The Ultimate “No BS.” Guide to Entrepreneurial Success

Moneymaking Success Secrets for Entrepreneurial Business Owners, Sales Professionals, and Professional Practice Owners Seeking Fast and Dramatic Growth, Greater Control, Independence, Security, and Prosperity

“No B.S.” Craig Valine
Marketing Performance Strategist

Certified “No B.S.” Business Advisor
www.GlendalePasadenaGKIC.com

With contributions from:
Dan S. Kennedy and Bill Glazer

Featuring: Dr. Brian Bergh, Ted Moreno CHT, Heather Morrow, and Dr. Dennis Buckley
The Authors

Craig A. Valine

Dan S. Kennedy

Bill Glazer
Acknowledgements

A Personal Thank You

This book has been the product of the efforts of a number of people.

First, I want to recognize my family: “Poop”, “Mini-me”, and “Just Jack” for giving me a reason to be ambitious and strive to be my best every day.

A huge thanks goes out to my friend Ramon Vela for giving me the opportunity to be his “Napoleon Hill” back in 2007. Like the invitation from Andrew Carnegie to Napoleon Hill back in 1923, I immediately saw the opportunity to be involved with our Glazer-Kennedy Insider’s Circle Local Chapter and ran with it.

To Dave “P-zup” Johnson, who taught me the value of earning my own money when I was a child instead of just giving me an allowance. It was then that the Entrepreneur inside side was unleashed.

To Bill Glazer, for being a genuinely caring person and an outstanding example of the strategies he teaches.

To Dan Kennedy, for changing my life 17 years ago in Boston at the Buck-a-Book Store on Boylston Street with “The Ultimate Marketing Plan.”

To Howard Zeiden at GKIC who is not only a great supporter of my success, but a great friend, too!
To Nick Nanton, Sydney Barrows, Scott Evans, Jim Palmer, Will Walls, Mahesh Grossman, and others who have shared considerable knowledge, experience and insight with me and the members of our Local Glendale/Pasadena GKIC Chapter.

To my fellow Independent Business Advisors for being a great support system and sharing their success secrets; especially Mike Capuzzi, Tom Ribar, Henry Evans, Steve Sipress, Chuck Trautman, Dan Cricks, Derek Freund, and the beautiful Richelle Shaw.

To my Directors, Carlos Zarate and Ted Moreno for helping me build and run our local chapter.

To my outstanding Peak Performance Mastermind Members who decide, implement, and get results sometimes before the day turns to night. Through their actions, they continue to keep me on my toes and help me be my best.

To the entrepreneurial business owners, sales professionals, and professional practice owners in Glazer-Kennedy Insider’s Circle Local Chapter with whom I meet each and every month. They have collectively and individually taught me much about the journey to success.

And, finally, I would to acknowledge our readers and the next generation of entrepreneurs in the Greater Los Angeles Area. My hope is that the information in this book teach you and inspire you to be the best you can possibly be.

Craig Valine
December 2010
What Local Business Owners Say About Craig Valine and What the Glazer-Kennedy Insider’s Circle, Glendale/Pasadena Local Chapter Has to Offer

"Craig is a phenomenal mentor. He has an astounding level of marketing knowledge. I am always thankful for his invaluable guidance."

Dr. Craig April
www.KickFear.com

$$

"Thank you Craig for sharing simple strategies that I will apply today. This group is a must to kick-start marketing mastery."

Rick Sessinghaus, "Golf's Mental Coach"
www.RickSessinghaus.com

$$

“Craig is an energetic individual who really knows what he's talking about!”

Jill Masters
www.SurveyMySite.com

$$
“...Craig is very passionate about helping members succeed.”

**Tim Wilbur**
Ardent Wealth Management, Inc.

$ $ $

"Attending the Glazer-Kennedy Insider’s Circle Local Chapter Meeting provided an opportunity to hear valuable strategies I can use today!"

"Craig presents the info in a way that keeps my interest and helps me retain it."

**Rick Caputo**
The Dynamic Advantage
www.dyanamicstrength.com

$ $ $

"You have opened up a whole new world of information about marketing that I never knew existed. Your presentation was absolutely fascinating. It was a great 'how-to-go-about-it' presentation."

**Foster Denker**
www.AmbianceLighting.Biz

$ $ $
"I received insightful help within the first five minutes of the meeting. Very informative. Helped me crystallize my thinking. Have some great ideas I will implement immediately!"

Sylvan Freed
Great American Auto Body
Ventura, CA

$ $ $

"GKIC is a great way to jump start your existing knowledge of direct response marketing. Craig is always eager to help. His answers, of course, are direct and to the point, which is what this type of advertising is all about. And lastly, his sincerity and knowledge shows his passion for marketing."

Rodney Ross, CPA
Ross & Co.
Monrovia, CA

$ $ $

"If you want to spark ideas to implement right now, not just 'feel good' ideas, this is where you need to be! Craig knows his stuff!!! I travel from Long Beach just to get his advice."

Ulbens Benoit
Financial Services Rep.
Long Beach, CA

$ $ $
“...The course from Craig Valine was a fast-paced, content rich education of Dan Kennedy style marketing. *I've studied Dan's work for about 18 months, and this presentation gave me a new understanding of the power of direct-response marketing. I left enthused and energized, realizing I needed to put into action ideas and concepts that were on the back-burner.*"

**Brian H. Bergh, DDS, MS**
Orthodontist and Invisalign Premier Provider

$$ $  

“*Words cannot express Craig's knowledge and the effectiveness of the marketing strategies he teaches.*"

**Demetria L. Graves, Family Law Attorney**
Law Offices of Demetria L. Graves

$$ $  

"*GKIC is a great way to enhance what you may already know, even if you think you know everything about marketing. Great ideas and good energy yielding even better results for you and your business. A nice shot of B-12 for your business.*"

**Collette Lewis, Mortgage Broker & Life Coach**
The Mortgage Oracle™

$$ $  

$ $ $
"LOTS of great information - information pertinent to growing my business. Craig Valine knows his stuff. He's quick thinking, personable, and sincere without seriousness."

Revvell  P. Revati, CSL, NHP
www.Revvell.com

$ $ $

"I got more marketing ideas from the Craig than I could write down. Good, helpful information came fast and plentiful."

Ted Moreno, CHt
www.TedMoreno.com/Blog

$ $ $

"The Glazer-Kennedy Insider's Circle, Glendale/Pasadena Chapter is a resource that is worth millions of dollars as the information and strategies presented would cost that much if you tried to develop it yourself. Craig gives so much of himself that he is utilizing the 'Pass It On' philosophy. He learned it, he lived it, and he Passed It On."

Dennis Buckley, D.C.
Co-Owner, Pass It On Practitioners

$ $ $
"Craig Valine brings enthusiasm and excellent knowledge in marketing strategies. When you get done hearing the information, you feel you're ready to go out and conquer the world."

Darlene Helstrom, Management & Personal Coach
Purpose Centered Coaching & Training

$$$$

"Very interesting, clear, fast-paced presentation. Craig has a generous heart and is passionate about sharing Kennedy-style marketing. And, he makes it fun and real! ...Thanks for the quick charge!"

Diane Eisenmen
Counselor

$$$$

"I attended our local chapter meeting facilitated by Craig Valine. Wow! My mind exploded with deeper insights into the power of direct response strategies and principles. Craig's marketing expertise enabled me to walk away with over 7 different strategies that will add about $20,000 to my bottom-line in the next few months. Thanks for offering this impactful meeting!"

Jonathan Mitchell, President
UCan Plan 4 College

$$$$
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Section 1</strong></td>
<td>“Maximize Your Marketing”: A Series of Articles by Craig Valine ...............15</td>
</tr>
<tr>
<td><strong>Section 2</strong></td>
<td>“Why People Fail”: A Series of Articles by Dan Kennedy .................49</td>
</tr>
<tr>
<td><strong>Section 3</strong></td>
<td>Mega-Marketing Mistakes with Bill Glazer ........................................95</td>
</tr>
<tr>
<td><strong>Section 4</strong></td>
<td>Success Stories .................................................................115</td>
</tr>
<tr>
<td></td>
<td>• Dr. Brian Bergh .............................................................117</td>
</tr>
<tr>
<td></td>
<td>• Ted Moreno, CHT ..............................................................135</td>
</tr>
<tr>
<td></td>
<td>• Heather Morrow ..............................................................153</td>
</tr>
<tr>
<td></td>
<td>• Dr. Dennis Buckley .........................................................165</td>
</tr>
<tr>
<td><strong>Section 5</strong></td>
<td>7 Quick and Easy Ways to Unlock Smart &amp; Effective Marketing Strategies to Grow Your Business ....173</td>
</tr>
<tr>
<td></td>
<td>• Photos of recent GKIC Local Chapter meetings ..........................195</td>
</tr>
<tr>
<td></td>
<td>• Photos of Craig with Some Other Successful Entrepreneurs ............201</td>
</tr>
<tr>
<td><strong>Section 6</strong></td>
<td>TMIFGE .................................................................205</td>
</tr>
</tbody>
</table>
~ Section 1 ~

Maximize Your Marketing

A Series of Articles by

“No BS” Craig Valine
~ Chapter 1 ~

Become a Rancher of People

By Craig Valine

There's something you should know about me. I'm a Rancher. It's true.

Not a cattle rancher or anything like that. I'm a "Rancher of People."

When I started out as a consultant many moons ago, one of my biggest challenges was finding qualified prospective clients.

I'm not one of those people who like to take hours and hours of my time to prepare multi-page proposals for new business. Quite frankly, I believe strongly that I should be charging for that task.

After all, in a way, when you propose something to a company, aren't you in actuality giving away not only your time in preparing it, but your specialized knowledge in telling them how specifically you're going to solve their problem?

(Yes!)

I know for a fact that many companies who send out RFP's get many proposals from talented consultants, then cherry pick what they like from one or several proposals and ask the company they REALLY want to do business with if they can do what the others recommended.

Forgive my blunt attitude about this. But, that stinks!
Ask yourself: “How can we take this ordinary business and make it something entirely different than what it is now?”
Never give your advice away for free...no matter what you do for a living...without getting something in return for it!

I'm a firm believer in this statement:

"The last thing you ever want to be compared to is just another ____________." 

If you're a consultant and you respond to RFP's like every other consultant, then my experience is you're going to be treated like every other consultant.

Does that make sense?

So, how do you avoid having to go through the "normal and customary" process of getting business?

Choose not to participate.

Don't market yourself like every other ____________.

Here's my suggestion. For example for the consultant...

Instead of writing proposals and not getting paid for doing them, become a "rancher" - build your "herd."

Building your herd is, in essence, building your list of loyal followers (prospects, future customers/clients, etc.).

I often talk about the Critical Marketing Triangle in my marketing coaching programs.

If you're unaware of the Marketing Triangle, the three sides of the triangle are:

**Message, Markets, & Media**

It means quite simply "delivering the right message to the right market, using the right media."
The trick is to really, really, really understand what your ideal customer wants, give it to him, and then KEEP ON giving it to him.
When you're building your herd, what you are doing is specifically designing WHO you want to do business with; those people who you understand and can help better than anyone else. (aka "your markets")

Dan Kennedy says:

"Every product, every service, every business either appeals, or has the potential to appeal, much more strongly to a certain definable group of people than it appeals to all people."

If you strategically build your "herd" - which, as I send before is your 'loyal' list of highly targeted prospects, clients, past clients, etc. - one's who are predisposed to learning from you and hearing what you have to say you will never HAVE TO prepare another proposal again.

For me, responding to RFP's is not my idea of having fun. Nor, is it a good use of my time. I'd rather get paid for my specialized knowledge and time.

What about you?

To summarize this lesson: Become a "Rancher of People."
Build your herd and communicate, educate, and connect with your target markets on a regular basis - and they'll be seeking you out asking you to do business with them. Plain and simple.

Make today a "Money" day.
Develop products or services with what your customers really want - not what they SHOULD want - in mind.
~ Chapter 2 ~

Find Out What Your Customers Pet-Peeves Are... And Fix’em!

By Craig Valine

If you didn’t know, I’ve had major plumbing problems over the past two weeks. Our Main Line broke under our house and it had to be replaced all the way out to the street.

A "major" project with "major" frustrations!

I don't know what your history with plumbers has been. But, just think about it for a moment: Who hasn't either had a plumber "hanging out" under their sink, or heard about one?

You know the stereotype.

Some guy's rear end is hanging out from under your sink, his pants are not quite the right size, and "too much information" is pointed right at you. (Just say "No!" to crack :)

It's like looking at a car wreck on the highway. You know you shouldn't look. You don't want to see that. But, you look anyway.

"My eyes, my eyes!"

That's probably one of the most commonly-known consumer pet-peeves with the plumbing business.

In your business, no matter what you do or sell, people have pet-peeves with your business.
There's no reason to ever sit down and stare at a blank page, to develop your next ad or sales letter. Go back 10 to 20 years, and look at what was being done then to advertise your type of product.
If you're a builder, the common ones are: Communication is poor, workmanship, management of sub-contractors is troubling, rarely on budget, rarely on time, cheap materials that weren't what was spec'd out.

Note: If you're a builder, you may not do these things, but I'll bet you know some builders in your market that DO have these problems. Likewise for the plumbers.

In every single market, there is a common list of pet-peeves that consumers have about your business.

We've all had that lovely waste of time from the Cable or Phone company, right? The infamous "our service person will be there <27 days from now> between noon and 7pm."

That's what many businesses call a 'service appointment.' I call it a good waste of a day.

Here's a challenging question:

"What pet-peeves does your business inflict on your customers?"

Not sure? Well then, I recommend you ask them!

Also, ask your friends what ticks them off or annoys them about doing business with businesses like yours.

Once you have a list, take immediate steps to eliminate them and put processes in place to prevent them from ever returning.

Then take it a step further.

