receive your newsletter on a monthly basis, or your monthly DVD, or your monthly CD, every month, in addition to the product they bought. Then can cancel at any time. They can opt-out at any time. No harm, no foul.

So, you make it easy for them. You give them a month free or something like that to get started. To get a taste. And if they don’t like it, they drop out. If they do like it, then they choose to continue. But anytime they choose not to continue, they can drop.

Well, at $20 or $30 a month, let’s say you have a book or a course that you sell 10,000 of them, and you get 1,000 people who say, “Hell yeah, I’d like to hear from you every month. This guy’s got great material.” At $19.95, $29.95, $69.95, $99.95, or some other price, they pay to receive info updates from you every month, on the same topic or on similar topics.
If you had 1,000 people out of 10,000 agree to $29 a month, that’s $29,000 a month!

Rob: Sure is. You bet.

Matt: I have had info continuity products, newsletters, DVDs, CDs, and so on, ranging from $19.95 a month on the low end, to $197.42 on the high end, to receive a series of newsletters and DVDs and CDs.

So, you start thinking about this. Why is continuity so valuable? It’s valuable because people are buying every month from you, but they only had to make the decision one time. Ultimately, every month, they’re still making the decision whether or not they’re going to continue. That’s true.

But you didn’t have to send a sales letter or an ad or an email to them every single month to say, “Hey, you going to buy it again this month? Hey, you re-upping?”

So, because that factor is removed, your income moves up. And it’s a wonderful thing to, every month, know that if you just write your newsletter or create your new DVD and send it out, you’re going to have an additional $10,000, $20,000, $30,000, $50,000, $100,000, every month, deposited into your bank account. That’s kind of a nice security check.

Rob: Yeah, you could say that again.

Matt: So, that wraps up a description of continuity, the funnel, and the back-end.

Rob: Perfect. Perfect. Let’s talk about following-up. I remember being in a Brian Tracy seminar once and he kind of shaped his hand like a knife and said, as only Brian Tracy could say it, “When you follow-up, you increase your chances of closure by about 1,000%.” But a lot of people don’t follow-up for whatever reason. What can you tell us about following-up?
Matt: Well, I’ll talk about it in terms of email. I learned early on a metaphor that I never forgot. The metaphor was used for direct belly-to-belly selling, meaning you go door-to-door and knock on doors to sell things. There were two keys I learned that I’ll pass on.

One: “The longer you can stay in somebody’s living room, the greater the chances of making a sale.” And two: “If you keep showing up on somebody’s doorstep, eventually you will get an order.”

So, I thought about this and said, “Okay, we’ve got email. I can send one everyday at no cost.”

A lot of people don’t want to do that. They feel like they’re pester ing people or they might bother them, or they might get upset, and so on.

I heard and believed if you don’t have people opting-out of your list, you’re not selling hard enough, you’re not really trying.

Now that’s interesting, isn’t it? It’s like saying, “You don’t show up on somebody’s doorstep to offer them your product, you’re not really trying.”

So, I looked at it that way. I said, “Well, just stay on the person’s doorstep. Send an email every day.” So, that’s what I did for many, many years.

Now lately, I travel a lot more. I’m kind of semi-retired, as you know. So, I don’t send everyday, like I used to. But when I was sending daily, oftentimes I sent 2x times a day.

Get on that person’s doorstep in the morning, and go back in the afternoon and get on it again. And if you keep doing this, that person will either shoo you away or they’re going to buy.

Now, you’d think that everyone would opt to shoo you away. That’s the initial thought. “Get rid of this guy.”

Yet, that’s not what happens.
If people like you and they like the content that you’ve delivered, they enjoy hearing from you more often. So, follow-up, follow-up, follow-up means that the more often you’re in contact with the person, the more they will consider you a friend. And the less often you’re in contact with the person, the more they will consider you not to be a friend.

If you go to Brian Tracy’s website, you can see that he makes it easy for you to become a friend and hear from him every single day.

**Rob:** Yes, he does.

**Matt:** So, when you think of Brian Tracy, you don’t think of him as this guy out there. You begin to feel like you have a personal relationship with him.

