
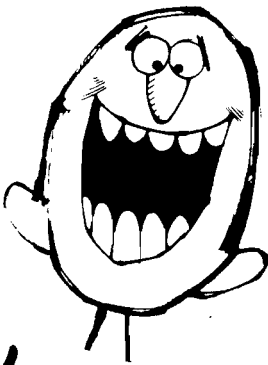


Big 
Mouth,
Big
Money

**My Story Of 25 Years In Speaking
And The Lessons I've Learned**

By Dan S. Kennedy
www.dankennedy.com

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*“Every
crowd
has a
silver
lining.”*

-P. T. Barnum

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Introduction

By Lee Milteer

When I think of my greatest inspirational role models in the speaking business, I think of Dan Kennedy.

I have never met someone so honest, informative and creative on how to create success and earn big money in the speaking profession.

Meeting Dan Kennedy changed my destiny. His wisdom and inspiration brought about life changing behaviors for me. Dan was and is the ultimate coach to bring out my talents, confidence, and to fully profit from my opportunities. I am not alone. In attending his events, speaking at his events and his clients' events, I have met many people who owe much of their extraordinary success to his guidance.

This book, BIG MOUTH, BIG MONEY, can take you from wherever you are to new, infinitely higher levels of success in speaking, product sales and other opportunities you may not even be aware of, revealed to you here.

The thing I so honor about knowing Dan and using his knowledge is the ways he continues to make me stretch and get out of my own box. It was at Dan's insistence that I got my first audio product produced in 1985. Product sales have been a huge part of my income stream since then. Changing my focus from just being a speaker to developing a business has allowed me to create passive income, and to be financially independent.

I urge you to get out a hi-liter and notebook when you read this book. This will be some of the most important and insightful information you will ever have the opportunity to integrate into your speaking career.

Lee Milteer

Career Development Strategist

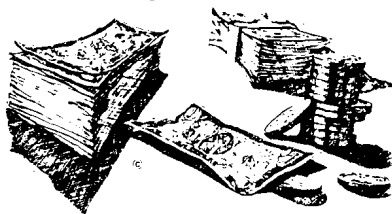
Author, 'Success Is An Inside Job'

www.milteer.com

Chapter 1**BECOMING A MILLIONAIRE
THROUGH SPEAKING**

"A nickel ain't worth a dime anymore."

- Yogi Berra



This is a book about MONEY, and if that offends your delicate sensibilities, or is contrary to a sackcloth-and-ashes, save-the-world missionary attitude you are wedded to, you might as well stop reading now.

I started speaking professionally, i.e. speaking for money, in 1978.

It took longer than I would have liked, but by the end of 2001, I had cash assets in excess of several million dollars, a business arguably worth another couple million or so, and the ability to cease working altogether if I chose to do so. To some – maybe you – a measly few million dollars may not be all that impressive. My friend Nido Qubein probably goes through that just for custom suits and monogrammed hankies in a year or two. For many reading this, though, I know very well it is a big number and, quite bluntly, a number you will never hit by following the “norms” of the speaking business or profession or whatever this is. I also happen to know quite a few “big name speakers” who everybody thinks of as wealthy but are, in truth, still in urgent need of next month’s gigs to meet last month’s expenses, and will never see a million dollars all in one place in their lives – unless it’s inside the glass display case at Binion’s in Vegas. Anyway, I might point out I

hold no college degrees, I did not come from a hugely successful career in some other industry, I am certainly not a great speaker in terms of platform artistry (and I was outright awful when I started), but I set out to get rich through speaking and did so....to my defined target of what “rich” is.

One of the objectives of this book is to clear all the cobwebs and erroneous ideas out of your head, so you can turn “speaking” into “wealth” – however you define it.

In the 25 years, I have accomplished quite a bit as a speaker, and driven by speaking, which I catalog in Chapter 3. For many, it’ll be important to slog through this braggadocio record of achievement in order to put real stock in my advice. That’s especially true if you bought this book almost against your will, maybe because you have long found me annoying or heard negative gossip about me, or some such thing. This book can’t help you much if you seriously doubt my qualifications to dispense advice, so for you, Chapter 3’s necessary. If, on the other hand, you know me well, feel free to skip it.

I want you to know that I have nearly stopped speaking altogether, and anticipate giving my last speech in 2004 or 2005. More about that later.

For now, let’s begin at the beginning. I came to speaking with a radically different purpose and viewpoint than most folks do, and it’s important to understand that, as I believe you’ll need to switch to my view if you are to achieve substantial financial success via speaking.

Many people come to speaking with missionary zeal, to deliver heartfelt messages, to save the world, to change American business, or with some other globally proportioned idealistic vision. I had no such inspiration.

And frankly, I do not think that has any place in business. If this is you, you belong at the helm of a church or charity. As a matter of fact, the most dangerous person in business – to himself and everyone around him – is the person chiefly motivated by and making many decisions based on non-business factors.

A lot of people come to speaking after having discovered “self-improvement”, under the illusion that the whole world is eagerly awaiting the same discoveries. This is something akin to a religious passing. I confess to having had a little of this myself. But only a little, and I fortunately, quickly shook it off.

Here’s a biggie: a lot of people come to speaking to *escape* business. They wind up sadly disappointed. These are salespeople, sales managers, executives, doctors, who view speaking as a glamorous, exciting means of making a good income without all the headaches they’ve had in their “real” business. Little do they know, all those headaches follow, plus the fact you must deliver what you sell. Oh, and make no mistake, this is 90% about marketing and selling, 10% about speaking. And, frankly, I can teach anybody but a mute to do a serviceable job of speaking. It’s not so easy to master everything required to make a living doing it. This is a corollary of Mr. Gamble’s wonderful quote: “Any fool can make soap. It requires a genius to sell it.”

A lot of people suffer as speakers by immersing themselves in the “technical” rather than the “marketing” – actually an affliction shared by people in most other categories of business too.

I came to speaking for none of these reasons, with none of these interests. I came for one reason and one reason only: money. And I have never had the slightest

interest in any aspect of speaking that did not directly translate into more money. For example, I could care less about improving my voice inflections or bringing theatrical drama to my platform style or any similar goofiness, unless it will directly increase my income. Artistry for artistry's sake is as interesting to me as closely inspecting somebody else's hemorrhoids.

Every single thing I've done and will share throughout this book was and is driven by that single, relentless purpose: get the money. As much of it as possible, as quickly as possible, as efficiently as possible, from as little work as possible. You should keep this in mind as you traverse the next 230+ pages.

One other thing: I've never been a full-time speaker. I don't think it's necessary or even advantageous.

Disabusing You Of Illusions, Revealing THE Secret To Getting Rich From Speaking

When I first entered speaking, I thought it was a business. It is not. If it is, it's one of the all-time worst businesses ever invented.

If you call a McDonalds and ask to speak to the owner, you will be told he is not on the premises. There's a lesson there. The business makes money without him. That's one way of determining whether or not something actually is a business at all. Further, a business has or develops intrinsic and actual value, which subsequently contributes to its price, when sold. Also, most businesses have some kind of replication factor; opening additional outlets, franchising, appointing distributors, etc. Actually, speaking fails nearly every test that defines a business.

Some think speaking is a profession. Pfu. A profession requires academic credentials, licenses, and is regulated by a governmental body. Speaking requires a mouth. And don't confuse NSA's alphabet soup awards program with any kind of professional credentials. Remember, there are a whole lot more speakers who are not NSA Members at all, than are NSA Members, let alone those lusting after or proudly displaying their CSP.

Some think speaking is a career. It is not. Careers, by definition, have a 'career path.' You start at point A, and follow a largely pre-determined, logical, step-by-step ascension. Speaking has no such path. And you would be well-advised to read about "The Leapfrog Theory" in Robert Ringer's book, 'Winning Through Intimidation.'

Speaking is merely high-priced manual labor. Nothing more.

If you are ill, disabled, distracted and don't work, you do not get paid. You are vulnerable to every imaginable upset of your appplecart, from airline worker strikes to war breaking out in a distant land to a drop in convention business, and on and on. You create no saleable or stand-alone business value or equity. In liquidation, your so-called "business" would bring only a few thousand dollars, if that. (On three occasions, I have bought all rights to a speaker's intellectual properties – once out of a bankruptcy auction, twice after their deaths. I paid nearly nothing.) You have no health care benefits or pension except what you pay for 100% from your earnings from your manual labor. There is no tenure or security to be gained through longevity. This is neither business nor profession nor career. It isn't even a job.

However, you certainly CAN create ample wealth *through* speaking, if you will understand what it *really* is, and recognize its only *real* value.

Speaking is an advertising media.

It is no different than a magazine ad or newspaper ad or TV infomercial or radio commercial.

It has but one truly valuable purpose: to acquire customers.

Speaking is an extremely appealing media because it lets you acquire customers free – or, more accurately, with no out-of-pocket expense. The trade-off is manual labor, and time that might have been otherwise profitably invested. But when you run an ad in a magazine, you deplete your checkbook to do it. When you acquire customers via speaking, not only do you avoid depleting the checkbook, you actually get money. This is like having the magazine run your ad for free and pay you for giving them the privilege.

This defines speaking as having one useful purpose – and task: building up your list of customers. Your herd of responsive raving fans. I'm not talking about the clients or the meeting planners; I'm talking about the audience members. Each one able and willing to whip out a credit card to buy something from you on the spot, then able and willing to keep buying more from you, continually or again and again, without again requiring you to stand in front of them and speak. Each such customer has substantial, on-going value, if you know what to do with them, and do it.

But what you must grasp is that this “herd” is the *only* asset of value you can possibly create through speaking.

What other assets are there? Ever?

Your contacts and relationships with the clients and meeting planners who hire you to speak? Yes, an asset, but one that only has value to you, as long as you are able and willing to again do manual labor in order to extract money from it. It's not a saleable asset. Go to the bank and try borrowing against it. It is also a fluid, fickle asset.

Your content and intellectual property? Again, valuable only linked to your next manual labor. Otherwise, worthless.

The money you make as current income from speaking will be spent, currently.

The asset that can have lasting value, value not linked to manual labor, even saleable value is the customer herd you can create from speaking.

This, in fact, is the only hope or prayer you have of becoming a millionaire via speaking in any reasonable time frame.

The customers added to the herd through speaking can have long, long, long life. I have customers currently giving me money acquired at speeches as long ago as 1978.

The customers added to the herd through speaking can have high, high value. Roughly 20% of all the customers I've acquired from speaking have been worth more than \$10,000.00 each to me.

The customers added to the herd through speaking can be the basis for a solid, secure, predictable continuing or reoccurring income stream, via paid subscription newsletters, tape-a-month programs, other continuity or

renewable products, coaching, and overrides from vendors you endorse. When 9-11 occurred, a great many speakers' incomes plunged down the toilet. They were in trauma. I'm finishing this Chapter as bombs are dropping on Iraq; they'll be dropping on speakers' incomes too. 9-11 didn't disturb me financially. My locked in, continuing income streams continued unabated. What I built from speaking is solid.

Let me give you a mathematical example or model to consider. It's not exact. It'll vary quite a bit depending on who you speak to, what your content is, how good you are, how prolific you are at assembling new information, and how intelligently you run your "back-end" information business. But, as a big thumb rule, 10% to 20% of the customers you add to your herd through speaking will stay around as long you don't bore them or ignore them, will keep giving you money when asked. So, every 100 people you sell something to at a speech equals 20 people you can keep in the herd for years to come. Each of those should be worth an absolute bare minimum of \$200.00 to as much as \$1,000.00 a year or more, year after year after year. Using those numbers, if you speak to 50 groups of 100, average only 30% buying on the spot, you round up $30 \times 50 = 1500$. Of those, 20% stick; 300. In Year Two, those 300 are each worth, let's say, \$300.00 of income from products, subscriptions, coaching, whatever: \$90,000.00.

This income stacks, less some fall-out rate. For simplicity sake, I'll use a 50% retention rate from year to year. So:

Year One: Acquire 300.

Year Two: First group of 300 = \$90,000.00, plus
acquire another 300.

Year Three: 150 from first year plus 300 from second
= $450 \times \$300 = \$135,000.00$, plus acquire
another 300.

Year Four: $150+150+300 = 600 \times \$300.00 =$
 $\$180,000.00$, plus acquire another 300.

Given that even the least saleable business will usually command 3 or 4-times earnings, if this is valued at 2 times gross, in year #4, you've got a \$360,000.00 asset.

Using certain strategies to set up periodic big paydays, you can build up this herd with the plan and definite ability to, at some point, extract an inordinate amount of money, and quite easily walk away with an extra million dollars or more in a year's time.

This can even create a saleable business. I sold part of mine in 1999. And now I'm getting ready to sell the part I kept.

If you can grasp this, then a number of other things become self-evident. For example, speaking only to audiences that yield valuable customers, and avoiding all others. For example, getting very, very good at platform selling, as that determines how many new customers you collect at each engagement.

If you cannot grasp this, then the likelihood of you amassing any significant wealth and financial security through speaking is slim.

Summary Of 'The Millionaire Speaker Formula'

My experience can be your shortcut.

It took me the first ten years or so in speaking, bumbling around, to fully understand what I've just explained to you. Another five years or so to get it fully implemented. Then, in the past ten years, I've had over a million dollars a year in income from the "back end business" built by speaking. And I've missed a few bases that I, and my Platinum Members have only very recently come to understand, or invented. Anyway, I think just about any speaker can go from zero or close to it, to a million dollar a year back-end business built largely by speaking in just three years.

The formula is:

1. Recognize speaking for what it is: media.
2. Speak to sell, to acquire customers.
3. Focus everything you do on expanding size and quality of your herd.
4. Develop paid continuity and renewable products for your herd.
5. As herd grows, be prolific in creating and/or finding additional products and services for it

Chapter 2

How To Create A Million Dollar A Year Income From Speaking

*"You can go down to the ocean
with a teaspoon or a bucket.*

The ocean doesn't care. It is your choice."

- Foster Hibbard

I'm picking up right where I left off in the last Chapter, to continue beating you up about the economic realities of speaking.

This is going to be a VERY difficult Chapter for many speakers. When I explain this in person or to groups of speakers, I get a lot of deer-in-headlights looks. But I will mush on. Using my own business as prime example, I will give you THE secret to using speaking as the means of creating a million dollar a year income. I must quickly tell you that the mill doesn't come from speaking. Speaking is the tool, device, media or means used to make the mill possible.

The actual mathematical formula is elegantly simple:

2,000 Rogers = One Million Dollars.

Let me describe my current business, post-1999. Pre-1999, I had an active information products business with over 60 different cassette courses, manuals, etc., a catalog, and nearly 45,000 customers. All this was built mostly from speaking. I also had three employees and a fair amount of hassles. I sold that business in 1999, and retained and expanded a key part of it; Kennedy Inner Circle.

This is a “membership business”, with different levels of membership.

Entry level is Silver, and a Silver Member is, basically, a subscriber to my monthly NO B.S. MARKETING LETTER. The initial, one year fee is \$229.00, renewals less, and there is a pay-as-you-go monthly continuity option, but let’s not complicate things too much, yet.

The next level up is Gold, which includes the subscription, all other Silver benefits, plus an additional newsletter insert, a tape of the month, and other assorted perks. The initial, one year fee is \$549.00. Again, renewals are less, and there is a continuity option.

It is significant that the upgrade from Silver to Gold is essentially a “product”. We sell it “soft” constantly, “hard” a few times each year. And some new Members enter at Gold.

The next two levels are coaching programs, and are limited in size. Gold+ includes everything in Gold – actually requires paid in full Gold Membership – and adds monthly telecoaching, presently an assigned 15-minute time slot for a private call with me, and a weekly FAX. This is limited to 30 Members, at a fee of \$3,300.00 per year. In the future, this may convert to group rather than one-on-one delivery at a slightly lower price, with no limits on membership. (You can have 200 on a conference call just as easily as 20.)

Then, Gold+-VIP includes Gold+, with the addition of three 2-day mastermind meetings and one “field trip” per year. I have a group that meets in the West, another in East, each limited to 12 Members, at \$6,500.00 a year.

Everything I've described so far is based on ascension from level to level. Silver to Gold, Gold to Gold+, Gold+ to Gold+-VIP.

I have one other coaching program, Platinum, but it is industry specific, limited to 18 people running information marketing businesses of one kind or another. We meet four times a year. Their fee is \$8,300.00, going up in 2004. Plus, Platinum Members pay me 1% of gross on any deals arranged between them – an idea I got from a conversation with Henry Kissinger. Currently there's a waiting list of eight new member candidates who've posted deposits just to be on that list, should an opening occur. This is a peer advisory group. This particular model has been adapted from my example by a number of clients including several speakers, such as Steve Miller, a long-time NSA Member.

In total, I have had as many as 5,000 Inner Circle Members, but consistently maintain 2,000 to 3,000. It is very important to grasp that each Member is an individual, end-user customer. He may be the CEO of a big company – in that category, I have Members who own businesses ranging in size from 30 to 600-million dollars. He may be a small business owner, a sales professional, doctor, lawyer, CPA, or entrepreneur. But these are NOT corporate members, nor are they meeting planners. In other words, they are not the "clients" you think of as the foundation of your speaking activity. These are the audience members. For the sake of this conversation, we'll call each of them a Roger.

In my business, each Roger is worth \$500.00 a year to me.

That's the average. Some are obviously worth a lot more. Most worth less. But from renewal revenue,

additional publication purchases, tele-seminar fees, events and boot camps, and the coaching programs, the average is about \$500.00 per Roger. This is money unrelated to speaking. It is very predictable. It is money mostly made via a five minute trip from my bed to my desk, lounge chair, deck or backyard. So I know that each active Roger guarantees me \$500.00 for the year. If I have 2,000 Rogers, bingo, I've got a million dollars coming in during the year.

This business has evolved over twenty years, and been as predictable as the sun rising and setting for the past six.

Of course, your Rogers might be worth less or more. It might be easier or harder for you to acquire and keep your Rogers, depending on what type of environments you (choose to) speak in, what kinds of audiences you (choose to) speak to, and what subjects you (choose to) speak and write about. But even if we assume your Rogers are only worth half as much as mine, if you can put together 2,000 of them, you can count on \$500,000.00 a year.

Most of my clients and Platinum Members have niche versions of this 'Roger business', and most have assembled their Rogers via means other than speaking. I'll tell you a little bit about that later. My group of Rogers is, as I said, butcher-baker-candlestick-maker, from hundreds if not thousands of different businesses, professions and occupations, and sizes of businesses or incomes. What my Rogers have in common is an interest in my subjects: first and foremost, direct-response advertising, marketing, second, entrepreneurial success strategies, and third, my personal philosophies. (This is a personality driven, guru business.) Your Rogers must also have something in common.

I assembled my Rogers 80% through my speaking. Where the other 20% came from is not especially relevant, since you are focused on speaking. Let's just look at that means of acquiring Rogers. Let's look at two speakers, Dave and Bob. They both start speaking in the year 2000, they both speak on the same stuff to the same groups with identical competency. Think of them as 100% interchangeable. There is only one difference. Dave sets out to build up a herd of Rogers and Bob does not.

Let's also assume Dave sucks at platform selling. Still, as a bumbling, mumbling, stumbling sadsack of a salesman, he is able to average just three people per audience who sign up for his newsletter or newsletter and tape a month programs. He also mails a sales letter after each gig to the audience members who didn't sign up, and adds two more. So, five per gig. Dave is running on the NSA preferred treadmill, doing as many gigs as a human can get and do, so let's say that's 80 a year. At the end of a year, he thus has 400 Rogers in his herd. I could take you through some complex math about retention vs. drop-outs, upgrades, and so forth, but the bottom-line is, even woefully inept, Dave'll wind up with a herd of at least 1,000 Rogers after five years. If his are only worth half what mine are each year, his sixth year – 2006 – Dave deposits \$250,000.00 in his bank account unrelated to and therefore in addition to whatever he makes from speaking.

His peer Bob, however, is in the same position in 2006 that he was six years earlier in 2000. He has zero income coming in except from manual labor of speaking. He still needs his next gig to pay his bills.

Who do you want to be: Dave or Bob?

I want you to know, there are famous speakers with 30, 40 even 50 years' longevity in speaking, who are Bob

not Dave, who STILL need to work, who STILL need the next gig to pay the bills.

I consulted with one such famous speaker who made me pledge in writing I'd never tell anyone he had consulted with me. We figured out if he had just rounded up one Roger per speech from day one of his career, had a very poor retention rate (below 50% per year), and an average annual Roger value of only \$200.00, he would still have a current "Roger business" yearly income of six million dollars. Instead, he still has a mortgage on his big, fancy house, and, after 9-11, got in such a cash flow crunch, he had to borrow money. If I could tell you this speaker's name, you would know him, and your jaw would drop. But it shouldn't. Especially if you are guilty of the same stupidity.

Get this:

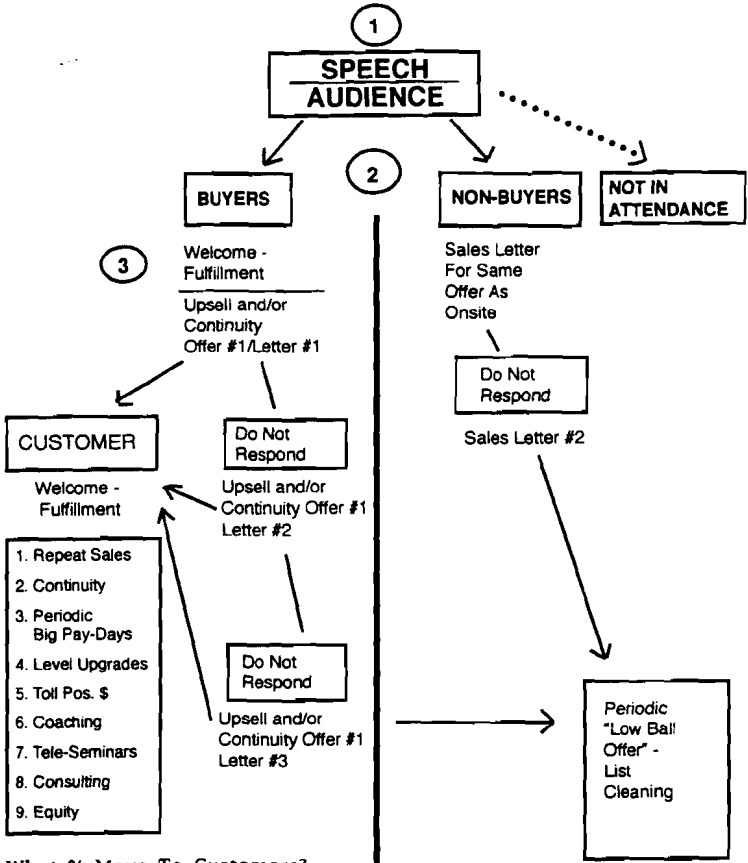
The only way to create security, stability, equity and wealth from speaking is by using speaking to build up your own herd of Rogers.

There are lots and lots of ways to make money when you own a herd. Far more than I'm going to detail in this book. If this intrigues you as it should, I would urge you to acquire the complete set of tapes and manuals from both my last-ever INFORMATION MARKETING ENTREPRENEURS' BOOT CAMP and my last-ever SPEAKING BUSINESS BOOT CAMP. You can get them from their publisher at 800-223-7180 or www.dankennedyproducts.com.

You can also see the sales letters that sell my Memberships to my Rogers, at my web site, www.dankennedy.com.

Currently, my own herd of Rogers is in good enough shape, and I have developed enough other means of adding new Rogers to the herd without speaking, that if I never step to the stage again, my Roger business will still spin off at least several million more dollars before the herd dwindles down and eventually dies off.

You see, most speakers NEVER create any financial equity via speaking. They lack the foresight to comprehend the importance of doing so, and they lack the discipline to establish the business “machine” necessary to do so. If you lack foresight or discipline, this Chapter will have been a waste of time for you, and I regret that, yet there’s nothing I can do about it. Only you can decide whether or not you want speaking to be like the metal wheel in the hamster’s cage or a road that gets you somewhere.



What % Move To Customers?

What % Retained? (Lifetime)

What % Upgraded?

What % = Hyper-Responsives?

Average TVC?

EXPLANATION OF MARKETING CHART

Every speech divides the audience into ON SITE BUYERS and NON-BUYERS.

For BUYERS, we will typically have some immediate follow-up functions, including fulfillment of product or portions of product not delivered on site, a welcome letter and new member kit if Inner Circle Membership sold, and possibly a sales letter for an upgrade or additional product or service, or a Membership if Membership not sold on-site.

This first sales letter divides one-time buyers into CUSTOMERS and NON-CUSTOMERS. Or, MEMBERS/NON-MEMBERS.

CUSTOMERS/MEMBERS are now into a series of sales situations. Items #1-4, 6-8 are explained in this book. #5, Toll-Position Money, refers to passive or nearly passive income that you derive by letting other marketers pass through your toll booth and have access to your customers, with or without your endorsement. #9, Equity, refers to the development of the herd and the array of products, services and marketing comprising your back-end business that represents real value or equity in an on-going business (as opposed to a manual labor job where the income is dependent on you and your next day of physical work.)

For NON-BUYERS at the speech, there is one or a series of sales letters and/or other follow-up contacts, typically initially making the same offer(s) made at the speech.

In the lower left corner of the chart, five key business statistics to monitor:

1.

What percentage of buyers do you convert to customers (members)?

2.

What percentage are retained, as repeat, frequent buyers, in continuity?

3.

What percentage upgrade from a basic or entry level product or continuity to a higher priced level?

4.

What percentage become Hyper-Responsives, essentially buying almost everything offered, every time an offer is made?

5.

What is your average Total Customer Value? – first 12 Months? 3 Years? 5 Years?

By measuring and monitoring these stats, you establish baselines, then you can work on improving them.

Chapter 3

The Dan Kennedy Resume

As I said, you can skip over this Chapter, if you need no further convincing or reassurance that I've accomplished enough to justify you paying attention to my advice.

I considered skipping this altogether, but then again, I'm betting there are at least a few who need to go through the exercise.

I am a salesman and an advertising and marketing guy who bumbled and stumbled and backed into speaking 95% by accident, but once there, figured out quickly what it was and wasn't, and, I think, used it appropriately.

In 25 years, I've given over 1,800 compensated speeches, many fee plus product sales, more product sales only. My clientele has included lots of corporations, national and state associations, sales organizations, and independent event promoters. My largest audience was a tick shy of 35,000, the smallest I can recall, 5.

Here's a small, random sampling of clients:

Associations

National Association Of School Supply Dealers

Advertising Specialty Institute*

PGA Golf Course Superintendents Association

Parker Chiropractic Foundation, National Convention*

Corporations

American Honda

Floor Coverings International*

Ski-Doo

Sun Securities*

Florida Communities*

Independent Promoters' Events

Excellence In Dentistry Conference*

John Handick Seminars*

Equity Magazine Seminars (Canada)*

Success Development Inc. Nat'l Conventions*

Niche Industry Boot Camps

Piranha Marketing/Carpet Cleaning Industry*

Hartman/Photography Studio Owners*

Altadonna/Chiropractic*

Restaurant Marketing Systems/Restaurant Owners

Hutter/CPA's/Tax Preparers

* = Repeat Engagements

I began in speaking, as I explain elsewhere, filling seats in my own seminars, as my own ticket salesperson. I was a featured speaker, and consultant to, a large seminar company, providing a combination of EST-like personal growth and "get rich" content, in \$5,000.00 per person programs, for several years. We routinely put over 1,000 people per weekend into these trainings, before e-mail, web sites or broadcast FAX existed.