Make note of the contrast between you and your competition as it relates to these pet-peeves.
Weak, wimpy or “ordinary” offers can NOT be expected to produce exceptional results. The trick is to design an offer that gets your prospects to say “I’d be a damned fool if I said ‘no’ to this”.


A new guarantee might look like this:

"Our service appointments don't last all afternoon. We'll be there when we say we will, or we'll give you $50 and buy you dinner."

By offering a guarantee 'that you won't be like any other business like yours', it automatically makes you the obvious choice to do business with?

Does that make sense?

These are easy things to fix, and being the only plumber in town who isn't putting on a show can and will make an impact.

I've said it a million times and I'll keep saying it again and again....

"The last thing you ever want to be compared to is just another __________."  

Set yourself apart by finding what "peeves" your customers, solve it by guaranteeing that you won't do it, and then let them know how you'll reward them if you do.

You'll be way ahead of your competition if you do.
People buy by emotion but must support their actions with some kind of logic. The best is “Return on Investment.” I call it: Selling Money at a Discount.
~ Chapter 3 ~

What Business Are You Really In?

By Craig Valine

I have a thought for you... one I've shared with many small business friends, prospects, members, clients, etc...

"Marketing IS your business."

If you get stuck into thinking that "I'm so busy, I don't have time to market myself", you're in deep doo-doo. Think about it, what are you so busy doing? And, are you making money at the thing you're so busy doing?

If you are making money (not marketing), then great. But that doesn't excuse you from marketing yourself to your past, present, and future clients. Does it?

Marketing isn't just about acquiring a new client. It's about several things, including:

- Maintaining ongoing relationships with people you've already served
- Finding new and better ways to serve your clients
- Communicating and reminding them 'the reasons why' they should keep doing business with you now or at a later date
- Giving them compelling reasons to do business with you 'right now!'
Never give away anything(s) without Quantified Value attached to them. THIS LESSON VALUED AT $1000 😊
• Sharing opportunities for them to save because they're your client, versus some other outsider
• And, more!

If you wait until you're not busy to market yourself, you're too late. If you're working on a client project right now and you wait until you're finished, then what? You don't have any money coming in!

You should never have to worry about money coming in. If you're marketing all the time, that should not happen.

So, I hope my point is clear: Marketing IS your business.

Everything else is secondary.

Find creative ways to stay in touch with your prospects and clients, and you'll never go hungry.
Craft your Marketing Messages with the assumption and understanding that the recipients will be stubbornly reluctant to believe a word you say.
Over the years, I've found that most business owners I meet are either in business because they know a certain skill or craft really well and they want to share it with the world... or they just want to be in business for themselves because of the freedom they hope it will bring, and will sell almost anything to do that.

For the both categories of business owners, there's really no research or thought about "WHY" a customer would want what they have to offer. The one's that do think about this are very far and few between.

What most business owners don't understand is that they are NOT just in the business they think they're in - selling products or services, etc. ... but, rather they are in the business of marketing their product or service. Because, quite frankly, without marketing to attract new customers and to bring back old one's, you really have NO business.

My teacher Dan Kennedy says that you have to have a compelling reason for existence if you have any chance at entrepreneurial success. Meaning, there are so many other people and businesses selling what you sell, you have to have a really good reason for actually being in business... and be able to answer a certain question when asked, effectively.
It is my conviction, and advice, that, if you are selling something you cannot strongly and fairly guarantee, you ought to find something better to sell.
I always tell my members and clients, "The last thing you ever want to be compared to is just another ____________." (e.g. "Just another... retail store, restaurant, salesperson, consultant, financial advisor, etc.) The world already has too many of you out there. So, why you?

So, first question is,

"What is your compelling reason for being in business?"

Unless your business is just a hobby, you really have to be able to answer this question about why you exist. You can't ignore it. Otherwise, you're just another "me-too" business.

Second question, which is the most important question to your future and/or current customers, is:

"Why should I (your prospect/customer) choose to do business with you versus any and every other option available to me (Including doing nothing at this time)?"

This is Dan Kennedy's copyrighted question that's critical to answer. In marketing terms, it's called a "Unique Selling Proposition" (or "USP" for short). A USP is made up of all the things that you have to say and offer. But a true USP is the thing or things that differentiate you, that you do differently, that are different by personality, price, offer, guarantee, whatever, so you stand out in a positive way.

Why should you create a USP? Here are several good reasons:

- It gives you an incredible marketing advantage
- Those that create a true USP experience huge growth
When in doubt, lead with your best, strongest, most exciting benefit.
The PLACE for PROSPERITY™

- Without one, you're are vulnerable to competition
- It allows you to achieve "your own" clarity in your business
  (What you're about; What you want people to think about your business)

So, now that you understand WHY you should have a USP, can YOU answer the question that's on the mind of all your prospects and customers?

I understand, it's not an easy question by any means. It requires a lot of thought and work. But, then again, if every business truly could answer it, then we'd have a lot more businesses staying in business, wouldn't we?

If you're truly committed to staying in business (for whatever reason is important to you) and want to start/continue to be a profit-driven business, I want you to answer those two questions:

- **What is your compelling reason for entering the business you're in?** And...
- "**Why should your prospects/customers/clients/patients/etc. choose to do business with you versus any and every other option available to them... including doing nothing at all?**"

Once you can answer these questions, you're very likely to have true competitive advantage over anyone in your business category.

By the way, Dan Kennedy speaks more about the "Unique Selling Proposition" in his book "The Ultimate Marketing Plan."

If you're interested in marketing your business 'differently', I recommend you read this book cover-to-cover immediately with
Do YOU believe in your proposition? Do you have a "fire in your belly" about putting it across?
highlighter in hand.

**In this book, you will discover:**

- How to Put Together the Right Marketing Message
- How to Present Your Marketing Message
- How to Pick the Right Target Markets
- How to Prove Your Case
- How Put Your Best Foot Forward
- How to Get Free Advertising
- The Secret of ‘Malibuism’ – Becoming Hot
- “Poor Boy” Marketing Strategies
- How to Maximize Total Customer Value
- How to Fuel Word-of-Mouth Advertising
- How to Create Short-Term Sales Surges
- And much, much more!

**You can find this book right on our website at**

If there is a more powerful word in advertising than the word “FREE”, I don't know what it is. Given that this is true, it is incumbent on you to build a “FREE” appeal into your offer(s) if at all possible.
There are many experts in marketing - many who cater to the niche market to which I serve: The independent solo/freelance consultant, coach, or solo-professional.

What makes me different than any of my major competitors?

Oh, I don't know for sure. But, I can tell you that I rarely see or hear it from other consultants. I think the major difference is, I confess to being a 'former' struggling consultant.

When I started out I had read & studied marketing from the 'best of the best' for more than two decades before I decided to 'jump in' the business world as a consultant.

I had insider information that could, if properly utilized, help businesses become massively successful and profitable. However, I had no freaking' idea on how to BE - or - MARKET myself as a consultant.

I attended lots of workshops and seminars, and I read a lot of books and listened to a lot of audios from 'consulting experts' - trying to find the secrets to selling myself as a credible consultant.

One Saturday, I spent the entire day listening to a presentation on how the most successful and highest paid consultants market and promote themselves.
Just about anytime you are selling something with a price that is "significant" to your market, you ought to offer installments. Offering and emphasizing payments vs. price can improve response by as much as 50%.
Do YOU have any ideas on how they do it?

I sort of knew, but I wasn't practicing any of the strategies at all. I had a lot of knowledge and expertise to help others. But, I had no knowledge on how to sell myself.

The most successful professionals in the world are the ones that position themselves as experts in their fields of expertise.

They may or may not actually be THE expert (in the eyes of the few), but they position themselves as such with their highly-targeted markets.

Many not only position themselves as experts, but position themselves as an 'authority' on the subject for which they serve.

The "Best of the Best" become a CELEBRITY, in fact, thereby positioning themselves above everyone else. (Can anyone say "Tony Robbins" or "Dr. Phil"?)

What do the most successful entrepreneurial professionals do that we don't do that makes them so successful?

- They specifically serve a highly-targeted niche market
- They write articles, books, and special reports that focus on the problems of that highly-targeted market and provide solutions
- They design and create programs that specifically address and solve the problems of their highly-targeted niche market.
- They only speak to the groups that this highly-targeted market belongs to
- They use publicity and PR to their advantage to gain visibility to their highly-targeted market
Here are the mandatory ingredients of a **CALL TO ACTION**:

1. Tell them exactly WHAT you want them to do
2. Tell them exactly HOW you want them to do it
3. Tell them exactly WHEN you want them to do it
4. Give them clear incentive to do it as requested in #1-#3
• They let the media know they are available when they need an expert for news items

• They create synergistic profitable relationships with other types of businesses that cater to their target market

• They use testimonials from happy and satisfied clients in all their marketing materials, and use endorsements from well-known centers of influence

• They provide unique and innovative services to their clients

• They communicate with their target market on a regular basis and treat their clients like dear and valued friends

...just to name a few.

The most distinctive advantage of positioning yourself as THE expert or authority in your field of expertise is: *You don't have to ask for business. Business comes to you.*

How can you use these strategies to propel your business forward?

If you get one thing out of what I just wrote, the key message here is: *Whether you sell a product or service, position yourself as not only THE expert in your target market, but become THE authority on the problem you solve, and you'll never, ever, have to ask for business again.*

I share this with you for one reason and one reason only. I've been there. I've struggled getting clients, and I've struggled knowing what to do with them once I get them.

I don't have to do that anymore.
A Good Call To Action Structure:

1. Summarize the offer
2. Show Value - Price - Discount - Net Cost
3. Include the guarantee
4. Provide payment options
5. Add bonuses
About “No B.S.” Craig Valine

Craig Valine is a Marketing Performance Strategist who specializes in uncovering hidden "marketing assets" and overlooked profit potential within a business. Craig’s powerful, proven strategies "enhance marketing performance" by first discovering the profit-generating opportunities that may be going unseen or not being used to their full potential and then gaining greater results, power, and profit for about the same time, money, and effort a company is already spending.

Craig speaks around the country is the author of two upcoming books:

- "The Ultimate Guide to Finding and Exploiting Hidden Profits and Overlooked Opportunities Within Your Business"
- "A Year of BIG Money-Making Marketing Ideas"

As Chapter Director of the Glazer-Kennedy Insider's Circle, Glendale/Pasadena Local Chapter, Craig leads a large group of entrepreneurs, business owners, and professionals who want to learn better, more effective ways to market their business and grow their income. Craig runs several elite coaching and mastermind groups for serious individuals who want to accelerate their success in the shortest time possible.

If you are interested in having Craig speak at your next event or you are interested having him find the hidden profit potential within your business, please call our office at (626)507-8228 or email at Craig@GlendalePasadenaGKIC.com

To learn more about Craig, please visit

- www.GlendalePasadenaGKIC.com
- www.NoBSCraigValine.com
- www.SayNoToWritingFreeProposals.com
Because everybody instinctively knows there is no perfect product or person on earth, disclosure of your "negative(s)" is incredibly persuasive. By admitting what you aren't or aren't good at as well as demonstrating what you are and are good at, you present a whole person, thus a believable person.
~ Section 2 ~

Why People Fail

A Series of “No BS” Articles by

Dan S. Kennedy
Chapter 6

Can You Handle the Truth?
Will You Tell the Truth?

By Dan Kennedy

We are very, very sloppy with language.

Consider the word “can’t”. People use it often, casually, and, mostly, inaccurately.

As in: I just can’t seem to lose weight. Actually, barring a genuine medical disorder, the odds against somewhere in the 25,000 to 1 range, anybody can, in fact, lose weight. There’s no mystery to it whatsoever. Reduce calorie, fat, and empty carb intake, add exercise. The accurate word replacing can’t here would be choose. I just seem to choose not to lose weight. I choose to remain fat, ugly, unhealthy.

I’m not a theologian, but I recall one of those bothersome commandments brought down from the mountain having to do with not lying. I know a lot of people who profess belief in those ten, yet lie like dogs daily to themselves. You’d think we could at least manage some private honesty with self.

In my businesses – publishing, consulting, coaching, training – quite a few people excuse themselves from doing the things necessary to be successful. In 30 years, I imagine I’ve heard every excuse. Most quitters aren’t very imaginative, so even the 30 year list is short. There’s the old story of the guy asking his neighbor to borrow his tractor. His neighbor says: “Can’t let ya. There’s a horrible drought in Kansas.” The
When someone raises their hand and identifies himself as having interest in your business, it is just plain dumb to make only one attempt at selling to that person - or equally dumb to let that lead "chill" before follow-up.
puzzled guy says, a little irritated, “We’re in Iowa. What the heck does the drought in Kansas have to do with me using your tractor?” And the farmer says: “When a man doesn’t want to lend out his tractor, one excuse is just as good as another.”

Whoever publishes the piece in which you find this series of Why People Fail articles is just like me and every coach, karate instructor, art teacher, personal trainer, business advisor; he, we, hear a lot of quitters’ excuses. One of the saddest is “I can’t afford it.”

My friend Jim Rohn, a world class success teacher, has famously said: “Rich people have big libraries. Poor people have big TV’s.” Somebody visiting one of my homes said, “It must be nice to be able to afford to buy and own all these books.” (There are thousands.) I said, “It is – but a good number of them were bought when I couldn’t afford them.”

They are cause, not effect. When Houdini moved from his country home to the city, it required five full-size moving vans just for his library of books about magic, performance, psychology, salesmanship. He did not acquire his library after becoming Houdini. He acquired it in becoming Houdini. Personally, years back, I found it less harmful to not afford a meal than to not afford information.

If you mean it as a drought in Kansas excuse to exit a place you decide you don’t belong, a program for progress and success you refuse to stick to and apply yourself to, it really isn’t necessary to fib to us or to yourself. Frankly, we don’t care, and you do yourself no good with the dishonesty. If you sincerely believe you can’t afford to acquire the information that leads so many to success, you might inspect what you do afford – your daily Starbucks run, your cigarettes, your nights out
The only opinions ABOUT YOUR MARKETING that count are those expressed by people who might give you money.