People make their decisions to buy based on likeability and trust. If you can make people feel that you have a personal relationship with them, you’ve increased the likelihood of them becoming a great customer.

**Rob:** You’ve touched upon something important here. You have to let your personal qualities shine through. On the training floor, many martial arts instructors are very personable with their students, but you don’t often see that reflected in their marketing. Have you noticed that?

**Matt:** Yeah, absolutely. What happens is they’re personal with their students, then when it comes to advertising they go to an image approach, the institutional approach where it’s just a picture of them and, “Okay, buy now.” Well, would you talk that way to your students in your class? No. You tell them stories, you explain to them what the process is, you’re patient with them, and so on. The same thing you do in written copy, is that you create a relationship with your customers.

When you began in karate, did you ever have an instructor who told you a story about how he started?

**Rob:** Yes.

**Matt:** Did that mean a lot to you?

**Rob:** Yeah, it meant a whole lot to me.
Matt: Right. And you used that to make yourself better, remembering his story.

Why is it, then, that when it comes to selling an info product, nobody wants to tell their story? This is the same thing that sold your students on studying martial arts with you. So, why aren’t you doing it when you’re selling product that has something to do with martial arts or fitness? The same idea applies.

Rob: Where does ego fit into this picture, Matt?

Matt: Ego is an interesting thing, because people think that when you put yourself “out there” and you puff about your product, service and your skills, that this all ego stuff.

People think, “I don’t want to be egotistical and go out there and tell people I’ve got a great product and I won a championship, so I’ll just be humble.”

But the truth is that the person who cannot or will not put himself out there is not necessarily humble. He’s afraid or criticism, rejection and so on. And that fear is ego.

If you are good, you have a right to tell people about it. And the fear of telling people about your product and about yourself is the ego. Ego is fear. Plain and simple.

So, if you tell people, “Hey, this is what I did to get in the best shape of my life, and here’s who I learned it from, and here’s how this product is going to help you too,” that’s confidence, that’s courage. It’s being true yourself.

It’s nuts not to stand up and go for what you want in life. There are a lot of people who are arrogant or vain. There’s no question about it. I don’t like that. I can’t stand being around arrogant, snobby, egotistical people.

But the funny thing is that info publishers who are doing well and have a good product, they’re usually humble and down-to-earth. You meet
them in person, and they’ll shake your hand. They’ll talk to you for a while and they’ll listen when you tell them your story. To a reasonable extent, of course.

People come up to me all the time and tell me how much my products have meant to them. I’m always thrilled to hear that. I always have a minute for that person.

So, the ego thing, a lot of people got it backwards. They think to toot your own horn is ego. But it’s the opposite. The fear of tooting your own horn is ego.

Rob: Very interesting. I know of a gentleman, who spent a huge sum of money creating a series of 9 DVDs. I’m telling you, he got a studio with incredible lighting and hired models. It looks like a Steven Spielberg production. It’s gorgeous.

The problem is I don’t think he’s sold very many of these DVDs.

By comparison, I know of somebody who wrote a book and decided to keep it black-and-white, 3-hole-punched, and he stuck it in a cheap 3-ring binder, charged a premium for it, and sold a ton of them and made a small fortune.

What can you tell us about not spending too much money on creating an info product, because that’s a common mistake? Don’t you think?

Matt: Yeah. It’s a major mistake, and it’s very common because people are trying to imitate, just like they’re trying to imitate what they see in the bookstore, they’re trying to imitate what they see on the big screen.

You’re not Steven Spielberg. And people who buy your products, that’s not what they want. What they want is the information that’s going to change their lives or make them better martial artists, or help them get in better shape. That’s what they want.

If you just communicate that to them in a very simple, straightforward way, they’ll love you for it. And all of the special effects and the models
and the this and the that, that’s all fluff and not what they really want. In the beginning, it’s common to think it’s what you’ve got to have in order to justify whatever price you’re charging. It often falls under the guise of being professional. “I want this product to be professional.”

Okay, great. Make it professional. But you know, without going into illustrious detail about it, we do like amateurs, too.

