

Doberman Dan: Gentlemen, how is it going? Doberman Dan here. I don't believe Francis ... Yeah. Francis said he wouldn't be able to join us today so we'll miss him. I'm recording this for anybody who can't make it. Please forgive the disaster here on my desktop. My main computer is in the shop so I'm working from my laptop.

Anyway, Caleb O'Dowd is here with me today. How is it going Caleb?

Caleb O'Dowd: It's going great, Dan.

Doberman Dan: Awesome.

Caleb O'Dowd: How are you doing?

Doberman Dan: Doing great. Thanks to the technology of GoToWebinar. All the way from Ireland today. Right?

Caleb O'Dowd: Yeah. Absolutely. All the way from Limerick, Ireland where I was born and raised. I'm home on a vacation.

Doberman Dan: You're like a globetrotter. It seems like every time I email you I always end with "where are you now" and you're always in some exciting exotic country.

Caleb O'Dowd: Yeah, yeah. I have been ... I think I've lived in 10 places in the last ... 10 different cities in the last 11 years or maybe it's nine in the last 11 years, so something like seven countries and nine cities in the last 11 years. I like to travel, Dan. I like to travel. It's one of the beauty of the ... one of the good things about the business that we do. We are able to operate anywhere we have internet access. Thank God for modern technology.

Doberman Dan: Absolutely. Hey, we're a small group but everybody's muted for now. Depending on how they want, we can open up their mikes later or if everybody prefers to sending questions on the little question chat, do hickey wickey and do it that way. To kick us off, I've talked about you in this group so I think a lot of people may already know about you. You and I met through Gary Halbert. You were one of Gary's protégés. Would you mind? I know you'd probably get bored of telling the story. I never get bored of hearing it. Would you mind telling the whole story about

basically how you got into this crazy direct response marketing, how you met Gary, how you got in the supplement business, all that, please.

Caleb O'Dowd: Yeah. All right. Well, I'm from Ireland as you mentioned. I was a bit of a boisterous teenager and never really had much interest in school or teachers. I had a problem with authority. I didn't like learning things that I didn't want to learn about from people I had no respect for, so I left school at 16. I left the equivalent of high school. I left halfway through high school and I became a carpenter. That was such a cool thing for me to do at the time, but by the age of about 18 I realized that Ireland is too damn cold to be working in the winter time outside so I was ... I'm a creature of comfort so at about 18, I started to really get interested in all things, kind of personal development business-orientated.

My brother, John, who has been my business partner since day one has always been a huge inspiration to me and really like a guiding light in my life. He started sending me books all about marketing and success and The Millionaire Mindset and Think and Grow Rich and all that kind of stuff. [Together 00:04:03] with him we began dreaming and fantasize about stocking our own business and becoming millionaires and living an amazing lifestyle and traveling the world and doing all that good stuff.

It was actually through John that I even have to hear about Gary, so I mean originally the plan was that we would ... We got into so many different things. We were investing in stocks. We were doing real estate for a while and we were thinking of writing books and all that kind of stuff. Eventually, we landed on direct response marketing. From there, we concluded that one of the major skills required to sell anything via direct response was to learn how to be a good copywriter.

John actually had been on Gary's newsletter for a couple of months. John printed out some of these newsletters and brought them over to the house and was like, "Hey, you got to read this guy. This guy is crazy. He's just brilliant. He's just a magnetic person." John just read every one of his newsletters and I didn't really knew him at all but I started reading Gary's newsletters and I just became absolutely certain that Gary was, number one, my type of guy, and number two, that he was my mentor. He would be my mentor whether he knew it at the time or not.

You'll have to excuse me. I'm recovering from a head cold so I'm sniffing here as I'm talking so please excuse the sniffing.

Doberman Dan: No problem. I got a great remedy for that. I'll tell you later. Go ahead.

Caleb O'Dowd:

Yeah. Okay. Cool. So, yeah, I had just finished. I think, it was Think and Grow Rich and I remember reading one of the stories there about someone who wants to come and work for Thomas Edison and the way that he did it was ... He wasn't the most qualified guy for the job and he didn't have all the qualifications necessary but he just, through persistence and enthusiasm, he just essentially hounded Thomas Edison. He would send him letters all the time. He would just consistently send him letters telling him all the reasons why he should hire him and he should come and work for Edison and all that kind of stuff. I think Edison never responded.

I don't know the exact details anyway, but this guy, anyway, packed up all of his belongings and jumped onto a train and essentially arrived at Edison's office, told him that, "I'm your new employee." I was fresh out of reading that and that was my approach with Gary. He had at the top of his newsletter, he had a phone number, and I essentially called up the number. He had a personal assistant at that time called Theresa and I got through to Theresa and told her I want to learn how to write copy from Gary and I want him to be my mentor. I guess it just kind of bulldozed her with enthusiasm and she told me, "Gosh, I don't think he's looking for anyone or he's interested in hiring anybody" or whatever.

To make the long story short, she eventually gave me his number and I called him, and called him and called him and I got through to him and he hang up on me and told me that he wasn't interested in hiring anyone or working with anyone. I just never stopped. I would email him all the time. I would call him all the time. I even sent him letters all the time. For a finish, I think he just became enormously frustrated with this punk.