I have appeared on programs with virtually every "big name" in the NSA world as well as a laundry list of former Presidents, athletes, entertainers, and I've hired my share of these same speakers for my events and my clients' events. For nine consecutive years, I appeared on every Lowe/SUCCESS event in the U.S. and Canada.

I might mention, I have no academic credentials. I'm a high school grad. Only time I've set foot on a college campus was to pick up a date or speak, at a couple of Herb True's classes at Notre Dame, daring desperado that he is. I also had a pretty severe stuttering problem as a kid and still,

occasionally, have it sneak back out, if I'm extremely fatigued or stressed. I damn sure ain't photogenic, and violate a whole lot of rules about professional speaking. Yet a long list of speakers would cut off a limb to have had as much good work, prominence and income as I've had from my speaking.

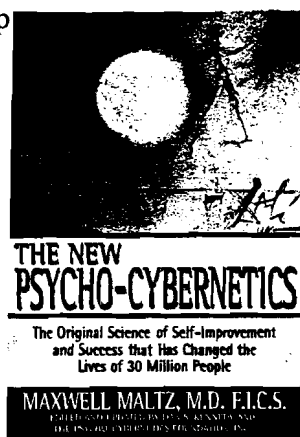
Oh, just for the record, my current fee is \$8,300.00, going up again next year. It has increased by \$1,000.00 each of the past three years. But you need to keep in mind that, for me, the fee is of nominal importance and is mostly just a device to keep clients honest and get dates confirmed with non-refundable deposits. I never lived off the fees, always off the product sales, and future value of acquired customers.

As far as product goes, I've done okay in that department, too. Every year for twelve years in a row, I personally sold over a million dollars of my products from the platform. This year'll be the second one with a number a bit less than half that, as I dropped all the Lowe/SUCCESS dates and cut back other speaking; I have increased my product package prices and carefully chosen dates conducive to high sales to compensate. Two of my products have also been sold for several years by Nightingale-Conant, and over the years, I've had my products sold in many catalogs, including Day-Timers, in joint ventures with Entrepreneur Magazine, Success Magazine, many newsletters, by Hume Publishing (publisher of 'The Successful Investor Course'), in a TV infomercial, in full-page ads in over 50 different magazines, now via the Internet, and many Licensees. My flagship product, MAGNETIC MARKETING, has, at last count, surpassed 10-million dollars in total, lifetime sales, not including the bootleg copies sold by the schmucks on e-bay. You can see the catalog of currently available Dan Kennedy products online at one of my web sites,

www.dankennedyproducts.com, or request a catalog from 800-223-7180.

I've had nine different books published by mainstream publishers, four are still in print including the two oldest – which, in addition to bookstores, are sold in most Kinkos stores, and we are, as I write this, in negotiation with a new publisher to re-birth three of the dead books. My books have been translated and published in Chinese, Japanese, Spanish and, I think Swedish. In total, published in 16 foreign countries. Just sold rights to one of them to a publisher in Thailand this month. None have been “bestsellers” (one of the few benchmark achievements I've missed), but they've all enjoyed very respectable sales and longevity as business books.

I also acquired (in partnership with others) all the rights to all the Dr. Maxwell Maltz/Psycho-Cybernetics products, and have since co-authored a new Psycho-Cybernetics book for salespeople, **ZERO RESISTANCE SELLING**, written and recorded **THE NEW PSYCHO-CYBERNETICS** album for Nightingale, and written **THE NEW PSYCHO-CYBERNETICS** book, an up-date of the original.



I have also ghost-written, developed and/or co-authored over 100 different information products marketed only in their niches, including product for dentists, chiropractors, cosmetic surgeons, funeral directors, martial arts school owners, real estate agents, and real estate investors.

In the seminar business, I created and built a seminar company serving the chiropractic and dental

professions that did millions of dollars of business in its short, meteoric life. (It was created to provide a “speaking circuit” for a particular speaker, and ended shortly after his health required him to retire.) I have also created and successfully marketed a number of high-priced multi-day seminars; the first in 1976, the most recent last year. Maybe more significantly, I have been a paid consultant to over 50 different sizeable seminar companies.

I have become something of a “guru” and highly paid advisor to niche-industry information marketers, whose businesses sometimes include speaking, always include seminars and boot camps, books, tapes, courses, tele-seminars and coaching programs. Eighteen belong to my Platinum Inner Circle, and I have another dozen or so at any one given time as private clients, and I launch a “newbie” once or twice each year. As a result, I’ve now topped 100 different people who I’ve either guided to starting and developing multi-million dollar information businesses, or added that kind of revenue to their existing business. Most recently, I assisted an elder law attorney launch his info-business, marketing to other attorneys, and a martial arts school owner launch his info-biz, marketing to other school owners. I am currently working with a police officer-turned-successful real estate investor, launching his info-business, marketing real estate investor training to police officers.

My primary businesses these days are three:

1 Consulting, in the above referenced specialty, as well as with clients in many diverse fields. My day rate is \$7,800.00, clients coming to me in either Phoenix or Cleveland, however the majority of the work goes beyond a day or two, to defined projects and/or continuing relationships. I do about 15 to 20 days for brand new clients each year. I have a handful of clients with whom I’ve had

on-going relationships or reoccurring project work for 10 years or longer.

2 Copywriting, in the above referenced specialty, as well as with clients in other fields, notably including weight loss, health and nutrition, financial services and investments, business opportunities and franchises, and retail. I am paid fees plus royalties tied, usually, to gross sales. In some cases, knock on wood, I'm getting royalties today for ads and sales letters I wrote years ago. Over 85% of all clients who hire me once do so again..

3 My "Kennedy Inner Circle" business, which you will understand after reading this entire book. Basically, it is a newsletter, boot camps and tele-coaching/coaching groups business, largely built from my speaking. In addition, under its umbrella, I occasionally create little "publish on demand" projects, like writing, publishing and selling this book.

I might mention that, in December 2003, I am putting on a one-time-only boot camp about the consulting and coaching businesses, where I will reveal every strategy I know, have ever used, and currently use to make money in these businesses, and I will be joined by several people who have huge incomes from their tele-coaching, coaching, peer advisory group, and consulting businesses. As of this writing, about 50% of the available enrollments have been taken. If you would like to make a lot of money from coaching and/or consulting, this is the place to be, and you should contact my office yesterday for registration information: 602/997-7707. Or you can go to www.dankennedy.com/consultingbc03 and get the information online.

I find some people are curious about lifestyle, and I am happy to give you a peek, and make some comments. In the past few years, on a planned march into semi-retirement, I've been in transition in many ways, from dropping speaking engagements to buying a second home, eventually to become the primary. That transition was altered and actually accelerated in some ways by the surprising end of my 22 year marriage last year. In any case, for quite some time, and currently, I have been firm in making my businesses servants not masters, and supporting lifestyle preferences, not dictating lifestyle circumstances. Just for example, I would rather have my toenails pulled with pliers, without anesthesia, while watching the movie *Moulin Rouge* than have employees. So I don't. I refuse to be quickly accessible or even responsive, so doing business with speaker's bureaus has proved impossible, and I could care less. (In fact, one of my speaker clients has, at my urging, with my help, reduced his dependency on bureaus by 25% in the past 2 years). I have a long list of things I definitely will *not* do for money, and I think everybody ought to get clear on that, and continually re-evaluate and refine their list, and then stick to it. I am increasingly unwilling to travel, and increasingly successful at convincing clients to put their events in Phoenix or Cleveland, where I have homes, so I will speak at them. Most days, I live the 5-minute commute. I make a lot of my money without leaving my house, and a fair amount automatically, and I am eager to increase the ratio. I work hard when I work, but I take a whale of a lot of personal time too. My other business and passion is horseracing, and when I am in Ohio, where most of my harness racing horses are, I am at the stables many morning from 7:00 AM to 9:00 AM, drive in races three nights a week, am at the track four or five nights a week. I have always taken at least one, usually two or three very good week-or-so vacations each year.

I only deal with clients who have great respect for my time and tolerance for my eccentricities. The vast majority of communication is by FAX, and it is normal for there to be three, four or five day lags before I respond. I almost never actually take an unscheduled incoming call from anybody. I talk about this more in the Chapter on Business Practices.

I am extremely fortunate. I have had a very good, lucrative, rewarding business life, with early pain and suffering and a few really spectacular crash-and-burn failures offset most generously by the successes and satisfaction. Because a great deal of that success has been driven by the engine of speaking, I believed I had some things of real value to say to speakers, thus this book. There are a few things I originally intended including in this book, that turned out to be impractical. There are other things I never promised to include, but did. On balance, I think you got a lot more than your money's worth, but of course, that's *my* opinion.

Chapter 4

How To Become Famous And Booked Solid Speaking In Any Niche Market Of Your Choice In 180 Days Or Less

*Advertisement in London Weekly Telegraph;
“Financial necessity forces me to offer British Lordship for quick sale. Excellent lineage, well-respected Title with no debts attached. Full documentation included. Allows you to legally use ‘Lord’ in your name.”*

Truth is, most direct, proactive marketing done by speakers to get speaking engagements is horribly unsuccessful. Cold calling meeting planners strikes me as a less pleasant and productive activity than shoveling manure. Mass mailings to meeting planners, useless. The Internet, for this purpose, illusion. The good news is, there is a very certain way to get booked solid as a speaker quickly, stay that way for years, without ever making a cold prospecting call or sending a promotional mailing to a meeting planner. The even better news is that, even after I describe it to hundreds of speakers, hardly any will ever use it.

My friend Gary Halbert, the eminent marketing guru and less eminent philosopher, has an explanation for this. He calls it “the carbonized shit theory.” That most people have had so much shit crammed into their brain it has, through force of confinement, actually carbonized into an impenetrable solid mass consuming every square inch of brain space. No new thought can enter; there’s no room, no give.

Further, the problem for most people in a particular field – in this case, you, in speaking – is they hang out with

their own kind. They put the wagons in a circle and look at each other. Monkey see, monkey do. With regard to marketing, I call this “marketing incest.” Works like real incest. People get dumber and dumber. The speaking field, especially within the National Speakers Association, is too much like a tiny backwoods community after four generations of inbreeding.

With that as caution, I will now introduce you to a radically different approach to establishing a speaking business.

Some years ago, a guy named Jeff Paul came to one of my annual SuperConferences, admitted he was going broke trying to market his course on telephone prospecting to financial advisors. I gave him some advice. He went home and got rich, fast. That’s a short version of a much more interesting and instructive story, which if it really interests you, is told in copious detail in a number of other places. In fact, at the moment, you can even see Jeff on TV in his own infomercial. What’s important to you, here, now, is that, based on Jeff’s experience, he and I developed a unique “business model” that has since been used by dozens and dozens, maybe hundreds of different information marketers (some also speakers), each targeting and quickly dominating a particular industry niche. Since its first primitive evolution with Jeff, in the insurance and financial services niches, I have continually improved and refined the model, to, today, a very sophisticated, comprehensive, step by step means of creating a million dollar a year information+seminars+coaching business in any niche, from scratch, in under 2 years. And it performs very reliably. My two most recent private clients using the model are an elder law attorney, marketing to attorneys, and a karate school owner, marketing to karate school owners.

There is a twist or variation of this model ideal for the speaker eager to speak, who wants 30, 40 or 50 good speaking engagements a year, a high income, and wants to get there – even if from zero – in a hurry.

Regrettably, this is so foreign to most speakers' thinking, it usually takes me two full days to get it through a speaker's thick skull. Let us hope you are exceptional, because I'm going to sketch it out for you here in very abbreviated form.

1.

NICHES = RICHES

First, you need the right niche market. There are over 20 factors to consider. But a biggie is whether or not you belong in it. The plumbing industry may be a dandy industry market, ripe with local, state and national associations, study groups, management groups, and other speaking opportunities, but it is only a dandy opportunity for you if you have legitimacy with it --- content of extraordinarily high interest specifically to them, very specific solutions to their most urgent and serious problems, means of increasing their incomes, testimonials from plumbing company owners, and so forth. For this conversation, let us assume you do. So, for example purposes, we will use the plumbing industry as your niche. It could be any industry. We'll say plumbing.

2.

PRODUCT TO MARKET MATCH

Second, you need a product. A product specifically for plumbers. So let's say your areas of expertise are hiring good people, managing and motivating employees, that sort of thing. You may have generic

products on those topics, but you will NOT use these. You will actually create product exclusively for plumbing company owners. Most people vastly over-complicate this, by the way. It should take about 20 to 40 hours tops, total, to do or get done what I am about to describe. It slays me when I hear some speaker/author talking about taking five years to write their book. If it takes more than two weekends, you don't know enough about the subject to be writing a book about it in the first place.

Anyway, for this example, I'm going to take your generic product, speech transcript, a box load of back issues of plumbing industry trade journals, other peoples' books, whatever I can find online, and conceptualize this product:

THE PLUMBING COMPANY'S
"ZERO EMPLOYEE PROBLEMS"
A-To-Z Painless Management
System

In it, I'm going to have a nice, fat Manual, titled "101 Strategies For Maximum Productivity & Profits Through People – With Minimum Headaches." A skinnier Manual, "Never Hire A Dud Again". A diskette with a hiring questionnaire on it. Four audio cassettes titled "Sales Training and Motivation For Plumbers: How To Get Your Plumbers To Sell And Upsell". Four audio cassettes where you interview (by phone) super successful plumbers. And I don't know what else, but a few more "things."

I'm going to price this System at \$997.00.

This kind of pricing may be alarming to you. But the *typical* niche market information product/system in a box product sold by my clients and Platinum Members is priced no less than \$500.00 to as much as \$3,000.00. This

is necessary, because total costs of sale, including lead generation advertising, sequence of sales letters, tele-seminars, etc. will often exceed \$500.00.

3.

'MAGNETIC MARKETING' TO GET RAISED HANDS

Next, you need a Lead Generation Ad. Such an ad does not advertise the product. If you were an information marketer but not a speaker, it wouldn't advertise you either. But in this case, you want to advertise you, so we shall. And most importantly, we will get you massive amounts of advertising "free", so you can quickly become the talk of the industry and have association execs and others chasing you down, to speak at their meetings.

The ad will be a full-page ad, which will run every month, in every national and state plumbing industry journal, It will have a giant photograph of you, in your best suit, speaking to an audience (which the plumbers will think is a group of plumbers). Its headline will say:

**Who Is This Guy And
Why Is He Saying Such Mean, Nasty,
Vile, Awful Things About The Way
Plumbers Screw Up And Suffer In
Hiring, Training, Managing And
Motivating Their Employees?**

Then there will be a sub-headline that says:

“Could there be a SECRET to actually getting and keeping top-notch plumbers to work for you, give you zero grief, and even sell, upsell and stimulate referrals like crazy?”

Then the ad copy will tell some story, explaining why and how you've wound up being the savior to plumbing company owners. I'm not going to write an entire ad here. I get paid a ton of dough to do that. But ultimately, the ad offers a free report, free tape, etc. that reveals these secrets. You can find many examples of these kinds of ads in my complete Information Marketing Boot Camp In a Box, and the Copywriting Boot Camp In A Box, both available at www.dankennedyproducts.com. The ad also lets it be known you are a much in demand speaker who can occasionally squeeze in a plumbing association.

The ad's main purpose is to get individual plumbing company owners to ask for the free report --- not to get meeting planners calling. The latter objective will be achieved over a few months as secondary by-product.

Incidentally, if you are considering a niche where there are already other info-marketers using this entire model, that does not necessarily bar you. In the chiropractic profession, for example, one of my private clients, Dr. Ben Altadonna, one of my long-time students, Ben Cummings, and two others compete head to head, and they're all doing fine. You just need your own reason for being there, something you offer that others do not. That may be experience, content, or "story."

4.

**"The Answer To Every
Problem In Life
Is A Really Good Sales Letter."
- Gary Halbert**

Next, you need a really good sales letter about the \$997.00 product, to send to the plumbing company owners who answer the ad. You will send out this letter to all these business owners, followed by a series of follow-up letters, postcards, FAXes and e-mails to those leads not converted instantly. In toto, 5% to as many as 15% will buy the \$997.00 box. **THE REVENUE FROM THEIR PURCHASES OF THE PRODUCT WILL COVER ALL THE COSTS OF THE ADS, SO YOU WILL BE ADVERTISING YOURSELF IN FULL PAGE ADS IN ALL THE INDUSTRY JOURNALS AT ZERO OUT-OF-POCKET COST.**

5.

Instantly Famous, Free

Let's say there are three national journals, twenty state magazines. If you are plastered all over these magazines every month, how long will it be before everybody's asking everybody else about you? I can promise you from experience, not long. The company owners who buy the product will be telling their association folks to bring you in to speak. The trade journal editors will be inviting you to write articles or will write an article about you. (Several of my clients using this model have been featured on the covers and in feature articles in their industry's top journals within a few months of beginning

their advertising blitzes.) And the meeting planners will start calling.

Okay, there's a lot more to this than I can lay out in this book. A million ways to screw it up, a million nuances to making it work – but make no misjudgment, it does work, and has worked again and again and again, in industry after industry after industry. And you can use it to launch a speaking business and subsequently stay booked solid in just one industry.

My Gold+VIP Member Dr. Tom Orent, for example, speaks only in the dental profession. Nowhere else. Ever. He's been speaking professionally in that industry for a decade. He does 30, 40, 50 engagements each and every year. I could give you 50 more examples that mirror Tom, in 50 different industries. Each of these speakers is invisible and unknown to the world at large, and probably to you, but each stays EASILY booked solid year after year, and each earns well over \$100,000.00 a year from speaking. Most have million dollar yearly incomes from their backend businesses, fueled in part, by speaking. There is a speaker like this in the bowling alley industry, supermarket industry, even the horse riding field. His name, incidentally, is John Lyons. His example's worth studying, too.

One other, advanced strategy, again demonstrated by Dr. Orent. Tom puts out his own full-size, full-blown magazine twice a year, which goes to every dental office in America. It features articles by top dentists and famous dental consultants, speakers and authors – including, of course, Tom himself. Other articles about certain products, on which Tom is paid. He gets all the content for free. He gets enough paid advertising that, in combination, with his own ads for his different books, tapes and courses, he incurs zero net cost in producing and mailing the magazine.

He trades ads in this magazine (which cost him zero) for ad space in other industry magazines (that would cost him money). Because the other industry gurus want the exposure of being published in his magazine, they offer whatever reciprocity they can – saying nice things about him to their audiences, suggesting meeting planners hire him, and so forth.

Now, back to the carbonized shit theory, and the point about incest. If none of this was able to penetrate, it doesn't surprise me. You may be welded to your generic content, or to the dream of being a world famous general speaker, or to soft, fuzzy, vague content, or to the product you already have. You may be anchored to the main, most common speaking business model, i.e. speaking to any audience who'll have you, anywhere they require you to go, at any time, and being grateful you've got work. If that's the case, my friend, this chapter was most definitely an epic waste of time. I can't help that. What I can tell you, as a final thought, is that every one of the speakers using the model I've described here is successful and is making a lot more money than 98.5% of the speakers anchored to the most common model. Think about that.

Chapter 5

The Gold Star On The Calendar

“We are not yet ready for any unforeseen event that may or may not occur.”

- Dan Quayle, Vice-President

Here’s what happens in most speakers’ offices:

Speaker gets a gig. He runs over to the big calendar on the wall and sticks a big gold star on the date. He or his assistant types up a label for the file folder and opens up a file for the gig. He yells up the basement steps to his wife, ‘Got one.’

And that’s pretty much it. Dumb.

This looks at getting the engagement as an ‘outcome’ or ‘result’ or ‘achievement.’

It is not. It is the gunshot that starts the race. It is the beginning of an involved, complex, multi-faceted process to maximize the income and benefit you will derive from that date. Now it’s time to get to work.

I have a very detailed process I teach to my speaker clients, far too complex to go over in copious detail here. But we can look at an overview. The very first and most important thing, though, is not a thing to do; it is an attitude to have – that you have just arranged an opportunity, akin to a salesman securing an appointment. Now you must figure out everything you can possibly do to take fullest possible advantage of that opportunity.

1. For example, **what will be done to help the client achieve maximum possible attendance at the function? And for you to have everybody in your audience, not up in their rooms, on the golf course, by**

the pool, or in somebody else's session. This is what I call PRE-EVENT MARKETING. It may involve you furnishing good marketing materials to the client, creating a preview web site, doing articles, tapes, a tele-seminar. Identifying key influencers in the group and gifting them with your book, to fuel word of mouth. Concocting some survey of everybody coming, the results of which to be revealed in your presentation. I have even had speakers pay to put a video presentation on a dead channel, in the convention hotel's in-room television system, so everybody flipping around the dial bumped into the speaker.

2. Next may be whether or not you can **pre-sell some product(s) in bulk to the client, to give to everyone in attendance.** Or commit the client to paying for a follow-up program of some kind, be that a tape a month, coaching, tele-seminars, whatever. In other words: *now that 'X' has agreed to give me money to speak, what else might 'X' also agree to give me more money for?*

3. Next, of course, **what will you sell on site and how will you sell it?**

4. Next, **how will you get an opportunity to sell to everybody NOT there?**

5. Next, **how will you multiply the engagement?** Repeat or follow-up gigs with the same group, referrals.

6. Next, **are there opportunities to use the engagement to spark inquiries about consulting, or other services you offer?** Should you be meeting privately, before or after the speech, with key individuals to sell such services to?

There's an overview of the kind of strategic thinking that should be applied to each engagement, as soon as the gold star gets stuck up on the calendar.

On top of that, if you customize your presentations – which I try to avoid, but I know many speakers insist on doing – then there is information you need gathered, research you need done. At minimum, you ought to get and read the client's company or association literature and a few recent industry magazines, and learn the group's language, current events, and maybe a name or two to drop, an important person to acknowledge or quote.

Finally, you need to go to work to maximize the value from the trip required for the engagement. (See Chapter #20.)

Chapter 6

How To Get More Than One Paycheck For Every Speech

“Money is better than poverty, if only for financial reasons.”

- Woody Allen

I’ve often told people they could profit by propping the book THINK AND GROW RICH up in plain sight, even if they never read it. The title itself says a lot.

I’ve known Robert Allen for many years. He has a book with a title of similar value: MULTIPLE STREAMS OF INCOME. If you never read the book, you could still profit from the cover’s admonition. I like getting as many paychecks as possible. That way, if one mysteriously or suddenly stops, there’s still food money. Most speakers ignore all sorts of opportunities for additional paychecks.

Having been very, very, very broke for more than a few days, I have vivid, haunting memories of what it is like to be cash-without, and considerable paranoia about it ever happening again. This motivates me to milk every drop of money out of every situation. I even believe you have a moral obligation not to ignore or neglect opportunity laid in front of you. It’s ungrateful. It sends the wrong message back to the universe.

As an example, one of my Gold+VIP Members, Dr. Tom Orent of 1,000 Gems Seminars. Tom speaks to dental groups, for fees plus at speech product sales. He also has a very profitable back-end business, including a coaching program each doctor pays \$48,000.00 per year to participate in. While still running a \$1-million dollar a year dental practice, he also speaks 30 to 50 times a year, and operates his seminar, coaching and information publishing

business. Every time Tom speaks, he tells dentists several reasons it's a good idea to use, dispense and sell a particular company's type of therapeutic, herbal toothpaste and mouthwash. He shows one overhead transparency with a photo of these products and the company's web site (coded to Tom). He spends about one minute doing this. Last year, this company paid him an amount of money he asked me not to disclose. In six figures. More than a lot of speakers made all year from speaking. And this is not the only industry supplier he has such an arrangement with.

Essentially, every time Tom speaks, he gets a check from the client – and another paycheck from the mouthwash company. One speech. Two checks. Actually, there are a couple other companies just like the mouthwash company, so, really, one speech, four checks. In case you went to public school, one speech, four checks is a lot better than one speech, one check.

Since he also has a strong backend business like mine, he is also acquiring very valuable customers, so that's comparable to a fifth paycheck. Those of us with experience with our backend business know exactly what each acquired customer is worth in future dollars, so we actually know the dollar amount of this paycheck the day we get it at the speech.

And he always at least equals to as much as doubles his fee in product sales income.

So, really, if he speaks tomorrow for the Indiana Dental Association, he gets six paychecks. To look at it another way, he can do one sixth the number of speeches you do and make the same money – probably more. Or he can do the same number of speeches you do and make 600% more money (or more).

To a speaker, this is POWER. The power to be selective, take desirable gigs in desirable places, turn down undesirable ones in undesirable places. The power to travel less, be home more. The power to wisely invest money and grow rich.

A private client of mine, Craig Proctor, who conducts boot camps and runs two coaching programs for real estate agents, is the champion of all my clients in size of paycheck from a utility vendor. If you got and listened to the CD with Craig on it (I sent to early buyers of this book), you have heard him discuss this. In a nutshell, Craig teaches real estate agents his version of my “Magnetic Marketing”, including the extensive use of tools and technology in place of manual labor, so he educates them about using web sites, e-mail courses, auto-responders, free recorded messages, broadcast voice. An agent using his system fully may have a dozen different 800-numbers, each dispensing a different, advertised free recorded message, and a dozen different web sites, each dispensing a different ‘free report.’ The company that Craig works with (also a client of mine) to provide all these services to his students, is like a utility company. To the agent relying on them, there is great pain of disconnect, thus great retention, and payment of the monthly utility bill. Craig gets an override on this entire stream of income from the utility company. For the past two years, his MONTHLY check has never been less than \$100,000.00. Yes, I said *monthly*. And for this, he does ZERO work, other than what he would do anyway; speak at his seminars, talk on his coaching calls. But his extra monthly paycheck is greater than most speakers’ annual incomes.

As I said, Craig’s a champ. However, I have dozens and dozens of other information marketers and speakers getting this same kind of paycheck from this same vendor. Lesser amounts, all the way down to a few thousand dollars

a month. Every month I, too, get a paycheck from this same company. It comes with a list of each person using that company's utilities who I originally sent to them, and their amount of usage on which my override is calculated. That statement is instructive. Let me tell you about a couple names that are on it every month. One is an estate planning attorney who was first in an audience of mine in 1996 and bought my MAGNETIC MARKETING SYSTEM there, became an Inner Circle Member also in 1996, and began using free recorded messages in his advertising and direct-mail in 1997. Every month since, he pays the utility company for all the minutes used on his free recorded message lines. Every month, the company pays me based on those minutes. I got a paycheck in March 2003 based on his minutes used in February 2003 – and I have not spoken one word to him since some month in 1996. I got a paycheck on his minutes in January, 1997, February 1997, March 1997, April 1997, May 1997, June 1997, July 1997, August 1997, September 1997, October 1997, November 1997, December 1997, January 1998, February 1998, March 1998, April 1998, May 1998, June 1998, July 1998, August 1998, September 1998, October 1998, November 1998, December 1998, January 1999, February 1999, March 1999, April 1999, May 1999, June 1999, July 1999, August 1999, September 1999, October 1999, November 1999, December 1999, , January 2000, February 2000, March 2000, April 2000, May 2000, June 2000, July 2000 - -- get the idea? And there's another check coming next month. And the month after that.