Professionals are often snobs. If you’ve met professional ballplayers, you know what I’m talking about. Many of them are snobs. You go up and you try to get autographs from the Boston Red Sox when they’re walking down the street, and they’re not going to make eye contact with you. They’re not going to stop and say, “What’s your name?” and personalize it to you. They’re going to keep walking at a brisk pace. That’s how many so-called professionals treat people.

Now, I’m not saying be a slop job amateur, either. What I’m saying is that if you are really trying hard to be professional or be like Spielberg, people perceive your info product as impersonal, and they won’t like it as much as if you do just like I did early on, and you sit on your couch or in a chair, just like Bill Cosby when he was a comedian in his early days. He’d be onstage, sitting in a chair. He didn’t have a huge backdrop. There was nothing. It was just Bill Cosby, sitting on a chair. And if you want to know the truth, I modeled that idea when I began making courses on DVD. I want the viewer to feel close and personal with me. And this effect is easy to create if it’s just you and a chair or sofa.

From the get-go, I’ve used the simple chair or couch as a reminder to be myself. I don’t need flashing strobe lights. I don’t need any of that.

People want the information I have. And if I focus on the content and I look directly into the camera, and I talk with passion, I’m going to hold people’s attention. I don’t need three camera angles. I don’t need pizzazz. I don’t need models. All I need is a belief in myself and my information. And if I focus on that, I’ll be fine. And that’s how I have done almost all of my videos from the get-go, literally sitting on my couch, in my own condo at one time, then in the house.
Now, most of my DVDs are from LIVE seminars and coaching. But the key thing, again, is people want to know that you are friendly, down-to-earth, and helpful. That’s what people want from us, not the flash.

Not only that, but in terms of expense, it’s a hell of a lot cheaper to film it in your own home or your own office, with your wife, son, daughter or student recording you. And if you need to change the camera angle, just turn around for the camera.

Make it as simple as possible. You’re not selling Star Wars. What you’re selling is YOU and your information. So, there’s a huge distinction.

Rob: You bet. You bet. I’m going to change gears on you here, for a second.

You’re, without a doubt, one of the most successful information entrepreneurs in the country. One of the things that I’ve noticed from working with you is that you are amazingly fast when it comes to creating. You may come up with an idea on Wednesday, and you may turn it into an info product that’s ready to launch by Thursday. It’s amazing how quick you are.

By contrast, I have seen so many others come up with an idea for an info product, and a year later they’re still tweaking it.

What can you tell us about that?

Matt: Real simple: money’s attracted to speed. Money loves speed. But money doesn’t love slop. So, there’s a balancing act there. I say this because one of my students put up a website with a salesletter, launched a product, didn’t do well with it, then asked for a critique of his site. It was riddled with typos you could clearly see if your eyes were closed.

I said to him, “What the hell is this? Misspellings everywhere.”

He said, “Well, you said money is attracted to speed.”

“Yes, I did say that,” I said. “But it ain’t attracted to slop. This looks like you didn’t even bother to re-read what you wrote. If I go out for burgers
and fries, I don’t want to wait an hour. But I don’t want the burger brought to me with your buggers on it, either.”

Rob: That’s too funny.

Matt: I know. I enjoyed telling him that, too. Anyway, money is attracted to speed. You now know precisely what I mean. And you can create an info product remarkably fast if you’ll consider all the avenues. Plus, once you’ve done it, the second time is twice as fast, and so on.

After you get things done, you have momentum. You have more enthusiasm too, and your prospective customers pick up on that feeling and act accordingly.

So, be a professional amateur. Be a master of the counterfeit impromptu. Be so good at creating product fast that you’re doing it in a spirit of relaxed calm.

To get things done quickly, you come up with an idea, you outline it, you mind map it, then you write the copy for it. You read the copy to others to see if it pops. Do they want to buy? Are you hooking them? If so, then you create the product. And the faster you can do it, the more excitement there is, the more you’ll get done and the more money you’ll make.