In other words, it's the customer's response that matters.
with friends. Super entrepreneur Gene Simmons (KISS) wrote that anyone under 30 and not yet rich even thinking about taking a vacation should be shot. Anyone saying “I can’t afford it” to the tools, support and direction needed to get to position where they no longer need proffer such sad excuse needs a good old fashioned, back out behind the barn butt-whipping. In my opinion.

At least be honest. Look in the mirror and say: I choose not to afford it.
If you want financial security in a business, you will make it a priority to cultivate "hyper-responsive" within your customer base. The "Hyper-Responsive" is that customer that totally believes in you, your company, your products and will buy virtually every new product or service you offer or recommend.
~ Chapter 7 ~

How Serious Are You?

By Dan Kennedy

For reasons you don’t need to know, I recently found myself dragging from a shelf a huge book titled ‘Designing Casinos To Dominate The Competition’ by the pre-eminent expert in that niche, Bill Friedman. The book is big in page size, 9 x 12”, and contains 629 pages. Care is needed in lifting. It’s not a book you sit on the couch and read; you need it resting flat on desk or table. Its entire 629 pages is devoted to but one ‘little’ subject, the physical lay-out of the casino: ceiling heights, walkways, colors, every picayune detail known to influence bettor behavior or satisfaction. Obviously this is only one aspect of the complex business of operating a casino. Not addressed here are games, personnel, finances, advertising, marketing, promotion and much more. This giant tome is focused on just the design.

I wonder how many people are so thorough and knowledgeable and detailed about each broken-out aspect of their businesses to be able to fill 629 pages discussing it?

I wonder how many have visited, stayed and studied the 50 top businesses in their industry, taking copious notes of every little detail?

I know the number is small. Tiny. Miniscule. Maybe in the 1% range, which, not coincidentally, is the same percentage of the population that gets rich.
"A business without a mailing list isn't a business."
- Dan Kennedy
I’ve been consulting with small business owners, mid-sized company owners, up to Fortune 500 CEO’s for 30 years. Very, very, very few know 629 pages worth of factual, in-depth information about their entire business, let alone a single, isolated aspect of it. They aren’t serious students of their own business, let alone anything more.

The world is full of people who wish for, hope for, have ambition for, and even strive to attain results and rewards that are wholly unreasonable, given their casualness, their superficial interest, their lack of commitment to being so knowledgeable about every aspect of their business that the rewards they seek are not only justified but inevitable. When I find someone earning a disappointing income, I usually find that size of their knowledge account correlates with the balance in their bank account. The frequency and size of deposits being made to their knowledge base matches up nicely with the frequency and size of the deposits made to their bank account. Bluntly, the person who is too busy or too lazy and undisciplined or too cheap to systematically, strategically, continuously grow his depth of understanding about all the aspects of his business – by study, by association - will find it nearly impossible to grow his income.

No, knowledge is not power, if not acted on productively. But lots of action on too little knowledge, too simplistic and superficial understanding, is just as useless. Tiring, too.
If you are a retailer or operate a service business:

**Accept your competitors' coupons.**

This puts all their advertising to work for you.

And, if you can afford it, **DOUBLE the value of competitors‘ coupons that you redeem!**
~ Chapter 8 ~

If You Want More, Make Yourself More Valuable

By Dan Kennedy

The mayor of a small town once wrote to Benjamin Franklin asking for a donation so the town could buy a bell for its town square. Franklin sent money with a note suggesting they forego the bell in favor of buying books for the town library. It is at the library we might find an answer to why so few succeed and why most fail – at anything, at everything.

Most people do not apply themselves to acquiring know-how nor apply the know-how they acquire. In short, they have the attention span of a gnat, the diligence of an idle, random breeze. They certainly don’t study.

I have become quite rich and somewhat celebrated, reaching the pinnacle of success in not one but three different fields. At each required skill-set, I once sucked. For me, there has always been a crawl to competence, then a fast rise to superiority. Part of the process is getting through of a lot of information in a hurry but also continuously. For nearly 25 years, I read a book a day plus newspapers, trade journals, newsletters, visited the public library weekly; took on a needed skill and so thoroughly and intensely studied it as to become a world class expert.

When I was teaching myself to be an advertising copywriter, for example, I studied no less than an hour every day, listened to
Expecting a receptionist or retail counter-person, with no telemarketing or sales training, no incentives, and a number of competing and conflicting responsibilities to do a good job selling to inbound callers is idiotic.
recorded material on the subject constantly, sought out and got to
know the top people in the field, and when one told me to take great
direct-response ads and write them out longhand 21 times each, to
teach my subconscious the rhythm of such writing, I did that with 100
ads. I collected over 200 books on the subject and immersed myself in
them. I built organized files of samples that fill a room. I traced one
master back to his teachers, they to theirs, thus even knowing the
genealogy of the field. When I am asked by fledgling or journeymen
copywriters how they, too, might have clients waiting in line to pay
them $100,000.00 fees when there are thousands of copywriters
advertising their availability for $1/10th that or less, and I tell them this
answer, they reject it. They seek rewards out of kilter with
their value and are unwilling to do what is necessary to
build up their value.

The same answer could be given by the top earners in
insurance, real estate, retail store ownership, dentistry – name the
business or profession. The answer is the same.

I am told by people all the time that they simply do not
have time to read and listen to all the material they have
purchased or subscribed to. But time is democratic and just.
Everyone has the same amount. When I choose to read with my mid-
morning coffee break and you choose to blather about trivia with
friends; when I choose to study for an hour sitting on my backyard
deck at day’s end but you choose to watch a TIVO’d American Idol
episode, we reveal much. When someone says he does not have the
time to apply himself to acquiring the know-how required to create
sufficient value for his stated desires, he is a farmer surrounded by
ripe fruit and vegetables, whole grains and a herd of cattle on his own
I'm not sure if there is a more powerful marketing tool than your own book. Books carry with them credibility, a certain amount of celebrity, much higher readership than sales letters or brochures.
property who dies of starvation, unable to organize his time and discipline himself to eat.

Incidentally, success in every business, including yours, depends on mastery of a handful of critical competencies (one of which is always marketing). The individual who sets out earnestly and diligently to acquire a wealth of know-how in each winds up with wealth in his bank account. All others watch with envy and cry in their soup, two activities they do seem to find time for.
The newsletter is, I think, the most useful tool in maintaining relationships with customers and keeping them interested in you, your business, your products and services.
Now Is the Time To Do It Differently

By Dan Kennedy

The fast food industry got the idea for drive-in windows from banks. I guess there was a McDonalds executive sitting at the bank drive-through one day who thought, “I don’t think we can fit the milkshakes in these tubes, but...” Netjets, the leader in fractional jet ownership, now owned by Warren Buffet, owes its birth to the vacation time-share industry.

The microwave in your kitchen was not originally intended to go there; its original manufacturer, Litton, believed no consumer would buy it and built them only for restaurants. When was the last time you heard of Litton? What does this tell you? That successful businesses live or die by cross-industry ‘borrowing’ of ideas, that inspiration more often comes from outside the box than from within.

Ordinary businesses stay ordinary, their owners eking out only ordinary incomes – and working too hard for them – as long as those owners foolishly and stubbornly, mentally stay in their own tiny backyard. Breakthroughs come from bringing fresh ideas found outside one’s own business in and applying them in new ways. You choose to limit or expand your income by the way you reject or embrace ideas found far afield from your present modus operandi and industry norms.

The vast majority of ordinary businesspeople with ordinary incomes and never-ending ordinary complaints about how hard they work but how little they gain, about being unable to compete with the
Take the time to list every possible reason why the prospect might distrust your assertions or say no to your proposition, prepare to answer them, and, in most cases, integrate the objections and answers into your presentation.
bigger and cheaper...have this in common: they get their hands on powerful information like that in this very publication and waste their time and energy in the non-creative activity of finding all the ways it can’t and doesn’t apply to them. Some people have such teeny, tiny, calcified, crippled imaginations they can only appreciate an example precisely matched to them – oh, that won’t work for me because her place sells pizza and I sell Chinese food, and hers is in a medium sized city and I’m in a small town, and it rains a lot where she is but it’s sunny here; you have to show me an example from a Chinese restaurant in a small town where it’s hot and dry. Fools stay stuck in the very limiting “But My Business Is Different” box, thereby negating the value of 99% of every successful strategy, example, model they see or are presented with.

My client list is, fortunately, chock full of people who think in very opposite ways. They get rich by finding the non-obvious opportunities. Living creatively. Adapting tried-and-true winning strategies from somewhere else to where they are. They attack each issue of my newsletter, each book I suggest to them, with yellow hi-liter and bias for action, not closed mind. They are willing, even eager to “re-imagine” their businesses while others have Bilbo Baggins’ (The Hobbit) attitude: not interested in adventures – they make you late for dinner. Space here does not permit telling you such client stories, but I’d invite you to get a peek, viewing the half-hour TV show at www.In12Months.com, free of charge.

One of the most successful marketing strategies of all time is called ‘gift with appointment.’ Today, it brings new patients into dentists’ offices, affluent investors to financial advisors’ seminars, new home buyers to developments and resort communities, and is in play in
Confused consumers tend to do one thing and one thing only - nothing. The safest path to success in advertising is to be very, very clear about your message: what you sell, why they ought to buy it, and what you want them to do next.
hundreds of fields, helping to create millions of sales appointments every week. To the best of my knowledge, it came from a woman named Estee Lauder. I wonder how many people from how many different fields ignored it for how long, because: “Nothing having to do with selling lipsticks and perfumes could possibly apply to MY business. MY business is different.”
I am an advocate of the polished, practiced presentation. I believe it gives you confidence, reduces stress and worry, frees you to listen to responses, and, of course, insures that you say what you have to say in the most persuasive and convincing way possible.
~ Chapter 10 ~

If Your Income Isn’t Where You Want It, There Is A Reason

By Dan Kennedy

One of my earliest mentors had his office walls adorned top to bottom, side to side, with big, handwritten signs intended as cautions to others as well as reminders for himself. If you’ve ever been in a direct sales environment, you’ve probably seen such a place. Two of the biggest signs read “Thumb-Suckers Not Welcome Here” and “You Can Hire Spellers For Minimum Wage”.

He was a millionaire, and in one company, held a commission record at the time of slightly over $1-million earned in 37 months. But he could not spell. And flaunted it. He said that, since you could hire perfect spellers for minimum wage, he preferred learning and thinking about more important things, things it was not so easy to pay cheaply for. He was talking about the concept of value. Value is fundamental. In boom times or tough times, in big business or small business or any kind of business, even in any occupation or career, the person who makes himself most valuable and creates the most value for others (as they perceive it and are willing to pay for it) always prospers. If your income isn’t where you’d like it to be, you’re not creating enough value. His advice to me, said less elegantly than this, was to find and master something so valuable to enough other people that they will cheerfully pay just about anything for it, and devote all your time and energy to selling and doing that. Most people who fail to achieve their aspirations
Anybody in selling who doesn't love objections is stupid - objections are the stepping stones to the sale.
in business do the exact opposite. They let themselves be consumed doing things of low value, then are surprised to discover they reap small harvests. To be fair, getting yourself organized and disciplined to be relentlessly focused on creating value by making yourself more valuable – daily – by always learning more, acquiring and processing more information, running more experiments, making more useful contacts; and by doing the most valuable things you can do is not an easy task. I’ve written four different books that reveal different paths converging at this same point. Association with others working on this same skill is helpful. Dis-association from those not dedicated to this premise is also helpful.

Which brings me to the other sign. He had zero tolerance for adults still sucking their thumbs. If you wanted to whine and cry like a baby when something didn’t go your way, you were told to go home, stick a pacifier in your mouth and hug your blankie.

At the time I’m writing this, the economy’s a bit tough and bruising and I hear too many adults who sound like babies. Actually, it’s just one of those times that the entire economy woke up on the wrong side of the bed grumpy and is telling everybody: thumb-suckers not welcome here. And this must be your personal policy, if you are to prosper and thrive while most others do not. Which is, incidentally, all the time; fewer than 5% have 95% of the wealth flow to them all the time; the disparity is just more stark, the judgment of the critical marketplace more harsh and quick and visible at some times than others. You need zero tolerance for thumb-sucking, personally, or by anybody you permit in your world: staff, associates, vendors, even customers, friends, neighbors, media voices you listen to, authors you read.
Too much emphasis in selling and sales training is put on "the close" and not enough on everything leading up to it, beginning with proper selection of the prospect.
The power of association is an enormously powerful, irresistible force, for good or evil, for gain or loss, for growth or regression. You dare not discount or underestimate it. You can and should strategically use it for advantage.
Use TAKEAWAY SELLING to create urgency in your marketing. The less accessible something is, the greater the value that gets placed on it and the more people want it.
~ Chapter 11 ~

What Will You Accept?

“He Smashed His Head Bloody Pounding It On His Locker Door – And Broke Off Two Teeth Biting On It.”

By Dan Kennedy

You may recall a story like that from Dan Jenkins’ football novel, Semi-Tough. (Made into an okay movie.) The story is reportedly based on actual behavior of Howie Long when he was playing for the Oakland Raiders. You now see a mild-mannered, pleasant Howie on the Sunday morning football show on FOX. That is not the Howie teammates and opponents saw on the field. There, they saw and encountered a man who hated to lose. In his newest novel, about the LPGA, The Franchise Babe, Jenkins again talks about the hate-to-lose element.

I find fewer and fewer people exhibiting this. In pro sports. In business. Most are all too willing to accept losing and losses, to shrug them off, to end days without productive accomplishment, to miss sales, to let revenue escape, to let customers disappear, to bank excuses instead of money. And as I said last week, you get what you accept.