There's another customer on this list. Plugged into the utility in 1999. 'Fired" by me as a customer in 2000. He was a giant pain in the butt at a seminar, so I threw him out, refunded his money and terminated his Inner Circle Membership. He'd probably have a cow if he realized, I still get a paycheck based on him every month.

Several of my clients teach their customers to send out monthly client, customer or patient newsletters, monthly postcards, and birthday cards. Each of them has placed stock designs and templates with certain printers, refer the users to the printers, get an override check from the printers.

Every year, I publish my “Million Dollar Resource Directory’ for my Inner Circle Members. I scour the earth to find good vendors and resources to include. I include the ones I and my clients use. Not everyone listed in this Directory pays. But a number of them are in arrangements where they do send me payment for every ounce of business that comes their way via this Directory. (By the way, recommended vendors for many of the things discussed in this book, including cassette production, product development, providers of teleconferencing services, etc. are in that Directory, which is available at www.dankennedy.com. For your convenience, I’ve listed a few key vendors in a mini-Directory at the back of this book.)

Another speaker I’ve worked with presents seminars to doctors, lawyers and other high income professionals on investment and tax reduction strategies. Like Dr. Orent, he uses one overhead transparency depicting an example of a particular financial strategy, requiring the purchase of a particular type of insurance policy. The slide has the name, logo and web site address of an insurer selling this product. The speakers gives out the 800 number and tells the audience to call or go to the web site, to get a free information kit about this product. He gets \$10.00 for every lead i.e. person who calls or logs on, and 3% of the gross premiums from all who those leads who subsequently buy insurance. Last year, he received over \$20,000.00 in ten dollar money, and over \$50,000.00

in premium overrides – roughly \$6,000.00 a month in an extra paycheck arriving in his mailbox.

My client and Platinum Member Ron LeGrand has probably created more millionaires via speaking than any other speaker. One of his many topics is the creative use of a self-directed IRA, for purposes of quick-flipping real estate properties. When he speaks about this, he has to tell people how to open a self-directed IRA. The company he refers everyone to for this purpose pays him on every new account. They send him very substantial paychecks. Ron has a saying: “The less I do, the more I make.” It has many meanings. One is to get paid by more than one payor for the same activity. Oh, and Ron gets yet another paycheck every year, when each of these people renews their service agreement with this company for the IRA account. And another paycheck if they open a second account, for their spouse, or a third, for their son or daughter.

Somewhere, there is a company very eager to gain access to and influence with the exact same people you have access to and influence with through your speaking, your products, and your publications. They will pay you for it.

There may be certain products or services people must go and get, in order to make full use of whatever strategies you teach. A provider of those products or services will pay you to recommend it.

“Hidden money” exists in many businesses. Most college basketball coaches exceed their salary in “shoe money” – money paid to them by an athletic shoe company to get the players to wear that company’s shoes. Hollywood stars get lavish gifts, expense paid vacations and cash just to wear a particular designer’s gown to an awards ceremony. Doctors earn points toward “educational trips”

from pharmaceutical companies based on how many prescriptions they write for a particular drug. Movie and TV production companies get a lot of money for “product placements” – the cell phone James Bond uses and the wristwatch he wears, those companies paid dearly for that to happen. Those big orange drums of Gatorade on the sidelines at NFL games don’t contain Gatorade at all; they’re filled with water; but Gatorade pays the NFL just to have its logo on the barrels. In my book ‘How To Make Millions With Your Ideas’, I mention quite a few people and companies by name. A few paid me for the privilege.

Hopefully, there’s a fair amount of “hidden money” flowing through your business into your bank account, too. If not, it isn’t because it’s not available.

Chapter 7

How Meeting Planners Really Choose Speakers

*"Why call him Joe? Every Tom,
Dick and Harry is called Joe."*

- Samuel Goldwyn

In 2002, I personally paid out \$54,000.00 in fees to speakers – and they made considerably more from their product sales at my events. Over \$250,000.00. Clients of mine putting on seminars and boot camps put well over another two million dollars in speakers' pockets. This year, it'll be more – just for example, one of my Platinum Members just spoke at one of my Gold+ Members' seminar and sold over \$270,000.00 in product from the platform. Point is, we hire speakers, and we make it possible for them to make a lot of money. Of names you might know, I have hired Mark Victor Hansen, Brian Tracy, Jim Rohn, Mike Vance, Bill Brooks, Somers White. There are more names you probably wouldn't know.

When I hire speakers, I have the same chief concerns as any other meeting planner or client. Essentially, with my Inner Circle business, I am the approximate equivalent of an association executive. More astute than most, but that's not the point.

My top priority is the dollar contribution they will make to the total at event revenues, and I recognize that is different from the way many meeting planners think (although they can be educated). Most speakers are splitting their gross sales with me either 50-50 or 60-40 (my favor), and I am looking for a certain amount of income from each speaker I put on a program. But beyond this, my other concerns mirror those of other meeting planners:

1. Celebrity

By that, I mean drawing card value. Or, what value in attracting attendees and filling seats? Are you famous? Famous to my audience and prospective attendees? Famous by association, by name-dropping of others you speak with? Were you ever on 'Oprah' or 'Larry King'? Wrestle alligators? Can you be made famous? How compelling is your story?

America is enthralled with celebrity. Right now, that Ken doll boob from 'Joe Millionaire' is getting \$10,000.00 a pop to appear at parties, and I'm told by a reliable source, he's booked solid. In our world, celebrity speakers have been sucking up convention budgets, leaving crumbs to be divvied to the "no name" content speakers like you. Not long ago, I doubled an association's convention attendance by having them drop two speakers and use that money to hire a retired football player to appear, autograph balls, and play a hole of golf with 72 attendees by random drawing.

These days, trade show and convention attendance is down. Seminar marketing is tougher. That means a savvy meeting planner must look for "star power" and drawing card value from the speakers on the program. In marketing yourself, you need to provide as much of this as you can.

2. Credibility - Authority

Will my audience accept this speaker as a bona fide authority on his subject? (For example, my audiences would lynch a college professor. They want somebody with real world credentials). And, when the person does speak, will he come across to my audience as smart and authoritative (or will they be more advanced than he is)?

For example, with my audiences, a top direct marketer like Joe Sugarman or J. Peterman would have far, far more drawing card value AND be more likely to do well with them on stage than the author of a best selling book on advertising like Al Ries and Jack Trout, or a researcher like Faith Popcorn.

3. Content

There's a thing I call WEIGHTING, in presenting a speaker. Picture a scale. On one side, Celebrity, on the other, Content. If I'm hiring Joe Montana or Heidi Fleiss or Gen. Schwartzkopf, it's weighted heavily to Celebrity. Neither I or my audiences care much about the content; they want to see the circus freak, and be able to brag that they did. I realize that's crude, but there it is. On the other hand, if it's me or someone like me - the proverbial famous person nobody's ever heard of - then it's weighted very heavily toward

Content. In the instances of selling high-priced boot camps, where each attendee pays thousands to attend, every speaker is sold to them at close to 50-50 weighting. This means the speaker actually needs valuable content.

If you are selling the meeting planner "content", then you'd better present some detail and specificity about it, and demonstrate its value. For example, consider the demo video. Speakers get lots and lots of really crappy advice about this, like it should only be 7 minutes long, or it should only show tiny clips. First of all, when somebody is making an important decision, they'll watch 70 minutes just as they will 7, unless you bore them silly, and don't let anyone tell you differently. But beyond that, the "weighting" of the video presentation must match what you bring to the table. If you are content-weighted, then you need long enough clips and a long enough video to accurately demonstrate real content value, plus testimonials from users of that content about their real life results (not testimonials about how delightful you are on stage). If you are celebrity-weighted, then you want shorter clips, shorter video, but clips or stills that set you up as a celebrity.

4. Costs, Convenience

Everything else being equal, I'm choosing the speaker who costs less and/or gives me the least hassle. Someone I can rely on to be there, be prepared, be sober, be on time, and not drive us nuts with Mickey Mouse demands. If my meeting's in Arizona, and I'm choosing between a speaker flying from L.A. vs. one flying from New Jersey, L.A. wins; costs less, less travel problems possible.

5. Promotional Assistance

What can and will the speaker do to assist me in filling seats? Does he have good bio copy, content bullet points, outcome testimonials? (If not, that means I have a mountain of extra work to do, and that's a huge negative.) Will he do a tele-seminar? Does he have a list we can work? Will he create a "preview web site"?

The typical "folder" of stuff a speaker provides doesn't cut it. Make up a complete "marketing kit" that can be used to sell you to the meeting planner's prospective attendees. You should also keep in mind that the meeting planner is probably a marketing nincompoop, so leaving everything in his hands guarantees you a smaller, less primed, less responsive audience than could be there.

6. Known vs. Unknowns

Surprises I don't need. So, just like Woody Allen using the same group of actors over and over, I tend to try and use speakers I know and have worked with before. Failing that, I try to get a referral from someone I trust about a speaker. Failing that, I'm looking to see that the speaker has worked with audiences as similar to mine as possible.

7. Platform Sales

Back to this - the #1 priority for me and for most of my clients. We won't give a slot to a speaker who can't make us money. In other environments, this may not be important to the meeting planner; it may even be an obstacle to overcome in getting the engagement. However I will tell you this: I got a lot of repeat engagements as a result of writing out a hefty check to the association or company after I spoke, for their share of my product sales. It's amazing how that check changes everybody's minds about my selling. Amazing how they are suddenly falling all over themselves to get me booked again.

What you need to do is give very serious thought to how the clients and meeting planners you target currently think about and prioritize these decision-making factors, and how you can package and present yourself in a way that perfectly matches up. You might also re-think your

target markets, based on your strengths and weaknesses in these areas. Finally, you might get to work strengthening your weakest hands.

Elsewhere in this book, I talk about “soft” versus “hard” content. If your target clients’ decision-making is weighted toward content over celebrity, but you now talk about “soft” subjects, it’s vital to re-engineer your topics and content. If your target clients are under the gun to promote their events and maximize attendance, and you have all but ignored item #5 above, you need to bring that up to par.

It may interest you to hear a bit about some of the speakers I’ve hired and used repeatedly, and/or had my clients hire and use repeatedly, and why.

Paul Hartunian is a publicity expert. He actually “sold the Brooklyn Bridge”, he’s been on Oprah, CNN, featured in Forbes, and on and on. He’s become a millionaire via “free” publicity. He has helped thousands of clients in diverse fields get great publicity, so he has terrific testimonials. If he has a drawback, it is a rather abrasive, arrogant style that does annoy a percentage of every audience, however that is more than offset by the fact that he always achieves very high platform sales numbers. He understands why he is there. He is low maintenance. And, while there are several other good speakers on his topic I’d like to use, he has a more promoteable story and gets better sales numbers, so he wins.

Mike Vance is not famous but is easily made famous, because of his link to Disney. It’s as close to having Walt on the program as I can get. His product sales numbers are also very good, so even though his fee is high, he’s usually, ultimately, free.

Mark Victor Hansen has been a friend for a long time. But I'm going to be very frank about this. There are motivational speakers I'd rather use, but can't, because they cannot even come close to Mark's sales numbers. And, while Mark's not a celebrity, "Chicken Soup For The Soul" is.

Joe Sugarman is famous, to folks into marketing and direct marketing. He's a very good speaker, has a good mix of entertaining stories and useful how-to content, sells satisfactorily from the platform, and is easy to work with.

Lee Milteer gets on my events or my clients' in part, again, to be very frank, based on affirmative action, to avoid an all-male, all-testosterone line-up, especially in situations where there are significant numbers of women attending, such as staff members with doctors. She cannot produce sales numbers per minute as high as male speakers or "hard content" speakers, but given these handicaps, her sales results are quite good, and good enough. She's adept at customizing her speeches to different audiences and, of greater importance, able and willing to "tweak" her products to create offers well-matched to the different audiences.

I have used quite a few speakers once but never again. There are three typical reasons for this.

One is that my audiences eat them alive. My audiences are smart, marketing savvy, tough-minded and accustomed to "no b.s." from me. They have a very low tolerance for weak content. Most of my clients' audiences are the same. They are even capable of mutiny. At Joe Sugarman's last seminar in Hawaii, where I spoke, and five or six of my Members attended, the only speaker Joe hadn't heard and booked on credentials and reputation was a top muckety-muck from Microsoft, to talk about marketing via

the Internet. He lasted less than ten minutes. One of the top marketers to QVC jumped up and interrupted him and said, "Hey, I sell millions of dollars a week on QVC and I don't know how the signal gets from studio to satellite to Martha's TV. Kennedy here sells millions via direct-mail but can't cut down a tree or run a paper mill. How about cutting all the techno crap and getting to actual case histories of money being made." He incited a small riot. The poor guy slunk off, dripping flop sweat. If you don't really know your stuff, my folks will tear you apart with their teeth and drink your blood.

Another reason speakers aren't used again is they can't sell. And if you can't sell to my audiences, you can't sell period. My audiences are trained and conditioned to buy resources.

A third reason is the speaker is a pain in the ass, or his staff is, in advance of the gig. A daily pen pal, I don't need. I actually had one speaker's assistant FAX us nine different times, with questions like the name and phone number of an airport shuttle service, the distance of hotel from airport. Call Triple A.

Anyway, the simple fact is, different meeting planners have different criteria for choosing speakers, but most do so very differently from the way speakers think they do. If you figure out how the meeting planners you target really think and choose speakers, you'll have a gigantic competitive edge.

Chapter 8

How To Create Your Own Speaking Engagements

The seminar business can be the means of controlling your own destiny, both at the low end and high end of the business.

Frankly, putting butts in seats is very difficult, expensive, risky and requires a lot of discipline. However, that doesn't mean you shouldn't find a formula for doing so that you can use. Because, if you can, you create a lot of options for yourself, to provide your own speaking engagements, without competition from other speakers, meeting planners to deal with, fee resistance, any interference with what you choose to do on the platform, geographic control, and usually, better back-end opportunities.

I'll tell you about my seminar marketing experiences as well as those of a number of my clients, to give you different perspectives.

I actually started in speaking filling seats. In my case, I was the ticket selling speaker and preview seminar speaker for my own seminars, and I'll describe that model in a minute. But you should know that a whole lot of today's professional speakers got started as ticket selling speakers for others. For example, Tony Robbins was a ticket selling speaker for Jim Rohn's seminars. What I mean by a ticket selling speaker is one who goes out to real estate offices, insurance offices, network marketing gatherings, car dealerships, sales peoples' breakfast clubs, civic clubs, anyplace there are a few salespeople, and makes a 15 to 30 minute speech, i.e. pitch to sell tickets to an upcoming public seminar.

At one time, this was a big part of the seminar business. If you go back far enough, pre-Power Points, pre-video, these ticket sellers went in with movie projectors or Bohn-Benton machines, gave a little speech, showed a film clip of the seminar's star --- Zig, for example --- then sold tickets. Before Peter Lowe so radically changed the giant public seminar or "rally" business, promoters like John Hammond, John Handick, Vern Kaye, even the late W. Clement Stone's SUCCESS rallies, all used speaker-sales forces to sell thousands of tickets this way, descending on a city like a swarm of locusts. These days, speakers like Tom Hopkins and Brian Tracy have promoters who fill events with this very same mechanism. At Peter Lowe it was one tiny piece of the marketing mix. But still there.

It was a bit more efficient when more businesses could make attending regular weekly sales meetings compulsory rather than optional. But fundamentally, nothing has changed about this since I did it in the late 1970's, or since those before me did it in the 60's, even the 50's.

The virtue of this approach as well as the pain, agony and downside of this approach is it is all about manual labor. It is as primitive as washing clothes in the river with rocks or plowing the field with mules. However, when you haven't got any money for marketing, you often have time on your hands, and for those situations, it's perfect. Which is exactly where I was in 1978, dumb and relatively broke. In less than ten months, grinding it out, I made over \$100,000.00 in speaking with this particular business model, so it might interest some speakers reading this book.

Here's what I did:

**First, I created a 2-day seminar
of my own to sell.**

To be truthful, it wasn't very good and it certainly wasn't crafted to support a unique or powerful pitch, which was and is a big mistake. But the point is, I made up a "product" to go out and sell out of thin air, for which I got to keep all the money. My investment of the moment consisted of getting the enrollment form run off at the copy shop.

**Second, I scripted and memorized
15, 20, 30 and 40 minute variations
of a speech to sell tickets
to that seminar.**

As I recall, it was \$295, discounted to \$95 if you bought on the spot. Again, based on what I know today, the speech was about a "1" on a "1-10" scale of effectiveness as a pitch. On top of that, my speaking ability was right around a "2". (I did, however, have desire – bred by the need to eat, interest in succeeding, persistence, and I was what Glenn Turner calls "intelligently ignorant"; too dumb to know I didn't belong out there and had no reason to expect success.)

Third, I developed a work plan.

I cold called Saturdays – when nobody else cold called – and Tuesday and Friday mornings, to real estate offices, insurance offices, car dealerships, copier dealerships, etc., determined they had a weekly sales meeting, got the sales manager on the phone and offered myself as a free speaker. When I've helped speakers do this sort of thing in more recent years, I've had them use FAXing, direct-mail, e-mail, web sites, etc. to get the sales managers calling them instead. But as I said, I was making this up as I went along, it was about 25 years ago, and still, there's nothing faster, cheaper or more direct than the local phone call. Turned out, most sales managers were eager, even desperate for anybody or anything that would relieve them of giving the requisite and futile weekly pep talk, so getting booked was easy. I kept myself booked solid from about six hours a week of cold calling on the phone plus occasional in-person drop-ins; if I was between presentations with time on my hands, I just walked into a sales office, found the manager and pitched myself to him in person. Some days I did as many as five of these presentations, many days three, almost every day two. I put on my \$295 sic \$95 per person seminar every fifth weekend, so I had four week selling cycles. In an average selling cycle, I put on 70 to as many as 90 ticket selling presentations.

Remember, the seminar was nothing unique, the pitch barely adequate, and I was barely adequate – although I got better and better, fast, because this is a brutal, often horribly unpleasant speaking and selling environment. Many meetings, the salespeople were at their desks, drinking coffee, answering phones, while I stood in their midst speaking. It was one step away from being the guy on a box on a busy street corner pitching the coming Armageddon. Big difference is you didn't get mud splashed on you by a passing bus. Anyway, on average I sold a measly one ticket per presentation.

As an aside, I'll tell you why that is. Mostly, my buyers were practitioners of the principle of the slight edge. That is, *"even if I get just one useful idea that gives me even the slightest edge, it's worth it"*. For the most part, the most successful people. About 1% to no more than 5% of any and every population. The rest were at the opposite end, truly desperate and starving, grasping any life preserver thrown at them. Everybody in between those extremes has to be sold an especially attractive proposition (which I didn't have) by somebody exceptionally skilled at selling it to them (which I wasn't).

Back to the math. 70 to 90, \$7,000.00 to \$9,000.00 every month, less hotel room rental, coffee and hand-out costs for the weekends. At the seminars, I sold other peoples' products, because I had none of my own. By the 4th month, I started selling an alumni club membership, including little mastermind meetings twice a month, a newsletter, and free repeats of the seminar. I started getting referrals. By the fifth month, I added newspaper ads, direct-mail and free intro seminars, which I'll describe next. In total, in ten months, I brought in over \$170,000.00, and kept just shy of \$130,000.00 of it. I was making over \$10,000.00 a month from speaking, all local. Along the way, I got my first fee paid gig by accident.

No, it wasn't pretty.

But it beat not eating. Or not speaking. And any speaker could do exactly the same thing tomorrow. Although the downside of this is that it requires more effort than sitting next to the phone waiting for a call from a meeting planner.

Next, let's talk about the free introductory or preview seminar. In the get-rich-in-real-estate industry (itself, better than a 300-million dollar 'education' industry, so don't sneer), the free intro or preview has been a staple since Al Lowry and William Nickerson in, I think, the 1950's. The names change; the game stays very much the same. For a long time, the main means of filling these free events was giant ads in the newspapers, and that's still part of today's media mix. My client and Platinum Inner Circle Member Ron LeGrand, arguably today's most successful real estate investing guru, uses 30-minute TV infomercials, radio, newspaper, voice broadcasts, outbound telemarketing and direct-mail to fill previews. Others I consult with or have consulted with using free previews include Wright Thurston, Larry Pino and The Open University, Jay Mitton (asset protection seminars), Guthy-Renker Internet, and many others. It might surprise many professional speakers that a really good preview speaker working for such companies -- the speaker who presents the free seminar and sells the attendees into the subsequent, high-priced seminar or training program or business opportunity -- typically makes no less than \$150,000.00 to as much as \$500,000.00 a year.

This is not limited to its most common uses (get rich in real estate and personal growth) either. I or clients have used them to sell services to doctors priced as high as \$40,000.00 per person, investment programs at \$5,000.00 and up, sales managers on \$5,000.00 to \$50,000.00 training

programs, individuals on \$1,000.00 asset protection packages, and on and on. I built a multi-million dollar company from scratch with nothing but free seminars.

Back to my beginnings. Once I was selling tickets by speaking free at in office sales meetings, I gambled a few bucks on doing open, free introductory seminars to sell people into my weekends. At these, I only price dropped from \$295 to \$195, since I had expenses. I started with little classified and tiny display ads in the newspaper, driving to a recorded message (at the time, an answering machine), then mailing literature to those who left contact information. Gradually, I got to decent sized display ads in the newspaper. I did a two hour, Wednesday night preview every week. Went from a room set for 50 with 5 showing up and no sales to a room set for 50 with 60 showing up and 20 sales.

Now let me move from 1978 to 1987, and show you a more sophisticated business model, international in scope. To abbreviate a very long story, I wound up with a speaker in my lap who was, when I got him, the finest, most captivating speaker I had ever seen (and I'd still rank him in top five), but the most pitiful platform salesperson I'd ever seen. He wanted that fixed and I agreed to fix him – which turned out to be more painful than I guessed, but we did get it done. I needed to create audiences for him. Simultaneously, I'd identified certain factor in a niche market that justified entry with information products at a certain price point. This began my business, SuccessTrak, which almost overnight became, quote, the largest seminar and publishing company exclusively providing practice-building information to chiropractors and dentists in North America, unquote. (At the time, we were the only company mixing chiropractors and dentists in the same seminars and training programs, so being the largest wasn't tough.)

This is a strategy, by the way, that I teach: if you can't be first in a category, create a different category where you are first. Make a note.

Anyway, here was our initial business model: we used direct-mail (only) to bring doctors to free 3-hour evening seminars, where initially this speaker sold them a \$500.00, 12-month series of audio-cassette programs. We kept him out three out of every four weeks. Later I traveled and did my version of the seminar one week a month. We had a "trick" for eliminating the no-show rate at the free seminars I'll not teach here, but you should know that, without my trick, in non-niched, public previews the no show rate is about 40%, in niches 25%. Ours was nearly 0%.

Cost control in this business was crucial, so each week's seminar tour was routed for either four, five or six nights, ending in the same major city we flew the speaker into. So, for example, if he flew to Cleveland on Monday, he'd do the seminar Monday evening on the east side of the city, drive Tuesday and do the seminar Tuesday night in Columbus, drive Wednesday and do it Wednesday night in Dayton, drive Thursday and do it Thursday night in Toledo, drive Friday and do it Friday night on the west side of Cleveland, drop the car where he got it (no drop-off charges), and fly out of Cleveland on Saturday. We had such tours for southern California, northern California, Texas, Illinois, Indiana, Ohio, Pennsylvania, Florida, New York and New Jersey, and Canada which we repeated a lot, others we did only occasionally. At one time or another, we went everywhere but Hawaii and Alaska. In four years, we put on over 500 of these seminars.

Both this speaker and I were so good, our scripts so good, and the offer so precisely matched to the audience, he averaged 90% closing ratio, I averaged 80%. Although

some markets provided inordinately large audiences, some small, the overall average was 35 doctors, i.e. buying entities per night. More bodies: spouses and staff. But 35 buying entities. He sold 33, I'd sell 28. We started with \$399.00, soon \$499.00 packages. Late in the game, an A/B option at \$499.00 and \$799.00. In four years, we did well over \$6-million via this means, and we paid him over \$1.5-million . We also sold second year programs, additional products, boot camps, yellow pages ad prep services and some consulting on the back-end, but with what I know today about structuring, pricing and selling boot camps and, more important, coaching programs, we would easily have taken in another million dollars each year.

Some years later, I cloned this entire business model for a client selling \$25,000.00 multiyear practice management programs to doctors and it worked fine. More recently, a client selling \$50,000.00 advertising programs to chiropractors has used it. Of course, today we have FAXing, voice broadcast, e-mail, and other marketing tools that were unknown or unavailable in the late 80's. Had I had broadcast FAX, then, I conservatively estimate I'd have cut the costs of filling the seats by half.

A similar model is used currently in a number of environments and markets. Using breakfasts and luncheons instead of evenings, one company sells training programs to sales executives, an investment advisory firm sells portfolio management, and another company sells personal growth programs. Using the evenings, a company I consulted with years back sells adventure travel, such as safaris. Another sells a \$35,000.00 business opportunity.

With this model, applied correctly, a speaker can work just about as much as he chooses and average at least \$10,000.00 per self-created speaking engagement. I have quite a few clients in information marketing, most serving

niche markets, who do not do this often or as a prime part of their business, but do it occasionally, linked to times they are traveling somewhere for other purposes. For example, one of my Platinum Inner Circle Members, Rory Fatt of Restaurant Marketing Systems, is based in Vancouver, Canada. Last year, when he came to Phoenix to attend my Platinum meeting, he organized this sort of a seminar the day afterward and pocketed \$35,000.00. Several clients create three or four city tours for themselves linked to vacations, so they take the family, say, to Orlando for a week; they go a couple days ahead, do two Florida cities in two evenings, do Orlando the evening the family arrives, make some of the vacation travel tax-deductible, and pick up \$10,000.00, \$20,000.00, \$30,000.00 or more.

I might add, you can build a business like this with someone else doing all or most of the speaking, and stay home and count the money, just as I did with SuccessTrak.

I should caution that the selection of prospects, the pitch for the free seminar, the copy for the marketing materials, my trick to end no-shows, the scripted seminar itself, and the presenter's platform sales competence are all critically important factors. For consulting purposes, I have a list of 130 things to evaluate, decide on and improve just regarding the free seminar itself, from how the attendees are greeted on arrival, what they are given to read and keep busy with until the seminar starts, to the timing of the breaks, and on and on.