But forever tweaking, tweaking, tweaking, fussing, fussing, fussing is usually counterproductive. When you deposit your check in the bank, they’re not going to ask you, “How many years did you work on this piece to get this check?” They just take your money. It’s the same.

So, keep that in mind, the faster you make decisions, oftentimes the better off you’ll be. Napoleon Hill talked about this. People who make decisions quickly are often the most successful. The same thing goes with the creation of a product. The faster you can move from conception to completion, the more money you’ll make because you’re quick at making decisions and getting stuff done.
Rob:  You’ve given us some great ideas on how to avoid making the amateur mistakes that most information marketers make. Where does bad service fit into this equation?

Matt:  Well, the worst bad service is to sell a product and not deliver it. That’s the worst and the most horrible bad service. It’s despicable.

And I’m not talking about the irrational customer who placed an order for the product at 3:00 today and tomorrow he’s wondering where it is. You’ll get customers like that. They’re a little impatient, or forgetful of when they ordered it.

But when somebody orders a product from you, you want to be able to get it in the mail to him preferably the same day. If you’ve got a bunch of them in stock, yeah, you get it out the same day.

When you’re first starting and testing, you have more time. If you don’t have the product in stock yet, just let the customers know they’re part of a special pre-publication offer, so they’re getting the product at a reduced amount. I purchase product all the time this way. Just bought a Dr. Russell Blaylock’s book that is a compilation of his newsletters. It was $97. It was shipped a month after I ordered it. Why? Because although it was “done” – the company was probably printing after they knew how many orders came in for the offer.

You’d be amazed how many people come up with ideas and products, though, and the product has been in stock for a long time. Yet, you’ve got to call them repeatedly, “Hey, I haven’t gotten my product yet.”

And then, even worse, there’s some people who have no way for you to contact them. They have a website where there’s no email address that goes to anybody that you can recognize. There’s nobody who ever answers the phone or takes a message. There’s no FAX line.

So, all of these things are bad service. And if there’s a problem with your product, you need somebody who will fix it and send you another one, and so on.
But bad service also is how you communicate with your customers once they’ve made a purchase. I'll give you an example of really great service.

If you look at the old-time strength courses and fitness courses that Charles Atlas and George Jowett had, when you made that initial purchase, when they sent you a letter along with what you bought, there was a letter thanking you for what you bought and giving you instructions on how to use it or what you should do.

This is something I modeled early on. Some of my letters over the years go like this, “Rob, congratulations on making an excellent purchase. Consider this letter a warm handshake from me to you.”

You follow how nice that is? Well, imagine getting the polar opposite. Let me read you, very quickly, the opening paragraph from the thank you letter people got who bought my *Weight Loss Without Willpower* product. Then I'll give you a contrast of something I received in the mail recently along with the DVD I purchased.

My letter reads,

“From the desk of Matt Furey…

Dear Friend,

Congratulations on choosing to be a part of the *Weight Loss Without Willpower* program. I’m thrilled to have you onboard and look forward to hearing about your success with this program.

Enclosed within this package, you’ll find a DVD/CD entitled ‘Important! Watch this first.’ Make sure you watch or listen to this before jumping into the other materials, because you’ll learn how to use the program to your greatest advantage, as well as discover many recommended sources
of information that will assist you on your journey of successful weight loss.

There's three more paragraphs, and then the final one,

“Once again, congratulations and welcome aboard. I look forward to hearing about your success.”

Rob: Nice. Real nice.

Matt: That’s something I learned from studying the old-timers. Now, imagine a few months ago, I made a purchase. I’m not going to say who I got it from. But I made a purchase for a DVD. Imagine getting the DVD in the mail, and there is an insert that you think is a thank you letter.

But then, you examine it more closely and you ask yourself, “What is *&^% is this?”

At the top it says, “Thank you for your order.” Then it says, “1) You have 7 days to watch this DVD, to find out whether or not there are any defects. After that period of time, there will be no refunds or replacements.”

Rob: That makes you feel real good, doesn’t it?

Matt: Yeah. And then it goes on and on and on. I think there were 15 different points. And every single one of them felt like an irate nun in grade school, taking a ruler and slapping me across the head.