I was 20 at that time. He just became enormously frustrated and told me, he said, "Look, I'll give you three weeks." He said, "If you come to me, I'll give you three weeks of my time and at the end of three weeks, I don't ever want to see you again. And by the way, if you want to come here," because I'm in Limerick, Ireland, and he was in Miami at that time, "send me a check for \$19,000" and he said goodbye and hang up the phone.

This was obviously a "Go away kid. Leave me alone and don't come back. I don't have time to be talking with your response." Nineteen thousand dollars was a lot of money for me back then but actually my brother, John, gave me the money and there was a check sent to Gary for \$19,000. He called me up and told me I was crazy. He couldn't believe that I send him the check and I just signed away my life for the worst three weeks that I could imagine.

That was that. I landed in Miami. It was just shortly after January. I think it was the first or second week of January. I don't even remember the year. It was about maybe 10 years ago. Excuse me. It was 11 years ago. I was 20 and I landed in Miami. That was the end of that, man. I mean three weeks, the minute we met, we hit it off and became really great friends. I ended up living in Miami for two years. He got me an apartment. He rented me an apartment that was two floors above his apartment.

I had no money. My brother, John, had paid the \$19,000. Gary essentially saw a lot of potential in me but what he said was, "I'm going to rent you this apartment but I'm putting no furniture in it. If you want furniture, you got to earn it." I essentially slept on a concrete floor. It was a lovely apartment by the way but I slept in the concrete floor and I had just my sweater for a pillow. I slept like that for a long time until I would write copy for him. He would tell me that he's not paying me anything until something worked and it was a while before something worked.

Eventually, I got to put some furniture in that place and I ended up living two or three floors above Gary's apartment for, I think, two years. I spent about 16 hours a day, seven days a week hanging out with Gary for about two years and that was that. I mean I wrote copy for him. In addition to writing copy, I did everything else for him. You know the road dog ...

Doberman Dan: Oh, yeah.

Caleb O'Dowd: You know how Gary ... You know the road dog scenario there. In addition to writing copy, I essentially was required to almost do everything required by Gary. That's what I did for two years. Then he got me into business. He got me into direct mail. I initially just wanted to sell information products over the internet and then when I started learning from Gary he was like, "Forget that. You're getting into a supplement business" and "you're going to do direct mail."

I actually had never even seen a direct mail package. I'd never seen a number 10. I remember being in the car with him and I was like, "Ugh." I asked him what does a piece of direct mail look like and he nearly crashed the car. He couldn't believe it.

Doberman Dan: Because, they don't ...

Caleb O'Dowd: [Crosstalk 00:12:02] don't have direct mail.

Doberman Dan: At least back then they didn't have direct mail in Ireland, right?

Caleb O'Dowd: They still don't. I mean we got bills in the mail. We don't get any offers. There is no direct mail here. It still doesn't exist. At least to the best of my knowledge anyway currently, but I'm almost certain that there is no such thing as direct mail here in Ireland.

Doberman Dan: Holy smokes!

Caleb O'Dowd: Or anywhere in Europe I really think. That's it. That's how I met him. Yeah.

Doberman Dan: Tell the story about ... I want to make sure I have the facts right. Tell the story about the first supplement sales letter you wrote.

Caleb O'Dowd: Yeah. The first supplement sales letter I wrote was for a sex pill for men. Previous to that point, I had been doing newspaper ads. So, I actually, I learned how to write sales copy by writing newspaper ads for Gary. Gary was always writing ads, always testing stuff out. As I have progressed in this business and I look back at it, I have to take my hat off to him. I mean we would write newspaper ads and we would test it to a thousand ... We would purchase a \$1,000 schedule, and if that little ad, if it wasn't an absolute breakthrough, it was totally abandoned.

I'm not sure I entirely agree with that approach. There was a lot of good ads that could have been great ads with a little bit more testing and a thousand dollars is certainly a really, really small schedule, but that was it with him. It was either a breakthrough or it was immediately abandoned. It took a while before I wrote a direct mail. I actually had written another offer for an information product, a sales letter but it never went live.

I started writing newspaper ads first and I did that for the longest time and then I got an opportunity to write a direct mail piece and it was for a sex supplement. He was really very pleased with that. I remember it was mailed and the result was that it pulled like 1.6% conversion rate, and it was like \$150 average ticket. I remember asking him "What does it mean? What does 1.6 mean?" He was like, "Are you crazy?" He was like, "That was fantastic." He was like, "This is unbelievable." Yeah. I wrote that or that was the first sales letter I wrote. Yeah. It was first ...

Doberman Dan: That was for ...

Caleb O'Dowd: ... supplements [letter I wrote 00:14:59].

Doberman Dan: That was for a client?

Caleb O'Dowd:

That actually was written for ... It was to be my first project for a company that Gary wanted me to start. We called up a list broker. Actually, here is how we did it. Yeah. This is actually an interesting story. We called up a list broker. Gary had a list broker. I don't even remember who it was actually but we essentially sat down on his couch and had a phone call with the list broker. The very first question he asked was, "What markets are kicking ass right now?" I forget what she said. It was two or three markets or whatever. He said, "Okay. Cool. These three markets are working." "Yeah." He said, "I want the top three offers that are being mailed the most in these three markets." She said, "Okay Gary." he said, "Okay. Goodbye." That was it.