Another way to skin this cat is with vendor sponsored seminars. We've had great success with this approach, for example, with my client Joe Polish of Piranha Marketing, in the carpet cleaning industry. Joe provides marketing and business training to that industry, with audio cassette, manuals, and other information products priced starting at about \$1,000.00, boot camps at \$2,000.00 to

\$3,000.00, and coaching programs as high as \$10,000.00 per year. He has over 4,000 “members” total. Quite often, early in his business; now only occasionally, Joe selects a city he wants to do a half-day, evening or full-day seminar in, as a means of acquiring new members. There is a complete set of marketing materials for the seminar, it is priced low, and a local supplier of chemicals and equipment is recruited as the “sponsor”, more accurately, the marketing partner. That vendor rents the hotel room and incurs the costs of filling the seats, promoting heavily to his customer base, but also mailing, Faxing and telemarketing all the carpet cleaners in his area. The total economic formula varies, but here’s an example:

1. Sponsor recovers his documented costs first
2. Joe is reimbursed his travel second
3. They split what’s left over from registration revenue 50-50
4. Sponsor gets 20% or 30% of onsite sales

If, for example, a seminar occurs with 100 carpet cleaning business owners in the room, at an average of \$150.00 each, that’s \$15,000.00 gross. Marketing costs may have eaten half, hotel costs another \$1,000.00, leaving \$6,500.00. Joe’s travel \$1,000.00, leaving \$5,500.00: \$2,750.00 each. At the event, Joe sells 30 packages at, on average, \$600.00 each, \$18,000.00. He pays the vendor \$3,600.00 of that, has another \$3,600.00 in fulfillment costs. The sponsor makes \$4,910.00 profit, and gets a ton of promotion of his business. Joe makes \$11,390.00. If he felt like it, he could easily gear up and do this in 20 cities a year, creating nearly \$230,000.00 in income as a speaker.

The caution is that there are more ways the vendor/marketing partner can screw up the marketing than there are ways Clinton can define the word “is.” And in order to get these vendors interested, it helps to be a

recognized guru in their industry everybody's aware of, talking about and curious about, such as from trade journal advertising, direct-mail, articles in the journals, and so on. Much harder, but not impossible, for 'the invisible man' to pull off. It does domino. First one's the hardest. Success breeds success.

With that said, however, many industries have suppliers in each local market, so **the network of seminar marketing partners already exists**. The track is already laid. The speaker only needs to build his train and get it on the track. Just getting one fourth of the 100 biggest U.S. cities gives you 25 speaking engagements/seminars in a year. If you only net \$10,000.00 each, that's \$250,000.00.

In some industries, these local vendors have on-the-street sales forces, which can be commission compensated for filling the seats. In big markets, the local supplier may be able to get co-op ad dollars from the manufacturers he represents, or get one or more manufacturers to kick in money to cover meeting expenses.

There's one more control-your-destiny model I want to acquaint you with, before we close the chapter on seminars. I devised it for a client of mine in the 1980's, who was an expert in detecting and minimizing employee and deliveryman theft in the supermarket and convenience store industries. When I began consulting with him, in very short order, I shoved his daily speaking fee from \$750.00 to \$5,500.00. His corporate clients grumbled but paid. Many of the smaller state associations balked. So we changed the game radically, and this is very important for the fee paid speaker who does a lot of association work to hear. One of my clients and friends in the National Speakers Association world, Pamela Yellen, adopted the model I'm about to describe, with minor tweaks, and has used it very successfully for years.

For the traditional speaker, this enables you to do business with associations 100% free of competition from other speakers, meeting planner committees, fee negotiations, and be in control of scheduling, because you never compete for, ask for or even want or accept a slot on their regularly scheduled events.

So, here's what we did with my ex-thief, theft expert client:

We said to the association exec: Jack does NOT want a speaking engagement on any of your programs this year. He is going to do his one (or two) day seminar in x-city in your state, and would prefer having you as a sponsor and marketing partner, in which case you will have a separate, extra, free-standing special event to offer as an extra service to the members and you will get substantial extra, non-dues revenue.

The deal was very similar to the vendor sponsored seminars I described earlier. We provided the state association with all the tools: a series of inserts for their newsletters, separate direct-mail pieces, and an audio tape. (Today, I'd provide a web site, e-mails, FAXes as well.) We required use of the tools on a schedule we set, and we held them accountable and supervised their implementation. The money formula was:

1. Association's recovery of hard costs
2. Jack's speaking fee and travel
3. Registration revenues left, 50-50
4. On site: 30% to association

Since the marketing was statewide and through the association rather than a vendor, we often had 100 to as many as 300 supermarket and convenience store chain executives and independent owners in attendance, at, on

average \$300.00 each. And on site, sold information packages from \$300.00 to \$9,000.00. On average, these were worth over \$70,000.00 each to Jack.

... Again, I have worked with several speakers who've adapted and successfully used this approach.

All of the seminar marketing scenarios I've described here have one very important thing in common; they are niched. Trying to market broad topic seminars to the great unwashed masses is an entirely different, much more difficult business requiring far more skill and resources than most speakers would have. I wouldn't want you to overlook that essential element.

I would also like to make a final suggestion:

Find some way to do this! Figure out a 'system' that will work for you, to create and control your own speaking engagements. Why any speaker would want to go through life competing for pre-set dates, dependent on the goodwill and whims of meeting planners, with zero control over their livelihood, is utterly beyond me.

Chapter 9

What To Speak About, For Money

When famous western novelist Louis L'Armour was asked why all his heroes fired six shots to kill a villain instead of one or two, he replied, "I get paid by the word."

Mark Twain said "Anyone who writes but for money is a blockhead." I feel the same way about speaking. If you do, too, then you need to recognize that certain subject categories are much easier to convert to money than others.

There are "soft" topics and "hard" topics.

Most speakers love "soft" topics. Money is made with "hard" topics.

"Soft" is the warm, fuzzy. Vague, touchy-feely, airy-fairy stuff, like self-esteem, self-actualization, self-improvement, leadership, team building, and so forth. There are speakers who become rich and famous with such topics, but they are rare and notable exceptions. The overwhelming majority of speakers who insist on delivering this sort of mush not only labor in oblivion, they struggle financially. It is ironic but telling that the majority of "prosperity speakers" are walking around broke. Even Napoleon Hill was broke late in life, rescued by W. Clement Stone, who put him to work as a sales trainer.

'Hard' is sales, advertising, marketing, lawsuit prevention, security.

The easiest speaker to market that I ever worked with was an ex-deliveryman thief, who taught how to stop employee and deliveryman theft in supermarkets and convenience stores – which, incidentally, is a gigantic, hard

to control, but imminently measurable problem. The results of his seminars, systems, etc. were trackable in hard dollars. Every one of the hundreds of testimonial letters he had when I met him cited such specific results, often savings within 90 days of a seminar of hundreds of thousands of dollars. He was working for \$750.00 a day; I raised his fee overnight to \$5,500.00. Clients squealed like stuck pigs. But they paid it.

In his case, we were selling money at a discount.

And that is exactly the position you want to be in.

When I started speaking, I, too, talked about self-improvement stuff. I had discovered it and was eager to share my discoveries. Soon, though, I decided I'd rather make money.

For over 20 years, I've stuck 90% to "hard" topics within my areas of expertise, such as advertising, marketing and sales. In these areas, I can make transaction size comparisons to justify fees or product prices. For example, let's look at some groups I speak to, and the average transaction size or client or patient value in those fields:

Real estate agent	\$ 3,000.00 Commission
Mortgage Broker	\$ 2,000.00 Commission
Cosmetic Surgeon	\$ 7,500.00 Case
Cosmetic Dentist	\$10,000.00 Case
Chiropractor	\$ 3,000.00 Case
Martial Arts School Owner	\$ 4,000.00 1st Year Student Value

In each of these instances, I can sell a product bundle or boot camp for up to \$3,000.00 and say "if all you get as a result is just one measly sale you wouldn't have gotten otherwise, it's free. Get two, and you doubled your investment."

I also deliberately pick audiences where these kinds of transaction sizes exist. My job is tougher if speaking to, say, restaurant owners, gift shop owners or shoe store owners. With those groups, I have to make comparisons to the LCV (Lifetime Customer Value) or first year customer value in their businesses.

One way or another, a “hard” topic lets you sell money at a discount, via gain or savings. The further away you get from this, the harder the work.

That’s why the “soft” topics are so very, very undesirable, from a business standpoint. You cannot precisely, specifically quantify and prove their value. The problem is very visible in testimonials. If you examine all of my testimonials, for example, you’ll find some in the “you’re wonderful – you changed my life” category, but most cite very specific dollar outcomes, gains and results, far in excess of the prices of anything and everything I sell. If you examine the testimonials of a speaker dealing in “soft” topics, you’ll find few if any citing specifics; most or all vague and, well, soft.

It is relatively easy to sell a \$100.00 bill for \$20.00. Once past skepticism, even a functional idiot understands the deal and grabs it. It is infinitely harder to sell “feeling better about yourself” or “being a more empowered and evolved leader”.

Most speakers do all this backwards, because they do not come at speaking in a businesslike way. They are akin to inventors; the world is overrun with foolish inventors, who have invested heavily in inventing a product, only afterward contemplating who might want it, what might they pay, and how might they be reached. Actually, the best entrepreneurial marketing success formula operates the opposite way; first identify an

affordably reachable, responsive target market eager for a particular solution for a problem or opportunity, then “build to suit”. As a speaker, you would be wise to consider a similar approach.

But, like a wailing child, the immature, very unbusiness-like speaker says, “*I wanna talk about what I wanna talk about, what interests me.*” Problem is, you might have an audience of one. Or worse, large numbers who’ll listen but nobody who’ll pay.

You can still figure out how to talk about things that interest you. I do talk about time management and productivity, wealth attraction, Psycho-Cybernetics, but I sneak it in, bonus it, and use it only after I’ve established a relationship with customers. In other words, it goes into the back-end of my business, not my front-end.

I’ve done millions of dollars of business with chiropractors and dentists, selling them seminars priced as high as \$30,000.00, comparably priced coaching programs, and info-products from \$400.00 to \$4,000.00. I have always led with the subjects of advertising, marketing, sales (case presentations), and practice promotion. But I have also always taught the “head trip stuff” because, truth is, their practice success has more to do with what’s going on inside their heads than inside their offices or in their advertising copy. But you can’t sell that revelation outright, up-front for \$30,000.00.

If you **MUST** deliver “soft”, find a clever way to wrap it inside “hard.” Like a Tootsie Roll lollipop.

If you get this, you will make a whole lot more money from speaking, many different ways.

Chapter 10

Product Development Strategies

Most speakers are remarkably short-sighted in their product development, often winding up with product that cannot be sold by any means other than their own manual labor, yet there is an entirely different, much bigger world of distribution opportunities to be concerned with.

The main product I have sold from the platform for the past 12 years – the MAGNETIC MARKETING SYSTEM – was built from the ground up to be saleable without me standing on a stage selling it. Consequently, the product has had and continues to have a very vibrant, profitable life of its own, independent of me. Here are some of the other means of distribution this product utilizes:

Nightingale-Conant

At its \$399.00 retail and its \$278.00 discounted prices (NOT \$49.00 or \$69.00), Nightingale-Conant has sold over a million dollars worth of this product via solo direct-mail, its catalogs, and the SkyMall catalogs in airplane seat-pockets.

Other Cataloguers, Newsletter Publishers

You really should do your homework about both the catalog industry and the vast number of newsletters – many probably represent distribution opportunities for you. Over the years, I've had various products of mine sold in catalogs like Day-Timers, CaddyLak Systems, even Miles Kimball, and via inserts (usually at 50%/50% splits) in over 100 different newsletters. MAGNETIC MARKETING has been sold via more than 50 different newsletters. The right product sold via the right sales letters endorsed by the right newsletter publisher to his list can be a bonanza – in one instance, with a mailing to fewer than 5,000 subscribers to

a particular newsletter, I sold over \$300,000.00 in products, all within 15 days.

There are pros and cons to working with Nightingale. The biggest drawback used to be price suppression. When they were locked into their low price structure, if a speaker gained wide distribution of a Nightingale album, it sabotaged his ability to sell his other product from the platform at premium prices. For that reason, I avoided a Nightingale deal for many years, and talked several speakers out of doing products with Nightingale. I, for example, was basically selling six tapes and a workbook for \$300.00; I couldn't have six tapes and a workbook advertised for \$49.00. Fortunately, in recent years, the folks at Nightingale have become more flexible and progressive in selling higher priced product. The biggest advantage is the exposure, although you shouldn't give this more points than it deserves. The number of "mega stars" they create are quite small; so small, we can name them: Waitley, Dyer, Tracy. Many other speakers have an album or two crank out only small numbers and disappear, or live a long life in their catalogs with sufficient sales to stay alive, but not enough to warrant massive product line expansion, solo mailings and star treatment.

Working with other cataloguers is, in many ways, more interesting, as you will almost always be selling product to them at an agreed upon price (not having it produced by them and getting a royalty), thus making more per unit, and you may be able to find catalog opportunities where you are the only product in your category. My Inner Circle Member John DuCane, for example, has several pages of his products on fitness and martial arts in the "What On Earth" catalogs, and does extremely well – and his are the only such info-products in these catalogs.

Joint Ventures

This subject warrants an entire course by itself, but to give you one example, MAGNETIC MARKETING is bought and “bundled with” other peoples’ products that they sell to several different niche industries. MAGNETIC MARKETING is, for example, bundled into marketing packages being sold to martial arts and karate school owners, and to funeral home and cemetery operators.

Licensing

Michael Kimble at Group-M Marketing in Austin, Texas, who owns the exclusive distribution rights to my products (as of 1999) and publishes them under the brand name and business name of Kimble & Kennedy Publishing, is a master of product licensing. He has created several different “Marketing Licenses” built around my products, one built around MAGNETIC MARKETING alone, and established, so far, over 1,000 independent Licensees. This type of License typically includes resale rights to the product, reprint and use rights for proven sales letters and marketing materials, reprint and use rights to testimonials for the product, even a web site, and fulfillment of orders without inventory. Such Licenses sell for as little as \$1,000.00 to \$3,000.00 or more, to established mail-order operators and direct marketers, newsletter publishers, other speakers, and “opportunity seekers.” There is no reason many speakers couldn’t use their products (if properly engineered) to assemble a similar licensing package and bring in hundreds of thousands of dollars from licensing alone. You can see exactly how this is done by requesting information about these Marketing Licenses from Kimble&Kennedy, at 800-223-7180, or FAX 512-263-9898, or at www.dankennedyproducts.com.

A different type of licensing is with corporate clients, who may use your products in their own training programs. This is comparable to software licensing. However, the kind of “Marketing License” package I’ve described here becomes a “product” itself that is saleable continuously, for which there is always demand.

In our Psycho-Cybernetics business, we have licensed foreign territories, corporate reprint and use rights, and niche market co-authorship rights. We are currently developing a Marketing License complete with cloned web site.

Direct Marketing

I first sold a \$399.00 audio-cassette program direct to customers via full-page magazine ads in 1974. Of my own products, I’ve sold tens of millions of dollars via magazine advertising, direct-mail, and recently the Internet. I have used rented mailing lists as well as compiled lists, notably including mailing the “non-buyers” from audiences, immediately following speeches or seminars. In 1999, I sold my products business to Michael Kimble, who now sells some products via solo direct-mail campaigns, some via catalog mailings, and all of them via the online catalog, which you can and should study, at www.dankennedyproducts.com. Elsewhere in this book, I describe an entire business model for creating and marketing information products for and to a niche market, which you should also study and fully understand before spending a dime on product development.

TV And Radio

While most speakers do not have the right products and other elements necessary for an infomercial success or for

home shopping TV (QVC, HSN, etc.), you might, and if so, you should certainly exploit it. I have consulted and worked with Guthy-Renker since its very first infomercial, which sold an audio tape program based on the book, **THINK AND GROW RICH**. Guthy-Renker has also developed, owns and aired the Tony Robbins infomercials, and the most recent version of **MENTAL BANK BREAKTHROUGH**, which I co-produced, hosted by Florence Henderson. Currently, two of my clients have their own independently produced infomercials airing, one having to do with getting rich in real estate, the other with homebased business opportunities. Both are airing at a pace of \$70,000.00 to \$100,000.00 a week in media buys. Years back, I co-wrote both the product and the infomercial for Entrepreneur Magazine's 'Be Your Own Boss System', an audio cassette series. This is a very difficult thing to succeed with. Infomercials featuring Brian Tracy, Zig Ziglar, Mark Victor Hansen and a number of other speakers have failed miserably. There are known reasons for the successes and the failures. The reason so many attempts are made, is the payoff of a winner is enormous. Nothing, and I mean nothing, can create the "ramp up" to large numbers of new customers faster than TV, nor provide all the "spin off" benefits – for example, if you have a successful infomercial, you can get a big publisher to give you a very big book contract, and the TV show airing constantly does sell books by accident in substantial numbers. So, this is very difficult to figure out, and costly to gamble on, but the pay-off can make a career.

Home shopping TV is an even tougher arena to get into, let alone succeed in, but again, there are notable successes – and they are huge. Suze Orman on QVC is currently the biggest of these in the information product category. My long-time client, now colleague, Jeff Paul did millions of dollars of business on QVC over the past two years with his

personal finance information and financial organizer products.

Radio advertising is foreign to most speakers, yet a very rich area of opportunity. It is, for example, a major source of income for David and Lucinda Bassett's "Attacking Anxiety" info-products, and my Platinum Member Ron LeGrand's real estate investing info-products and seminars. Radio spots are used to generate leads for inbound telemarketing, for direct-mail follow-up, for free seminars, and even to drive prospects to web sites. We are currently exploring these opportunities for several of my products.

The Internet

The Internet is vastly over-rated, and for obtaining speaking engagements, nearly useless. Assertions to the contrary made to the NSA crowd come mostly from people selling web sites or Internet services. However, there is a lot of money being made on the Internet in the information product business. Not via e-books, though; that, too, is over-hyped, misrepresented and quite often, ill-advised altogether. I do have a number of clients making over \$100,000.00 a month selling their books, manuals, audio tapes and courses via web sites, paid for traffic, and e-mail marketing. There are three types of sites used: one is the online catalog, like the one at www.dankennedyproducts.com. Second is a pure, straightforward, simple long-form sales letter posted to a site devoid of fancy graphics or gimmicks – and this is the most successful approach. A third is a pay-for—access site, like my Platinum Member Yanik Silver's site, which you can see at www.instantsalesletters.com/kennedy.

If you are reading this before June, 2003, I'd urge you to go to www.the-system-seminar.com/kennedy, for some very

important information about the most legitimate seminar about properly using the Internet for marketing purposes.

Many of my clients are successfully using paid for “clicks”, buying traffic for their web sites. Several, notably including Michael Kimble, are also making rented opt-in e-mail lists work.

Frankly, compared to many of my clients, I’m a piker when it comes to making money myself via the Internet. Revenue from new Inner Circle Memberships purely from the sales letters at www.dankennedy.com averages only \$3,000.00 or so a month, although I’m finally going to “tune up” those sales letters and start buying traffic to try and double those numbers. But it is significant that two of the top Internet marketing experts in America – Corey Rudl and Yanik Silver – both joined my Platinum Inner Circle this year, to focus more on offline marketing opportunities. I tell you that as prelude to this very important point: while the Internet offers great opportunity for profit, it also offers gigantic opportunity to waste your time and money, and there are more frauds, scammers and bullshit artists selling various Internet fools gold to speakers than there are cosmetic surgeons in Hollywood. Beware! Further, the Internet is media, NOT a business. Don’t confuse the two.

Other web sites you should visit and learn from:

- www.dankennedy.com
- www.dankennedyproducts.com
- www.InstantOnlineToolkit.com
- www.FreeInternetCD.com
- www.kimble-kennedy.com/spy
- www.kimble-kennedy.com/FreeDownload
- www.instantinternetprofits.com/kennedy/
- www.webcopysecrets.com/kennedy/
- www.mastermindseries.com/kennedy/
- <http://INSTANTPROFITS.com/?Kennedy>

Same Product, Different Versions For Different Distribution

I am a big believer in wringing every last drop of value and income out of a product. Consequently, I do a lot of re-cycling, as well as re-configuring the same product for different opportunities. For example, what once was a \$99.00 manual I self-published and sold, called 'Million Dollar Sales Letters', became THE ULTIMATE SALES LETTER book sold in bookstores, and THE ULTIMATE MARKETING PLAN book also sold in bookstores is pure cut-and-paste from several of my other products. If you examine the sales copy for my POWER POINTS product in the online catalog at www.dankennedy.com, you'll find it is an indexed compilation of quotations from all my other products. There's also a searchable CD-ROM version. POWER POINTS was also licensed to another speaker, who has a version for Christian businesspeople replete with Biblical references. Last year, we sold over 1,000 searchable CD-ROMs made up of my five years' prior newsletters, at \$99 to \$199 each, and continue to use that as a premium A few years back, I did a series of tele-seminars: we first sold them as a bundle, one fee for the year; then during the year, we sold them individually; then we sold the tapes of them as a package; then we sold an edited highlights version on fewer tapes, for a lower price. I have several products that have been re-configured and sold in different formats, sizes and prices as many as nine different times.

In the Psycho-Cybernetics business, we have "massaged" the same content into two different books and two different sized audio-book products sold in bookstores, an 8-cassette product for Nightingale-Conant, and our big \$499.00, 12-cassette home study course.

No Less Than \$250,000.00

When you decide to put together a product, I think you have to have a minimum amount of money it must be reasonably expected to produce for you in mind, or you shouldn't do the product. My Gold+VIP Member Matt Furey, very successful at marketing information products on fitness, health, wrestling and martial arts on the Internet, has his number currently set at \$100,000.00; if he can't forecast at least \$100,000.00 in first year income from a new product, he doesn't do it. My minimum is \$250,000.00 within two years (NOT including whatever I might sell via speaking). This requires you to think through in advance all the distribution avenues you can send the product down, to produce income. This then provides some important discipline, in building a product that can be sold via those distribution avenues.

Not long ago, I was at a seminar, on a panel, with several other speakers and seminar promoters. One mentioned three different info-products he'd taken the time to develop and invested in producing, that were gathering dust in his warehouse. They didn't fit his own seminar audiences and he hadn't built them to fit any particular distribution. They were worthy and interesting products. But so what? If there's no distribution, there's no reason for a product to exist.

My Most Expensive, Prized Secret About Putting Together A Super-Saleable Product

Now I am going to give you a 'secret' worth far, far more than what you paid for this entire book. You should absorb it, then act on it, by re-engineering whatever products you currently have, altering the way you present

the products, probably substantially increasing the prices of your products, and letting this 'secret' govern all future product development. Again, I say to you, this little 'secret' alone is worth infinitely more than you invested in this book. If you disagree, you're a dolt. Now, here it is:

Nobody Wants To "Learn" One More Damned Thing.

No one in your audiences. No one reading a trade journal. Not even anyone paying money to attend a seminar. No one.

What they want is a little blue pill they can swallow. One to give them rock hard erections even if they smoke like a fiend, drink like a fish, never exercise, and are 80 years old. Another to grow hair on their bald pate. Another that will attract a zillion customers into their shop without them having to create an advertisement, put a flyer in the mail or, God forbid, make a phone call. Another that will guarantee them a secure, comfortable retirement without budgeting, understanding anything about investing. Another that will replace all their problem employees with angels. Etc. Etc. If you insist on believing your audience, customer or client is smarter, more sophisticated or otherwise better than this, you miss the entire point of human nature.

Bubba and bubbette, **they want a magic pill.**

And the closer you get to engineering and, even more important, positioning and presenting your product as a magic pill, the better you'll do.

I doubled my closing percentage from the platform, at higher prices, for nearly a 500% increase in income the instant I stopped selling books, tapes, courses, more information, and started selling tool kits chock full of already-done-for-you, fill-in-the-blank, ready-to-use, zero-thinking-required "marketing tools". *Two typed pages you just copy and mail to your customers that bring in a flood of cash overnight.* Nothing to learn. Just a pill to swallow.

I know, I know. YOUR "people" are more sophisticated than that.

BULL SHIT. My audiences buying my magic pills are Registered Investment Advisors, stock brokers, commercial insurance agents, members of the CEO Clubs, dentists, franchise owners, restaurant owners, Pitney-Bowes executives, Honda service department managers, etc., etc. Somehow, you **MUST** disabuse yourself of the notions that "your business is different" and "your customer is different".

If you get and dissect and carefully examine my **MAGNETIC MARKETING SYSTEM**, and get and dissect and study either the platform pitch or sales letter that sells it, you'll have a good "product model". If you want to go further, invest in a few of the niche industry "tool kits" being sold by my clients – most are listed in the 'Million Dollar Resource Directory' available to my Inner Circle Members at www.dankennedy.com. Dissecting several of these products will undoubtedly dramatically alter your understanding of info-products and will influence the way you assemble and present your own.

One More 'Little Secret' Worth Millions

My multi-million dollar career mistake – THE thing I could have been doing years and years ago that would now have me wealthier than Croeseus – is “FORCED CONTINUITY.” Unfortunately, this is a sophisticated, complex strategy that seems to require a lot of explanation for most folks to grasp, but I’ll take a whack at it here, in short ‘n sweet form. The idea is to tie on-going, til-forbid, auto-charge revenue to a single product purchase, so one cannot be done without the other. For example: *when you buy this product for \$199.00, you get two months of the follow-up series of tapes free, then we automatically charge your credit card \$19.95 every month and send you that month’s tape, unless you cancel.* Worded this way, you can’t buy the product without agreeing to the continuity program.

I missed this and, mostly, it’s too late for me now. But many of my clients have built it into their businesses, with mind-boggling results. One has over 30,000 people getting automatically charged \$49.00 on the first of every month. I talk about this in another place in this book too, because its importance to you just cannot be over-emphasized. I mention it here because it should influence the way you engineer your product, so it naturally supports the need for the continuation.

Nitty-Gitty Product Development Details

Speakers ask the silliest, nit-picky questions about product. How many tapes? Tapes or CD’s? How many pages should the manual have? Etc. To begin with, all such questions’ answers begin with the product’s proposed selling price, then you work backwards. To support all kinds of distribution, you want nothing less than an 8-times to 10-time mark-up from cost. So, if you think your market

will buy a product priced (only) at, say, \$200.00, then it cannot cost you more than \$25.00 to produce and deliver. The \$25.00 number will now dictate number of tapes, CD's, videos, size of books and manuals, and packaging.

With regard to packaging, you make a product very differently to show and sell from the platform vs. delivery to a customer who has bought it sight unseen from a sales letter, ad, or web site. The speaker's product must work right, held up on stage, and displayed and dispensed to buyers at the back of the room. These concerns are irrelevant to the product shipped in a box.

Many speakers spend too much on "glitz" that does not buy them increased sales or decreased refunds. You have to view every dollar of added cost as adding \$8.00 to \$10.00 to the selling price. If gold-foil stamping the album covers adds \$3.00 per unit in cost, it has to add \$24.00 to the selling price. Ironically, the higher the price of the product, the less "glitz" matters to the buyer. This is one of many reasons I and most of my clients prefer selling info-products from \$300.00 up.

There are basically two approaches to getting products produced: one stop shop or do-it-yourself assembly and fulfillment. A case can be made for both, and one may be right for you but wrong for me, or right for you at one time, wrong at another. You will typically pay a slightly higher cost for one stop shop, but avoid the hidden costs of time, policing multiple vendors and overseeing employees. At one time, I did all my products internally, buying pieces from different vendors. Then I took my top selling, high volume products to a one stop shop type of vendor, but still did the lower volume items piece-meal, in most cases, produced on demand. Again, the higher the price, the more you can afford to publish/produce on

demand, thus keeping money from being locked up in idle inventory.

Selling Other Peoples' Products

This has profound drawbacks, beginning with margin.