I have always hated not doing well. Hate is, or is supposed to be a very strong word. Hate is dark and violent and intense. I mean it that way. I hate not doing well. People interfering with my ability to do well, through negligence, incompetence, stupidity, have seen and felt my wrath. Like Howie, I have actually, physically injured myself –
What Business Are You In? The first Quantum Leap occurs when you decide you are not in your business... but in the business of MARKETING your business.
smashing fist into wall, steel file cabinet; kicking car fender repeatedly; etc. - in unchecked rage after screwing up badly.

When I set out in the A.M. with a To-Do List, I resist with every fiber of being, carrying an item on it over to the next day. I hate that. When advertising, marketing or sales campaigns are slowed or sabotaged by peoples’ sloppy or careless implementation, I immediately begin scheming to rid my life of the culprits. I hate people who don’t hate things being f’d up. I approve of the Oriental tradition of falling on one’s own sword when performing badly.

By normal standards, I suppose I am emotionally unstable or dysfunctional, and might be diagnosed as mentally ill, but then normal standards lead to normal results, which suck. By the way, every doctor always expects me to have high blood pressure. I do not. I cause high blood pressure, I don’t have it. Seems to me, if you don’t care deeply, passionately about getting whatever you’re doing right, done fast and on time, done in the way that produces best results, you ought to find something worth caring about to do – or find a way to do nothing at all. If I had a team, I’d much rather have a Howie Long, and have to pry the damaged locker door from his hands and talk him out of the depths of rage, despair and depression over losing, than have a modern-day, laissez-faire, shit happens, we’ll try to do better next time wimpus and struggle to talk him into performing. When I look around the ranks of the rich, I see people like me who hate losing. When I look around everywhere else, I see loads of good losers.

At the moment, a lot of willing-to-accept-not-doing-well folks have been handed an extra supply of excuses – gas prices, real estate slump, Lehman Brothers’ bankruptcy, etc. – and many are
If you want to increase your personal earning power, the answer is always to focus on becoming better at marketing.
unconsciously delighted to have them. Be careful. Their mental illness is contagious.

The WHY PEOPLE FAIL articles are provided by Dan S. Kennedy, serial entrepreneur, from-scratch multi-millionaire, speaker, consultant, coach, Author of over 13 books including the No B.S. series (www.NoBSBooks.com), and editor of The No B.S. Marketing Letter.

WE HAVE ARRANGED A SPECIAL FREE GIFT FROM DAN FOR YOU including a 2-Month Free Membership in Glazer-Kennedy Insider’s Circle, newsletters, audio CD’s and more!

For information and to register, visit: www.NoBSFreeGift.com/CraigValine

Articles © 2010/Glazer-Kennedy Insider’s Circle LLC. All rights reserved.
You should be in control, not controlled; making things happen not responding to things as they happen; directing your troops, not being directed by them.
“Sticktoitiveness” is a strength of character, a philosophical position, a consciously valued and directed behavior, a habit. In any business category, fewer than 5% of the owners create extraordinary incomes, wealth, security and independence; 95% flounder, frustrated for life. If you spent 25 years chronicling the behavioral differences between the mediocre majority and high-achieving minority as I have, the most striking distinction you would find is this: winners stick to things, losers give up easily, flit about randomly. Losers waste all the years of their lives looking for the unicorn of modern fantasy, the easy button. Winners find winning strategies and stick to applying them.

Sylvester Stallone was rejected as an actor by every Hollywood studio. The script he wrote for Rocky was also summarily rejected by all but one – and they agreed to buy it for a flat fee; Stallone, broke at the time, refused to sell it unless he could star in the movie and receive customary compensation. He made the rounds again and again. He persisted until he finally got his way. There must be thousands of better actors and thousands of better script writers who were working as waiters then and are still working as waiters now. The difference is not talent. In my 30 years’ business experience, I’ve found talent to be the most overrated of all things, less likely to lead to success than most things.

By comparison, staying stuck like super-glue to an objective;
There is a solid foundation in which all marketing for every business should be built: The Kennedy Marketing Triangle. The Formula – Deliver the Right Message to the Right Market, Using the Right Media = The Right Results.
acquiring the needed know-how at any cost; ignoring others’ criticism; refusing to take no for a permanent answer, fighting, scrapping, studying, figuring out one more piece then one more piece; these behaviors are behind the true stories of the rich and famous.

Sadly, most people don’t stick at much of anything. Their grade on life’s report card is “Incomplete”. Their home has books purchased but never read, how-to courses with the outside plastic wrap unbroken; projects begun but never finished. Their business’ files, nooks, crannies populated with worthy ideas still-born in procrastination, strangled in disorganization. They, themselves, displays of poor discipline: intellectually uncurious, uninformed, in poor physical shape. Turns out, the rewards for good intentions are small. The rewards for unfulfilled talent just as small.

The reasons people don’t stick to anything long enough to succeed with it are many and varied. Some are psychological, revealed in a book I recommend, The New Psycho-Cybernetics, which I co-authored with Dr. Maxwell Maltz. It and the prior, original edition combined have sold more than 30-million copies worldwide. Some are circumstantial; people who permit themselves and their time to be ruled by others’ priorities, events as they occur – antidotes offered in my No B.S. Time Management For Entrepreneurs and No B.S. Guide To Ruthless Management of People And Profits books. Some are sinful, like sloth. Too many people lust for rewards without personal responsibility.

Whatever the reasons for the losers’ lack of sticktoitiveness, the winners’ reality is refusal to be deterred or distracted from their objectives and aggressive pursuit of them. Successful pursuit and achievement of exceptional objectives usually involves two key
“What THEY say about you is 1000 times more persuasive than what YOU say about you... even if you are 1000 times more articulate and eloquent.”
elements: sticking to a course of study, acquisition of information, learning relevant methodology even if, at first, uncomfortable, foreign or difficult; sticking to self-imposed requirements for implementation of what is learned.

The WHY PEOPLE FAIL articles are provided by Dan S. Kennedy, serial entrepreneur, from-scratch multi-millionaire, speaker, consultant, coach, Author of over 13 books including the No B.S. series (www.NoBSBooks.com), and editor of The No B.S. Marketing Letter.

WE HAVE ARRANGED A SPECIAL FREE GIFT FROM DAN FOR YOU including a 2-Month Free Membership in Glazer-Kennedy Insider’s Circle, newsletters, audio CD’s and more!

For information and to register, visit: www.NoBSFreeGift.com/CraigValine

Articles © 2010/Glazer-Kennedy Insider’s Circle LLC. All rights reserved.
The world's greatest marketing message is no better than the world's worst marketing message if shouted at deaf ears. Be clear on WHO you are marketing to.
About Dan Kennedy, “The Millionaire Maker”

Dan Kennedy is internationally recognized as a 'millionaire-maker', helping people in just about every category of business turn their ideas into fortunes. He has been called the "Professor of Harsh Reality" because he's provocative, irreverent, sarcastic, and tells it like it is in a humorous, but chilling, serious fashion that cuts to the core of the issues in a way no other marketing 'guru' does.

Dan Kennedy's advice can be moved with remarkable ease from one very different field, industry, or profession to another with amazing success. He is a leading consultant in direct marketing, copywriting, internet strategies, and profit improvement systems.

In addition, Dan Kennedy is the "hidden genius" behind full page magazine and tabloid advertisements you've undoubtedly seen in such notable publications like Success, Inc., Entrepreneur, Nations Business, USA TODAY, and The Wall Street Journal.

Dan Kennedy's multi-step comprehensive direct-mail campaigns that he writes for himself as well as his clients have been received by tens of millions of people producing hundreds of millions in revenue.

Although Dan Kennedy rarely speaks anymore, except for events sponsored by Glazer-Kennedy Insider's Circle or a few select engagements for private clients, he was formerly one of the most popular, in-demand speakers on direct marketing-related topics. For example, it was customary that in a single year he would address over 200,000 people, sharing the platform with other famous speakers such as Zig Ziglar, Tom Hopkins, Mark Victor Hansen, Joe Sugarman, Ron LeGrand, and Corey Rudl.
If you are not reinvesting at least 10% of your gross income (and preferably of your desired income) in your knowledge, know-how, training and conditioning, via books, tapes, newsletters, seminars, coaching and consulting, I think you are incapable of sustaining high performance.
Some of Dan Kennedy’s Books

To See a List of Recommended Books by Dan, visit:
www.GlendalePasadenaGKIC.com/Recommended.html
“Diversity creates stability.”

The more ways you utilize to obtain a new customer, the more stable your business becomes. Relying on one or two ways to grow your business is a sure path to failure.
~ Section 3 ~

Mega-Mistakes

An OUTRAGEOUS Article by
Bill Glazer
Great entrepreneurs have an intense interest in marketing; a marketing orientation or mind-set that other people do not have or cultivate. We are fascinated with marketing. We "think" marketing all the time. We're constantly alert for ideas we can use.
I can’t emphasize enough how important it is to know mistakes, because just by knowing them and avoiding them, you can make a HUGE difference in the balance of your bank account. Now don’t feel bad if you identify with most of these as I go through them. I’m proud to say that I have made every one of them sometime during my career.

**Mega-Marketing Mistake #1:**

The first mistake is “Being An Advertising Victim.” And it’s real easy to be an Advertising Victim. You see, some advertising sales rep or agency comes by and tells you that you need to advertise because you need to advertise. And they want to sell you “institutional” advertising instead of “direct response” advertising. The difference is obvious. In fact, it’s right in the name. Institutional advertising is advertising like Coca Cola, Dell Computers, or the Goodyear Blimp. This is advertising where you can’t measure your results. They tell you that when someone is ready for your particular product, they will now think of you and shop your stores. If you fall victim to this - YOU’LL GO BROKE. The only companies that can afford this type of advertising are the Coca Colas, the Dell Computers, or the Goodyear’s of the world. What you want to do and ONLY do is
Most business owners’ marketing consists of RANDOM ACTS... with unpredictable results. Often, success cannot be repeated.
emotional direct response advertising. That’s advertising where every dollar you spend is measurable and accountable.

**Mega-Marketing Mistake #2:**

The next mistake is “Lack Of An Iron Clad System For Customer Data Collection.” How many times does an individual buy from you or use your service and you are not able to continue to communicate with him because you do NOT know how to contact him? The real VALUE in ANY business is in the customer base. It is 10 times easier to get existing buyers to return than it is to get a new ONES. Plus, returning individuals will spend twice as much per visit as new customers. What would happen to your businesses if you had to constantly rely on selling new customers instead of existing ones? So why do so many businesses not collect the necessary information to allow them to continue to market to their most valuable asset—THEIR CUSTOMERS?

In my own retail stores, we got the name, address, phone number, e-mail address, and complete purchase history on over 98% of our customers. If I would have let you look at our men’s store database, you would have seen complete contact information for over 57,000 customers. I could just market to my existing customers and continue to grow my business every year, totally immune to outside factors.

**Mega-Marketing Mistake #3:**

How many of you “Lack Diversification In Your Marketing?” I’m continually amazed at how many business still are NOT aware of the vast number of different types of media that they can “cost effectively” use to market their businesses. Let me prove it to you.
Live by price.
Die by price.
A competitor need alter only one factor - price - to steal customers from a cheap price vendor. But a competitor must alter a number of factors to steal a customer from a Nordstroms.
Have you ever heard of an advertising media called Voice Broadcast? Well, let me tell you one thing about this powerful media. EVERY one of you, I don’t care what you are selling - either high price or bargain basement merchandise - should be using this automated technology. I am always amazed at how many businesses do NOT even know about cost effective advertising methods that are available to them.

**Mega-Marketing Mistake #4:**

What is the second easiest customer to sell? Well the answer is a referral. Unfortunately, most businesses live with the myth that if they treat their customers great and give them great merchandise and great service their customers will refer their friends to them. WRONG! The “Lack of a Referral Program” is a HUGE marketing mistake. The last thing that anyone is thinking when they leave your store is - whom can I send to these nice people so that they can buy from them. It’s not because they don’t want to. It’s because we are all too busy to be thinking about it. That’s why you need to have a “Customer Rewards Referral System” in place, which will give your customers an incentive to refer - while they are still in your store.

**Mega-Marketing Mistake #5:**

If a referral customer is the second easiest customer to sell, then whom do you think is the third easiest customer to sell? The answer is “lost customers.” Again, most businesses totally ignore the customers that have NOT been used their services for several years, when in fact, these people are infinitely easier to sell than new customers - if you know how. Therefore, this mega marketing mistake is the “Lack Of A Lost Customer Reactivation Program.”
If there is one factor that has ever-increasing impact in the sale of everything, it is financing. These days, if you can't or won't offer financing, you're dead. And a way to gain competitive advantage in businesses where "easy pay" is not yet prevalent is to offer it.
Mega-Marketing Mistake #6:

This next mistake is a BIGGIE. It’s “Thinking You Are Your Customer.” I can’t tell you how many times I’ve heard business owners tell me that their customers are too sophisticated for this type of marketing or that type of advertising. This way of thinking, without testing, can be dangerous. In fact, the most successful direct mail piece that I ever created for my menswear business is the one where I won the prestigious RAC award for advertising. I had the best response I ever had with any direct mail piece I’ve sent out. It is a 5-page handwritten letter on yellow legal paper. This went to my very best customers - lawyers, doctors, judges, presidents of multi-million dollar companies, and the response was phenomenal. There was obviously more to this than just writing a 5-page handwritten letter on yellow legal paper. There were many proven direct response techniques used in this letter, which I teach in my Marketing System. But what is particularly instructive to note is the fact that just because you might not respond to something, it doesn’t mean your customers won’t and you need to be open to and test new ideas.