An hour later, we got nine offers via email. He printed them out and we essentially put them on the floor in front of us and we looked at the three categories of offers. He taught me about the young, the old, and the weak in marketing. He gave a lecture about in the animal kingdom that the easiest kills are the young, the old and the weak. He taught me about there's enough problems in marketing without taking overwhelming ads or enormous challenges that you want to essentially go for the opportunities that are the easiest kills.

We compared the different categories of offers in each market and we essentially selected the potency market, the aphrodisiac, increase-your-sex-drive market considering that the advertising that was in that market was so inferior to what he knew we could do. That was how that market was selected. It was selected in that manner. I still would agree to this day that that is the absolute best way to select a market from the outset unless you're already involved in markets and you're approaching things from the perspective of having very unique products, but if you're just starting out and you're looking for a way to get involved with direct mail, that's the criteria to go and do.

The interesting thing about that as well is that he did something very interesting or he did something that I thought was very smart. I haven't had the need to do it ever again but it is very intelligent. What he did was we got the three potency letters and he went back to the list broker and said, "Please give me a list of ... Please give me the [date of occurrence 00:18:37] for all lists that these offers have repeated on." Now, a repeat is essentially if you mailed a list and you mail it again a second time then obviously that list is a very profitable list otherwise why would you spend the money to go and remail it.

What he did there was he got a list of 10 or more lists where these offers had repeated so not only had he found the most profitable markets and the markets where the competition was weakest, he had also gotten a hold of all of the offers or excuse me, all of the lists that those offers had been proven profitable. Based on those criteria, it's really difficult to fail. The only thing you're missing thereafter is just good copy.

At that particular time, he just left me off. He said, "I want you to do this one on your own. I want you to do all the research. You have the structure. You have the formula. You have everything that I've taught you. You've done everything. You're not to my liking after this particular point." He left me off and I wrote that sales letter and he made me sit down. He always read things in the couch. He used to brainstorm on the couch. He just lay on the couch and close his eyes and think up. He made me sit next to him for ... I don't know. What was it? How long does it take to read a number 10 package? Maybe 15 minutes or something. I just sat in silence while he skimmed through the pages.

It was tormenting. I thought he was going to tell me the whole thing was junk as he had done many times previously, but he was really happy. He thought it was killer. I had a P.S. that he didn't like and he changed the P.S. with something if I remember correctly, but he told me to immediately go and mail it. I was like, "Okay. How do I do that? How do I mail it?" Should I go and tell that story, Dan? Or do you want me to move on.

Doberman Dan: Yeah, yeah. Please. Because this confirms that my understanding was correct. I mean my understanding was that in fact he put that sales letter, that first supplement sales letter you wrote in one of his newsletters. My understanding was you wrote the letter, the business and the product didn't even exist yet, and he's like, "This is a winner. We've got to mail this." So, you basically, from a letter, you created an entire business that is still going today.

Caleb O'Dowd: Yeah. Yeah. Here's how that business was started. We lived on Biscayne Boulevard and there was a Kinkos nearby. I think it was across the street. We went over and he told me what we needed. He said, "Hey, we ..." Oh, no, no, no. Excuse me. That was it. We went to the ... Gosh. I can't even remember. It's a famous home store in America. I've been away for so long that I can't even ... Home Depot or something like that. We went and bought a thousand envelopes.

He told me, he was like, "There's all these different types of envelopes. The one that you want is a number 10 security sealed envelope but no

window. In that way, the headline doesn't come through when you put the letter inside and people don't know that it's junk." That is like they wouldn't consider it junk mail.

We went down. We bought a thousand envelopes I was like, "Okay. Cool, cool, cool." He was like, "Yeah, yeah, yeah." He was like, "No. You needed a thousand first class stamps." I was like, "Okay. Cool." We drove to the post office. We got like a thousand stamps on a roll. Then he said, "Now, what you need now is ... You need a thousand letters."

We went to Kinkos and he told me, he was like, "Look." He said, "This is the most expensive way you can do it is to go to Kinkos." He was like, "You know, you would never go to Kinkos on a large mailing. They're the most expensive." But he's like, "I want you to do it this way and I want it to be expensive so that you have an understanding of how the cost work and the savings that are possible as we move through this whole process."

Anyway, we went to Kinkos got a thousand of these things printed off and I actually got a phone in my apartment. I actually went and got a picnic table, a plastic picnic table. My brother actually gave me pictures of this. It would be funny to actually send those pictures to you so that the people listening here today could check it out. It was so funny. Anyway, I got a picnic table and a picnic chair. You know those plastic pull-out things and I got a phone. I got a phone into the apartment, a regular phone.

Anyway, I had a little production line up there. I got my thousand letters and I got my thousand stamps and I got my thousand envelopes. He taught me how to C-fold the letter and all that kind of stuff. Man, it takes a long time to fold a thousand letters and put them into envelopes and hand write everyone's name and address and lick a stamp, put the stamp on and as long as it took to do a thousand letters. I actually did 10,000 one time. It took me ages and ages and ages and I got to the stage actually where we were doing mailings. I was like, "I'm never doing it again, man. I'm never doing it again. I can't do it."

Doberman Dan: Oh, my god.

Caleb O'Dowd: "It's killing me to do all this work, you know." Anyway, I did a thousand letters and we mailed it out and the response was very good. I actually took the calls. If you could imagine me sitting in an empty apartment, sitting on a picnic chair with my elbows on a picnic table waiting for the phone to ring. I would take the orders. I would take them manually so I



got to speak to all of my customers. I actually took the orders. Yeah. I took the orders myself manually over the phone.