I read this to myself and I’m saying, “My God! This isn’t a thank you, this is like some psycho dictator laying down the law, saying to you, ‘Here’s how it is.’”

The first impression I had of this business from this letter was, “Damn, he must have some really bad customers. Because why else would you put together something like this?”

I thought to myself, “Man, you must have the worst customers in the world!”
I would never, in my wildest dreams, think of putting together something like this business owner wrote. Again, I’m just giving a quick version of it. It went on and on, basically berating me, that he’s not going to be tricked or fooled or conned by the customer who just bought this DVD.

So, thinking that maybe I’m kind of a hard-ass, I called up Carol, who does fulfillment for my business and a number of other businesses, and I said, “Carol, can I read this to you?” She said, “Yeah, sure.”

So, I started reading it, and I got to #5 and she said, “My God, I would never buy from him again!” She said to me, “I would never buy another DVD from him, another anything from him again, if I received that with my purchase.” I said, “No kidding?” She says, “Yeah.”

Then I called up another friend of mine, Mitch, also an info publisher. I began reading the letter to him. I got to #4, and I can hear and feel his breathing picking up steam. He’s almost panting, like he’s in a fight. He’s having an adrenaline rush. And he says to me, “I’m getting pissed off!”

He then said that if it were him, he would have sent the product back and demanded a refund without looking at the DVD.

Now, interestingly enough, this DVD, this one DVD, was 160-some minutes long. And he’s demanding in his letter that I watch it within 7 days, otherwise I can’t get a refund if there’s a defect. 163 minutes long! That’s almost 3 hours on one DVD. I don’t know about you, but I generally don’t sit and watch a DVD from start to finish in one sitting. I’ll watch 30 minutes. Are you the same way?

Rob: Absolutely. Yeah, you have to, unless you’ve got a whole lot of extra free time on your hands.

Matt: CDs are easy. You plop it in the car, you drive 30 minutes in the morning, in the afternoon another 30 minutes or an hour, and you can knock out 2 or 3 hours really fast with CDs. But a DVD is different.
A few months have gone by. To this day, I have not watched that DVD. And I probably never will, I was so irritated by the letter.

I did not send it back for a refund, unlike my friend Mitch said he would do, but I will tell you one thing. I will never buy from that company again. Never.

Rob: I hear you.

Matt: I mean NEVER. It was so offensive, it was so rude, it was so bad. I had to sit there and think, “Who gave the guy this idea to do this, or did he come up with it on his own?”

I put it in a file. Info marketers like to keep swipe files of great ads and great sales letters and things that they get. I put it into a swipe file and made copies of it. And at the top it says, “Worst insert I have ever received in my life.”

I marked it that way, so if I ever show this in any seminar or anything, I’ll have that at the top. This is the very worst I’ve ever received. I’ve never seen anything even remotely close to as bad as this. And I receive a lot of stuff that’s bad.

More importantly, let’s look at an even bigger reason to give great service and avoid sending dictatorial letters like the one I just mentioned. That reason is this: When you give great service, your customer is happy and thrilled. But most of the time it will go unacknowledged. On the other hand, when you do a piss-poor job – when you do something so blatantly bad, the customer will most likely tell a lot of other people about it, and that’s not good. We know for a fact right now that I’ve told at least three people about this letter – and if I ever show it at a seminar, that number goes way up.

Rob: That’s the truth. Now, as a spin-off to the previous question, have you ever seen a bad website in the martial arts information business?

Matt: I’ve seen plenty of bad websites. And, again, they fit into the same category of these image ads that you see in the magazines. I go to
the website, and it’s nothing but a glorification of who this martial artist is. There’s no information that’s helpful or useful. There’s no how-to. There’s no copy. There’s no story.

All there is, is a photo of the hero, and then maybe some photos of things that he’s done. There’s very little about why he’s so great and why you should train with him. Very little salesmanship, because there’s almost no copy.

Those are the worst websites. Those are image advertising websites.

Another bad example are these techy, space-age sounding and looking websites, that they have some Star Trek feel to it, and you click on a link and it goes, “Zzzzz,” and makes noise.