Mega-Marketing Mistakes #7 & #8:

The next two marketing mistakes actually go together, hand-in-hand. They are “Working ‘In’ Your Business Instead Of ‘On’ Your Business” and “Not Realizing The Overall Importance Of Marketing.” They address one of the biggest problems that I hear from business owners all the time, which is - I’M TOO BUSY. I’m too busy to do any marketing because I’m the best salesperson and I need to be available all the time to my customers. Or, I need to shop the market. Or, worse yet, I need to parent staff. The problem is, you are working “in” your
It is easier to sell more and more often to a happy customer than it is to get a new customer. And, generally, profitability increases when you sell more (and more often) to fewer customers than when you sell less to more.
business instead of “on” your business. If there is one thing that you should write down and post as a constant reminder, it is this:

Stop seeing yourself just as a ‘doer’ or ‘seller’ of your product or service and start seeing yourself as a ‘marketer’ of your product or service.

The marketer of ANY business will be the one who achieves total financial freedom. The real money is in the marketing, not in actually doing all the tasks within the business. Setting aside time to work “on” your business instead of “in” your business will become the most profitable time that you spend during your entrepreneurial career. And by all means, make the time to learn marketing.

**Mega-Marketing Mistake 9:**

The next marketing mistake is “Lack of ‘Shameless’ Self Promotion.” One thing that I have discovered in speaking to thousands of business owners, sales professionals and entrepreneurs is that everyone thinks their particular business is different. Well you’re probably right. Every one of you has something different or special about what you do. But the mistake you are making is keeping it a secret. You all have a great opportunity to promote yourselves and your business and the best part is that you can do it for the cost of a “first class” stamp - just 42 cents. That’s right - learn how to write a simple 1-page press release and send it out in a #10 envelope. Your local papers and media are hungry for your story. But they can’t run it unless you give it to them. Making the mistake that they will seek you out is simply - a mistake. In fact, over 80% of all local news stories are a result of a simple press release.

**Mega-Marketing Mistake #10:**
Different levels of customer service are required for different businesses, different clientele, and the differing expectations established through a business' positioning, advertising, marketing and pricing.
Finally, BIG MEGA MARKETING MISTAKE #10 - “Too Infrequent Contact with Present Customers.” Now, I just told you that referrals and lost customers are the 2nd and 3rd easiest customers to get in your stores, but if you haven’t already guessed, your present customers are the first. The best way to accomplish this is to simply increase the frequency of your contacts with them. It is amazing to me how many businesses think they can mail or call their customers too frequently. You can, but you are probably not even close. Here are the facts of a survey conducted by DIRECT Magazine in 1999:

“The proper frequency to contact your customers is every 20 days.”

Perhaps even worse, for every month that you do not contact your customers, you lose your relationship with 10% of them. So if you wait 10-months, you might as well be mailing to the phone book.

Recently, I had a conversation with a new Glazer-Kennedy Insider’s Circle member who purchased my Platinum Business Building Marketing System who told me that he ONLY does 2-mailings a year to his customer list. I asked him, how the mailings did? To which he replied - great!! Then I said - why not do more? He gave me the typical answer - I’m afraid of irritating my customers. Wrong answer! He’s not even close. I mailed out 18-mailings a year to my own store’s customers, plus they got a weekly e-mail. Every one was highly successful and best of all; the increased frequency of mailings actually seemed to help the overall performance of each of the ads.

Whenever I have a private consulting client, I can usually be an instantaneous hero just by increasing their rate of contact with their
Everybody gets lazy - especially when things are going well - and tends to rely on just a few means of acquiring their new customers. Always be *Testing* new and different means of acquiring customers.
current customer base. There’s magic in increased frequency. So now you have them.

The Top Ten Mega Marketing Mistakes That Entrepreneurs Make!

How many of these mistakes are YOU currently making? Would you like more information on the most proven, tested and successful systems ever assembled to GROW your business?

If you answered “YES” you will want to contact Craig Valine today to get “plugged in” to meet with a group of entrepreneurial-minded sales professionals, business owners, entrepreneurs in a safe environment to network, develop your marketing skills and learn to grow your business, right here in Los Angeles area every month.

To find out when the next meeting is scheduled visit www.GlendalePasadenaGKIC.com/Events.html - or - contact Craig Valine at (626) 507-8228 or Craig@GlendalePasadenaGKIC.com. These monthly meetings are “THE PLACE” where FAST and DRAMATIC Growth, GREATER Control, Independence and Security ALL come together!
"Specialization" or "perceived specialization" can turn an ordinary business into an extraordinary business, boost prices and margins, provide competitive differentiation, and allow you to be a "big fish in a small pond."
About Bill Glazer

Bill's first career was as a retailer of fine menswear in Baltimore, Maryland. He eked out a respectable living in that Industry for over two decades. But then in 1995 he attended a seminar that literally changed his life. It was one of those big traveling success Seminars that Dan Kennedy spoke at that was mentioned above.

Shortly after listening to Dan, he invested in all of his books and resources, newsletters and afterwards, he began writing his own ads, sales letters, postcards, websites, emails, you name it...experiencing extraordinary success. As you can imagine, he was hooked! So hooked, that he studied ALL of the great copywriters and became obsessed with cultivating the ability to put words on paper that compel people to give him money. And the obsession has paid off handsomely.

Bill and his "Outside The Box" Advertising Strategies have often been featured in the most prestigious Marketing Magazines in the world. Most recently, DM News, which is the newspaper of record for Direct Marketers, ran a feature story on Bill's Outrageous Advertising Strategies That Are Outrageously Effective.

In 2000, the industry journal MR Magazine named Bill and his Marketing System to the list of the 100 Top People, Places, and Things Impacting the Industry at the Millennium...the equivalent of being named to People or Time Magazine's list of the 100 most noteworthy or influential individuals.

Perhaps the shining jewel of Bill's accomplishments was his winning the prestigious RAC Award in 2002. This honor is equivalent in advertising and marketing as the Oscars are to movies and the Emmys to television.

Today, Bill Glazer is one of the most celebrated Marketing Gurus in the world, who along with the legendary Dan Kennedy have teamed up to provide advice to over 130,000 entrepreneurs worldwide in every possible industry and profession.

Bill is the author of the bestselling book, “OUTRAGEOUS Advertising That's Outrageously Successful.”
Lucky people tend to be bold, and the most timid, the least lucky. J. Paul Getty said, ‘If you insist on certainty, you will paralyze yourself.’
Bill Glazer’s Book

To obtain Bill Glazer’s Best-Selling book, visit:
www.GlendalePasadenaGKIC.com/Recommended.html
“Associate yourself with men of quality if you esteem your reputation, for ‘tis better to be alone than in bad company.”

- George Washington
~ Section 4 ~

Success Stories

Interviews with a Few Entrepreneurial Business Owners and Members of the Los Angeles Area Glazer-Kennedy Insider’s Circle Mastermind
"In the land of the blind, the one-eyed man is king."

You do not have to know everything there is to know about something in order to "rule", to be paid for your expertise, in order to lead - you only need to know a little bit more than everybody else knows.
~ Chapter 13 ~

Member Profile:
Peak Performance Mastermind Member
Brian Bergh, DDS, MS, APC
Glendale, CA

I was born in Van Nuys, CA and spent the first year of my life living in North Hollywood. When I was just over one year old, my family moved up to Ridgecrest.

Located in the High Desert, Ridgecrest was a seemingly isolated place. With gorgeous views of the Eastern Sierra Nevada Mountains, miles and miles of desert to explore, and a small, close-knit community, it was a wonderful place to grow up.

I have a mother, Sandra, a father, Harold, a sister, Rhonda, and a brother, Jon. I’m married to my lovely wife, Tina, have two step-daughters, Kaila and Kaigan, and our son, Bryley.

My father graduated from dental school in 1961 when I was a year old. Soon after associating with another dentist in Ridgecrest, he ventured out on his own. Actually, he got kicked out of the other dentist’s office because too many people were requesting him rather than the owner.

Ego’s as they were, the partnership did not last. In fact, my dad showed up to work one day and the locks had been changed. And when people called to schedule appointments with him, the front office receptionist told them that my dad had left town without notice.
There is no bigger-bang-for-your-buck than direct mail, employed effectively.
And that set the stage for a future career located right there in Ridgecrest.

I have an extensive college education. With a bachelor’s degree in Physical Education from Cal Poly, San Luis Obispo, a dental degree from Loma Linda University Dental School, a master of science degree from USC and a dental specialty certificate in Orthodontics from USC, I spent time in school until age 32. Imagine not even really starting your 1st career until your early 30’s!

You might say I was destined to be a dentist. I was born during my dad’s 3rd year of dental school, so it’s all I ever knew that he did. I used to be quite content to be in my playpen at his office, while my mom did errands. I guess, as disturbing as it may sound, the sounds and smells of the dental office kept me occupied and comforted.

Orthodontics is my 1st and only profession. I love helping people feel good about themselves and am thrilled when we can make someone smile.

I’ve had an “entrepreneurial bug” since I was young. And hard work was instilled in me from the start. My first job as a paper boy found me one of the first in the area to incorporate two routes into one job. I used to roll to papers so tightly that I could throw them from the sidewalk up on the porches. Talk about service!

In 6th grade I started a business making cinnamon flavored toothpicks. I used to buy them pre-made in the store, but knew I could do better. So I got the oil of cinnamon from our local pharmacist, soaked the toothpicks so they were saturated with
THE #1 ULTIMATE MARKETING SIN IS: BEING BORING...
AND THE MARKETPLACE WILL FORGIVE YOU FOR JUST ABOUT ANYTHING BUT THIS.
cinnamon flavor, packaged them in baggies and sold them for a quarter per bag. You got more flavor, more toothpicks than you did in the store. I guess I knew early that over-delivering was the key to success.

I attended my first Glazer-Kennedy event in Los Angeles in November 2006. I had never heard of Dan Kennedy or Bill Glazer, but the event featured Zig Ziglar, and I’d been a Zig fan for years. I went with the primary purpose of hearing Zig in person, meeting him and getting my picture taken with him. Both Dan and Bill know how to use the power of celebrity to further their careers. But as fate would have it, I heard both Bill and Dan talk that Friday and was hooked. I especially loved Bill’s Outrageous advertising, particularly the crayon letter he showed.

Getting involved with a group like Glazer-Kennedy has been a life transforming process. Shortly after learning about Glazer-Kennedy Insider’s Circle and subscribing to the newsletter, I wanted to find others to help me with the marketing material I was learning.

I contacted a fellow out in Granada Hills to join his chapter and never heard back (I later learned he had passed away), so when I saw the Glendale-Pasadena Chapter open up, I jumped on the chance to become involved.

Reading *Think and Grow Rich* made me realize that an important part of my career would involve a mastermind group. Thinking back on it, I’ve been involved in mastermind groups for many years, primarily through my profession in study clubs. When I joined the local Glazer-Kennedy mastermind, I now had a mastermind of people in other professions with the primary purpose of growing our businesses.
Take a look at what everyone else in your industry is doing, then do the complete opposite. You’ll probably be very successful.
My business today resembles my past business only in the fact that we provide orthodontic treatment for our patients. The marketing we’re doing is so much more effective and has a personality that is unique to my office. Helping to create a one-of-a-kind business with a distinct personality has made the biggest difference. From regular newsletters to our patients, to developing a newsletter for referring dentists and other professionals, to having my dogs and son creating marketing material, to celebrating marketing milestones, to being considered a marketing expert, I’ve grown beyond what I could have ever imagined.

My primary marketing challenges prior to joining GKIC were mostly of consistency and effectiveness. I’d been pretty effective prior to GKIC mostly attributable to my father (I found out later that my dad was involved with Dan Kennedy’s dental/chiropractic training, and also with other Kennedy trained dental consultants). After joining GKIC, I became re-energized, found out that I could have a lot of fun with marketing, and that people responded really well to personality and off-the-beaten-track marketing messages. Imagine having fun while doing business – what at concept.

My primary responsibility in my business is to grow that business. When I discovered that the most important thing I needed to do was market and promote my business, I knew I needed help. GKIC has provided just that.

We use many strategies to grow my business.

**The easiest person to sell is a current customer.** Our number 1 strategy in this area is our patient/client newsletter. Keeping in contact with patients/customers/clients on a regular basis is key to maintaining their interest and wanting to continue to do
As the costs of acquiring customers continues to increase, the profits of a business increasingly depend on the back-end; everything that is done to make money with the customers after their first purchase.
business with you. Dan Kennedy describes building an iron fence around your herd (customers/clients/patients), and this is the number one key to doing just that.

We also started a newsletter that goes out to other professional offices to develop and maintain a continuing relationship with them. We include a list of offices that have referred patients to us during the previous month, showing others that this is the thing to do, and that many other offices trust our services to refer their patients to as well.

Every month, we take our top offices a gift of some sort. Now this is common in the dental specialty world, but thanks to the influence of Bill Glazer, we now do an oddball holiday each month. Each holiday is tied to something personal about me and my family, thus continuing to develop a deeper relationship with those referring offices. Relationships are key, and people will refer most to those they know, like and trust. I can pretty much count on an increase in referrals the week after each delivery.

We have incorporated several different re-activation campaigns, working to encourage people who have come in for an initial exam but have not committed to starting treatment. From celebrating my son’s birthday, to a vacation promotion, to a year-end goal promotion, these strategies have brought in over $200,000 in income over the past 2 years that I know we would never have seen. Sometimes people need a little kick in the pants, or something that makes them smile to move them forward in the sales cycle.

I have been a member of the Mastermind group for 2 ½ years now. Most people last about one year. Maybe I’m just lonely and desperate, but this group has helped me in countless ways - not only with marketing materials, but also in keeping me sane in a very
For many, it is easier to provide multiple services to the same customer than it is to get many more customers for a single service.
tumultuous economy. If not for the support of these other high performing entrepreneurs, I might have given in long ago.

In the general meetings for the GKIC Glendale/Pasadena chapter, you get to meet other like-minded business owners and entrepreneurs. And get a “lecture” from an extremely knowledgeable GKIC trained leader, Craig Valine. And while this experience and information is valuable to my success, my mastermind group is a totally different experience.