The first mailing was successful so we took ... Gary has this thing like you can mail a million letters for ... how to mail a million letters for a thousand dollars. How you do it is you mail a thousand dollars and you take the money that you earn and you mail \$2,000 and then you take that money and you mail \$5,000. That's exactly how we did it. We got as far as 10,000 letters and I just couldn't do it anymore. I just could not do it anymore. I knew the next mailing was going to be like 18,000 or 20,000 and I was just like, "I can't do it. I can't. I just can't lick any more stamps like that. I can't write another person's [name in 00:26:16] an envelope. I'm going to go insane."

Doberman Dan: Halbert, he loved making people do that.

Caleb O'Dowd: Yeah.

Doberman Dan: I certainly have never done 10,000 letters by hand. I have done ... Like you, I start out with a thousand. Then I did 5,000. I just think everybody is always looking for a way to make things easy and automate and outsource. I can totally relate to that, but I don't think that experience can ever be duplicated. I mean you talked about getting that stuff into your DNA at an organic level. When you hand wrote the envelopes, you personally take the phone calls and the orders, it sucks while you're doing it but you got to admit it was an awesome experience.

Caleb O'Dowd: Yeah, yeah. I mean you really just get a very deep understanding of the business from the ground up. I went to Kinkos. I paid x dollars for a thousand letters. I was able to understand the cost savings as those mailings started to climb, as the quantities and those mailings start to climb. I had an understanding of the costs and what was involved and how to go about all of that. I also had a very deep level of understanding of who my customers were and what they would respond to over the phone and what they would not respond to over the phone.

So, yeah. I mean I really got a ... even the mailing of it. We would stuff his car with boxes and boxes of letters and we would go around. He would tell me that, "No one does this but this is the best way to go about it." He would go to different mailboxes and would mail a thousand here and then we drive somewhere else and he would stuff another thousand in a different mailbox and then the next time around we do it, we'd go straight to the depot and we would drop off 10,000 of these mailings in the depot.

I mean it was just great to get an understanding of all of that from him. I mean he ... Here's the thing. He had done that himself. I mean he had done that himself. It wasn't like he was telling me to do something that he didn't do. I mean he had done that himself countless times. Yeah. That's how I got going, man. I mean just one mailing scaled into the next, scaled into the next and it was 11 years ago.

Doberman Dan: What a valuable experience.

Caleb O'Dowd: Yeah.

Doberman Dan: Kind of like you talk to marines. We have former marine on the line I think. Yeah. Donald's on the line. You talk to marines and ask them about boot camp and nobody says, "Oh, gosh. I loved it." They all said, "Oh my god. It sucked. They talked about how hard it was but it was the most valuable experience of their lives.

Caleb O'Dowd: Yeah. Yeah. Exactly. Exactly. It really was. It was great. It was great. It was hard to appreciate it for what it was while I was with him because he just always kept me working a lot. I mean it was just an awful lot of work. He loved giving me a ton of work but at the same time he always had a feel for when you were about to snap and then we would go on a road trip. He was very careful about managing.

Another thing, too, that I would say about him that very few people can say about him is that he was a master teacher. People can say that like, "Yeah. You know the way that he would teach how to write a copy was exceptional and his newsletters and all that kind of stuff" but I guess I mean it from a different level. He was a total prankster. He was a total ... He loves having fun all the time. He just loved embarrassing me and having fun. We were always getting up to no good and everything.

He spent I think about maybe ... I don't know. He spent a long time, I think, studying me. He was a very contemplative person. He really figured out the very best way to teach me. I witnessed him teach other protégés and it was very, very different to how he taught me. He figured out that I was the type of person that responded to challenges and reverse psychology so he would always ... I used to be a carpenter as I mentioned so he would ... One time he went out. He was like, "Hey, I will be back later." I was like, "Okay." He's like, "Get these 100 jobs done before I get home." I was like, "Okay."

He came back and he brought me back a hammer. He was like, "Hey, I got you a hammer." I was like, "A hammer?" He was like, "Yeah, yeah, yeah. I

got you a hammer." I was like, "What am I going to do with a hammer?" He'd say, "When all ... [Inaudible 00:32:00] what he say. When everything that ... Oh no. "When you fail at all of this game and you're at home in Ireland in the freezing cold on top of a roof, I want you to look down at this hammer and think about the opportunity that you left slip through your fingers."

I couldn't believe it. I was like, "What?" I couldn't believe it. I couldn't believe that he would say something like that to me but it wasn't a hurtful thing. It was said in humor. That hammer, man, that hammer, it was on the picnic table and every morning I would get up and that hammer was there and I used to just think, "I'm going to show this guy. I'm going to ... you know." It drove me on. He would teach me in that manner. He would teach me in a very kind of a reverse psychology, challenging me and always dangling the thread of failure around me.

I think he really got the best out of me in that manner and I really appreciate that maybe in a sick way, but I really appreciated that. I take my hat off to him as a teacher for really not trying to fit a square into a round hole. He was able to figure out who you are and what made you tick and really cared enough to really identify the means of getting the best out of you.

Doberman Dan: I love that about Halbert. Correct me if I'm wrong. The folks on this call are fascinated by this with the exception of recently. Correct if any of this is wrong. Recently, you're doing stuff on line but pretty much your business has been almost entirely direct-mail-driven even though you've done some space ads, too, but mostly direct mail. Right?