However, if you build a customer list, a catalog type web site, a newsletter business, then you will surely want to sell other peoples' products as well as your own. The case for doing so is mostly based on the fact that a buyer is a buyer is a buyer, and you cannot fence 'em in, once their interest in a subject area is highly stimulated. They *will* buy other peoples' stuff in your genre. The only question is whether you will get paid for it or not.

Some product will be available to you on a formal basis, such as my products via Marketing Licenses from Group-M Marketing (call 800-223-7180), or online via affiliate programs, such as amazon.com's. Speakers can make direct deals with each other.

I suppose from all sources combined: other peoples' products sold via mentions and inserts in my newsletter, interviews on my monthly tapes, links and affiliate program participation online, joint venture mailings to my list, I pocket about \$50,000.00 to \$75,000.00 a year. It's not a ton of money, but it'll buy a racehorse or two. I'm not too proud to cash those amazon.com checks.

Creating Product That Is "Viral" To Make You Famous And Bring You Customers

"Viral marketing" is a popular term in the Internet world, for such things as free e-books that anybody can reprint and distribute. The Internet "kids" think they

invented this strategy. Kind of like Gore thinking he invented the Internet.

I have a book, **THE ULTIMATE SUCCESS SECRET**, which I specifically wrote with the plan of a lot of other marketers using it as a premium or “stick gift” (to reduce refunds) to their customers. Its content is intended to make people reluctant to return whatever they bought for refund, to accept responsibility for their lot in life, and to get off their butts and do something. There are over 100 different speakers and info-marketers currently distributing this book. Some of them buy them from Kimble&Kennedy Publishing at a cost of about \$2.00 to \$3.00 each. Some buy a reprint rights license from me, and print their own books, probably for about a buck each. Last year, that I know of, over 200,000 of these books found their way into the marketplace. Each book contains my www.dankennedy.com address and a nudge to go there. Consequently, I get new Inner Circle Members for free.

Since every smart marketer needs premiums and bonuses that cost little but have high perceived value, any speaker could copy this strategy, for book or tape.

We also have a free trial subscription coupon, we let certain marketers buy from us for a few cents each, to use as bonuses. Again, this brings us customers for free. I’ve inserted a sample in your book, or if it’s missing, just FAX a request for it to my office at 602-269-3113 and we’ll be happy to send you one. (For your information, we fulfill with three recent issues all at one time, along with the sales letter for Inner Circle Membership.)

Anybody publishing a paid circ newsletter can copy and use this strategy.

Making Product Generate Speaking Engagements

Since I am not interested in stimulating invitations to speak, I have neutered most of the overt promotion of myself as a speaker from my products. You, however, will probably want to do the opposite. So, from the very beginning, as you develop product, you have to think of making it work for you out in the marketplace, to produce additional speaking engagements.

Years ago, for example, I packed an envelope in with every product that contained a \$250.00 SPEAKING FEE DISCOUNT CERTIFICATE, a demo audio tape and a brochure, with a note encouraging the customer to pass that along to a meeting planner of an association he belonged to or an appropriate executive of a company he worked for, to suggest they hire me as a speaker. Every year this would produce four or five gigs “out of the blue.”

I made sure I built “live speech excerpts” into almost every product, with references to my speaking, group I was speaking to, etc., to “plant the seed” – *hey, I should get my company to bring this guy in.*

In many products, I included wall posters, desk knick-knacks, now mouse pads, with my quotes and ideas on them, so that they would be displayed in offices, stimulating conversations about me. I can recall several very good gigs that could be directly traced back to this strategy.

Bottom-Line: It Ain't Six Tapes In An Album Anymore

When I started, most speakers' products were two, four, six or eight tapes in an album, sometimes with a

workbook. A lot of them were merely recordings of the person's speeches and seminars. Some speakers who rely purely on their personality as the reason for buying their products, much like comedians do, still have a lot of this kind of product. For most speakers, it is a mistake. Instead, product should be engineered, titled, packaged to stand alone, on its own two feet, and facilitate marketing by a great variety of means, to people who have never heard of the speaker/author. The product should be engineered with sufficient margin and high enough price to support direct marketing via every possible media. It should either be evergreen in nature, or lend itself to easy up-dating, for a long life. And it should support natural extensions, such as continuity, advanced additional products, Volume 2, Volume 3.

Chapter 11

How To Speak Persuasively From The Platform

A funny story. I was giving a two hour presentation on getting started in the information marketing business, at a boot camp put on by one of clients, Global Publishing. Each person had paid several thousand dollars to be there. I was actually teaching, but also, as always, speaking to sell, winding up with a menu of options on an order form, with the top package at about \$3,000.00. Given the luxury of time, I started slow, intentionally hemmed, hawed and aw-shucksed around, giving an impression I was really thinking hard about what to share with them. After my presentation, a nitwit in the audience came to me with helpful advice; he had meticulously counted the number of times I'd said "uh".

I pointed two things out to him I thought important. First of all, since he was paying a lot of money and had traveled some distance to hear my advice on getting started in a type of business I'd made millions in, the last thing he should be devoting any attention to is critiquing my speech. Second, the too many uh's speech had just sold over \$40,000.00 in information products at the back of the room, so I'd made \$20,000.00 plus my fee in the last two hours – how did that compare with his earning power?

Here's the deal: there's a gigantic chasm between what speaker peers or academics think a speaker should do on stage and what actually works in the real world, to persuade as many people as possible to whip out their wallets.

For example, your speaker buddies are all ga-ga over Power Points Presentations and similar techno-crap. But there are several reasons you should avoid it like the

plague. First of all, that's what the corporate executives use to stand up and give their boring book reports – do you want to look like them to your audiences? Second, the tool that works best for selling is the old overhead projector. Lights stay on. You click it on and off, to exercise control. You can write as you go. You can appear spontaneous. You can skip over a few transparencies as you wish. Third, as Sinatra said, if you need anything more than a spotlight and a microphone, you're second rate.

I might point out that the speakers who are genuinely famous, and have enjoyed real longevity, all break a lot of the rules. Jim Rohn scrawls all over a blackboard or, now, a whiteboard, creating an incomprehensible mishmash – and often turns his back to the audience while doing it. Mike Vance uses no Power Points either. He does what he calls “artifact speaking” – he lines up objects, picks up and talks about each one. Ira Hayes used to do this object-driven speaking too. Zig, Tom Hopkins, me, overheads. We can work without 'em too. Tom Peters stalks the stage from side to side like a caged animal.

If you want to persuade people by speaking – and why else would you be up there, I wonder? – then here are what I believe to be the most important tools and techniques.

One is attire that works for you. You can argue that different types of audiences and different dress go together, but I've tested a lot of things and I am absolutely, unequivocally convinced that a male speaker will always achieve maximum sales when wearing a suit vs. sports jacket and slacks; a dark blue or black suit, not a light suit; and a red tie. A woman: a business suit.

Two is authority. You have to intimidate and control an audience. There can't be any question that you are smarter, richer, healthier, happier, stronger and faster than they are. But it also helps if you've been where they are. A lot of things go into this. How they're prepared in advance, your introduction, your attire, your physical bearing and body language, your opening comments, your name-dropping, your testimonials woven into your speech. I am totally opposed, incidentally, to mingling with 'em before you speak, especially at a cocktail party the night before. Sinatra didn't; Mick Jagger doesn't go out and mingle with the audience before performing. You need to be larger than life.

Three is masterful storytelling. The predominate tool of persuasion, since the carpenter told parables, is the story. Not jokes either. Carefully constructed, detail rich, intriguing, entertaining, purposeful stories. My "million dollar speech" I've lived on for a decade is actually a chain of such stories, hooked together with what appears to be a little teaching, a little how-to. There is my Dan-the-idiot, backyard-on-fire story, very early. (If you have enough authority, then you have the luxury of creating rapport with "true confessions" of your own humanity and foolishness.) Then there is the carpet cleaner, drive through the neighborhood story. Then the (illustrated) Giorgio story. Then the Al The Plumber story. Each makes a key point, each provides reason to need and buy my "system" which I can loop back to later.

Four, proof. You are on trial, by a skeptical, cynical jury. You must prove your case. Each assertion, each claim, each promise should be supported by evidence. A "case history", a testimonial, a physical demonstration. My friend, Dr. Ted Broer, who spoke on health, and sold very well at the SUCCESS events, didn't just tell you Coca-Cola was a food you should never consume; he showed and read

from a rat poison label to demonstrate commonality of ingredients, and referred to scientific studies about brain cancer, ADD, etc. He also read testimonial letters. So do I.

For comparison's sake, let me tell you how I craft a television infomercial. From the script, I identify and isolate each and every statement we want the viewer to accept and believe. I write each one on a 3x5" card and tack it up on a corkboard – the Displayed Thinking Board, to use Mike Vance vocabulary. Each 3x5" card now heads a vertical column. Then I want to write each way we might prove the truth of that assertion on another card and stick it under the header. Ultimately, we'll pick and choose and compromise, in the interest of time. (In a TV infomercial, we have only 28 minutes, divided into three complete presentations separated by the calls to action; effectively three seven-minute presentations, three two-minute CTA's.) Most people who work on infomercials are too lazy to do this. I doubt but a handful of speakers have ever done it.

Five, humor. Again not necessarily joke telling. Not a comedy club performance. Think more in terms of being in good humor, of good cheer, of not taking yourself too seriously throughout, of letting them in on an 'inside joke' now and again. And yes, being funny within context. They need to at least grin and chuckle if you can't get belly laughs. It does physiological things to them that make them more easily persuaded, easier to direct and control, happier to buy. The line is usually credited to an NSA member, the late Robert Henry: Do you have to be funny to speak? Only if you want to get paid.

Six, a scripted, painstakingly crafted, memorized, practiced presentation. This is a sales presentation. You don't go out and "wing it". That's for rank amateurs and clowns. At Ron LeGrand's \$10,000.00-per-person boot

camp on platform selling, where I was on “faculty”, another faculty member was a guy named Ernie Kessler. Ernie is a real estate speaker but that’s irrelevant. Ernie’s presentation is so precisely crafted, you can time him doing it again and again and he takes his sip of water at the exact same place and minute each and every time. That’s a guy who gets it.

In Chapter 13 on Platform Selling, I have a lot more to say about selling product from the platform, but these six items apply even if you are speaking to persuade in a broader sense; to get elected or raise funds as a political candidate, to rally troops to some cause if a social activist, to commit souls to Christ if an evangelist. Too many speakers are meandering, purposeless, speaking to hear the sound of their own voice. Hey, the world’s got all the noise it needs.

Chapter 12

The Signature Story

You probably have your own signature story. If not, you will be thwacked around the ears by the NSA crowd until you get one. I have one, which I want to tell you about in a minute. First, though, some general observations about “material”.

Most speakers start with stolen, stitched together speech material, book reports and jokes. I did and just about everybody in the business I know did, even if years later, they are loathe to admit it. Some never outgrow this. There's one speaker who's been working real estate markets for nearly twenty years, giving warmed over book reports and watered down versions of others' speeches with such enthusiasm and conviction, enough people are fooled, and he makes a living. Some graduate only to a more sophisticated level of theft. There is a speaker who has fashioned himself a marketing expert to other speakers who has ripped off virtually everything I've ever written or said except my address, changed five steps to six, and teaches it as his own. I haven't sued him because he is such an insignificant twit. Since he is undoubtedly reading this book and will recognize himself, I am happy to report I've had him removed from five different boot camp promoters' lists of possible speakers and quietly deprived him of a lot of income in the past few years. Truth is, you can't ever be in the big leagues with begged, borrowed, stolen, cut-n-pasted material. You need your own original stuff.

With that said, I'd suggest to you that the three most important component parts of your speech or seminar – other than the product pitch itself, which is THE most important – are the opening, the segway to the pitch, and the signature story.

The opening has to be built and modified for the circumstances in which you are speaking, and its purpose. At the Lowe/SUCCESS events, where I was always the last speaker of a brutally long day, immediately following the last famous person of the day (most often Colin Powell, Norman Schwartzkopf or President Bush), coming on as what remained of the audience was already up and stampeding to the exits, my opening had to be a very strong, direct, forceful “stopper”. Its purpose was to stop ‘em, feet in air, and get ‘em to sit back down, thinking “well, just for a few minutes”. But at a different kind of event where I am a featured speaker, I can use the opening 30 seconds, 60 seconds, 90 seconds, into 5 minutes or so for completely different purposes. Varies also, depending on luxury or paucity of total time; different opening for a 90 minute presentation than for my preferred 120 minute or for my maximum 180. One commonality, though, of any and every opening I ever use is establishing authority. Note I didn’t say rapport. Authority is far more important than rapport in achieving maximum sales.

Because of primacy and recency – that is, people remember most the very first things and very last things said – the opening is also important with regard to how you will be remembered and talked about hours or days after your presentation. They WILL completely forget the middle. But the opening’s primary job is getting proper command and control of the group, so they will pay attention and not be in instant reject, close-minded mode.

Occasionally, I choose to “sacrifice” part of an audience in order to grab the others by the throat. After all, under the best of circumstances, I will sell to half, so if I can figure out ahead of time who’s who, I gain power with the half I want by slashing and burning the half I can’t use. The first time I spoke at the national convention of the advertising specialty industry, I began by saying that “most

of you are stuck in the commodities business and are getting gored by price cutters, so if you stay in the commodities business you'll soon be out of business altogether. Continuing to position yourself as you are now for even one more day is stupid." I really p.o.'d people. I got letters – proving they remember the beginning. But I also "got" the ones who already knew what I was saying was true and were glad to finally have somebody with big enough balls to talk about the elephant in their room everybody was ignoring. Years back my friend Jay Abraham used a headline for an ad of his directed at the insurance industry I've always liked. It read something like this:

Who Is This Man And Why is He Saying Such Terrible Things About Our Industry's Advertising?

I've used variations of it over the years with considerable success.

I also like inserting a guarantee into my openings. Promising the audience several very specific things they will get from my speech.

Next, recency, the thing that they hear last or nearly last, which, for most speakers will be the signature story. In most cases, this is a personal story, preferably so personal it cannot easily be stolen and used by other speakers. Many speakers want this to be a heart-wrenching, tear-jerking emotional story. Others want it to be an uplifting, inspirational, spiritual story. Others try for pep talk-on-steroids, go get 'em, kill 'em and eat 'em, rock 'em sock 'em motivation. Their stories are wrong because they are crafted for the wrong purpose – creating a standing ovation, a wave of ego boosting adulation, a mob of teary eyed or wildly excited admirers. None of that gets put on a bank deposit slip.

I have always crafted my signature stories to support, reinforce and drive the sale.

My most famous is my “Al The Plumber” story, which I have not included here. It’s long and it loses a lot on paper. It has been delivered over 500 times. It is based on a germ of true life experience, embellished and expanded with generous poetic license. Based on what I learned by studying Charlie Jarvis (notably, his dead parrot story), it has a number of little laughs spaced throughout, because it is a long story. Most importantly, it was engineered to review in chronological order, every main point I made from the beginning of my speech to its end, essentially demonstrating the main elements of the “marketing system” I want them to want to implement in their business. It also includes a nifty little marketing trick I am teaching for the first time in the story, which allows me to make a promise for the story, and to introduce another “thing” that is in the “kit” I want them to run to the rear of the room to buy. It is a mini-speech itself, because at its start I tell them what it is going to tell them and demonstrate to them, then I tell it, then I tell them what they have just heard. Again, most importantly, its purpose is to SELL.

It works as a signature story. People remember it. I’m frequently asked to tell it again. Asked by meeting planners to be sure and include it. Asked for a tape of it. And that’s all fine and dandy, but what is important to me is that it works to drive sales.

Chapter 13

What You Need To Know About Speaking To Sell

‘Platform selling’, i.e. selling books, tapes, courses or services at point of speech, is not an option. If you are unwilling to do this and do it well, you will find it nearly impossible to consistently make over six figures annually from speaking, your options few, your vulnerability extreme, and it *will* be impossible to create wealth through speaking.

Unfortunately, most speakers are burdened with a whole pile of restrictive ideas and beliefs about this, that prevent them from getting good at it, or, for that matter, doing it at all.

There is a metaphysical story: a man is trudging along, badly stooped over, a giant basket of rocks on his head, another basket of rocks tied to his belt, dragging along behind him, a tree stump under each arm. A fellow sitting by the roadside asks him where he’s going; answer – next town; asks why he’s carrying the rocks; answer – don’t know; suggests putting the rocks down to make his way with less difficulty. Traveler discards the basket of rocks on his head. A little further along he encounters another bystander puzzled by what he is dragging and carrying. Same conversation. Traveler discards a tree stump. You get the idea. Two more bystanders, two more conversations, no rocks, no tree stumps. Traveler says to himself “Why didn’t I think of that?” That’s exactly how most speakers are about platform selling. Loaded down with rocks and tree stumps that cannot possibly be of any use or value to them, and that slow their pace toward their goals, yet they keep schlepping them anyway.

I recently was one of four speakers at a three-day boot camp totally devoted to the ins-and-outs of platform selling. It cost \$10,000.00 per person to attend. They all got their money's worth. I want to tell you why I was invited to present my strategies at such a gathering. And I intend to tell you a great deal, right here, about the mechanics of achieving maximum sales from the front of the room. But first I want to try dealing with the number one overriding reason speakers do not get the income they should from platform selling: their own belief system about it. This is clouded by three chief things:

1. FEARS

2. NSA B.S.

3. IMPROPER PRIORITIES

In other words, this is attitudinal before 'apitudinal'. Like a lot of things.

Simple truth is, most speakers approach this like timid little mice. *I have to beg for the meeting planner's permission. What if I offend somebody? I don't want to be perceived as a pitch person.* Translation: I'm a wimpy, gutless scaredy-cat.

Many speakers don't or won't recognize how worthless their work is unless they get people to invest in resources, or if they do know, they lack the integrity to force the issue. If all you do is show up, blow hot air out, take your check and go home, you should be shot. They won't even remember having been in the room let alone anything you said 48 hours afterward – let alone actually change any behavior. Do that and you are a charlatan and a fraud. You steal the client's money. You waste the audience's time. You stroke your ego.

Too many speakers buy all kinds of negative bullshit about platform speaking from a bunch of their “colleagues” who aren’t cutting it financially, haven’t got any guts, or are inept at this and jealous of anybody who’s good at it. Free advice on this subject is worth precisely what you pay for it. First, there’s the ethics argument. It is utter crap. **The least ethical thing a speaker can do** is what I just described one paragraph ago: deliver the illusion of value. The most ethical thing is to be up-front and frank with client and audience alike: no means of repetition and reinforcement, no results. If all you are going to sell is a speech that fills up time on an agenda, at least be honest about it, and don’t criticize or deter those of us who operate on a higher ethical level.

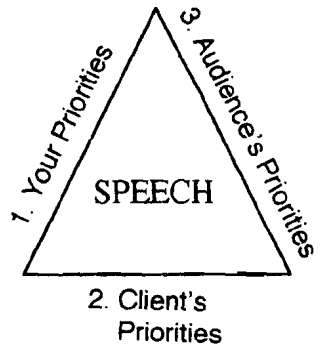
Second, there’s the permission argument. Also nonsense. You don’t beg for permission for this anymore than you beg for travel expense reimbursement. Both are normal, customary and required, or you don’t go.

Third, there’s the negative perception argument. Yet everybody the NSA crowd reveres most sells from the platform like crazed carnival barkers. The Cavett Award is named for Cavett Robert, rarely seen not waving a cassette album. Zig. Etc. Further, go do a public survey and ask folks to name a professional speaker – they’ll name Zig, Tony, Tom Hopkins, Jim Rohn. Or try the career longevity test. Same names.

Every argument against platform selling is fear, ignorance or jealousy based. There is no exception.

Finally, we have the priorities – yours, the client’s, the audience’s. Fortunately, they are all best served by the same thing. But we will start with what your priority should be. You are running a business. The person running the business is first and foremost responsible for maximizing

profits for its shareholders – probably your spouse and kids. To do that, you **MUST** sell successfully from the platform and seek out speaking opportunities offering the best possible opportunities to do so. Then, the client's priorities. Then the audience's priorities. I'll discuss both in a minute. But I really want to emphasize that your priorities have to come first.



Now, let's examine the most common arguments against platform selling, in depth:

"But I'll offend them and never be invited back."

I operate on the premise that if you don't offend somebody before noon everyday, you're not saying or doing much. As a speaker, you could read the label off a juice can out loud and still manage to offend somebody in the audience. Everyday, a lot of folks get up intending to be offended. Don't disappoint them. And since it's going to happen no matter what, you might as well do it in a way that fills up your bank account. You've got to liberate yourself from this fear of offending, if for no other reason than this: fame AND longevity is owned by the speakers who offend a lot of people in their audiences.

Some examples:

Zig Ziglar offends a lot of folks. I've heard plenty of these complaints. He offends women's libbers. As I just did, with the term. He offends people of other faiths with

his strong, clear Christian proselytizing in every speech. Hasn't seemed to ruin his career.

Tony Robbins offends a lot of folks. I've heard plenty of these complaints. He offends many with his language. He offends devout evangelical Christians with his secularism.

In broadcasting, every one of the top syndicated personalities, each a multi-millionaire, offends tons of people, for different reasons. Rush Limbaugh, Howard Stern. The Monday Night Football franchise was made by Howard Cosell, who was once ranked *the* most offensive broadcaster.

I'm always amused by the hyper-sensitive people eagerly waiting for me to violate some tenet of political correctness. You find a lot of this in NSA: the language police. Fortunately, you find less of it in the real world. For years, I've used a throwaway joke about Jehovah Witnesses and Avon ladies, which I cribbed from Charlie Jarvis. I kept waiting for the complaint from a Jehovah's Witness. Never came. But I finally got a real screamer, from an Avon lady. Pfui.

Hard to have staying power or impact if plain vanilla, unless you are ice cream.

Further, you cannot and will not get anywhere close to maximum income from platform selling without offending somewhere between 5% and 20% of an audience. Most get over it. A few bitch to meeting planners, which has to be preemptively dealt with, and sometimes dealt with again later. What it is, it is. It is unavoidable. It is unimportant once you get it, that **you only care about the buyers**. In many ways, your ability to have real impact

with some is proportionate to your willingness to offend others. If you stay in the safe middle, you have no impact.

As to the “I’ll never be invited back”, that’s just not true. I’ve personally had repeat engagements with at least a dozen different national association where, the first time, people verbally complained to the meeting planner, and, in one case, there were over 20 evaluation forms with whining on ‘em about my selling. (That was a slip up on my part, because I contractually prohibit use of evaluation forms.) Anyway, because the favorable response far out-weighed the complaining, because I had properly prepared the powers that be for the complaining in advance, and because I was, in each case, so successful at selling that I would be writing the association a much bigger check than it had written me, I got hired again. And again. However, not being invited back is far from the worst thing that ever happens. Repeat engagements are their own special kind of hell. They often require preparation of new material i.e. unpaid labor. They are of lesser value in terms of on site sales and new customer acquisition.

Here’s the bottom line: you want to do everything you can not to offend your audience or generate complaints to the client, without compromising your reasons for being there i.e. selling as much as possible to as many as possible so as to depart with as many new customers as possible. You also want to do everything you can to prepare the client/meeting planner in advance to join you in being immune to any criticism that does occur. So you need what I call **CLIENT ACCEPTANCE STRATEGIES** as well as **AUDIENCE ACCEPTANCE STRATEGIES** for your platform selling. If you do not have and employ a collection of such strategies, then you are like Mike Tyson in a china shop, and a whole lot of stuff’s gonna get broken.

Oh, back to evaluation forms. Idiotic. These things encourage people to pay attention to the wrong things. When people filing into a room are handed evaluation forms, they are being appointed critics, instead of audience members. It's like a jury in a jury room; they're all thinking: he must be guilty or we wouldn't be here. (Except for O.J.'s jury.) Do you really want to perform for a jury? On top of that, they're supposed to be learning, being entertained, being motivated, being persuaded – not critiquing you. And on top of that, they aren't qualified to critique you. If I want a critique, I want it from Tom Hopkins or Brian Tracy or Mark Victor Hansen or Ron LeGrand or Gerry Spence or somebody else who is a master at group persuasion and a highly, highly, highly successful speaker – not some putz insurance agent in Iowa trying to make himself feel important at my expense. He can keep his opinion to himself. And on top of all that, they are skewed anyway. Peoples' subjective evaluations are influenced by weather, A.M. fight with spouse, spilled coffee, their dislike of your accent, gender, ethnicity, and a zillion other b.s. factors. The only 100% legitimate and valid evaluation of your effectiveness on stage is the size and ardor of the stampede at the rear of the room when you finish. You don't need to read evaluation forms to know how you did; just count up the order forms.

"It's unethical."

First, the ethics of your relationship with the audience.

If you actually delude yourself, that you can have any lasting impact on the thoughts or behavior of an audience in an hour or a day, you're either the most arrogant, egotistic psychopath on wheels or an even bigger imbecile. Take your pick. Three days after being in the room with you, they do not remember one damned thing

you said, and many can't even remember who you are. Truer today than ever. Thus, if all you do is yak at 'em and send 'em home, you stole their time and abused them horribly. You got paid for nothing. You were as useless to them as a mud puddle. **THE ONLY WAY YOU EVER HAVE VALUE AS A SPEAKER** is by connecting with *some* people in an audience so persuasively and effectively that they are so sincere, motivated, eager and committed to follow-through on your ideas they will pull out their own credit cards and invest in reinforcement resources and tools to take with them. Anything else you do is window dressing. Consequently, the least ethical thing a speaker can ever do is fail to pull out all the stops and give 110% to the job of convincing as many audience members as possible to buy his stuff.

Next, the ethics of your relationship with the client.

The corporate client has some expectation of real impact, of thought and behavioral change occurring as a result of what you do. If you take that client's money and do what you do in a way that fails to serve that goal, you're a thief and a fraud.

The association client's needs and expectations are admittedly less and lower. But at minimum, the association client needs people eager to pay and come back to next year's function. That's least likely to occur if everybody goes home, changes nothing so nothing changes, and when next year's convention brochure arrives, they think: why go? It's most likely to happen if people go home with tools they found and bought and use them and revolutionize their businesses, multiply their incomes, erase their problems. They say: gotta go again. If you take the association's money and do nothing to create "gotta go again", you didn't earn and don't deserve your pay.

Finally, there's the ethics of your relationship with yourself and your staff and your family. If you roam around *not* doing everything you can to maximize income, you let them down. You are the only racehorse in their barn. They are 100% invested in you and 100% dependent on you. If you go out and dog it and jog around the track and don't much care whether you finish first or eighth, they need a new horse.

Here's a recent speaker story, true: speaker's wife has cancer. They zap through their insurance, equity in their house. Broke. She needs a \$63,000.00 operation. There's no money. Kids are doing bake sales and car washes. How many gigs did he do where he made only a half-hearted, casual, overly cautious attempt to sell his tapes? Well, I've seen him speak and I'll tell you, a lot. So now he gets to look his cancer-ridden wife in the eye and say "Oops." Remember the TV commercials, where they guy whacks himself in the head and says: "Shoulda had a V-8?" Hey, shoulda sold more!

Yes, I know that's harsh. Yes, I know full well they might use up all their money no matter how much money they have, given a medical tragedy like this. Yes, I wrote out a donation check. But listen, you can't go through life assuming there'll always be another good earning opportunity tomorrow morning and every morning. You've got to maximize each harvest, because there may be a drought. Or an emergency. You have a moral obligation to do the absolute best you can with each opportunity presented to you.