During that mastermind meeting time, you have 20-30 minutes of focused time on your business, and just your business, with the eyes of others who are not limited by the myopia of the individual entrepreneur. You see, we all get caught up in our own world and often times can’t see the forest for the trees. In the mastermind meeting, you’ll say something and someone will respond with a dead-on obvious solution (or one that’s not so obvious) and all of a sudden you’re moving at full speed again.

Having spent weeks bumping up against a seemingly impenetrable obstacle, then in less than 20 minutes have that disappear makes the power of others, the power of the mastermind incredible. And then you get to see what the others in the group are doing.

From concept through implementation, you have chance to not only help another member, but also swipe and deploy their ideas. After one meeting, you can easily leave with 8-10 new ideas to help further your success.

I have a different attitude now about success than I did prior to joining GKIC. As I mentioned before, I had no idea how much fun you
If you control a customer, you own a toll-booth. What you will not provide to those customers yourself, you can obtain and market to them via joint ventures. Leverage your relationship into added profits.
could have growing your business. And while I know that for me, the professionalism in my office is important and necessary, I can have fun and express my personality at the same time.

Bringing my family in to help with the marketing, in that I can use stories and reasons to act, is a great joy to me. You see, my family is number one and business is second. But when you can combine the two, no choice has to be made. What a deal! GKIC has given me a new outlook on both my personal life and business life. And it’s fun to see my 9-year-old son learn the business of marketing. He’s planning to go with me to the next GKIC event in April/May 2011 – he’ll only be 10, but what an experience for him, and me, too.

One of the things I’ve learned most in my membership with GKIC is that you have to do things differently. As Earl Nightingale said, “Look at what the majority of people are doing and run as fast as you can in the opposite direction.” GKIC gives you the knowledge and background to do just that. To set yourself apart from your competition, to do things differently and on your terms. To be happy and successful at the same time. If you are a GKIC local chapter member, you should seriously consider joining a mastermind group.

To quote the sensitive and uplifting words of Dan Kennedy, You’re STUPID if you don’t. Now please take that with the concern it’s meant. Having experienced my mastermind group, I can’t personally imagine anyone being as successful, supported and fulfilled in business if you don’t have the support from others wanting you to succeed yourself. You see, from a selfish standpoint, I’m a member because I want to succeed. And the only way I know to succeed is to put my whole heart into it, help others to succeed, and then I can’t help but succeed, too.
Make it ‘profitable’ for people to do business with you, and make sure the customers perceive that it is profitable to do business with you.
Being an entrepreneur is a lonely life. I know, we have our families, friends and neighbors. But even my wife doesn’t understand the issues, concerns and problems I face on a daily basis. I can talk until I’m blue in the face, but she just doesn’t understand. So don’t isolate yourself from others who can help you in ways you can’t even imagine.

I tell my other mastermind members that in my business, there are a lot of things I have to do. The mastermind and GKIC chapter meeting are things I get to do. Life is too short to try and do things by yourself. The accept help from others will take you where you want to go faster than you ever thought possible.

My favorite Glazer-Kennedy saying is “Good is good enough.” In the profession of dentistry, an open margin of .1mm, a root canal that’s 1mm too short, a tooth that has 2 degrees too little torque are all considered failures. In my marketing, I strive to have all my “I’s” dotted and “T’s” crossed, but even after 5 or 10 proofreads, that still can be a problem.

In the “good is good enough” theme, do your best and then get it out there. It’s not going to make any money or influence anyone if it’s still sitting on your desk. In the immortal words of ‘Mater” from Disney’s Cars movie – just “get ‘er done.”
Make it a truly pleasant experience for people to do business with you.
About Dr. Brian Bergh

Dr. Brian Bergh is the number one Invisalign provider in the San Fernando Valley.

His proven marketing methods for his practice have defied industry trends. An expert in using personality driven marketing, his office has continues to grow despite the current economic trends.

Dr. Bergh is the winner of the 2008 Glazer-Kennedy Holiday Promotions Contest and has been featured in the Holiday Promotions and Pets in Promotions programs through Glazer-Kennedy.

He is a member of Glendale/Pasadena GKIC Peak Performance VIP Mastermind Group. His marketing materials have been shown countless times in the Glazer-Kennedy newsletters and he was a finalist in the 2010 Glazer-Kennedy Marketer of the Year Contest. His work has also been featured in Bill Glazer's recent bestselling book titled Outrageous Advertising That’s Outrageously Successful.

Dr. Bergh can be reached at his office in Glendale at (818) 242-1173.
“Rich people have big libraries. Poor people have big TV’s.”

- Jim Rohn
Chapter 14

Member Profile:
Peak Performance Mastermind Member
Ted Moreno, CHt
San Dimas, CA

I grew up in East Los Angeles in a predominately Hispanic part of town. At that time there were a lot of gangs. There were riots in 1946 and 1970. I was the oldest of 8 kids, 7 boys and a girl.

My dad started off as an insurance agent but soon bought the agency he worked for. My mom was a stay at home mom. In 1970 my dad bought a fence company and my mom went to work at the insurance agency. So my dad was an entrepreneur from way back.

I went to college right after high school as a music major, but I had no realistic expectations of what this involved. Except for playing a little guitar, I had no prior musical experience, unlike most of my classmates. I didn’t have the discipline or commitment.

After two frustrating years, I transferred to the University of Arizona. I changed my major to agriculture. I dreamed of working on a farm or being a cowboy. But again, I had no real commitment and fumbled my way through college for another couple of years.

Then I went to Montana and got a job on a ranch. That cured me of wanting to be a cowboy and shortly after I dropped out of college. I had no direction, no goals, and no purpose.

I got a job selling books door to door in Petersburg, Virginia for the summer. When I got back to Arizona, I sold water conditioners,
"Do what you do so well - and so uniquely - that people can't resist telling others about you."
- Walt Disney
pool cleaners and music memberships door to door. I didn’t enjoy selling all that much, but it was something I could do fairly well.

Then I got a job with Sears. Working in a retail store was a lot better than door to door so I continued to work in retail for the next 15 years, working at one store or another. But I was never really happy. I didn’t like how much time I spend working and how little I was making for my time.

Finally I got a “real” job working for a tech company, making decent money, but I hated being chained to a computer all day long and taking credit card information from people having problems with their software.

Discouraged and hoping to shake things up a bit, I moved back to Los Angeles, something I swore I would never do.

I got a job working with a high school friend as an Administrative Assistant to a grant program he was directing. Shortly after moving back, I met my then future wife at my brother’s wedding. I was feeling more confident, but I hated my job and did not like working for my friend, and this ultimately ended our friendship.

At this time I was thinking a lot about my mission and purpose. I was interested in personal development and human potential. I wanted to contribute in my own way, and it was clear to me that working for someone else was just not for me.

I looked into going into an Marriage/Family Therapist program, as I was interested in counseling. At this point, 2003, I was engaged and the prospect of investing both the time and money into at least 6 more years of school was no longer an option for me at 43 years old.
Here’s a Challenge: Cause people to be proud of doing business with you and your company.
At this time, fate intervened. My staff and I were sent to a seminar called “How to Be A better Communicator” at the Sheraton in Anaheim, near Disneyland. The presenter of the seminar mentioned that she was a hypnotherapist. During one of the breaks I approached her with questions about her profession and she encouraged me to visit the Hypnosis Motivation Institute, (HMI) where she had received her training.

Less than a week later I did exactly that. When I left HMI that evening, I was a registered hypnotherapy student. Finally I felt I had found my calling.

I started my internship September, got married in October, and started leasing on office in October and graduated with Honors the following year in March 2004.

I did hypnotherapy part time until August of 2005 when, with a child on the way, I quit my day job to become a full time hypnotherapist... and I've never looked back.

I met Craig Valine, Director of the local GKIC chapter, at a Pasadena Chamber of Commerce event. He invited me to check out the next chapter meeting. I did, and liked what I heard.

I knew that I lacked marketing knowledge and business expertise in general, and this seemed like a great place to get it. I especially liked the “No BS” approach taught by Dan Kennedy. I was already beginning to realize that the future of my business was going to depend on how good I was at attracting clients. At that point, the client attraction strategies I was using (mainly hope and posting flyers) wasn’t working very well. I needed to learn how to market my business.
Customers will tell you what they want and what they don't want, if asked. Customers will work free, for doughnuts and coffee. If you don't construct and do a Customer Survey at least once a year, you're snoozing.
After being in GKIC for a year, it was apparent to me that just reading the newsletter and attempting the chapter meetings was not enough to make a difference in my business. I was gaining the knowledge but not applying it. One reason was that I wasn’t accountable to anyone. I’d always been one to go it alone, but I had read about the concept of the Mastermind in Napoleon Hill’s “Think and Grow Rich”, so I was open to the idea when Craig suggested I join.

I didn’t need much convincing.

I now have a weekly blog, “Ted’s Tips for Transformation”, which I’ve been writing for over a year now. I’ve taken steps to drive more traffic to my websites using information I’ve received from GKIC. I have done some direct mailings using sales letter approaches and they have brought in business at times when I really needed it.

I now look at my client attraction strategies from a marketing point of view, putting more thought and effort into WHO my target market is.

One big thing I’m doing differently is using a resource that I learned about in the Mastermind meetings, Kunaki, which is a service which publishes CDs and DVD’s from your own personal content. I had created a relaxation CD, but was using sticky labels, printing the sleeves, cutting them out, it was an incredibly ineffective use of my time. Using Kunaki has made the whole process a thousand times easier and inspires me to create more CDs.

By far the biggest marketing challenge I have in my business was client attraction. Sometimes it’s either feast or famine. Getting a steady supply of clients into the pipeline is critical for my business. In
"Leaders are readers."

I can get a pretty good handle on how well you're doing in business if you'll tell me the three books you read most recently and the three you're going to read next.
addition, it became clear to me early on that my income was limited by the number of clients I can see in a week, so another marketing challenge is create seminars and classes to leverage my time and content.

I’ve since created a self hypnosis class that brings in clients and I am currently working on a internet marketing site where I’m selling hypnosis CD’s.

My primary responsibility as a business owner is to create a profit for the stakeholders in my business: me, and my family. Not only to create a profit, but to create wealth and abundance by creating increasing profits via passive income.

There’s more than one role that I play in my business.

1. First and foremost, I’m the president and CEO. I manage the day to day operations, and make decisions about what direction to take my business to create diverse income streams for increased profit.
2. Second, I am the salesperson for my business, using various strategies to attract clients, students and speaking engagement.
3. Third, I’m the practitioner of my business. Actually doing the hypnotherapy, coaching and speaking with my clients.

“My primary responsibility as a business owner is to create a profit for the stakeholders in my business: Me and My Family.”

One business building strategy that I’m now using is to increase my credibility and authority with a weekly blog that I’ve been
Anybody who throws out "junk mail" unread is just plain stupid. Get on as many mailing lists as possible. The more the better. It's like a plethora of marketers coming to you everyday and showing you their best ideas.
writing for over a year. I am just starting to attract clients with my blog.

I also have a presence on Twitter and Facebook and have recently set up a Facebook professional page. My blog feed updates both of these and I get new friends and followers daily.

I have made use of some search optimization techniques such as signing on with Google Local and Yahoo Local. The number of clients coming to me through web searches in increasing.

I’ve also make use of the shock and awe package with professional referral sources such as dentists and doctors. This is not an effective strategy at this point due to lack of follow up after the fact. I need to set up email and direct mail campaigns to remain in front of these referral sources so that am always in the forefront of their mind.

I’ve been a member of the GKIC info Mastermind Group now for almost 9 months. It’s different than attending the local chapter meetings because it’s a much smaller group, and we are able to present specific marketing challenges that can be addressed by other members of the group. Each person gets some time to present their marketing problem and receive input, direction and advice from the other members.

The primary benefit I receive from the Mastermind Group is that I get the advantage of other eyes, minds, and experiences in helping me develop and refine my marketing strategies. The other member are people who have their own business and who are focused on info marketing as well, so their opinions are valuable and they count.
If you don't know the score, you're not in the game. If you aren't "benchmarking", don't know the important stats of your business, and aren't constantly comparing day to day, week to week figures, you’re not in the game.
My personal life has improved since joining GKIC because I now have fellow entrepreneurs to hang out with and who can relate to my challenges and share my triumphs as a business owner. My business life has become richer because I have more opportunities to network, as well as be exposed to seminars, products and people that can be helpful in my business.

Joining your local GKIC chapter is essential because it will give you the tools, philosophy and support that you’ll need to succeed. It’s tough enough to be a business owner/entrepreneur, but it’s even tougher when you are going it alone with no support or fellowship. You must expose yourself to new ideas, strategies and inspiration to succeed.

Joining a Mastermind group will narrow your focus to specific areas of your business and keep you accountable to your fellow members. It will provide you with a higher level of support and knowledge that you won’t be able to provide for yourself. You must be able to see your business from different perspectives, and the Mastermind Group gives you the opportunity to do that.

Don’t do it without a plan. Do the research. Find out where the need is. And learn something about marketing. Don’t think that if you build it they will come. Your customers need to:

1) Know about you
2) Have a compelling reason to buy your service, and
3) Have a compelling reason to come back.

When I wrote the copy for my brochure, I wanted everything to be positive i.e. instead of “release anxiety”, I wrote “gain more confidence” or “feel more comfortable in social situations.” I didn’t
If you cannot measure return on investment; if you cannot hold it accountable, don't spend money on it.
realize that people are more motivated by pain and that they would come to me only if they perceived that I could relieve their pain. I didn’t learn this until I started to study marketing.

The other warning I would give is don’t be a cave dweller. Don’t stay stuck in your cubicle or home office or shop. Get out and meet people, go to networking events, attend workshops in your field or in the field of business building. Build a support network. Nobody succeeds all on their own.