Caleb O'Dowd: Yeah. It's been 95% direct mail. Yeah. You know what? I have no business being anywhere else. I mean it's just more of an ADD thing, but Gary taught me a love for the newspapers and a love especially for direct mail. I think we're all distracted and excited by shiny new objects but there is more money to be made in direct mail than any sane individual needs. There just is you know?

Doberman Dan: No.

Caleb O'Dowd: Everybody is "It's going nowhere. It's gone nowhere." Everybody is like, "Oh, the mail was dead." Let me tell you the mail is not dead. The mail is alive and it is thriving and there is an absolute fortune to be made in the mail.

I know. I've been living it for the last 11 years and I know guys that are just [inaudible 00:35:12]. They're just taking home truckloads of cash every week in the mail, so it's gone nowhere. It's insanely profitable opportunity if you know the [formula 00:35:25]. The formula has changed slightly. Not the formula but the strategy has changed slightly but it's still an enormous opportunity and there's no other reason to be involved in anything else from my perspective other than just me getting distracted with other opportunities and wanting to conquer different lands.

Doberman Dan: I just before the call hear this. Guys, I [apologize 00:35:55]. No visuals. That's why I just put up my website to hide all the crap in my desktop so no visuals today but I mean you can't beat GoToWebinar for audio recording. Anyway, I just posted this on my site. It's entitled Online Marketing is the New Direct Response TV. My point being that Direct Response TV used to be the place for a guy who's making millions, tens of millions, hundreds of millions in direct mail and space ads and they get into DRTV. The minute they do that, they're immediately on the radar of the alphabet agencies and that always turns out bad.

Dave Klein from Macromark the other day was telling me about all these clients of his selling online who have gotten shut down right and left. He told me, "The alphabet agencies have people aside who do nothing but troll the internet" and I had this thought, "Aha. The internet has become Direct Response TV so offline is still a place you can still really be under the radar."

Caleb O'Dowd: Absolutely. Yeah. The newspapers is that, too. I have ventured off into the newspapers and yeah, you're really putting yourself out there in the newspapers. I've never done TV. I've done newspapers. I've done the internet and direct mail but Dave is right, the direct ... It was Gary's comments also which is you're as safe as you can possibly be in the mail. You really are. It's totally under the radar and it's about as safe as you can be.

The other thing about the mail and very much so the newspapers but I would ... In comparison to the internet, my experience with the internet is number one, why do people say the newspapers and the mail is dead? First of all, it's not true. The reason why I say it is because such an overwhelming volume of marketers left those mediums to go online because the cost to acquire a customer was so low.

When the internet first came about, you could just put an article up on a website and add some keywords to some meta tags and Google would rank your website and send you a ton of traffic. Then along came

AdWords and you could purchase highly targeted clicks for a penny a click. Those days are gone. I mean they're so gone now. I mean the internet is probably one of ... It's probably the most expensive place to acquire a customer.

We did a lot of CPA work a couple of years ago and did very well out of it and then just got out of it. I recently gone back online with a certain campaign that we're working on here and I've talked to some of my CPA providers and the cost per sale is doubled. The thing that I think about the internet is that it's getting a lot more complicated technically. From a technology perspective, there's always a software for this. If you track, it was a tracking software. There's a program and there's the service you need and just to operate a simple website, you need 10 different services of 10 different software. There's bells and alarm bells going off all over the place.

In the mail, it's just not like that. It's not technically overwhelming. In the mail, you're also in control of your volume and your growth. You're a phone call to Dave Klein away if you want to grow. If you have the means to grow, you're a phone call away. It's just like ordering a pint [in a pub 00:40:29]. "I think I'll have another please or I'll have more." You can order lists. In the newspapers you can order bigger schedules.

One requirement for success in the mail is that you have a killer sales letter. That's not even the most important requirement online. You have to know people. You have to ... It's just a far more complicated model and the cost of doing business, the cost of acquiring sales is going up and up and up. It's never going down. Your competition is doubling all the time. If you're in a profitable market, the amount of people, the amount of competitors that are coming into that market on a daily basis is staggering.

To top it off ... I don't mean to be bashing the internet. The internet is great and if you're on the internet, it's fantastic. I'm just comparing it to the benefits of the mail, but it's also becoming harder to advertise online. I think Google just passed a new law recently that said "If you promise to help anyone's health in any way, we're not going to do business with you." I hear that Facebook are starting to slap people left and right and center and everyone is getting kicked off Facebook like they were with Google, but the mail still linger, man. The mail is still there.

The quantity of competitors in the mail is an absolute fraction of your competitors online. You're in total control of your growth. I think that's really the biggest thing about the mail is you have control over your

growth. If you need more sales, you mail more letters. That gives you a very simplistic and very big degree of ownership over your success that is not so easily matched online.

Doberman Dan: That's a great case for using the mail. I think ... Let me see. I think Dave Klein has told me this. Somebody from health resources, Ben Morris from Kristalytics who does a lot of list analysis stuff and ... I forget. Probably five other people I'm forgetting but Dave Klein for one, they've tested this for 20 years and compared the customer acquisition. By any other media, they get the best quality of customer in direct mail. What I mean by quality is they get the highest dollar amount per order, highest number of reorders, longest stick, longest retention than any other media. They still can't find a media to beat it for that.