"It's unprofessional."

Really? Let's hit a busy restaurant in the business district and hand out ten dollar bills to everybody who can name a *professional* speaker. Here's the possible list:

Zig Ziglar
Tony Robbins
Brian Tracy
Tom Hopkins
Jim Rohn
Tom Peters
Stephen Covey

Hey, what do they all have in common? A mountain of product. What do most of 'em do? Sell like crazy.

NSA's top award is named after Cavett Robert, who sold from the platform like a carnival barker on speed.

Funny what people think of as professionalism. Too many people decide you have to be ineffective in order to be professional.

Look, there *are* elegant *and* horribly inelegant ways to sell from the platform. Consider it a horizontal continuum from elegant to carnival barker and brutal. There's a wide range of styles, approaches, numbers of minutes given to the commercial, etc. in between. Different speaking scenarios may call for moving one way or another a bit on the continuum. I sell slightly differently at a SUCCESS rally in an arena than at the National Association Of PGA Golf Course Superintendents than at a corporate meeting for American Honda than at my own boot camps. And different speakers find different levels of stridency, forcefulness, aggressiveness that work for them. You can find an approach that does not tar and feather you as unprofessional in reasonable peoples' eyes. On the other hand, you can be such a frightened, intimidated, gutless wimp about this you might as well not bother at all. I'm not sure that's the mark of a professional either.

There's also the issue of who you choose to speak to, and under what conditions. When a speaker insists his

audiences or clients just will not tolerate platform selling, I laugh out loud – why the devil are you speaking to them? This is like buying the franchise for backyard putting greens in Anchorage. Or opening a Blockbuster store in Amish country. WHY?

You're going to expend the same energy, display the same talent, incur the same cost to get to speak to a group who can and will reward you by lining up and handing you their credit cards as you will to get to speak to a group who files out with their hands in their pockets. There's absolutely no benefit whatsoever to going where you can't sell or they won't buy. It's flat out stupid.

So, if you get smart, and put yourself in speaking situations where platform selling is accepted, even welcomed, there's no issue about being unprofessional. In fact, the best situations are those where you're viewed as unprofessional/amateur if you *don't* have product and persuasively sell it.

In the next Chapter, we'll look at the how-to's of selling from the platform. But understand, for most speakers, this is far more of a psychological matter than a need for scripts and skills.

*"I have your tapes at the back of the room.
You have my money in your pocket.
I am here to make the exchange."*

- Paraphrasing a very famous speaker's old sales training material he'd now prefer not be quoted

Chapter 14

How To Increase Your Daily Speaking Income By 300% To 1000% With Dynamic Platform Selling

"Money is applause."

- Best-selling novelist Jacqueline Susann

The above quote from Jacqueline Susann is interesting as much for its source as its meaning, and for its special significance to speakers.

Regarding the source, if I wanted to be snooty and derisive, I would describe her as "best-selling 'trash' novelist Jacqueline Susann", just as some speakers would describe me or Zig or Tom as "pitchmen, not speakers." Such derision usually comes from people making a whole lot less money than the person being derided. Ms. Susann is still best known for 'Valley Of The Dolls', but has written dozens and dozens of novels of similar nature. Some call them guilty pleasures. In the Hamptons, and sometimes in the publishing industry, they are called summer beach books. Meaning, meant to be read while tanning on the beach, then thrown away. However, since I have yet to have a novel published let alone stuck for weeks on the bestseller list, far be it from me to in any way look down my nose at her as an author. In fact, I'd like to meet her and pick her brain. And cajole an intro to her agent.

If you become very adept at platform selling, and make enough money other speakers notice, and get gigs other speakers can't because they can't sell, you will be looked at by many of those inept, poorly paid speakers just like Jacqueline Susann is looked at by, quote, literary, unquote authors. Only you can decide which is more important to you: maximum income or peer approval. Can't

have both. In fact, one of the keys to the former is cheerful, complete sacrifice of the latter.

Now, here's the practical stuff:

First, you need the RIGHT PRODUCT. A lot of speakers' products are ill-conceived, which I talk about elsewhere in this book. Product sold at point of speech has to be very saleable at point of speech – seems obvious, doesn't it? But that means many things. Easily and quickly understood. Each item with its own Unique Selling Proposition. Each tape, book or program title a benefit driven headline in and of itself, so any time consumed by saying it is effectively selling it; seconds matter. It must look valuable when held up, so, just for example, I would package 2 cassettes in a much bigger package for platform selling than I would for mail-order. The product must support believable high prices, so you can discount substantially. It should link to your speech, but be more than just more of your speech. As a little tip, the correct process is to write the most powerful sales pitch first, then build the product to support the pitch. The product has to be as relevant as possible to the audience. Customized or perceived as customized if at all possible.

I discovered this early, with network marketing groups. Just changing the slip-in, printed cover on a cassette album to match company colors – Mary Kay, pink, Amway, red, white and blue, Herbalife, green and gold – increased sales. When the audience gets “this is FOR ME”, they buy more, willingly pay higher prices.

Second, you need the right PRODUCT OFFER. Structuring the offer is important. In almost every case, I like to present an “A” or “B” option, so they are choosing “yes” or “yes”, not “yes” or “no”. In some instances, I present fairly complicated options, maybe three, four or

five different priced packages. Usually, mine build on top of each other, so B is A plus some things; C is everything in A and B, plus some things, and D is everything in A,B and C plus some things. You shouldn't underestimate a group's ability and willingness to invest, either. And you should NEVER "cafeteria" sell, letting them pick and choose single items, like one book. Huge mistake. And you will even see famous speakers who are good platform salespeople make this mistake. If they work for me, at my events, I prohibit it, and put their products into bundles. A good offer includes a hefty discount, bonuses, and some reason for urgency, to stimulate the stampede.

Third, I think you ought to have a bold, strong GUARANTEE.

Fourth, I believe you should have an ORDER FORM, that is passed out on cue, or with giant audiences, at back of room tables. If passed out, they follow along with you using the Form, they fill out the Form, they hand it in and get handed product, fast, clean, efficient. I do not like setting up credit card machines and running cards. There are reasons to do that, there's room for a difference of opinion here, but I'm telling you what I've always done and do; the quickest, most streamlined process possible, requiring few people, not looking like a store.

Fifth, the biggie: you need a scripted, perfected, practiced, memorized sales pitch. You will be able to reach into my casket, poke me in the belly, give me the first six words of a sentence anywhere in my "million dollar sales presentation" and I will sit up and deliver the rest of it flawlessly, word for word, with precise timing. You need to be a well-oiled machine. If you're going to forget, fumble, change or experiment, do it with any part of your speech

except the core commercial, the pitch. This presentation or pitch has some parts:

The segway or bridge, that gets you from speech to core commercial. Many use, and I use, some variation of a “problems list” – you won’t remember, you won’t implement, etc. Mine is an embellished version of an old Nightingale-Conant distributors’ bit about spaced repetition learning I first saw Joel Weldon use in the late 1970’s. In my case, this gets me from my last signature story into my commercial.

The permission from the audience to sell to them. The bridge’s secondary purpose is to establish that what you are about to do is for their own good, not yours. I usually include a strong benefit promise. I reference my guarantees. I tell them the number of minutes I’m going to take (which I lie about, a little).

The core commercial, the here’s what you get, what each thing is, what it does for you, what it’s worth, its price; price of everything added together; discount or discounts; then bonuses, you get this-and-this-and-this, free.

The guarantee or guarantees.

The call to action, telling them exactly what you expect them to do, how to do it, and to do it now. This may include some added reason for urgency, such as an extra bonus for the first x-number.

You can carefully inject a little humor in the core commercial, but it’s dicey, and requires some real skill. Above all else, you cannot appear in any way afraid or embarrassed or uncomfortable about what you are doing. If they sense that, they’ll slaughter you. That’s what creates

all kinds of complaints, and it kills sales. If they smell fear, you're dead.

There are many different gimmicks you can choose and use. Tom Hopkins gets everybody who'd take his product as a free gift to raise their hands – *now that we agree you need and want this....* Robert Allen hands out actual \$10, \$50 or \$100 bills to get a stampede, actually a riot happening. I use the extra bonus for first x-number. These are, in a sense, icing on the cake, and you may or may not use any.

If you are selling high-priced packages – whatever “high price” means with your audience --- it helps enormously to offer payments. Depending on audience and package size, I will usually do at least a two-pay, sometimes three or even four monthly installments.

How To Put Your Own Million Dollar Sales Presentation Together

Fortunately for you, there's no need to invent any of this from scratch. There are very good, tested, proven models.

You need to go and see the following speakers sell: Tom Hopkins, Zig Ziglar, Brian Tracy, Mark Victor Hansen, and, of course, me. Others that may be a bit harder to find and observe, but who are very good include Dr. Ted Broer, a nutrition speaker, Paul Hartunian, a publicity speaker, Ron LeGrand, on real estate investing, and Jay Mitton, on asset protection. If you can, surreptitiously tape record their pitches and get them transcribed. (I didn't suggest that.) You will find considerable differences, but you will also find key commonalities, and those are what you want to focus on.

My “million dollar presentation” – the entire Lowe/SUCCESS speech – is transcribed and analyzed line by line, in the “box” from the last-ever Speaking Business Boot Camp, which you can get at www.dankennedyproducts.com, and in the materials included with the CD’s and Videos from Ron LeGrand’s recent boot camp on platform selling, which you can get from my office, 602/997-7707. There is also an audio cassette, an “audio brochure” that is used to sell my ‘Magnetic Marketing’ product which includes a lot of the speech “live”, and you can get that free, on request, from Kimble&Kennedy Publishing, FAX to 512-263-9898.

Depending on your audiences, you may be tempted to think that our approaches to selling are “inappropriate” for your more sophisticated groups. You will be wrong. I use the very same presentation, pitch, gimmicks, etc. when selling to audiences of financial advisors, dentists and corporate CEO’s as I do if selling in a big rally or to vacuum cleaner salesmen. Barely a nuance change here or there.

How To Know If You’re Doing Well

As with the number of dates, speakers also lie about their product sales. There are a few really big liars roaming the NSA halls, claiming numbers that Christ himself couldn’t get selling to a room of true believers, with no money down, zero interest and no payments until the afterlife, and a private condo on heaven’s golf course as the free bonus.

I can tell you real numbers. I’ve lived this for 20 years. In nine years on the SUCCESS events, I knew what everybody’s numbers were. In running my own events and clients’ boot camps, I know exactly what top speakers get

in sales numbers. So, I'll give you some benchmarks you can measure yourself against, and strive for.

First, in the specialized boot camp environment, where everything is ideally suited to you doing well; you are a featured speaker with expert status and authority, have the luxury of time, an audience accustomed to platform selling, and an audience accustomed to investing significant amounts in education, you should average no less than \$200.00 to as much as \$1,000.00 per buying entity. (There may be 200 heads but only 75 buying entities, rest spouses and staff.) In certain situations, where the entire presentation and offer is totally customized for the group, you can beat that number. At one of my boot camps last year, with only 68 buying entities, one speaker did \$140,000.00 – and he was the last speaker on a three day agenda.

Second, in traditional association environments, you're doing good at \$100.00 per buying entity. Anything below \$50.00 is abysmal. Anything above \$300.00 is miraculous.

Third, in corporate settings, the \$50.00 to \$100.00 range is pretty good. A notable exception is with very high-level decision-makers, and very high-priced product. For years I worked with one speaker who always had a dozen or so corporate CEO's in each audience, had a \$15,000.00 package just for them, sold half of them, and that brought his overall average up considerably.

Fourth, in big, open, mixed breed audience public seminars and rallies akin to the SUCCESS events, it becomes impossible to accurately count buying entities and you're reduced to talking in terms of numbers of heads. Most top platform salespeople in these environments try for \$50 a head, with audiences of one thousand to several

thousand, \$20 a head when the audience size leaps to ten thousand or more. I routinely averaged \$200 a head, at the very end of the day, with a small fraction of the total audience remaining to hear me; I'm good, but the process was also self-selecting; the most earnest, interested, ambitious people stayed, so I was selling to the cream.

Early on, with association and corporate gigs, I considered it good to double my fee. As I got better, I moved the benchmark to triple. These days I am much more selective about the nature of the audiences and the gigs, and do mostly the specialized, niched boot camps where there may only be 150 to 300 attendees, and 75 to 150 buying entities, but I can still do \$30,000.00 to \$50,000.00 in sales, or occasionally, more. I try not to go do any gig for less than \$25,000.00, fee and profit from sales combined. If there's less than that to get, I'd rather stay home.

If you aren't at least doubling your fee from product sales, there is something drastically wrong, in urgent need of repair.

Your highest dollars per entity will often come when you are in total control of the event and the only speaker selling. That's why the strategies I discussed for creating your own engagements in Chapter 8 are especially important.

Some people like to talk in terms of percentages – *I sold 63% of the room* – but that's really a meaningless number. If they cafeteria sold and let people buy \$20 books, selling 60%'s no trick, and the money will be small. We never deposit percentages in the bank. We deposit dollars.

How Your Meeting Planner/Client Host Can Help Or Hurt Your Platform Sales

Clients can sabotage your sales accidentally or on purpose any number of ways, and it is up to you to prevent them from doing so. You must control the elements: staging, time on the agenda; what precedes you; what follows you; and absolutely avoid having anything stop the stampede you want to create at a particular break or at the end of your speech.

At the SUCCESS events, once I determined we were losing a lot of people during my introduction, I got Peter to introduce me before introducing the last famous speaker, then that speaker came on, then while he was still walking off, I was coming on, with only a disembodied offstage re-intro: "Now here's Dan Kennedy." Probably made a \$10,000.00 per speech difference. Of course, Peter was a willing co-operator, just as eager for maximum sales as I was. Few clients are as into the game. Making sure you have everything you need and want to facilitate maximum sales and prevent sabotage spelled out in your letter of agreement is vitally important.

Even your introduction is critical. Getting the introducer to stick to your script – unless, again, he is a savvy promoter who is going to ad-lib great personal endorsement of you – is important. At every 'normal' gig, I find this person, befriend them, and lean on them like a Mafia bill collector to stick to the script.

There are things clients can do to help you, too.

With corporate clients, if they will agree to either share in each person's investment or at least offer painless payroll deduction installments for those who do invest, that can help sales, even sort of force sales.

With savvy promoters, like boot camp hosts, a lot can be done. A favorite gimmick of mine is the host leaping up, and telling his group that he feels what I am offering is so important, he will pay x-dollars out of his pocket. Another boot camp strategy is rewarding buyers of one speaker's stuff with a discount on another speaker's stuff. Buyers are buyers.

My best advice is: leave nothing to chance, trust no one. Dictate every element, review every detail, coach every person involved.

What Should Happen AFTER The Speech

If you have dispensed all the product on site, you may have short-term, buyers' remorse refunds to be concerned with. If you have refunds worse than 3% to 5%, there's opportunity. You might use e-mail, FAX, voice broadcast or mail to deliver a refund suppression, "stick letter" and/or a gift, an invite to a free tele-seminar for your new 'members'. You will find a sample of a basic "stick letter" in my book, **THE ULTIMATE SALES LETTER**. If you are shipping product after the fact, and that will be anything but instant, again you may want to use e-mail, FAX or mail to deliver a "re-sell" letter reminding them of what they bought, when it's coming, how it's coming, and why they made such a great decision. If you'd like to see a sample of one of these, let me know.

You may also want to immediately up-sell, by mail, telemarketing, or tele-seminar. One of my clients drives all new buyers to an orientation tele-seminar held twice a month, in which he immediately sells them into his coaching program, giving them full rebate credit for what they bought at his speech. He converts about 15% to a \$5,000.00 a year coaching program.

You may also want to mail the non-buyers a regurgitation of your speech, pitch and offer in a letter, with a tight expiration date.

If there's a client involved, you want to report all sales results, money coming to the client and when that will be paid immediately.

The Only Way To Consistently Make \$25,000 A Day Without A Gun

If you are a true celebrity speaker, you can make your money without the grimy commerce of platform selling. General Norm Schwartzkopf, President Bush, Clinton (sadly), and others of their ilk get \$50,000.00 to \$100,000.00 per speech. The next tier, \$15,000.00 to \$25,000.00. Some best-selling authors, \$15,000.00 and up. But if you are like me – a famous person nobody's ever heard of – you just are not going to command these kind of fees. And even if you can, it'll likely be short-lived, and you'll be entirely at the mercy of bureaus and meeting planners, and never create any residual income or equity. When your 15 minutes of fame are over, so is your income.

But if you will truly dedicate yourself to become a masterful platform salesperson, you will always have ample opportunity to speak, lots of options, a lot of control over your destiny, and you can consistently bring home \$10,000.00, \$15,000.00, \$25,000.00 a day from your labor.

You'll NEVER starve or suffer. You can ALWAYS turn even "junk dates" into real money. Just this week, a good speaker with a slump in bookings, got a call to come and do a local gig, for a dinky group, at a business club. A measly \$1,000.00 fee, well below her published rate. Only 37 people, but she ground out nearly \$3,000.00 in product sales.

You will have access to big money speaking opportunities no one but a top platform salesperson can get, such as at the industry boot camps.

... Because this is so very, very important, I'm going to deliver a pitch here. This is well worth your taking very seriously and investing in. I mentioned the \$10,000.00-fee boot camp exclusively about platform selling recently hosted by Ron LeGrand, where I spoke. You can get this on CD and Video for \$2,995.00, less a \$500.00 discount because you bought this book. It is, bluntly, dumb not to get it and immerse yourself in it. Call Vicky at my office, 602-997-7707. There is also a wealth of help in my Speaking Business Boot Camp "box" from www.dankennedyproducts.com, or 800-223-7180. A few speakers hire me to observe, review and re-engineer their presentation, pitch and, if need be products, as a project by itself or in combination with other things for their business. My availability is limited, and this is abominably expensive – although arguably free. I am good at it. I most recently took a rank novice from zero to two speeches in a row where he sold over \$20,000.00 each time, and he had never sold from the platform before. If this interests you, contact me directly.

Chapter 15

The Best Speaker In The World, The Worst Salesman In The World

I want to tell you about my dear friend, Foster Hibbard, now deceased.

But first I want to tell you about former President Ronald Reagan.

I saw President Reagan speak at a Republican function late in his presidency. I was within five or six feet of the stage, and observed his entrance, walk to the stage and his speech from a very close vantage point. A couple years later, President Reagan was on 2 of the Peter Lowe SUCCESS Events that I also spoke on and I again observed him up close – in fact, I talked with him for 15 or 20 minutes backstage.

You should know that I am a huge Reagan fan, so nothing I am about to say here is meant disrespectfully. In my opinion, he was a truly great President and an extraordinary leader.

Now, here's the story. The first time, at the Republican function, I saw him led into the room from a side entrance, a Secret Service agent at each elbow. He was bent over, shuffling a little, and certainly did not look ready for prime time. He went up the steps to the stage like a weary old man. I thought: uh-oh. Once at the podium, as applause filled the room, the spotlight found him, he went through an amazing physiological transformation. Twenty years were erased. A tall, strong, confident, alert master communicator came to life. And for 30 minutes he was dazzling – without teleprompter or notes. When the applause ended, the physiological metamorphosis reversed,

and a tired, stooped over, somewhat befuddled looking old man was gently eased out of the room.

I observed something very similar with him at the Success Events.

Now, to Foster Hibbard. The first time I saw Foster Hibbard speak, he was already in his late 60's or early 70's, yet he was vibrant, strong, in total mesmeric control of the audience of doctors. A classic orator, really, more than a speaker. After 20 minutes or so, I concluded he was THE best speaker I'd ever seen, and I'd seen plenty. Then it came time for him to present his audio cassette programs. A physiological transformation took place. He shrunk. He stooped over. His eyes dimmed. His skin grayed. He hesitated, stammered, stumbled. Rather pitifully, he delivered a bare bones pitch – essentially, that some people asked about tapes, there were sets of them on the table in the back, and you could help yourself to a set and put whatever fee you felt fair in the open suitcase.

I turned to my friend, the meeting planner, and said, “Best speaker and worst excuse for a salesman I’ve ever seen. How does this guy make a living?”

I’m going to tell you the rest of the Foster story, to prove to you that I really can take ANYBODY and turn them into a powerful platform salesperson. And I mean ANYBODY. So no matter how wimpy and ineffectual you may be at it now, I promise, there’s hope.

First, though, let me explain these physiological transformations. Reagan came alive on stage because that was where he felt most comfortable and confident and secure and successful. Foster came apart like a Wal-Mart suit in a rainstorm when it came time to sell because that’s when he felt most uncomfortable, uncertain, insecure,

undeserving, unjustified and unsuccessful. The body reflects the mind. In these instances, dramatically and instantly.

Most speakers are – inside – where Foster was about platform selling. And their results show it.

Over the years, I've helped more than 40 different speakers go from chumps to champs at platform selling. In every single case, the secret was attitudinal before 'aptitudinal'. A release of a whole lot of bullshit in their own minds. And that's what I'm going to tell you here, in abbreviated form, about getting maximum results from platform selling. It is very, very close to golf. It is *all* about the inner game.

For example, **you have to be 100% immune to criticism.** To care not one whit about being liked or disliked, praised or criticized. To care less about those you offend, caring only and solely about those you motivate to invest. To prefer a stampede to a standing ovation. **To be clear and focused on one and only one reason for being there,** to accept one and only one evaluation of the effectiveness of your performance (number of persons buying, total dollars sold). You have to be 100% free of trepidation, sensitivity, anxiety, worry about how you will be perceived. **You have to be free of guilt about being there to extract maximum money.** Unless and until you reach this mental and emotional liberty, you will be handicapped severely at platform selling.

Getting to this point is very reasonable. So if you are a sane, rational human being capable of logical analysis, you can do this.

Back to Foster...

We re-packaged his products. I devised a three hour seminar comprised of his regular content plus a new product pitch. I created a seminar marketing system that filled seats. For the first tour, I sent him out on the road with an associate of mine, Joel. After the second seminar, Joel called and told me it was hopeless. Foster skipped the pitch the first night. Stumbled through it like an ashamed teenage boy caught with a Playboy and a sock the next night. Joel hollered, "Get me outta here."

So I went out with Foster. And it was abysmal. After the second night's seminar, I threw a folding chair at him. The next day, we drove 200 miles to the next city in stone silence. I finally told him, "This is the last seminar. I'm pulling the plug."

That night, with the usual 30 or so doctors, plus spouses and staff members in the room, Foster started at 7:00. I didn't even bother getting product out of the boxes underneath the table. When the first break, a non-selling break occurred, Foster didn't come out for air; he stayed at the podium, I presumed, sulking. At 8:20, when the pitch was supposed to start, I stuck my ear against the door just to hear what he was saying. To my shock and surprise, it was the pitch, in strong, vibrant tones. I inched open the door to watch. At the close, as the order forms were handed out, he added something not in the script:

He took his pen out of his suit coat pocket with a grandiose flourish, and in his orator voice proclaimed "Now we are ALL going to fill in our forms. Where it says NAME, I will write mine (which he did), Foster Hibbard. You write yours." Then he pulled out his wallet, got out his American Express card, held it aloft, and said, "Where it says credit card number, I am writing mine. You write yours."

Well, I'll be damned – I thought – where did this come from?

Then he did the ballsiest thing. He leaned over the podium, pointed his finger at those doctors and said,

“With the guarantee I described to you, I have shown you my self-esteem. Now you will show me yours by investing in yourself.”

Holy smoke.

And on his cue, they all hastily finished their forms, marched out to the table and bought. Every last one of them.

After it was all over and every one was gone, I said, “What brought that on?”

“I finally decided to do it right,” he said simply. “Doing it isn't that difficult. Deciding is.”

And there you have it.

Of course, there is a little more to the Foster story. He quickly became the all-time champion “killer” platform salesperson. Now he never took no for an answer. On nights that one or two escaped without buying, he called them at their office the next morning and told them they were the only ones who hadn't bought and his failing them had kept him awake all night, and he closed them. He became a money-getting machine like no other speaker I've ever seen.

I occasionally went out on the road for a week with him, and one night, I forget where, he finished the pitch,

and nobody moved. They all sat there. No forms filled out. No sound. No movement.

Foster slowly marched, and I mean marched, from podium to rear of room, to my table, picked up the shrinkwrapped stack of product, marched back to the front, all the way over to the doctor at far left, gently set the stack in front of him. Slowly marched all the way back, got product, marched to the front, to the next guy, set the stack in front of him. Did it 28 times. It took an eternity. Their eyes followed him. You could hear his shoes squeak. Finally, the last one. Foster marched to the back table and stood there silently. Nothing happened for another eternity. Finally, one doctor got up and brought back his filled out form. Then the next. Then the next. All of them.

Damndest thing I've ever seen in a seminar room.

Afterward I asked him where he pulled that rabbit from. "What?" he asked. I described the walking, putting down of product. "I did that?" he said incredulous. "I must have been in a trance."

And that's not the wildest Foster story. But enough, here and now. Believe me, any speaker can make this same transformation. A number have, with my coaching. But as Foster said, doing it actually isn't that difficult. Deciding to do it is.

Chapter 16

Creating Periodic Big Pay-Days

The position in life you want to be in – able to create money at will. Money out of thin air.

This is perfectly achievable. It requires only your herd, as explained and emphasized ad nauseam throughout this book, the ability to then create something interesting to the herd it will pay for – and for us speakers, a boot camp is one excellent choice, and the ability to write or get written a compelling sales letter to send to the herd announcing their latest opportunity to give you money.

John Lennon is quoted as saying, “I sit down and write a swimming pool.” Meaning anytime he wanted a big flood of money, all he had to do was write another song. Similarly, all I have to do is write a sales letter.

If you fully grasp this, you will get real serious, real fast about two things: assembling your herd and learning to write sales letters.

With that said, I want to take you inside the “boot camp business”, as I and most of my clients use it to provide very, very big pay-days, once, twice or several times each year. First, definition: to us, a “boot camp” is a two, three, four or five day event carrying a relatively high per-attendee price tag, typically no less than \$1,000.00 to \$3,000.00, to as much as \$15,000.00. Most commonly, two or three days, \$1,000.00 to \$3,000.00. The event itself consists of “advanced” training on the same subjects spoken about, coached on or written about in what has been previously sold to the herd. The event will include the herd’s guru, usually additional speakers, panels of successful students from the herd, show-n-tell by successful members of the herd, and “hot seats”, i.e. impromptu

brainstorming for selected members of the herd by the herd. And, of course, the strategized sales of other products and services. We use “boot camp” because these are intense sessions, typically going from 8:00 AM to 9:00 PM or 10:00 PM, with additional “nite owl bonus sessions”. They are rarely at fancy resorts. It is a work environment.

Now, so far, I've told you three very important things, not to be overlooked:

First, the price point. It has three prime virtues. One, you don't need big numbers to bring in big money. Just 50 people can provide \$50,000.00, \$100,000.00 or \$150,000.00 in enrollment money. Somebody with a small herd can do this. You can do specialized topic boot camps that may only appeal to a small segment of your herd and still make a fat bank deposit. Two, it allows you to spend some substantial money on the marketing, if need be. Three, it pretty much guarantees having respectful, pleasant, serious students in the room; it screens out most of the fools and problem children.