Finally, I’d like to end with a quote by Dan Kennedy:

“A lot of people are easily derailed. Easily put into a funk lasting hours or even days. The breeze from a missed punch is sufficient to send them to the canvas. They wonder why they don’t get more accomplished. It’s their glass jaw”.

The great thing about GKIC is, metaphorically speaking, that it toughens you up when business life gets tough and knocks you to the ground.

With GKIC in your corner, you’re chance of success and for creating true wealth in your business is multiplied. Try succeeding all on your own, and your chance for failure is multiplied.

Your only decision here and now is whether or not you want GKIC in your corner.
Don't expect what you don't (regularly) inspect. If you have something you want done or done a certain way, you'd better check frequently to see that it is being done or done the way you want it done - or it won't be.
About Ted Moreno

Ted A. Moreno is a Success Performance Coach and Certified Hypnotherapist who specializes in helping business people overcome self imposed limitations to move to the next level of success performance.

Ted uses proven strategies such as NLP, hypnosis and results-driven coaching to help his clients profit by connecting with their own passion, purpose and power. To learn more about Ted visit his website at www.TedMoreno.com.
“If you do not have a system for selling, you are at the mercy of the buyer’s system for buying (or not buying).”
~ Chapter 15 ~

Member Profile:
Peak Performance Mastermind Member
Heather Morrow
Altadena, CA

I am a Navy Brat. I was born in Oakland, California, but the Navy took us to Japan, Charleston, SC, and Fairfax, VA. I continued onto Pittsburgh, PA for a period of time, and then finally moved to Los Angeles in 1992.

I am the oldest of five. I have two sisters (twins of each other) and two brothers. My brothers were adopted while we were in Japan. One is full Japanese and the other is ½ Japanese.

My Mom is an entrepreneur. She owns Campbell’s Scottish Terriers and runs a successful business in a very niche market.

I graduated with a BFA in Production/Directing Theatre from Carnegie Mellon University.

My current profession, found me. I am a bit of a jack of all trades and like starting new endeavors. I am working on becoming a master marketer, though.

I moved to Los Angeles to work in film and television. I spent many years working my way up the ladder from a production assistant to a writer. I wrote for several “how-to” shows on cable. I “settled” down and took a job training people to use computers at a law firm. It was a tragedy that led to me discovering my passion for painting and then ceramic art.
Know the Power of Your Network. Every entrepreneur needs to be able to pick up the phone and reach people with knowledge and contacts and resources they don't have.
After less than a year of being married, my husband was diagnosed with an inoperable brain tumor. The tumor took his life just before our second wedding anniversary.

We had taken a “Painting Your Way to Wellness” class and I discovered that I enjoyed painting. The painting really helped me through the grief and I realized that I had other creative talents beyond the brush. I started taking ceramic classes and also teaching mixed media art classes.

I learned about the Glazer-Kennedy Insider’s Circle from my mother, Karen Campbell. She is currently a member of the Glazer-Kennedy Insider’s Circle Peak Performance Mastermind group that meets in Baltimore run by Bill Glazer and Lee Milteer.

I was inspired to join the local chapter after I came to hear Sydney Biddle Barrows speak about her book “Uncensored Sales Strategies: A Radical New Approach to Selling Your Customers What They Really Want - No Matter What Business You’re In.”

My mother was featured in the book and wanted me to meet Sydney. I came home with so many ideas for my businesses, that I decided to give it a try. I started applying what I was learning to selling my art and my sales kept increasing.

I joined the Local Chapter Mastermind Group because I was inspired to start creating information products for other artists and also to get help with promoting my membership site, www.potterydaily.com.

I send out a weekly eZine, using multiple ways to reach my target market, including mail, email, Facebook, and Twitter. I’m constantly looking for creative ways to engage my audience.
“The only reason you don’t have the success you want in your life is the story you tell yourself on why you don’t have it.”
- Tony Robbins
Before GKIC I found it difficult to set myself apart as an artist or an instructor and I was not making sales nor getting people to my Creative Souls art classes.

My primary responsibility as a business owner is the marketing. Marketing is so much more important than creating inventory. Because if you just focus on creating inventory, then you are stuck without anyone to buy it. There has to be a balance and I am still trying to figure out what it is. You have to get to the point, as an artist, where you are in demand and not just making stuff to make it. Also, understanding what your market will buy when you do make it.

“My primary responsibility as a business owner is the marketing. Marketing is so much more important than creating inventory. Because if you just focus on creating inventory, then you are stuck without anyone to buy it.”

My role is to keep the ship pointed in the right direction. When other things pull at my time and resources, I have to be crystal clear on what I want and need out of my business.

I am still working on my info-product; however, I do have a free CD of marketing secrets that I offer for the cost of shipping & handling. This is helping me build my list of artists interested in learning about marketing. I am also writing weekly marketing articles that are on a blog and also in my eZine.

Everything you put into place as a marketer benefits you. It can be slow at the beginning, but then the pace picks up as you put more automation and use strategies to build your business.
"Every adversity carries within the seed of an equal or greater benefit."
- Napoleon Hill
Information is king. People will pay more and buy more from you if you can provide them information that will assist them in building their own business.

I have been in the Mastermind group for almost a year. The first part was focused on launching my membership based website (www.potterydaily.com). The second part has been on positioning me as an expert. The next phase is to build an information product that can make me money while I sleep.

The mastermind very different from the local chapter. The local chapter is about information and strategies that are working. The mastermind is a collaboration and has a lot more accountability.

If you just want to come and learn and maybe apply the information, stick with the local chapter meeting. You learn not only about your business, but also what’s working in other businesses within your group.

If you’re ready to take your business to the next level, you need to join a mastermind group!

The mastermind group is available not only during the meetings, but any time to share information and assist with a variety of resources. It’s good knowing that I don’t have to solve everything on my own.

My life overall has improved quite significantly since joining GKIC. I am a lot more confident in my ideas and sharing what I know.

You can continue to struggle with your business, but it is much easier to learn what works from the experts. Why go down a certain marketing road if others have tried and failed. You want to reach your
There Are No New Problems.
Regardless of what kind of a mess you find yourself in, somebody's been there before you - in fact, many have been there before you, and some of them figured out how to get out. The ideas and inspiration you need may be as close as your Local Glazer-Kennedy Insider’s Circle Chapter.
customers in the quickest way possible and GKIC provides the strategies and tools to get you there.

I don’t know about a warning, but I would say that you have to find your audience before you build your business. Trying to find it after is a pain in the you know what. Set yourself up as the expert in your field as soon as possible. It’s hard work, but completely worth it in the end.

In conclusion, I’d like to share my favorite Dan Kennedy quote: “Build a steel fence around your herd.” What that means is, do everything you possibly can to keep your customers from going anywhere to do business but with you.
The customer list is THE most valuable asset any business can have and the failure to capture names of customers as well as of interested prospects is a huge "hole in the bucket" of most businesses.
About Heather Morrow

Heather C. Morrow, owner of Pottery Daily, helps emerging artists express their true value and get paid what they are worth. Her products and services show you how to make more money, save more time while enjoying the freedom in your art.

For your FREE audio go to www.marketandsellyourart.com.

Note from the Publisher: Heather received our “Local Chapter Marketer of the Year” Award in 2009. (As shown below)

Shown here: Local Chapter Director Craig Valine presenting Heather Morrow with her "Local Chapter Marketer of the Year" Award in December 2009
“If you take away all my wealth, my products, my inventory, my equipment, my staff, in fact, virtually all my assets and resources, but leave me my customer lists, I will have everything else back in short order.”

- Paraphrase of an Andrew Carnegie quote
Member Profile:
Local Chapter Member
Dr. Dennis Buckley
Pasadena, CA

I grew up in Downey, California.
My mother and father are still alive. I have one younger brother, currently single with a 23 year old daughter and my brother has a daughter.

My father worked for 30+ years with So Cal Edison. My mother worked for a medical clinic as medical records supervisor

I went to Golden West Junior College, Orange Coast Junior College, and then finally to Los Angeles College of Chiropractic earning a BS and DC degree.

I wasn’t really seeking to be a Chiropractor. Basically, I was a patient and it picked me.

Before that, I worked in the Supermarket industry for 18 years with Alpha-Beta. Fortunately, I have many mentors and the ability to learn.

I first discovered Glazer-Kennedy Insider’s Circle from one of their products called “The Phenomenon” which showed “How 23 Entrepreneurs Achieved MORE in 12 Months Than They Had In the Previous 12 Years.”
The bigger your list, the more important it is to be able to carve chunks out of it, to match to different kinds of offers – so you can create appealing offers and efficiently market to different customers.
What inspired me to join the Local Chapter of Glazer-Kennedy Insider’s Circle was simple: *I was inspired to learn more.*

Since joining the Glazer-Kennedy Local Chapter, I have expanded my business in many different areas. I first discovered that I had more than one business (within my business). And, I started reaching out with partnerships in other performance-related businesses.

Prior to getting involved with Glazer-Kennedy, I had trouble retaining patients. I now understand the lifetime value of a patient and do many things to enhance the longevity of our relationship together.

Dan Kennedy calls it *developing your “Future Bank”* (*versus just focusing on getting new patients, which is “Current Bank”*).

I see my primary responsibility as an entrepreneur to be successful. I believe it’s my role to provide valuable services to the community. In the process, I’m also providing employment for others, contributing to the tax base, and providing opportunities for others.

I realize I am the leader who is responsible for the growth and sustainability of my business and all the opportunities that come with it. As a leader, I’m happy to take all the responsibility... but give all the credit for success to the team who helped create it.

Right now in my business, my favorite and most-used strategies for marketing my professional practice include **Video Marketing** and **Information Marketing**.
Never to let a day pass without doing something to promote, no matter how busy you are. This commitment to daily promotion will prevents you from slipping into the start-stop-start-stop pattern that destroys momentum.
I use Video Marketing primarily for testimonials and patient education. Using Web tools such as Traffic Geyser (www.TrafficGeyser.com) to send my videos to submission sites helps raise my rankings in major search engines.

I send out a regular monthly patient newsletter incorporating videos in a format that is both informational and empowering to my patients.

I think the best part about using these particular strategies is having the technology available to jump on opportunities on a moment’s notice to tie in marketing to events when they are fresh in prospects/patients minds.

The greatest benefit of being a member of Glazer-Kennedy Insider’s Circle is that by learning how to be more effective in my marketing, it has also allowed me to do more in less time and be more efficient in my business.

What’s great is that I now have more time in my personal life. Combining common business tasks in my personal life such as exercise into a mastermind session, discussing ideas while exercising definitely makes my life more easy to manage.

My advice to business owners: The New Economy demands different strategies. GKIC keeps you up-to-date with the latest ideas and strategies on “what’s working” versus doing what USED to work and getting left behind.

Stop complaining about the economy and do something about it. As Dan Kennedy says, “Don’t tell me about the labor pains; show me the baby!”
"If you ain't the lead dog, the view never changes."

You want to stake out a "leadership position" in everything you do. Figure out how to be "the leading authority" on something, "the leading company" in some carefully described field.
About Dr. Dennis Buckley

Dr. Dennis Buckley is a Chiropractor and a health expert that can show you how to be healthy and wealthy.

Your health is your most important asset and must be treated as such. Health resides within you and can be tapped into through proper lifestyle.

Dr. Buckley teaches people how to take better care of themselves so they can "keep the doctor away". His methods are based on sound scientific data with an emphasis on self responsibility.

Dr. Buckley lectures on health and healthy living and also partners with other performance coaches in the mental health field and business health fields to increase workplace wellness and coach other practitioners to be successful.
"School is NEVER out for the pro."
- Cavett Robert
~ Section 5 ~

Seven Quick and Easy Ways to Unlock Smart & Effective Marketing Strategies to Grow Your Business

By Craig Valine
“I think it's very, very, very rare for a successful person not to have had at least a couple of profoundly influential mentors in their lives. This tells you to seek them out, pay them if necessary; get coaching.”
- Dan Kennedy
You’ve Just Been Given a Key To Unlock The Profit-Potential Of Your Business!

Will You Use It?

On behalf of the Glendale/Pasadena GKIC member who gave you this book, I want to thank you, in advance, for taking a few minutes to learn about our “marketing for entrepreneurs” group.

Glendale/Pasadena GKIC is the local Los Angeles Area Chapter of Glazer-Kennedy Insider's Circle, an international group founded by marketing gurus Bill Glazer and Dan Kennedy. To date, Glendale/Pasadena GKIC has helped hundreds of local business owners and today we have over 150 active members in the Greater-Los Angeles Area region.

Unlike other business groups, our group is focused on teaching you smart, efficient and most importantly effective marketing strategies. We’re a group of business professionals whose lives have been changed, for the better, by the “No B.S. Marketing” strategies Dan and Bill teach.

Before I go any further, I want to personally share with you what Dan and Bill have done for me and my business. I don't have time to tell you my whole story but I WILL tell you several years ago my marketing consulting business was, shall we say, “stuck in third gear.” Then I became a Glazer-Kennedy student and the rest is history. I read, studied, and most importantly implemented what I learned.
YOU CAN'T CLimb THE LADDER OF SUCCESS DRESSED IN THE COSTUME OF FAILURE!
Today, I run several businesses, have multiple streams of income, speak around the country and love what I do. I live in a beautiful house, have a wonderful family and a beautiful son, and have the good fortune of working with clients and chapter members I want to work with. I owe much to Dan and Bill and what their marketing and business techniques have taught me.

I am so serious about these techniques and strategies that in late-2007, I became the Los Angeles Area’s only Dan Kennedy-certified, No B.S. Business Advisor. I wanted to take what I have learned (and continue to learn) and share it with other business owners and professionals, like yourself.

At each monthly Glendale/Pasadena GKIC local chapter meeting, we discuss and study many ideas, tactics and strategies for entrepreneurial success, specifically those relating to marketing and mindset. In less than three years, this unique group has impacted the lives of many entrepreneurs in the L.A. area and now with our current economic situation, it’s more critical than ever to stand-out and differentiate your business.