Caleb O'Dowd: Yeah. I agree.

Doberman Dan: Caleb, these guys ... People in the call are in various stages of their business. Some are just starting. I just have a product formulated. We did a two-day live event in Jacksonville and Dave options for testing. We talked about some online stuff. We talked about space ads, little bit about direct mail not much but ... Anyway, everybody is in various stages but they're all fascinated by direct mail. Could you give us maybe some of the biggest lessons you've learned by running 95% direct-mail-driven supplement business and then would you be open to take in a few questions after that?

Caleb O'Dowd: Sure. I would love to take questions. Gosh. The three biggest lessons I've learned ...

Doberman Dan: Or any big takeaway that you've got for people who want to get started in direct mail.

Caleb O'Dowd: Any big takeaway. Gosh. There's so many, man. There are so many.

Doberman Dan: You already gave [a few 00:44:45].

Caleb O'Dowd: I think really if you want to get into direct mail you need to reverse engineer success. If you're stocking out with something to sell, it's probably you're biting off more risk than is needed to chew. I just described how Gary went about reverse engineering success. Gary also had this thing about risk. He would systematically eliminate as much risk as possible. Because if you just start out with an idea and you have nothing to do with it, you don't have plan, then that's the most risk. In the manner that I just described here, contact a list broker, find out what

markets are really doing well, get the top offers in those markets that are being mailed the most, compare the level of sophistication between them and pick a market via those means.

You want to have markets where people are buying a lot. You want to have markets where the level of sophistication in advertising is low or as low as possible. You want to have a product that has a good USP, I mean a good one. If you're selling a [Mi2 00:46:33] ... Look, in the supplement space, everyone is essentially selling the same thing to practically the same thing. You do need to find the USP. You really do need to find the USP. People want things that work better. They want things that work faster. They want things that provide a more unique benefit.

I mean it's really just about researching and positioning but also eliminating the risk in the manner that we just described. Something really, really smart that Gary did that I don't think ... that can cost you money if you don't have money to start out with is selecting the lists. You want to pick a market. You want to pick an offer that you can beat.

Here's another great principle for success that Gary taught me. In fact, it was the first principle that he taught. It was the first marketing secret he ever taught me and he taught me on the first day that I met him. I still think to this day that it is the most profound secret that I ever learned from him. It's just very simple. Do what's working but do it better.

He took me to a magazine stand in Miami and we bought maybe 20, 30 different magazines that had full-page ads there. He said, "You want to know the easiest way to make a load of money? See these ads?" "Yeah." "Well, you create an ad selling the exact same product and you run it in the exact same magazine and you take the headline and you write a better headline and then you take the subhead and you write a better subhead. Then you take the opener and you write a better opener and you take the bullets and you write better bullets and then you come up with a better offer. Then you run that thing in the exact same magazine, and you will be successful."

The concept of do what's working but do it better is just an enormous secret for success. I have done that. I can't count how many times I have done that in the past and that has probably been an enormous ... It's probably put more money in my pocket than any other marketing tactic. I would always deconstruct direct mail offers. I would always come up with better headlines.

If you know of the tactics, the elements, the winning elements that go into headlines, social proof, credibility, USP, demonstration, specifics, if you have those tools and you know how to use them and you were able to take someone's headline who is ... A primitive example is someone's headline who's only using two of those tactics, you have to take same headline and attach four of those tactics to the headline and it's likely that you'll outperform that headline.

If you just take every component of something that's working and deconstruct it in that manner and just come up with a better version of it and everywhere now these days, I mean there's two really big tactics that will almost always outperform everything and that's proof ... Three tactics: proof, credibility, and demonstration. Almost everything I write is loaded with proof, loaded with credibility, and it's demonstratable.

Reverse engineering is something that's working. Reverse engineering the strategy in the manner that I just talked about and then reverse engineering an offer in the manner that I just talked about, it pretty much eliminates as much risk as you can possibly eliminate in this business. That's probably, at least for me in my world, been one of the biggest secrets for success for [inaudible 00:50:38].

Doberman Dan: That's a great lesson. I lived off that for decades in the body building market. I never felt a need to do anything else.

Caleb O'Dowd: Yeah. It's not ripping anything up by the way. It's taking what's working and doing it better. I mean if you reverse engineer someone's offer, your offer, if you put it side by side, should be an entirely different offer.

Doberman Dan: Absolutely. Hey, you want to take a couple of questions?

Caleb O'Dowd: Absolutely.

Doberman Dan: Cool. Hey, Francis, you were able to join us. I thought you weren't going to be able to make it.

Francis Ablola: I am and I'm happy to join in. Thanks, Dan. Caleb, hello. It's good to hear from you again.

Caleb O'Dowd: Hey, Francis. How are you doing?

Francis Ablola: Wonderful, wonderful.

Caleb O'Dowd: Hey ...



Francis Ablola: Great stuff so far.

Caleb O'Dowd: Yeah.

Doberman Dan: Oh, yeah. This is awesome. Hey, Dan is on the call. Dan didn't think he could make it and he sent me a question by email before the call, but Dan, do you want to ask that in person? Anybody who's got a question, if you want to ask it, if you want us to unmute you and ask it that way, hit the little hand raising thing on the GoToWebinar control panel or just enter it in the chat box or something.

Francis Ablola: There you go. Dan actually got it into the chat box. Would you like me to go ahead and read that?