Rob:  I saw one today.

Matt:  I hate them! But not just because of the features. I hate them because they don’t make money for anyone but the guy who designed it for you.

Again, I like the me-to-you, down-to-earth, very personal approach. So, I want to see a picture of you and I want to read about you. I want your bio, I want your story, and I want to know what you can do for me and how you can help. And if you don’t have any written copy, you have totally missed the mark. Your only chance to keep me is a great video on your site – which is nothing more than sales copy reduced to a video presentation. Same thing, just a different delivery system.

Rob:  As you know, a lot of people are very confident in some areas of their life, but they become like sheep when it comes time to actually ask for the order.

At one of your recent seminars, you were talking about this. You were saying how you’re not shy about asking for the check. You’ll ask for $100,000 the same way you’ll ask for $100. Conversely, those who are shy may be experiencing a confidence issue.
Can you expand on that?

Matt: Well, Zig Ziglar, somebody you’ve studied as well, said something that I never forgot. I like to hear things that I never forget, and this one’s great.

“Timid salespeople have skinny kids.”

On the one hand, you don’t want your kid to be some obese, fat slob. But you don’t want him to look like he’s got beriberi, rickets and scurvy, either.

So, if you want your family to be well-fed and well-dressed and be able to send your kids to a nice school, and take a vacation here and there – then you’ve got to increase your income. And sales is the skill that makes the financial world turn.

Some people don’t like selling, they don’t think they’re salespeople, etc. Everybody’s a salesperson, even the person who says, “I don’t like selling,” or “I don’t like sales.” They have sold themselves on that belief or philosophy.

You’re in some type of persuasion environment every single day, whether you’re selling a product or service or an ideology or a philosophy.

So, asking for the order is critical. The whole key to it, as you said, is confidence. And how do you develop the confidence? You develop it by asking people to buy your product, and by looking at other people who ask for the order with confidence and modeling them. Look at their facial expressions and their body language. Listen to their tone of voice.

I have often said that if you watch me and my facial expressions, demeanor or body language, when I ask for somebody to pay $100 or $10,000, they’re the same.

Some people are okay asking for $30, but if they had to ask for $3,000 they’d be sweating. So, you’ve got to practice it. This is where self-
image comes into play, this is where you begin to see yourself in a new way. You look in the mirror and practice. What do you look like when you can ask for the order and you do so with confidence?" Now, let’s imitate that and do it the same, and change the figure. Do it with confidence no matter the figure.

How do you see yourself? What’s your mental image? Well, when I ask for the order and I’m confident, I see myself eight or 10 feet tall. When I ask for the order and I lack confidence, I’m a couple inches tall.

Well, grow that guy from a couple inches to eight or 10 feet. Grow the INNER YOU and your outer results will change.

I’ve had fitness seminars where I’ve had guest speakers come in, and they have tremendous products and services to sell, truly great stuff, and the people loved the presentation. And when they’re in a teaching role, they are 5-star material. But when it’s time to transition into a close, where they’ve got to ask for the order, it’s like Dr. Jekyl and Mr. Hyde. They go from a person who is totally confident, internally speaking, 8 to 10 feet tall, to a shrunken violet. And it happens in a flash.

So, what does this tell you? It tells you that as a teacher, they have made a decision that it’s okay to get up there and give it your all, and that it’s good to do so, that it’s a good thing, that I’m a good person if I do this.

Somewhere in their psyche, in their self-image, as soon as it’s time to ask for money, the self-image changes to, “Oh, I’m doing something bad now. I’m doing something I really shouldn’t be doing or that other people may resent.”

I’ve never felt anybody resent me for asking for the order. Respect me, yeah. Resent me, no.

As a result of that, my image is projected out into an audience, and people see the confidence that I have, they see the belief that I have, and they feel it as well. And that’s how you have persuasive appeal and a powerful magnetic presence.
Rob: And I noticed that you always ask for the order. It doesn’t matter if it’s an email or a direct response ad in a magazine or in person. You still ask for the order, effortlessly.