At this very moment, you have a great opportunity to take the first step to improve your business and your life. I invite you to attend our next chapter meeting (for specific details visit www.GlendalePasadenaGKIC.com) and consider if our Glendale/Pasadena GKIC local chapter is place where you can learn how to grow your business.

I’ll be up front and let you know we’re not right for everyone. If you are not open-minded, looking for serious and proven growth
LET US HELP YOU CLIMB THE LADDER TO SUCCESS!
strategies or are content with the norm, this is not the group for you. If you are looking for a “lead referral” group, where passing out business cards is the main source of potential – this is not the place for you.

However, if you are a person of action and a progressive, open-minded, creatively-oriented entrepreneur, we’re for you. If you love to learn from others and associate with other thriving and dynamic entrepreneurs in diverse fields, we’re for you. If you are sincerely motivated to create much higher income, greater wealth, greater stability and security and independence, you’ve finally found a place to call “home.”

You can even try us out for two months to see if it’s a good fit for the both of us! Please continue to read on and see how we have changed our members’ businesses and lives.

Thank you again for learning more about our group.

Dedicated to helping you multiply your income!

Craig Valine

Craig Valine, Chapter Director

Glazer-Kennedy Insider’s Circle

Greater Los Angeles Area
WHAT BIG AH-HA’S WILL YOU LEAVE WITH?
Reason #1

Unique Opportunity To Network With Other “Like-Minded” And Successful Business Owners And Entrepreneurs

"You are the average of the five people you spend the most time with."

– Jim Rohn, Self-Made Millionaire, Author

If you believe Jim Rohn, then you will want to surround yourself with successful people who are taking action and making BIG things happen. By "building your success team" and surrounding yourself with like-minded, driven, and positive people, you will be propelled to higher levels of achievement and accomplishment. This simple strategy is a trait common to all business giants.

So How Do You Go About Building Your Success Team?

Join your local Glazer-Kennedy chapter! Every month, like-minded, positive, and successful people are getting together with the common goal of expanding their circles of influence.

Just by being in the same room with positive and influential people each month can be like a shot of adrenaline for your business and your life.

Each monthly meeting offers you the opportunity to build the foundation of your success team and to form important business relationships.
"ARE ANY PREREQUISITES REQUIRED?"
Reason #2

Our Chapter is a “Safe Haven” Where You Can Share Your Success Stories and Learn From Others What’s Working

Let’s face it. Being an entrepreneur, business owner, or top dog can be a lonely experience. Most people probably don’t really understand what your days are like and the unique stresses and trials you face each day.

Imagine a group of people who get it. Who understand and, more importantly, can offer valuable insight and wisdom. Could something like that help you and your business?

By becoming a member of this chapter, you have a powerful anecdote to the loneliness and isolation that many entrepreneurs and business owners face. You can learn and see for yourself the powerful marketing strategies that work in other businesses and learn how to apply them to your business.

And as you start to master Glazer-Kennedy style marketing strategies, you’ll have a support group that will not only appreciate your “unique marketing,” but will also offer you ideas that will make your results even better!
"OF COURSE I CAN'T TAKE ALL THE CREDIT, BUT IT WAS MY IDEA TO JOIN A MASTER MIND GROUP."
Reason #3

Forge Valuable Relationships and Joint Ventures with Other Members

Do you know what YOU get when you fill a room with smart, savvy marketers and entrepreneurs?

**BIG MONEY-MAKING IDEAS!!!**

You should consider this local chapter an opportunity for you to find other individuals with whom you can form valuable joint venture relationships. Joint ventures are opportunities that form when two or more individuals see a larger opportunity to grow together rather than individually. These individuals help you realize your goals while you are helping them realize theirs.

Many members of our chapter have complimentary services and products which you may be able to offer to your clients and customers. Or, by working together, you can form new wealth-creation opportunities. It’s pretty much a “natural law” that when you get motivated, action-oriented people together on a regular basis that great things happen!

Since its start in 2007, our chapter has been the starting point for hundreds of thousands of dollars in new business ideas and ventures.
"NO I'M NOT TOO OLD. YOU CALL IT 'TRICK OR TREATING.' I CALL IT NETWORKING."
Reason #4

Enlightening Guest Speakers and Special VIP Presentations

To date, our chapter has had several guest speakers, including several national-level speakers. These presentations have been enlightening and eye-opening and it’s my goal to continue to bring powerful, business-building presentations to our chapter meetings.

These type of speakers and presentations offer additional insights and ideals for members to implement in their business. Stay tuned for the upcoming chapter schedule for more information.
YOU’LL BE A DIFFERENT PERSON WHEN YOU GO HOME!
Reason #5

Learn Glazer-Kennedy Style Marketing to Accelerate Your Business Success!

Dan Kennedy is internationally recognized as a 'millionaire-maker', helping people in just about every category of business turn their ideas into fortunes. He has been called the "Professor of Harsh Reality" because he's provocative, irreverent, sarcastic, and tells it like it is in a humorous, but serious fashion that cuts to the core of the issues in a way no other marketing 'guru' does.

By studying Dan Kennedy’s and Bill Glazer’s direct marketing strategies, you will learn how to create ultra-effective marketing systems for your business, which is the key to unlocking the profit potential.

You will also learn how to put your prospecting on auto-pilot and create lead-generation systems that will keep your sales funnel full of qualified prospects. Imagine never having to cold-call or cold-prospect again!

Dan Kennedy’s Critical Marketing Triangle

*Right Message-Right Markets-Right Media*

- The “key” to smart marketing! -
"THIS PLACE HAS GREAT BRAIN FOOD."
Reason #6

The Quantum Leap Effect

The Glazer-Kennedy marketing methods and business strategies are like nothing that you’ve ever seen. Many traditional people will even say “But my business is different.”

Their approach is radically different and it’s because of this approach that their members get phenomenal results that far exceed industry norms. Simply put, those that follow their advice reap great rewards. As long as you have an open mind, what you will learn in this chapter will change your business and your life.

There are many business owners and sales professionals in our chapter that have been using Glazer-Kennedy’s methods to achieve great success. You’ll be able to learn BIG ideas that could result in your next BIG breakthrough, without the incremental learning curve (also known as the “quantum leap effect”).

If you can shorten the learning, implementation, and results curve – why wouldn’t you? Never before could spending a few hours each month, at our chapter meetings, produce such long lasting and positive effects for your business.
Leap Frog Your Way to Success!
Reason #7

Glendale/Pasadena GKIC is One of the Most Successful Glazer-Kennedy Insider’s Circle Local Chapters in the Entire United States

If you are looking for a unique and powerful opportunity to learn, network and grow your business, you’ve found it here in our local Glendale/Pasadena GKIC chapter.

This means you have an unprecedented opportunity to tap the awesome power of a group whose sole mission is to help you master Glazer-Kennedy marketing and increase your profit-producing opportunities.

I take leading this chapter very seriously and suggest you ask any long-time member how much time and energy I dedicate to making your chapter investment worthwhile. Trust me, if you allow it, this group can transform your business.

***
TIME Interview with the person of the year
Recent Local Chapter Meeting Photos

Members get all they can from a recent Local Chapter Meeting
One hour a day of truly, totally concentrated effort can equal most peoples' 8 hour workdays.
Craig Valine presenting the “Marketer of the Year” Award to Local Chapter Member Heather Morrow

The Newsletter Guru, Jim Palmer presenting at a recent Glendale/Pasadena GKIC Meeting
If there is a "secret" to unleashing the powers of the subconscious mind, to accelerate achievement of any given objective, this IS it: when something becomes THE dominant thought; the thing you are thinking about most; the thing your thoughts go to whenever turned loose - the time that'll elapse before it becoming reality is almost nil.
Creator of the Hit Movie “Pass It On” Scott Evans posing with members after a recent Chapter Meeting.

Guest Speaker Nick Nanton (center) posing with Independent Business Advisors Ramon Vela (left) and Craig Valine (right)
People who are good at making excuses aren't very good at making money; the two seem mutually exclusive.
Pictures of “No B.S.” Craig Valine with Other Successful Entrepreneurs

Being a member of Glazer-Kennedy Insider’s Circle gives us the opportunity to meet some of America’s most famous celebrities and entrepreneurs. Here’s Craig pictured with a few notable favorites:

Craig and Ivanka Trump
Craig and The Apprentice I Winner, Bill Rancic
Craig and Food Network’s Guy Fieri
Craig and Ezine Queen Alexandria Brown
Craig and Kristi Frank from ‘The Apprentice 2’
Craig and Motivational Speaker, Nido Qubein
"The difference between a live soldier and a dead one is discipline."
- General Patton
Craig and Mayflower Madam
Sydney Biddle Barrows

Craig and “The Newsletter Guru”
Jim Palmer

Craig and Publicity Expert,
Paul Hartunian

Craig and Internet Marketing Guru,
Russell Brunson

Craig and Self-Help Expert,
Lee Milteer

Craig with Entrepreneur and
KISS Rock Legend
Gene Simmons
The number one characteristic of super-successful people is their willingness and ability to act decisively. The difference between decisiveness and impulsiveness is information, experience and track record; if you react quickly but without reason, that's impulsive; react quickly with reason, that's decisiveness.
The PLACE for PROSPERITY™

Special Offer for Readers of “The Ultimate ‘No B.S.’ Guide to Entrepreneurial Success”

The Most Incredible Free Gift Ever ($633 Worth of Pure Money-Making Information)

Dan Kennedy & Bill Glazer are offering an incredible opportunity for you to see WHY Glazer-Kennedy Insider’s Circle is known as “THE PLACE” where entrepreneurs seeking fast and dramatic growth, greater control, independence, security, and prosperity come together. Dan & Bill want to give you $633.91 worth of pure money-making information including two months as an “Elite” gold member of Glazer-Kennedy Insider’s Circle. You’ll receive a steady stream of MILLIONAIRE maker information, including:

Glazer-Kennedy University: Series of 3 Webinars (Value = $387.00)

The 10 “BIG Breakthroughs” in Business Life with Dan Kennedy

- HOW Any Entrepreneur or Sales Professional can Multiply INCOME by 10x
- How to Avoid Once and For All being An “Advertising Victim”
- The “Hidden Goldmine” for Everyone’s Business and HOW to Capitalize On It
- The BIGGEST MISTAKE most Entrepreneurs make in their marketing
- And, the BIGGEEE… Getting Customers to Seek You Out

The ESSENTIALS for Writing Million Dollar Ads & Sales Letters BOTH Online & Offline with Marketing & Advertising Coach Bill Glazer

- How to INCREASE the Selling Power of All Your Advertising by Learning the 13 “Must Have” Direct Response Principles
- Key Elements that Determine the Success of Your Website
- HOW to Craft a Headline that Grabs Your Reader’s Attention
- How to Create an Irresistible Offer that Melts Away Any Resistance to Buy
- The BEST Ways to Create Urgency to Inspire IMMEDIATE response
- “Insider Strategies” to INCREASE response that you Must be using both Online and Offline

The ESSENTIALS of Productivity & Implementation for Entrepreneurs with Peak Performance Coach Lee Milteer

- How to Almost INSTANTLY be MORE Effective, Creative, Profitable, and Take MORE Time Off
- How to Master the “Inner Game” of Personal Peak Productivity
- How to get MORE Done in Less Time
- How to Get Others to Work On YOUR Schedule
- How to Create Clear Goals for SUCCESSFUL Implementation
- And Finally the BIGGEE… How to Stop Talking and Planning Your Dreams and Start Implementing Them Into Reality

Continued on Next Page
“I was on the fast-track to FAILURE when I met Craig Valine, who introduced me to the Glazer-Kennedy Insider's Circle. The harsh reality is that I did not know I was setting myself up for failure! Through GKIC I got the tools and motivation to take the needed ACTION to be successful.

If you want REAL marketing ideas, which include the “how-to-do-it” part that really works, then I suggest you get involved with this group.”

- "Famous" Alice, Entrepreneur

www.FamousAlice.com
• ‘Elite’ Gold Insider's Circle™ Membership (Two Month Value = $119.94)
  o Two Issues Of The NO B.S. MARKETING LETTER
  o Two CDs Of The EXCLUSIVE GOLD AUDIO INTERVIEWS
• The New Member No B.S. Income Explosion Guide (Value = $29.97)
• Income Explosion FAST START Tele-Seminar (Value = $97.00)

There is a one-time charge of $19.95 in North America or $39.95 International to cover postage for 2 issues of the FREE Gold Membership. You will automatically continue at the lowest Gold Member price of $59.97 per month ($69.97 outside North America). Should you decide to cancel your membership, you can do so at any time by calling Glazer-Kennedy Insider’s Circle at 410-825-8600 or faxing a cancellation note to 410-825-3301 (Monday through Friday 9am – 5pm). Remember, your credit card will NOT be charged the low monthly membership fee until after your FREE test Drive, which means you will receive 2 full issues to read, test, and profit from all of the powerful techniques and strategies you get from being an Insider’s Circle Elite Gold Member. And of course, it’s impossible for you to lose, because if you don’t absolutely LOVE everything you get, you can simply cancel your membership after the second free issue and never get billed a single penny for membership.

To Claim Your Free Gifts, Just Fax This Form to Craig Valine at (626) 507-8504. Alternatively, You May Also Enroll Online at www.NoBSFreeGift.com/CraigValine
ATTN: Los Angeles Area Entrepreneurs, Business Owners, Salespeople, and Professional Practice Owners:


Currently, as the ONLY Glazer-Kennedy Insider’s Circle Local Chapter in the Los Angeles Area, We Meet Each Month on the Last Tuesday Evening in Pasadena. Join us, won’t you?

For more information, visit:
www.GlendalePasadenaGKIC.com

Or, call Craig’s office at (626) 507-8228