Doberman Dan: Yeah. Please.

Francis Ablola: Sure. Would you mind asking Caleb to explain how he handles transactions, order entry at the call center, order tracking notifications at the [inaudible 00:52:14] center and after sales follow-up? Is he using online shopping cart as suggested [inaudible 00:52:20] or does he have some other solution? It's really just the systems in place of taking orders and then moving [inaudible 00:52:29] to the customer.

Caleb O'Dowd: Yeah. It's in the mail so it's not an online shopping cart at all. Yeah. We have order management systems for sure. Orange is one that we have used for a long time. You would hook up with a [call floor 00:52:57] and you would connect the call floor with your order management system and it's just ... The call floor would receive a phone call and the order would be entered into ... The shopping cart is integrated with the call floor so the order is actually taken live on the call. All of the necessary data is tracked inside in your order management system.

Now, I am probably not the best person to talk about that stuff because we have gone through many levels of evolution since I was taking orders over the phone. I think that's all I can say about that. I'm sure that our system would probably not be the system that somebody starting out would use either. As I said, we've moved through a number of phases of evolution there and are using a system that's capable of doing that significant volume right now.

You need an order management system. If you're planning to do a lot of volume, you need an order management system. I don't remember the last part of the question. It was something about how to manage back end sales or something?

Doberman Dan: Francis.

Francis Ablola: It's really just moving them through from the call center to tracking that to the ... Can you hear me?

Caleb O'Dowd: I can hear you. Yeah.

Doberman Dan: Yeah. Go ahead.

Francis Ablola: Oh, perfect. Yeah. Great. Then the after sales follow-up. One of the things that we recommended in the online in terms of the meeting that we held was using a shopping cart and the call center just plugging it directly into the shopping cart.

Caleb O'Dowd: Yeah, yeah. Sorry, Dan. I don't know if that was a good answer for you there or not.

Francis Ablola: No. I think ...

Doberman Dan: No. That's great. It's probably way less complicated than everybody is making it out to be.

Francis Ablola: Yeah. Actually, there's a follow-up question from [Darren 00:55:14] here. What's the name of the order management system that you use right now?

Caleb O'Dowd: I think it's Orange.

Francis Ablola: Orange. Got you.

Caleb O'Dowd: I'm very far removed from that stuff. We have people who look after that now, so I believe it's Orange.

Francis Ablola: Cool.

Doberman Dan: Wonderful. I just spoke with a guy at ... I forget the name of it. The call center that Dave Klein recommends and they'd probably be a good resource in asking about the tools for that.

Caleb O'Dowd: Yeah. Great Falls Marketing is the one that they use.

Doberman Dan: Yeah. That's them.

Caleb O'Dowd: Yeah.

Doberman Dan: Any other questions? My GoToWebinar Panel keeps scrunching up because I'm on this laptop so I can't manage all these things at once. I don't see any raised hands or any other questions.

Caleb O'Dowd: Okay. Cool.

Doberman Dan: Do you, Francis?

Francis Ablola: Well, let's see.

Doberman Dan: Okay. Matt just sent one. I think it came through on the private chat. It says, "Question for Caleb. What are his hottest markets in the supplement business and how many different products does he have at the present time?"

Caleb O'Dowd: Gosh. I have no idea how many products. We have ... Okay. Markets. We operate primarily in the heart market and for a simple reason, for a few simple reasons. Number one, it's massive. Number two, it's a highly emotional problem. If you have a heart problem, it's not an annoyance, it's not a frustration, it's life or death. So, the emotions there run high. They're also a more serious, committed buyer.

A lot of the markets that are out there, pain, the pain market, I would never get involved with the pain market. They buy, they try, they don't stick with us. They refund. A lot of markets are like that. Weight loss is also like that to a certain degree but heart market people are more serious. They're more committed. They try the product. They use the product. If they return, they return for solid reasons.

The other thing about the heart market too is that to the best of my experience, and I just haven't been involved in a lot of other markets since I settled into the heart market, but the heart market really has good quality products that are very, very proven and very effective and have a lot of clinical case studies done on them. I'm thinking of CoQ10. There's thousands of clinical case studies done on CoQ20, EDTA. The list goes on. I mean [inaudible 00:58:42].

There's just great, great products with lots of proven credibility and a lot of them can be very easily demonstrated in your advertising. That's the criteria that I look for these days is just really great products that have a lot of proof, a lot of credibility that you can ... The story behind them tells itself, and the market is large enough for you to not be able to hit the ceiling anytime soon.

There's a lot of other markets out there like that, too. The memory market is a really good one. I mean, look, there's ... What I would suggest is if you're looking for a market to get involved in, just do two things. Number one, contact a list broker and ask him. Dave Klein has been an enormous resource for me over the years and is always a very, very pleasant guy to talk to and a very, very helpful guy and someone who's a real team player who's committed to helping you succeed.

The other thing that I would do and if you're not doing it you need to do this right away which is go out and purchase a product from the top five or six companies that are out there. It will cost you 300 bucks. I actually do this every three months. I do it every three months just to stay on everyone's list. The mail you get, I mean, look if you want to get into direct mail you need to be receiving all of the mail. I mean, you need to ... If you want to do supplements you need to be receiving supplement offers all the time to understand who's doing what and what's succeeding so you'll get a great understanding of that.