Matt: Yes. I may tell a story for 90% or 99% of the email or the ad or even from the front of the room. But when it gets down to the very end, there’s going to be some sort of call to action.

At bare minimum I’m putting in the name of a product or a link for them to click to, to go and get more info about what I’m writing about.

If people resented this, I wouldn’t have the success that I have. There will always be a handful of people who don’t like it, but there are a handful of people who don’t like you anyway, no matter who or what you are, no matter what you do. You’re too fat, you’re too skinny, don’t have enough hair, you have too much hair, you’ve got ugly facial hair, you’ve got tattoos, you don’t have tattoos, you’re black, you’re white, you’re yellow, you talk too much, you don’t talk enough. Whatever it is, there are some people who just won’t like you.

We’re not in the business of trying to get 100% approval. We’re in the business of carving out a niche of people who like us and follow us.

Rob: Do you find that not listening is also a common mistake?

Matt: Yes. Not listening is a huge problem with many people. They have ears, but they don’t listen.

There are many, many people that, when you’re talking, like when I’m explaining what I’m laying out here with you, there will be people who will read it or hear it and they will be thinking about how they could do it better, even though they haven’t done it at all. This is a huge form of not listening.

I’ve had people who’ve sat in my workshops and because they have PhDs and master’s degrees and so on, while I’m up there speaking, they enjoy it and they’re taking notes. Yet, at the same time, even though they’re new to this business and haven’t really started yet,
they’re trying to figure out how my advice is not right and how they could make it better if they did it their way.

This is the same thing I did with Ted Nicholas’ advice when I started. Even though he made millions and I hadn’t, he just didn’t know what the hell he was talking about when he said to write the ad first. Funny thing I learned is that he did know. I was the one who was wrong. Reminds me of the Mark Twain line, “When I was a boy of 14, my father was so ignorant I could hardly stand to have the old man around. But when I got to be 21, I was astonished at how much the old man had learned in seven years.”

Rob: That’s a great one. Awesome. How is this any different than a white belt watching his black belt instructor demonstrate a technique and thinking that he could do it better?

Matt: Yeah, it’s not any different. And it’s also the student that you show a technique to from the front of the room, and when you walk around the room and you see almost everyone doing their best to do what you taught. Then you walk over to another corner of the room, and you look at these two guys, and they’re doing something completely different.

Of course, like you said, they’re white belts or yellow belts, very low-level rankings. You say to them, “What is it you’re doing?”

“Well, we’re just trying to figure out a different way than what you showed.”

“That really isn’t the assignment I gave, is it?”

“No, it’s not, but we kind of like the freestyle. We like to create our own way.”

“Great. After you’ve got your black belt and you’ve been training a long time, you’re free to do that. But for right now, in this particular class, why don’t you do it the way I showed you?”

So, that’s an example of not listening in martial arts. Well, the same thing with the info publishing. “Yeah, he’s talking about writing those long-copy ads that have this and that. Well, I don’t believe that.”
I saw Calvin Klein, all they do is put up a billboard with a pair of jeans on it. Okay, go ahead. Use that approach. See how well you do.

It’s confusing apples with apple orchards, thinking that some big, huge, brand name institutional group is the same as you are. Not a chance.

So, not only is it important to listen to others who have learned how this game is played and have been successful in it, but it’s also important to listen to your customers and to learn from them, and find out, after they’ve made purchases from you, what did they liked about what they bought.

After they’ve made purchases from you, and they tell you how much they like your product, don’t say “thank you” and be done with the conversation.

Instead, say the following, “Thank you very much. So tell me, what did you like most about it?”

This one question will change the way you get feedback from customers forever – and will lead to new product ideas in a big way.

What did they like about what they bought? Listen to this question and you’ll be getting great testimonials on how the product has helped them. Listen to them when they literally tell you what they want to buy next, and make notes on all of this.

I remember being in a seminar once, I think this was 1989, and Ken Blanchard was speaking. He wrote *The One-Minute Manager*. He said that when you write a book – and, again, this was a different formula, but part of this applies – really, all you need to do is write the first chapter, and then you go out and you speak on it. Everybody will ask you questions, and those questions are going to be the same, no matter where you go. There will be about 12 basic questions. Everywhere you go, without fail, they’re going to be the same questions. And those questions then become all of the other material that goes into your book.