Second, who's doing the work. A lot of the work is being done by the same people who are paying to be there, and one of their reasons for coming is to get to do the work, because that makes them important and gets them recognition. This isn't unique to my model by any means – in case you hadn't noticed, this accounts for a lot of NSA event attendance too.

Third, it is a sales event. And the room is stocked with the best, most responsive buyers in the entire herd.

The next thing to grasp is that, in the vast majority of instances, I and my clients are creating these boot camps specifically for their own herd, and only marketing to their herd, not an entire industry, not the great unwashed

masses. In most cases this means there are only a few thousand people being marketed to, so a lot can be spent per prospective attendee, and it's still a modest marketing budget. A lot can be done to market the event via communication already occurring with the herd anyway, such as newsletter, web site, coaching calls. My herd eagerly opens and reads mail from me. This "ascension marketing" is much, much, much easier than marketing to a "cold", broad, general populace.

Now, some examples, and even a few statistics.

First, a client, Dr. Ben Altadonna, who markets information products and coaching only to the chiropractic profession. This year, his annual boot camp occurs in September. We began a tiered marketing campaign in March. His prospective attendees fall into these groups:

1. Last year's boot camp alumni
2. Previous years' boot camp alumni who missed last year
3. Customers who did not attend previous boot camps but bought last year's "boot camp in a box" product, recorded at the boot camp
4. Customers who've never attended or bought boot camp tapes
5. Subset of #4: New customers, obtained within past 90 days

There are two other groups, not relevant to you.

Each of these groups will get slightly different sales letters, e-mails, FAXes, etc., with slightly different offers, on a slightly different time schedule. We began with groups #1 and #2, then started #3 a couple weeks later. The registration numbers, as of March 21, 2003, are: from

groups #1 and #2, 65, from #3, 21, 86 total entities. In the 2002 Boot Camp, we had 180 total. This year, we project 300. These earliest 86 have come mostly from dirt-cheap FAXes and e-mails, one mailing. Each represents about \$2,000.00 in registration money, and, on average, another \$1,000.00 of onsite revenue, so we are over \$250,000.00, with five more months of marketing to go.

In total, this should be between a \$750,000.00 and \$1,000,000.00 gross income event, less as much as \$30,000.00 in marketing costs, and another \$60,000.00 in speaker, facility, materials and food costs. At least \$650,000.00 net.

To be fair about this, Ben has invested heavily and aggressively and persistently in building up his herd. It's not like he hasn't earned this big payday. But it's also important to comprehend that such things are well within your grasp, too. You may not be able to get to this point overnight. But then again, you may already be in the position to do this, and just not know it.

To look, for a minute, at my business, you would see for a number of years, I marketed one annual "SuperConference" to my herd. Then, when the interest in that began to wane, and it got tougher to sell, I was fortunately ready to begin an accelerated march toward semi-retirement, so I launched a series of "last ever" boot camps, each on a different specialized topic, and did two a year. I also do special "alumni events" tied to the boot camps, sold at the boot camps. Two years ago, I altered the formats, to two-day boot camps, with an added optional third day workshop, for an additional fee (roughly equivalent to the fee for the two day main event).

So, for example, last year's last-ever Copywriting Workshop pulled over 250 at an average of \$2,000.00 each,

at a modest marketing cost. And while I chose not to invent anything new to sell, and everybody there owns everything I've got, my one featured guest speaker sold over \$100,000.00 of his materials, thus putting another \$50,000.00 into my pocket. There was also an optional 3rd day Copywriting Workshop, with about 100 at \$1,000.00 each.

This April, I'm holding my Alumni Mastermind Summit. This was sold only to people who attended 2002 or 2001 events. About one fourth of its 200 attendees bought while at the prior events, so there was zero cost of marketing to get them. The other three fourths came from sales letters and newsletter inserts. Gross revenue is about \$400,000.00. There is also an optional third day seminar, Wealth Attraction For Entrepreneurs, with over 100 attending, at \$1,500.00 each. Later this year, I'm doing my one time only boot camp on the consulting/coaching businesses, and anticipate over 100, at an average of \$3,000.00 each.

I have also created a new "Staff Training Boot Camp" this year, where my herd can send their staff-members and I will "fix their heads" about marketing. This is a modest payday, limited to 15 at \$1,500.00, 2 days, held in my home. However, it cost almost nothing to fill it, and I am tape-recording it to produce a product.

My entire "herd business" is engineered to provide these big paydays.

And I don't want you to miss that point. A fair number of my customers' entire businesses are built to lead to these periodic big paydays. Joe Polish at Piranha Marketing, for example, for a variety of reasons too complex for this discussion, makes very little "front-end" profit selling his info-products to new customers within the

carpet cleaning industry. In fact, when you average his cost of sale from his matrix of sources – not primarily speaking, but paid advertising, direct-mail, etc. – and add his overhead, his front-end activity operates at a loss. However, his annual boot camp provides roughly \$500,000.00 in revenue. And, starting in 2002, we created a new, high-level coaching program he sells at the boot camp, at a \$10,000.00 per year price; first year, 42 bought. Incidentally, I'd emphasize, his niche is *carpet cleaners*.

I imagine you'd like to see sales letters for these kinds of boot camps. Most are long – 16 to 24 pages, with additional loose inserts – so reproducing them in this book just wasn't practical. Instead, I've provided a list of info-marketer's web sites here, who each market at least one of these kinds of boot camps during the year. If you take whatever action is needed to get on their e-mail lists and/or mailing lists, you can see how they market their boot camps. At any one time, several will be right in the throes of doing so. And you can see the letter for my December boot camp on the consulting and coaching businesses at www.dankennedy.com.

LIST:

Joe Polish, Piranha Marketing @ www.JoePolish.com

Ron Ipach, @ www.AutoRepairBootCamp.com

Rory Fatt, Restaurant Marketing Systems @
www.roryfatt.com/bootcamp

Global Publishing @ www.GlobalPublishingInc.com

Dr. Tom Orent, 1000 GEMS Publishing @ www.1000Gems.com
and click on photo of the Bellagio Hotel

Craig Proctor @ www.QuantumLeapSystem.com

If you are reading this prior to June 2003, you can also see a sales letter for the best boot camp on Internet marketing at www.the-system-seminar.com/kennedy.

There are a lot of variations on the boot camp, and one is the “field trip.” If you teach something you do in an actual business, you can charge good money to let a small group come and observe you and your staff do it. Michael Kimble has run such “field trips” for info-marketers, in his office, where the group sees actual e-mail and FAX campaigns, orders coming in real time, quizzes his staff people, and essentially experiences a successful info-business’s a-to-z, day-to-day operation. Fee, \$9,995.00. A Member of mine with a very successful dance studio, who sells marketing and business training to other dance studio owners, sells a similar “field trip” to his studio once a year.

At the end of this Chapter, you’ll find a very valuable reference list of why people come to seminars and boot camps. I refer to this when I plan the agenda and activities and write the sales letters for a client’s boot camp.

I’ve also included another checklist, for generating maximum on-site income at a boot camp. This is sort of “top secret”, only for my clients. And there are some items on it that may not make sense to you – enough will to help you a lot.

If you are serious about doing boot camps, then I have another recommendation for you. My Platinum Member Ron LeGrand held a “boot camp on boot camps”, one time only, as a sort of follow-up to the boot camp on platform selling. He, I, and several other very astute boot camp marketers spoke on this topic alone for two solid days. It is available on CD and Video, for \$2,995.00, and you can have a \$500.00 discount as a result of buying this book. Call my office at 602-997-7707 to order.

One other thing – if you are going to do a boot camp for the first time, I suggest hiring Heather Krueger to run the thing for you. She will find the right hotel, negotiate a good contract, protect you from the many ways you can get hurt financially, find a/v guys and whatever vendors you need, monitor your room block, take care of logistics regarding guest speakers, and be on site the entire time to supervise check-in, product sales, and solve problems. In my opinion, she'd be a bargain at twice her price, but don't tell her I said so, because I use her. Her office phone number is: 630-753-8864/FAX 630-305-3449.

I also suggest the following speakers. You can rely on them not to do anything dumb, to understand the boot camp environment, and to sell a ton of product.

Paul Hartunian – On Publicity.

Phone: 973-509-5244

John Carlton - On Direct Response Copywriting

Phone: 775-624-6224

Mitch Carson - On Creative Direct-Mail

Phone: 888-215-4758

Lee Milteer - On Motivational Topics

Phone: 804-460-1818

Mike Storms - On Referral Marketing

Phone: 985-674-78887

Ron LeGrand - On Investing In Real Estate

Phone: 904-262-0491

Ted Thomas - On Investing In Tax Liens

Phone: 321-449-9940

And from the “Brand Name” list:

Jim Rohn
Mike Vance
Brian Tracy

Oh, and of course, there's me.

Other Types Of Big-Pay Days

One is the “boot camp in a box.” Virtually every boot camp begets a “box” of audio and video and printed materials, that can be sold to non-attendees in the herd, for anywhere from the same price as the boot camp to about half the boot camp fee. I have clients who sell it in advance at one price, afterward at a higher price, and often make nearly as much on these marketing campaigns and product as from the event itself.

Actually, the creation and roll-out of any new info-product to your herd can yield a money windfall pretty much anytime you feel like making it happen. And if you need or want to collect the money first, and “chase” the product development and fulfillment, you might do it with advance subscription to a publish-on-demand product or a series of subsequent tele-seminars. In 1999, I decided I wanted some extra dough at the very start of 2000, so we sold a series of tele-seminars spaced out throughout 2000, to be prepaid in January, and brought in about \$50,000.00.

One other type of big payday is the “ultra-big ticket item” appropriate for only a small number of your herd. Sadly, this usually involves some manual labor, like a high-end coaching program, or a very elite retreat or cruise. In a herd of 3,000, there may only be 30 to 60 ready, able and willing to step up to the plate for a \$10,000.00 or \$20,000.00 “thing” – but then, that is \$300,000.00 to \$1.2-million. My clients Joe Polish, Tom Orent., Chauncey Hutter and several others have experienced this. Others are

getting in the game this year. Steve Miller, who should be well-known to NSA'ers, has put it into his business.

Speakers Who Miss Out On Millions

It actually astounds me how many speakers are either oblivious to these opportunities, or too cheap and lazy to develop a variation of them within their businesses. During their careers, they miss out on hundreds of thousands, if not millions of dollars. Very high profit dollars.

Why work for \$5,000.00 a day when you can get paid \$50,000.00 a day at your own boot camp? Yet they will expend all kinds of time, energy and money chasing those fee paid gigs, but not an hour or so on this.

WHY PEOPLE COME TO SEMINARS & BOOT CAMPS

BACK-END

1. To sit at feet of the master –guru. (Relationship)
2. “Secrets”, advanced information (unavailable elsewhere)
3. To meet and hear from guru’s most successful students.
4. To learn via activity (workshop vs. lecture)
5. To get questions answered
6. To show off, to get a chance to speak
7. To network, make useful contacts, meet people they’ve read about or heard on tapes
8. To hear the “star” guest speaker(s)
9. For motivation and encouragement (the environment, association, support)
10. To be part of “the in crowd”
11. To (finally) implement what they’ve already acquired but not acted on
12. For the goodies/take home value promised
13. To escape their day-to-day grind, clear their head
14. To spend money burning a hole in their pocket – egs. “full credit for the boot camp in-a-box you bought toward registration....”
15. For “fun” events: dinners, mixers, etc.
16. To see something up close, demonstrated that cannot be taught well long-distance
17. To qualify for benefits restricted only to boot camp attendees
18. To conduct business, do deals with other attendees
19. To “not be left out”
20. In response to a particularly timely situation
21. To view new products and services, meet vendors

FRONT-END (PUBLIC)

1. The big promise of information being revealed (required “hard edge”)*
2. For a promised solution to an overriding, pressing problem*
3. To see a celebrity or expert
4. Curiosity
5. Motivation and encouragement (the environment)
6. For goodies/take home value
7. To escape day-to-day grind
8. For entertainment
9. To see something demonstrated
10. To network
11. It’s a big event in the city – “when the circus comes to town.....”
12. Efficiency, convenience: everything you need to know in 3 hours.....

*Front-End/Public Seminars require much bolder, more blatant hype than back-end programs for established customers. Front-end successes fall into a relatively small number of categories: get rich, lose weight, stop smoking, and must be promoted featuring promises of (a) fast results and (b) everything you need in the seminar itself.

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ENGINEERING A BOOT CAMP FOR MAXIMUM ON SITE REVENUES

1. Audience quality
2. Pre-event preparation of audience
3. Seeding purchases with “Funny Money”
4. Isolated location w/o distractions
5. Agreements process – overcoming annoyance at being sold
6. Hard sell vs. soft sell or hybrid
7. Selection of speakers
8. Relevant vs. irrelevant speakers
9. The “star” speaker; pros, cons, uses, criteria
- 10. Order of speakers**
11. Allocation of time to speakers
- 12. Break-out sessions for alumni**
- 13. Bonus Sessions (nite owl, early a.m., lunch, dinner)**
- 14. Sales strategies to prevent waiting until too late to choose which to buy vs. buying as they go (stacking)**
15. Credit from one purchase to another
16. Installments, delayed payment financing
- 17. Giving speakers “extra shots”: roundtables, panels, hot seats**
18. Closed door bonus sessions only for buyers (Red Room-Blue Room)
19. Mitigating annoyance factor throughout event (Gifts, surprise meals)
20. Willingness to annoy (even to refund)
21. Demonstrating value frequently during boot camp
22. Sales letters as overnight “homework”
23. Use of Order Forms
24. Stand-up testimonials for certain products/offers
25. Physical Product: pros, cons, options

26. Boot Camp In-A-Box sale
27. Next Event Sale (deferred, equalizer pay)

POST BOOT CAMP SALES STRATEGIES

1. Stick efforts
2. Sales letters to non-buyers
3. Follow-up Tele-seminar(s)

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Chapter 17

The Coaching And Consulting Businesses

Every speaker ought to be in one of these businesses, most speakers ought to be in both.

In December 2003, I am holding my one-time-only boot camp on the consulting and coaching businesses, in Phoenix, and I strongly urge you to attend. In addition to its informational value, it will be an opportunity for you to meet a number of my Platinum Members and clients you've read about elsewhere in this book. You will meet and see me interview people making more money from a few days' telecoaching than most speakers make in an entire year. You can get the registration information at www.dankennedy.com/consultingbc03, or FAX a request to my office @ 602-269-3113. As of this writing, we are about 50% sold out just from advance registrations, and the main invitational mailing will hit my entire list in April, so if you dilly dally around, there'll be no room for you.

The coaching business is ideal for speakers, especially with programs that are all or predominately "group delivery." Most of my clients sell at least one group delivery coaching program, typically consisting of one or two 45-minute to 90-minute teleconferences a month, a weekly e-mail or FAX, resources at a restricted access web site, and sometimes, audio tapes and printed materials. Fees range from low \$67.00 to \$97.00, to more typically, \$147.00 to \$297.00 a month, automatically charged to the member's credit card, of course.

For the speaker, this is essentially giving a speech over the phone, and it can be done from anywhere if “live”, or pre-recorded if not.

Some of these programs have a curriculum, although it is important not to have a locked in start time; you want to be able to drop in new members as you sell them. Others have no curriculum, and are free-wheeling group discussions, Q/A, or spontaneous in nature. Some are delivered entirely by the speaker-guru, others utilize guest speakers and interviewees.

These programs can be sold from the platform alone, as part of the highest priced package, or as forced continuity, linked to product. The most frequently used sales process by info-marketers who are not speaking to groups a lot, is a sales letter or Fax to the herd inviting applications*; applications collected; FAXes, letters, e-mails or calls delivering the good news of acceptance to be on the initial, free orientation call; then that teleconference the sales presentation for the coaching program.

*Sample of my Gold+VIP Application at the end of this Chapter.

There are many variations of this, and at the December boot camp, I will show you actual sales letters, FAXes, applications, enrollment forms and other marketing tools used by a number of people running coaching programs. These people have invested tens of thousands of dollars or more in getting these materials written, tested and refined, and don't want them reprinted in a book, and I don't blame them. There's only so much abuse even my clients will take!

Coaching is relatively easy to sell, especially if affordably priced for your market. Cavett Robert observed that most people are wandering around, umbilical cord in

hand, looking for some place to plug it in. He was 110% right. At all levels, people want to be told what to do, have their hand held while they do it, be held accountable for doing it by a “stern but loving parent”, and get recognition for doing it. Coaching fulfills all these desires, although admittedly to a limited degree via group delivery.

There are “back room coaching companies” that sell, mostly via telemarketing, and fulfill one-on-one coaching, and if you are generating enough leads out of your audiences or from other sources, you can contract with such a company, and receive a nice profit on each sale but deliver nothing yourself. Basically, the coaches are people in cubicles, working from scripts based on your materials. Some are better than others. It works for a number of speakers, I think Zig included.

Speakers can also join forces, to share the workload, and sell into one program. Mark Victor Hansen and Robert Allen have done this with their ‘Enlightened Millionaire’ coaching program.

Some author/speaker driven businesses have very large coaching operations, with Covey the largest. The very large number businesses tend to involve a lot of work with corporate clients who “bulk buy” coaching at substantial discounts for their sales forces or employees.

Some speakers also run one-on-one delivery telecoaching programs, similar to my Gold+ program. In mine, the individual member is assigned a 15-minute time slot for the year. It never changes. If you are 10:00 to 10:15 AM EST, you are that all year. The date changes each month, but is announced three to six months ahead. Every month, the member calls at his appointed time and gets 15 minutes private, one-on-one time with me. I do them all in one grueling day, back to back, dawn to dusk. Gold+

Members also get a weekly FAX, and all Gold Member benefits. I am contemplating adding an online chat room just for these members.

My Platinum Member John Paul Mendocha runs a similarly structured program for sales professionals, based on his "Speedselling System." John is always looking for joint venture partners, who have herds of salespeople, but do not want to run their own coaching program. You can find John at 909-783-4400/FAX 909-370-1170.

Then there are "live", group coaching programs, like my Gold+VIP and Platinum groups. These tend to be hybrids of peer advisory groups, like the CEO Clubs, YEO, YPO, etc., with a guru-led and directed mastermind and workshop mix. Steve Miller runs a group like this for trade show executives, Dr. Tom Orent for dentists, my Platinum Members Dr. Bob Willis and Dr. Tom Brady, also for dentists, and Joe Polish, for carpet cleaners, to name a few. Participant's fees range from \$5,000.00 to \$40,000.00 a year. These can be extremely lucrative, fun to run, easy to run, and, for the speaker, are another way of creating his own engagements.

There are also "live" coaching programs with bigger numbers, that are more like workshops in my mind. Dan Sullivan's 'Strategic Coach' is one, my Gold+VIP Member Randy Davis' 'Strategic Millionaire' is another.

The easiest way to sell these programs is as "ascension programs" to a herd. However, Willis and Brady sell their 3-year, \$40,000.00 coaching program to dentists "cold", as their front-end product and first transaction. It can be done.

With one coaching format or another, you can create a steady stream of predictable, continuing income,

sell x-number of dates a year to yourself and require fewer speaking engagements and less travel to make your desired income, and have a very profitable product to continually sell. I got into coaching largely for the second reason; to replace income from speaking dates I no longer wanted to do, with revenue that could be earned without leaving my house, without wrestling with meeting planners.

The consulting business is a different animal altogether. For many speakers, it is remarkably easy to attract eager clients; the more difficult thing for many “one trick ponies” with limited expertise is figuring out what to do with them, kind of like the dog always chasing cars, who finally catches one – with jaws clamped firmly on the bumper, he wonders: *now what?*

It’s easy to attract clients because you showcase yourself and your expertise from the stage, and automatically gain a level of authority by doing so. If you teach something that is useful and valuable but fairly complicated to do, there will be people eager to pay you to do it for them or assist them in doing it, even if you give or sell them everything they need to do it themselves. Even though I sell everything you’d need to write copy: my book, *The Ultimate Sales Letter*, my *Copywriting Clinic* tapes, my *Copywriting Boot Camp In-A-Box*, templates, even ready to use campaigns in *Magnetic Marketing*, I have no shortage of people eager to hire me to do it for them – and most have bought and own all of the tools I just mentioned. One of my Gold+VIP Members puts on workshops for corporate managers on real time inventory management solutions, whatever the heck that is. Purdue University is one of his main joint venture partners. In the workshops, he teaches his entire system. Every one of his consulting clients hire him after the workshop.

The real bad news about consulting is it throws you right back into the billable hours trap, and consumes a lot of time. A day of consulting at \$8,300.00 is not nearly as good on its surface as a speaking engagement at \$8,300.00, plus product sales, plus new customer acquisition. Although that day is really three days because of travel vs. one day for consulting, with the client coming to me, still, the immediate income opportunity is less. In my case, about half the initial days with new clients lead to a lot of project work, but note that ugly word 'work.'

That's why in the consulting business you have to figure out ways to gain leverage.

Some consultants are really just "rain-makers", and they use employees (ugh) or contract freelancers to do most or even all the work. I have clients who run these kinds of businesses. They sell the job, then only supervise the job, and make a spread between what they charge and what they pay the worker bees. Several speaker-consultants in different industries use retired executives from those same industries as their worker bees.

Some consultants are able to standardize a "process" or "system" of some kind that they are "installing" in a client's business or life, and they can get an inordinately high fee without a lot of hands-on work.

The most interesting way to play the game is to get fees, plus additional money tied to the successful results achieved by following your advice or using the "work" you deliver, which continues coming to you for months, years or in perpetuity. I thank direct marketing guru Gary Halbert for awakening me to that approach for my own business. In the health care professions, there is a consultant compensation approach called "percentage above base" that has wider applications. In some cases, a

consultant can be paid via a percentage of money saved rather than gain. In all, I have found different consultants getting paid continuously for work done once, in a vast variety of fields, with many different compensation formulas. It's very important to try and figure out how to incorporate this into your own consulting, and it is a strategy we'll be devoting quite a bit of time to, at the December boot camp.

Another means of leverage is to have your paid consulting sell other goods or services you do not deliver in billable hours terms. Nido Qubein is a master at getting paid as a consultant to help a client-company devise a training program, which Nido then writes (using a ghost writer), records and has produced in cassettes and CD's that the client buys from Nido at a nice mark-up. Often, my consulting clients need automated marketing tools, like voice or FAX broadcast, e-mail sequences, auto-responders, and the like; I recommend appropriate vendors, then receive a forever override on everything the client spends on those services.

It is also very important not to under-price "work" if you are going to do it. There are two factors to consider in pricing project work: the actual time that will be required, and the value to the client. You can finally factor in what you think the market will bear, but you can't let that burden you with inadequate compensation. Better not to have the work at all than to be over-worked and under-paid. Most consultants tend to "low ball" their fees for a number of reasons, and often get themselves in trouble doing it.

The last thing about consulting I'll caution you about is 'client management.' To preserve your authority, your sanity and to safeguard your time, you have to be very clear, straightforward and firm about defining how the

relationship will work, what the client can and cannot expect, can and cannot do. If you let a client feel he has bought you, you are in for one very unpleasant time of it. I made this mistake early in my zeal to get clients. I learned and changed quickly. One midnight call was all it took. You should also have clearly defined means of exit for you and the client. Like all relationships, these are easier to get into than to get out of, and better to do the pre-nup before it's needed.

Consulting has been my primary business since 1976, actually consulting, with copywriting as the back-end, the project work. Over the years, I've had some big companies as clients, including Weight Watchers International, Physicians Weight Loss Centers, Mass Mutual, Sun Securities, Catholic Life Insurance, Amway Corporation, as well as a lot of small companies that got very big during the tenure of our relationship, like Guthy-Renker. I much prefer the smaller, entrepreneurial client, where I am dealing with one decision-maker, who has some street smarts, and control of the checkbook. I have had clients under several different compensation structures, including monthly or quarterly retainers, hourly billing, projects on fee plus royalty, and, in couple cases, equity in lieu of royalties. I have had very grateful clients, even one who delivered a brand new Lincoln-Continental Town Car as a gift. I've had incredibly ungrateful clients with Alzheimer's-like memories about my contributions. And everything in between.

Most speakers I know or have worked with do have the basis for some kind of consulting, based on their experience, expertise and content, that will be saleable to their markets, and sufficiently lucrative to justify figuring it out, packaging it up, and selling it.

KENNEDY INNER CIRCLE
GOLD+ COACHING PROGRAM "100/\$1,000,000.00 CLUB"
CONFIDENTIAL* NEW MEMBER APPLICATION

Complete Contact Information/Profile:

Name _____ Spouse Name _____
 Business Name _____
 Business Street Address _____
 Option: Home Street Address _____
 Business Phone _____ Option: Home Phone _____
 Fax _____ E-Mail _____

Please rank each of the following marketing-oriented items according to the difficulty or challenge they currently represent to you; rank EACH ONE on a 1-5 scale, 1=Insignificant, to 5=Very Significant. ALSO, number the ten most important items to you 1-10, 10=most important of all.

No.	Ranking				
_____ Advertising effectively	1	2	3	4	5
_____ Generating sufficient QUANTITY of leads/clients	1	2	3	4	5
_____ Generating satisfactory QUALITY of leads/clients	1	2	3	4	5
_____ Converting leads to sales/clients	1	2	3	4	5
_____ Controlling costs of advertising, lead generation, client acquisition	1	2	3	4	5
_____ Client retention	1	2	3	4	5
_____ Stimulating repeat business from clients	1	2	3	4	5
_____ Stimulating referrals from clients	1	2	3	4	5
_____ Clarifying my USP, Positioning, Marketing Messages	1	2	3	4	5
_____ Creating compelling offers	1	2	3	4	5
_____ Responding to marketplace changes, competition	1	2	3	4	5
_____ Taking advantage of new opportunities, new technologies	1	2	3	4	5

Please rank each of the following business and financial-oriented items according to the difficulty or challenge they currently represent to you; rank EACH ONE on a 1-5 scale, 1=Insignificant, to 5=Very Significant. ALSO, number the ten most important items to you 1-10, 10=most important of all.