You'd also just get an endless supply of really amazing offers. You'll get to see what people are doing. You'll be able to compare that to what you're doing, you'll get ideas from that, but yeah, I mean, markets would be the heart market, the memory market, anti-aging, anything and everything anti-aging is really hot. Essentially there's only two things that people want in these health markets. They want to solve their health problems and they want to live longer. If you want to know why people buy those things, there's only two reasons. They want to solve whatever health problem is bothering them and they want to live longer.

Anything that helps them do that is really hot stuff and there's just an endless supply of really good stuff. There are really great markets to get involved in but my particular market that I like and I like to serve is the heart market but that doesn't mean that I wouldn't get involved in other markets. I would. I just don't feel the need to right now.

Doberman Dan: Hey, Caleb have you had to transition into being the general who directs the troops or are you still writing copy for your own business? Or [inaudible 01:01:49] now I have to hire other people or it's gotten to that point?

Caleb O'Dowd: All of the above. All of the above. I just hired Jon Benson online to create a VSL offer for us. I've hired Carline Cole in the past. Carline is awesome. Such a fun lady and such a great copywriter. I mean I've worked with her in the past. I've written my own stuff. I've written my own stuff. I like to just stay around the marketing side of things. My brother John is really a

master of operations and a master of the business side of things. I believe that he loves that role and that's just not my role.

I don't like managing a lot of people either. I just find it very frustrating to actually ... Gary always told me if you're a marketing guy, then any time you're focusing on marketing, you're making money and any time you're not focusing on marketing, you're not making money. I've had to manage teams. I've had to manage call centers. I've had to manage copywriters and it has always taken me away from where I feel my true passion is which is creating new campaigns, creating new offers, creating [split 01:03:27] tests and I'm just generally feeding the machine and keeping everything going and running.

Doberman Dan: That was a big mistake I made in my ... well, in all my supplement businesses but specifically the one I sold just a couple of years ago. I think it was an ego thing. I felt like, "Ah, I have to be the guy writing all the copy." I hired other copywriters to beat my stuff and they couldn't. I guess I felt like they gave me bragging rights so I could then beat my chest and say, "I'm the king." I mean that was really freaking stupid, man. I should have just been hiring every copywriter I could whether or not to beat my piece because I could have grown that business five times bigger or more.

Caleb O'Dowd: Well, it's hard to find good copywriters, man. It really is hard to find good copywriters and most people don't realize that. Even an A level copywriter is never ... There is no one who has a perfect batting average. I will say this though. You should always hire the best that you can afford and definitely always hire someone who really comes with a history of proven success. I haven't found anyone that really impresses me. Jon Benson impresses me and Carline impresses me. Jon Benson is a really savvy guy. He's really smart and he is really a salesman who sells via words. That's a rare thing.

Carline is just awesome, man. Carline will send you to a headline ... I gave up arguing with Carline. Carline would send the most outrageous headlines to me that made no sense, didn't follow any formula that I just thought were so off target, were so silly even. Some of them just ridiculous. We would argue all the time. For a finish she would say, "Just test it. Just test it." I would say, "Okay. It's a waste of my money but I'm going to test it." [Inaudible 01:05:50] knocked it out of the park.

Any other copywriter other than those two that I have personally worked with, I just haven't found anyone that's really your capable ... that can be left alone to do the job without my heavy input or my very deep

involvement so I understand what you're saying, Dan. It's hard to find good copywriters.

Doberman Dan: Yeah. It really is. Hey, Francis you got ... Any more questions? Or Francis, you got any questions personally? Francis is my partner in this but he's also in the process of starting a supplement company.

Francis Ablola: I am. This has been a great call. Actually, funny enough, I met both of you guys the same time at an event years ago in Orlando.

Caleb O'Dowd: Nice.

Francis Ablola: It's been a long time. No. I'm taking a ton of notes here as I always do on these calls and I'm picking up some really good things. I hope everybody else in the call is doing. One for sure is do what's working but do it better. I've heard variations of that but that going down the line of finding an ad and writing a better headline, a better subheadline, a better opener, bullets, offer and just even running in the same media. That's definitely take that to heart for everybody who's on the call.

As a copywriter myself I always struggle hiring other copywriters, but always hire the best you can afford with a proven record of success. That's super smart. Matt here says awesome info, many nuggets and thank you for it. I actually don't have any other questions right now. I don't know if anybody else does but Caleb, I really appreciate your investing some time with us. I know everybody in the call got some value out of it.

Caleb O'Dowd: Well, that's great. Thank you very much.

Doberman Dan: Yeah. Thanks.

Caleb O'Dowd: Happy to hear it.

Doberman Dan: Thanks a lot, Caleb. We really appreciate it. It was awesome to catch up with you. I promise I'll do a better job keeping in touch.

Caleb O'Dowd: Listen. Likewise. Always great to chat with you, Dan.

Doberman Dan: All right.

Caleb O'Dowd: Okay guys. Listen. That's it for me. Thank you very much.

Doberman Dan: Thank you, Caleb.

Caleb O'Dowd: Thank you for the opportunity to talk with you today. It's been great.

Doberman Dan: Our pleasure, man.

Francis Ablola: [Crosstalk 01:08:16] Wonderful. Thank you and thanks to everybody on the call who joined us today.

Doberman Dan: All right guys. Good talking with you.

Francis Ablola: All right guys. Thank you. Bye-bye.

Doberman Dan: Okay. Bye-bye.