This is not my approach to writing a book, but what he’s saying is, “Listen!”
If you listen, you’re going to come up with a ton of material that’s going to help you create more product. And you can do that as he did for books, or you can do it for creating future products, or for your next email.

I could literally, as a result of this conversation, write an email and say, “Today, I was talking to my friend Rob, and he brought up a great question. And here’s what I said.”

That is listening.

The last thing I’d say is listening to your inner voice – the good one that’s propelling you onward to success and that wants you to succeed. Listen to that voice and ignore the one that’s filled with fear and self-doubt, doom-and-gloom thinking.

Rob: This has been an incredible, incredible interview, and you are truly an inspiration to anyone who wants to get into the info publishing business.

Matt, thank you so much for all of your time and for sharing with us how you made your first million… and beyond.

Matt: You’re very welcome, Rob. And I hope that it is helpful to everyone who has ears and hears, has eyes and can see.

Rob: Even if those ears are cauliflower ears?

Matt: That’s right. Like mine.
Dear Friend,

“No one succeeds alone.” “No man is an island.”

When I first heard statements like this I was bull-headed, stubborn and ignorant enough to think that I could become the first who did it ALL on his own. At least when it came to making my first million.

So guess how long it took me to make my first million inside of one year? Well, let’s see. I started in business in 1987. And the year I made my first million was 2002.

And what was different in 2002 from EVERY previous year in business? It was the FIRST year that I got a coach and was part of a Mastermind.

Coincidence? I think not.

In every single area of my life where I had already achieved an enviable level of success (wrestling, kung fu, fitness), I had coaches, mentors and others whom I listened to and learned from. How I ever came to the conclusion that business could be different is still beyond me.

Napoleon Hill wrote about the Power of the Mastermind in his classic, *Think and Grow Rich*. He said that no one becomes a millionaire without availing himself of this power. Let me tell you, it took me 15 years to figure out how right he was. Yet, as long as it took, I realize that there are many who won’t figure this truth out (or admit it) no matter what.

I hope you’re not one of those people. Believe me, it’s painful and expensive trying to succeed alone. As the saying goes, “If you think education is expensive, try ignorance.”

Now, there are different kinds of Masterminds – but all have one thing in common: the quality of working together with at least one other person in a spirit of perfect harmony toward a predetermined goal.

A husband and wife working together in perfect harmony helped make Henry Ford a business tycoon. A young Tiger Woods working in perfect harmony with his father, helped make him into one of the greatest golfers ever known.

For most of us, we don’t have someone in our immediate surroundings who has the know-how that will help make us successful – or the desire to work with us toward our goal “in a spirit of perfect harmony.” So what do the movers-and-shakers of this modern age do? They get a coach who will work with you, either privately or as part of a larger Mastermind.

Over the last 24 years I have coached hundreds of entrepreneurs, info-publishers, athletes and executives. I’ve worked with doctors, dentists, lawyers, real estate professionals, salespeople, writers and many other professionals looking for THE EDGE.

And because of this I can unequivocally state that you CAN and probably WILL succeed in building the information-business of your dreams, if you’re willing to admit that “no one succeeds alone.”

The GOLDEN OPPORTUNITY  
You’ve been  
Searching for!

Well, my friend, NOW is the time to ask for help and get it. How? By going to [www.MattFureyCoaching.com](http://www.MattFureyCoaching.com). On this website you can view an extraordinary video overview of my Mastermind coaching program.

After viewing this video, if you’d like to be considered for a position in my Mastermind program – or if you’d like private coaching, then fill out the form on the site and hit the SUBMIT button. We will then be in touch with you to set up an interview to determine how we can serve you.

Best,

Matt Furey

P.S. If writing best-selling books or creating hot selling products is up your alley, as well as time to travel the world and enjoy the fruits of your labor, then I can show you how to do so. Why? BECAUSE I’ve done it.

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