No.	Ranking				
_____ Finding time to implement new/improved marketing strategies	1	2	3	4	5
_____ Getting employees and/or associates "on board" with my marketing approach	1	2	3	4	5
_____ Converting my business from a manual labor/selling driven operation to a Magnetic Marketing driven business	1	2	3	4	5
_____ Clarifying and staying on track toward definite goals and objectives	1	2	3	4	5
_____ Managing my time	1	2	3	4	5
_____ Conquering procrastination	1	2	3	4	5
_____ Hiring/training/managing employees	1	2	3	4	5
_____ Monitoring and evaluating important data, statistics, information in my business	1	2	3	4	5
_____ Setting, selling and commanding premium prices for my products/services	1	2	3	4	5
_____ Maintaining satisfactory business profits	1	2	3	4	5
_____ Extracting sufficient money from my business to wisely invest, build wealth	1	2	3	4	5
_____ Taking a satisfactory amount of time off, away from my business, without worry or guilt	1	2	3	4	5
_____ Having a long-term retirement/exit strategy	1	2	3	4	5

DO YOU REGULARLY OR FREQUENTLY USE:

- | | | | | |
|-----------------------------------|--------------------------|-----|--------------------------|----|
| Direct-Mail | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Broadcast FAX | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Broadcast VOICE | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Web Site | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| E-Mail | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Print Media Advertising, Local | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Print Media Advertising, National | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Radio/TV Advertising, Local | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Radio/TV Advertising, National | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Publicity/News Releases, Local | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Publicity/News Releases, National | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Newsletter | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Joint Ventures | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Personal Networking | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| Tele-Marketing | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |

HOW MANY MARKETING STRATEGIES OR SYSTEMS DO YOU HAVE IN PLACE THAT CONSISTENTLY GENERATE NEW BUSINESS FOR YOU? _____

HOW MANY MARKETING STRATEGIES OR SYSTEMS DO YOU HAVE IN PLACE THAT CONSISTENTLY STIMULATE REPEAT BUSINESS, LOCK IN CONTINUING OR RENEWABLE INCOME AND/OR STIMULATE REFERRALS? _____

PERSONAL AND PROFESSIONAL BACKGROUND

Age _____
 Years In Current Business _____
 Family Married Single Children (Ages: _____)

Spouse is (check one):
 Very active in business Somewhat active, very supportive
 Inactive but supportive Inactive, disinterested

Income:
 1998 \$ _____ 1999 \$ _____
 2000 \$ _____ (Est. entire calendar year, 2000)
 Goal for 2001: \$ _____

Wealth (Net Worth)
 1998 \$ _____ 1999 \$ _____
 2000 \$ _____
 Goal for 2001: \$ _____ Goal for 2005: \$ _____

BRIEFLY DESCRIBE CURRENT BUSINESS (AND ATTACH ONE BROCHURE, SALES LETTER OR OTHER DOCUMENT REPRESENTATIVE OF YOUR BUSINESS)

DESCRIBE 3, 4 OR 5 MAJOR GOALS YOU ARE WORKING TOWARD:

DESCRIBE 3 MAJOR SOURCES OF STRESS, FRUSTRATION OR UNHAPPINESS THAT INTERFERE WITH YOUR PRODUCTIVITY AND ROB YOU OF PEACE OF MIND

LIST 5 BOOKS THAT HAVE HAD PROFOUND IMPACT ON YOUR LIFE, AND DESCRIBE MOST SIGNIFICANT INFORMATION AND IDEAS GAINED FROM ONE OF THEM

YOUR SCHEDULE

Number of hours you work, average week _____

Number of hours you'd prefer to work, average week _____

% of work-time you rank as productive _____

No. of hours per week you work "on" vs. "in" your business _____

No. weeks vacation taken: 1998: _____ 1999: _____ 2000: _____ No. weeks vacation you'd prefer taking: _____

TYPICAL / REPRESENTATIVE WORK DAY ACTIVITIES

5-6 AM

6-7 AM

7-8 AM

8-9 AM

9-10 AM

10-11 AM

11 AM-12 Noon

12-1 PM

1-2 PM

2-3 PM

3-4 PM

4-5 PM

5-6 PM

6-7 PM

7-8 PM

READINESS ASSESSMENT**DAN KENNEDY PRODUCTS OWNED:**

Magnetic Marketing System Power Points Past Years' SuperConference Tapes
 Other: _____

DAN KENNEDY PROGRAM PARTICIPATION:

Past Year's SuperConferences 1999 SuperConference
 Other Seminars 1999 Tele-Seminar(s)

RANK YOURSELF IN DIRECT MARKETING EXPERIENCE: (Mark one)

- Very knowledgeable; serious student; very active in using strategies
 Very knowledgeable; serious student; but not very actively implementing
 Somewhat knowledgeable, actively implementing
 Somewhat knowledgeable but not very actively implementing
 A relative novice

WHY DO YOU WANT TO PARTICIPATE IN THIS COACHING PROGRAM? AND, WHY DO YOU THINK YOU ARE A GOOD CANDIDATE? (Note: We anticipate considering between 300 and 500 applicants, then selecting no more than 100 to invite into this program.) Answer on attached separate page if you prefer.

*While statistics for entire group may be compiled, published and used, each individual candidate/member's information provided will be treated as 100% confidential and be protected, not disclosed
 Kennedy Inner Circle, Inc. reserves right to accept or deny Gods Membership participation in applications without explanation. Applicants will be given consideration on a first in, best, with assessments conducted
 in order received, with first 100 acceptable candidates invited to join Gods. For this reason, it is imperative to respond immediately.
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Chapter 18
Me And NSA,
NSA And You

An Irish blessing:

*May those who love us Love us,
 And those that don't love us,
 May God turn their hearts;
 And if He doesn't turn their hearts,
 May he turn their ankles
 So we'll know them by their limping.*

No book on speaking could be complete without discussing NSA. For all practical purposes, it holds a monopoly as the only real trade organization in the industry. There is IPA; International Platform Association, but it is made up more of poets and an even higher percentage of wanna-be's than NSA. For corporate trainers, there's ASTD. And that's it.

Approximately 60% of the speakers I've worked with, had at my seminars exclusively for speakers, and currently consult with are NSA members, 40% aren't. Some of the 40% once were and dropped out. For others, one exposure was enough to convince them not to invest time and money.

I have the proverbial love-hate relationship with NSA.

Very early, attending NSA functions did two very useful things for me. First, it gave me a tremendous confidence boost. At the first workshop I attended, I discovered three things: one, there were a large number of people who better speakers than I was, but two, hardly any who knew "marketing" from buying groceries, and three, quite a few of those superior speakers were making less

money than I was – and I knew I was operating on a very low, primitive, clumsy level. So I left with the conclusion that if the people I'd met, eavesdropped on and observed could make a living, I could kick butt. I also added “speakers” to my consulting client list. In fact, I signed my first such client on the flight home. Buster Crabbe, the actor who played ‘Flash Gordon’ in movie serials. He had come just as I had: already speaking, already making money, but looking for smarter speakers to point to a better, faster path. He came away thinking as I did about what he had seen and heard. We talked about it. He hired me.

Over the years, I've spoken only once at a national NSA convention (a long time ago), done a Meet The Pros table, and spoken at a half dozen Chapters. Until last year, I never said no to an NSA Chapter, never took money from them, even for expenses. In the past decade, curiously (!) I've never been invited to speak at an NSA Convention or Winter Workshop, even though I and Zig were the only two speakers appearing on every city on the #1 speaking tour in America, my products were featured in Nightingale-Conant, I was making more money from speaking than at least 90% of NSA, hired top name speakers for my own events, and got paid between \$100,000.00 and \$300,000.00 a year from speakers who attended my boot camps on speaking and information marketing or sought me out for consulting. If you look at that objectively, you'd think that *was* the kind of guy who'd definitely be on the NSA platform. Gee, do you think those choices may not be made on merit?

I have learned some things at NSA functions, although not enough to justify it on that basis. The biggest benefit for me, and probably for you, the networking. It is the only gathering. Over the years, I've made a handful of rock-solid, mutually beneficial friendships, and a few more

good business alliances. I've unearthed a few NSA members rarely given any spotlight by NSA, who have been very valuable sources of information. And I've found speakers for my events – although most of the speakers I hire are not NSA members. That's not a bias against NSA membership on my part; it's a bias for speakers who can sell effectively from the platform. (Ironically, very, very few speakers who consistently earn \$250,000.00 to \$1,000,000.00+ a year from speaking bother with NSA. The few in that category who carry a membership rarely come to functions.)

NSA did shorten my learning curve.

And I've had a lot of fun at NSA. At risk of ruining her reputation, getting very drunk and solving all the world's interpersonal problems in the cocktail lounge with Sheila Sheinberg sticks in my mind as a great evening. Dale Irvin's satire on Tony Robbins, after Tony spoke, was brilliant. Joel Weldon's general session a few years back was a marvelous demonstration of what it means to be a real pro on the platform. Even watching peoples' misbehavior is entertaining. I noticed one lady speaker who apparently thought sleeping her way to the top meant with everyone on the high-numbered floors in the hotel. One year, fifteen minutes in the hallway with Phil Steffen made the whole trip.

I did not miss a convention for 21 years, but after the first few, my reasons for coming were fraternal, not educational. And, candidly, because a fair-sized hunk of my annual income each year has come from consulting with speakers, having them attend my boot camps, and occasionally, finding a really good client.

My main, current objections to NSA practices, and cautions to you, have to do with its archaic, almost

silly award designations, and with its sloppy or intentionally poor verification of expertise of the speakers it puts up in front of the others to teach.

The CSP, CPAE, newer professional requirements – it's all b.s., largely a waste of your time, and runs the risk of directing you down an unprofitable, dead-end path. These designations are based on a very narrow-minded, restrictive and out-dated business model dating to the Bill Gove era; speaking for fees for associations and corporations, period. The criteria places fee paid income on a higher plane than product sales income. The criteria actually discriminates against the speaker good enough to, say, get booked 50 times by 2 clients, in favor of the speaker so bad he never gets a repeat engagement. It discriminates against the speaker adept at creating his own engagements. There is also a mammoth amount of inside politicking attached to these awards. Finally, I have talked to over a dozen top association executives who hire speakers, who have told me they either pay no attention to this alphabet soup or, worse, it makes them wary about the speakers. There's also a large number of event and seminar promoters who provide lots of speakers with lots of engagements who have no earthly idea what these designations are and could care less. The 18 members of my Platinum group, for example, collectively hired over 150 speakers last year, and paid them (in fees but mostly via product sales) well over 2 million dollars. At the last Platinum meeting I asked these people to tell me what "CSP" meant, and offered anybody who could a \$100.00 bill. I kept my money.

In the real world, these designations are the functional equivalent of award pins in Mary Kay. The other Mary Kay people care a lot about them. The customers could care less.

I have never bothered applying for CSP. But I will betcha I've made more money from speaking than the majority of the CSP's. And nobody at the bank ever asks about it.

So my advice is to be reluctant to get caught up in all this. I actually sat in an NSA event, watched a professional speaker come on stage to get his CSP, and break down in tears talking about all the sacrifices he and his whole family had made to get it. This was an otherwise smart guy who had let an inside association recognition program direct and control his approach to the business. Sad.

Now, about the actual NSA "content." You need hip boots and the most powerful, expensive bullshit detector you can buy. About \$289.00 at Radio Shack.

I've seen speakers doing break-out sessions at NSA Conventions who were flat broke and who had no successful experience with what they were talking about. After my last speaking business boot camp, a nitwit and thief I won't name did an NSA session on "how to sell from the platform" and everything he taught was stolen verbatim from my boot camp. He had privately shown me his embarrassingly poor statistics, and this guy had no more business teaching platform selling than I would teaching tact. NSA has twice – not once, twice – had a speaker lead a Meet The Pros discussion on infomercials, who has made only one, and it an abject failure. Be okay if his discussion was about what NOT to do, but it hasn't been. They once actually had a guy on a panel about getting books published who had yet to get a book published. Beyond these incidents, there's the general blow-smoke atmosphere of the NSA gatherings. If you take the numbers most brag about and divide by eight, multiply their expenses by two, you might be close to the truth.

There's also a lot of jealousy that gets in the way of you discovering any legitimate information. There's a celebrated, award designation carrying, beloved NSA "leader" who I won't name who was seated at a luncheon table that I and another speaker, a woman, were also at. He is from her part of the country and knew of her. He'd seen me brag about her early successes in one of my publications. He tore into her like a mad dog. Criticized everything from her dress to her choice of material. Vomited out some of the worst business advice I've ever heard. I later explained to her that he is a full-time professor at a dinky college, speaks on the side for just \$1,000.00 a pop, has no product, couldn't sell it if he did, and that she makes more from four of her gigs than he makes from fifty. But if you're not really secure, and you think this guy is a real somebody, you could get hurt by that sort of thing.

There *are* truth-tellers there. Some rarely get to speak or conduct sessions because, to paraphrase Barnum, there's a small market in NSA for the truth. A lot of NSA attendees prefer their illusions, and NSA knows it. I'll mention a few truth-tellers here, but understand I'm leaving out some. I'm just rattling off a few. Phil Steffen is one. My good friend Bill Brooks, another. Jeff Slutsky. Jim Rhode. My good friend Somers White. But man oh man, there are lot of crap peddlers, liars and fools too. Regrettably, NSA itself is of no help in sorting them out. You're on your own. And when you go, you are on a fishing expedition, for people who won't b.s. you, aren't jealous of you, aren't trying to feed their egos at your expense.

You will encounter profound NSA cultural biases against a lot of the things I do and advocate. As I said, the association is dragging around an anchor of an old, tired, dangerous business model.

For example, there is a strong bias against the speakers who make all or most of their income from platform selling. You might think that odd, since the highest NSA political award is ‘The Cavett’, named after its founder Cavett Robert, who always spoke to sell product. I know; for several years, my company produced the thousands and thousands of albums he sold. We once made him a cassette album with a baseball glove glued to its back as an affectionate gag, because he waved his albums around on stage so much. A lot of other NSA icons – Zig, Tom Hopkins – live on product sales not fees. And I have a lot more to say about this elsewhere in this book. But if you make this a key part of your business as you should, you’d better be prepared to see a lot of NSA’ers acting as if you have bad body odor.

There is huge ignorance about the “back end” of the business. Most do not grasp that speaking in and of itself is a very poor means of making a high income, let alone creating wealth. They do not get that its best value is as media to acquire end-user customers. They do not see themselves as running information marketing businesses fueled in part by speaking, but that IS the view I hope to move you toward with this book. Because the real money and wealth is not on the “front end” i.e. speaking but it is on the back-end, via continuity, big payday events, telecoaching, vertical extension lines of products, utilities, and more. If you get this and develop such a business, you will find few to talk to about it within NSA.

I want to tell you how to separate a lot of the useless hot air from valuable information while attending NSA functions. This is a very useful tip. Make a note. If the people around you are talking about platform artistry, theatrics, style, and worst, their own schtick, extricate yourself from the conversation and look elsewhere. If the first question another speaker asks you is:

what do you speak about? – run. This is akin to owning a funeral parlor, going to the funeral directors’ convention, and talking about embalming techniques. No, you want to hang around the few who talk business. That means questions like: *what is your target market? How do you get new clients?*

Last year, I was drug over to a speaker by one of my clients. “Help her,” he beseeched me. (You don’t get to use ‘beseech’ much these days.) Anyway, in about 30 minutes, I asked 5 different times for her to describe the market she was best suited for, had tailored material and products for, was seeking dominant position in. I tried getting at it five different ways. Each time she answered my market questions with a content answer, going right back into telling me what she spoke about, even giving her speech. I escaped, found my client, and told him “She’s doomed. Hope she’s got a rich, indulgent husband.”

Yeah, I know, here come the letters. But truth is, there’s a lot of that in NSA too: women pretending to be speakers while the doctor, lawyer, or businessman husband keeps feeding the checking account. To be fair, I imagine there are men in the same position. Less of ‘em, though. Probably harder for guys to get rich, indulgent wives, I dunno. (I’m available. FAX resume, photo and financial statement to 602-269-3113.)

Anyway, you’ll learn more in the hallways, bars, coffee shops and on breaks than you will in the sessions. But you’ll have to scap and dig and work for it. There’s a whole lot more bad advice than good advice available, so be prepared.

Chapter 19
**What Do You Know
About The Field Of Endeavor
You've Chosen?**

*“Stupidity is incurable, but
ignorance is indefensible.”*

- Me

I am always surprised at how little speakers bother to learn about the history of this field in general, and their chosen category within it, in specific.

Magicians do a much better job of really studying the history of their field, their predecessors. Speakers do a poor job. As a result, they foolishly think something is new when it is not, and they miss many great opportunities to borrow from and build on the past, instead spending inordinate amounts of time, money and energy on invention – or worse, futility.

For example, if you see yourself as a motivational speaker, operating in the realm of self-improvement and pop-psych, and you thoroughly studied this field from the present back to the 1800's, you would know that there are only four paths to great success in this field. Only four. No one has ever achieved great prominence and prosperity in this field but through one of these four “business plans.” Yet, few motivational speakers could name the four. As a result, a lot of speakers in this category waste time and money trying to succeed on some path other than one of these four.

I will give you a list of names. For every one you are unfamiliar with, give yourself ten negative points. Minus ten, minus twenty, etc. The names are in no particular order, incidentally. By “unfamiliar with”, I mean

you cannot accurately describe who they are, their time period, their achievements, titles of their works, concepts they were known for, and most importantly, how they marketed themselves and their content.

Earl Nightingale
Orrison Swett Marden
Edmund Shaftsbury
Dr. Edward Kramer
Sidney Newton Bremer
Emil Cové
William Penn Patrick
W. Clement Stone
Paul J. Meyer
Glenn W. Turner
Dr. Maxwell Maltz
Werner Erhard

If you have minus 40 or worse, you should be taken out to a firing squad. Your score reveals a sloppy, lazy, lackadaisical attitude toward your chosen business, indicative of a desire for unearned, unwarranted success, or a remarkable ignorance about what you don't know, or heaven forbid, both.

Anyone employed in advertising who is not completely familiar with, and a serious student of Sackheim, Caples, Burnett, Collier, and Ogilvy is a fool. Similarly, anyone employed in motivational or self-improvement speaking or writing not thoroughly familiar with all the names on the above list is a fool.

Here are some names you are certain to be familiar with: Zig Ziglar, Jim Rohn, Tony Robbins. If you know about Werner Erhard, then you still may not know that all

four have in common an important link to another name on the above list: William Penn Patrick.

I find a surprising number of speakers eager to influence large audiences, sell products from the platform, or develop a following have never read Eric Hoffer's book *'The True Believer.'* Yet it is THE blueprint for creating a following.

I could take you through a similar process for any content category: sales, advertising, marketing, management, relationships, and so on – a list of people from its history that one ought to know a great deal about but few do. People just don't do their homework. In my business of direct-response advertising and direct marketing, it's always amazing to me the number of people who invest their money advertising in magazines without even first going through five or ten years' back issues, to see who has gone before them, what's had the most staying power.

Two years ago, I did a couple days of consulting work with a speaker, an NSA Member, who had foolishly hired an ad agency with no experience in marketing seminars or training programs and had it produce a series of full-page ads for his sales training program, then compounded his financial suicide by placing the ads in two national magazines he'd done no research on; no review of back issues, no calling advertisers to check on results, no test mailing or FAXing to subscribers. Between the agency's bill for all its precious "creativity" and the ad space, he'd peed away nearly \$50,000.00 by the time he got to me. This "bull in the china shop" approach to business is almost always costly and unsuccessful. You gotta be smarter than that.

There are countless people who leap into promoting seminars with no clue as to the real costs of filling seats or real ways money is made – because they do no homework. They walk into a room, count heads, count gross, and think: *sheesh, that's a lot of money. I can do that.* I've long ago lost count of the number of speakers who've told me of their naïve, ill-conceived attempts at promoting their own seminars and expressed their befuddlement at how much money they lost. Man, if it was easy as printing up and mailing out a brochure, there'd be more seminar companies than Starbucks stores. It's hard to imagine, but there are actually people, right this minute, attempting to market self-improvement seminars who haven't even read the books about how EST worked. People attempting to market business seminars who haven't even read the most basic books on the subject of seminar marketing.

The speaking, seminar, training, success merchant fields all have very rich and well-documented histories. There's no need to re-invent fire from scratch, nor is there reason to repeat a lot of common, routinely made mistakes. A little bit of research can save a gigantic amount of money.

Ignorant people treat the past as irrelevant. Astute people realize that present success requires historical perspective.

Chapter 20

The Life Of The Road Warrior

*“On the road again, I can’t wait
to get on the road again...”*

- Willie Nelson

Well, I wonder how Willie feels about his ‘on the road again’ lyric now – after an extra decade on the bus to pay off the IRS. He’s looking *real* road weary to me.

Travel. It’s bad and it ain’t gonna get better.

It has recently taken me a mind-boggling nine hours to get from Cleveland to Jacksonville. Last night, returning to Cleveland from Baltimore, a two hour flight turned into over seven hours. Flight re-routed from Cleveland to Columbus due to a snowstorm, but then they held us hostage on the plane on the runway for four hours. Wouldn’t go to a gate, wouldn’t let anybody off. I would have rented a car and driven the two hours home, but no dice. I am weary of removing my shoes and belt for my cavity search while Achmed sails through security. Tired of a sex life largely comprised of listening to the headboard in the other room banging against my wall. And I’ve cut way, way, way back on my travel. I grew to hate it with a passion. If you don’t, it’s either too new to you, or you are just flat out dumb as a box of rocks. Or a die-hard masochist.

The classic speaking red badge of courage for cramming the most dates into a calendar is deadly today. It *will* kill you.

When I was pretty dumb about all this, I thought in terms of being “booked solid.” I graduated to being booked carefully and selectively, for maximum money. You should too.

But for the stubborn road warriors, I have advice.

I did a lot of things early to keep busy and make money in speaking that I haven't done in years, but one constant has been a fetish about travel efficiency and maximum productivity and profit per trip. From the very beginning to now, if I get on an airplane, I want to make every minute of the trip as productive and profitable as possible. **To me, a trip is maximum pain, so I want maximum gain.**

As soon as a confirmed date exists in a distant city, I start thinking about what else can be plugged into that roundtrip to increase its value. Early in my speaking business, for example, I would invite prospective clients within easy driving distance of the speech to come and sit in as my guests, with the goal of having at least one invited guest who could hire me added to every audience. I had a sales letter for this purpose that went to appropriate meeting planners, association executives and others. I also tried to book other gigs day before, day after, around the one in place, with the lure to the client of discounted airfare. Very early, I would find a multi-level marketing or direct sales group in the same city and get a hastily organized meeting to speak at the same night as my "day job" engagement. These sales group gigs were never fee paid, but I could usually squeeze \$1,000.00 or more out of them in product sales. When we had the SuccessTrak seminar business in the chiropractic and dental markets, if there was enough time after getting a regular speaking gig confirmed, we would build a two, three or four city, two, three or four night seminar tour around it – charge the client 100% of the travel, have zero travel expense for the seminars. Oh, and yes, I've always made a little money on travel (contrary to the norm); my language has always been *"...plus first class, roundtrip airfare, discounted by client*

sharing when possible”, never “pro rata”. So, for example, let’s say the trip is Phoenix-Salt Lake City- San Francisco-Phoenix, and there are paid speaking gigs in Salt Lake and San Fran. Each of the two clients gets a 25% reduction from a full first class, roundtrip ticket Phoenix-Salt Lake-Phoenix, the other from Phoenix-San Fran-Phoenix. But overall, they pay for the full ticket plus a little.

Fortunately, consulting has always been my main business, so I often had and now have clients en-route to a speaking gig who I can call and add to the roundtrip, for a day of fee paid consulting. These days, I sometimes add on “free marketing roundtables” for my Inner Circle Members in certain cities.

When I was married, I would have my wife join me in cities we liked, so we got mini-vacations but only paid for her travel. Might not have done enough of this, as I’m no longer married. Another occupational hazard about which even I lack big enough brass balls to dispense advice about.

I also use most of the other trip time as productive work time. Often, with the Lowe/Success gigs, I’d be stuck in the hotel room all day, until heading to the arena or convention center about 4:00 P.M. These were good opportunities to get caught up on unreturned phone calls, touch base with clients, and so forth. Some days, I’d get phone appointments pre-set, one right after the other. Some days, we’d send a FAX out to ten or twenty people I owed calls to, with all their names at the top, and a message like this:

“Mr. Kennedy will be accepting incoming calls from everybody on the above list from 9:00 AM until 2:00 PM at the hotel number listed below. If you get a busy,

please do NOT leave a message; he will NOT check messages nor return calls; instead, please try repeatedly until getting through."

This way, I'd knock off a bunch of calls at my convenience, with no phone tag. (I hate phone tag.)

I also carried my laptop for years and did a lot of writing while on the road. These days, I strive for shorter trips, and given the recent hassles, I do not lug the laptop. If I am going to be in one place for two or three days, I usually FedEx work ahead, work on it there, and FedEx it back out, to avoid carrying it. I do not check baggage.

I usually use the airplane trip itself as an opportunity to go through several dozen magazines, tearing out the few things I want to keep, leaving the rest of the rubble behind. I can start the trip with a few pounds of magazines and shed weight as I go. There is something emotionally satisfying about starting out with a big pile of stuff and ending up with a thin stack of pages. It may even be metaphysical metaphor for how we should spend "the back nine" of life, do you think? I am also fortunate that I can sleep – soundly – on airplanes. And I speed read, so I can burn through a couple paperback novels and give 'em to the stewards. Oops. Flight attendants. I mean, in-flight service specialists.

I have a lot of "little" road warrior tricks, as I'm sure you do. I rarely use cabs, and try never to be met by clients; I almost always have a sedan and driver booked, waiting for me. Carey is in most U.S. cities, and I usually use them. The cost isn't much more than cab fare, but no waiting, a clean and comfortable car, and an English speaking driver. I've watched speakers make their lives miserable by being cheap about this sort of thing, and it makes no sense to me. When we ship boxes, I insist their

arrival be confirmed by my staff person prior to my arrival, and I have the name of a human being who knows where they are. This prevents a lot of grief. Not all of it, but most. (Mark Victor Hansen told me he once spent hours fighting with a hotel staff over “lost” boxes, until they finally found all the boxes labeled ‘Chicken Soup For The Soul’ in the kitchen pantry.) Even so, I either carry or separately FedEx my product samples, at least one order form that could be copied in an emergency, and I carry my overhead transparencies. I never, ever trust room set-up, try to see it night before, or insist on a break right before I speak, so there’s opportunity to re-arrange what doesn’t suit me. For our own boot camps, we always work with the crew on room set-up the night before.

These days, I travel wearing a cheap plastic belt, no wristwatch, wallet and pens in my carry-on, so there’s nothing on my person to delay me at the metal detector. Other than having to take my boots off. Maybe we should just declare all airports nudist colonies and be done with it. Or just start strip searching the travelers who actually fit the terrorist profile, but of course, we might offend somebody. (Al Gore has actually been pulled out of the boarding line twice on commercial flights to have his luggage searched! As you might guess, nothing interesting was found.)

I think you have an obligation to clients not to risk tight schedules. When I hire a speaker, I want him present the night before, not coming in the same day as his presentation. I don’t see how, today, every gig doesn’t breed three days, two for travel, so it’s doubly important to make road time productive time.

On the other hand, I do NOT think you have a mandate to schmooze and socialize. If you choose to, because you believe you can generate more business that

way, your choice. I have steadfastly refused. My clients get only what they pay for, the speech.

Oh, and a word about eating. A few years ago, I was diagnosed diabetic. I've brought it well under control without insulin or any other prescription drugs, purely via weight loss, diet, and a complex program of vitamin, mineral and herbal supplements. It took me two years to figure all that out. It is a daily battle. There's no doubt that my being 45 pounds overweight for years didn't help, and was the result of very unhealthy on the road eating habits. I carried 260 for a little while, 245 for way too long; I am now 205. I know a lot of speakers who are still frequent travelers who share my old habits, their belly shows it, and they are risking all sorts of serious health problems by continuing. I ate crap in airports out of boredom, ate too much late at night, did no exercise. Ate out of vending machines, on airplanes, etc. nearly everyday. I am on a totally different program these days. Admittedly, it is still much harder to stay on the straight and narrow while traveling vs. being at home, but I succeed at about an 80% success rate. I travel with low carb, high protein food bars; I recommend Carb Solutions and EAS brands. If I will be in the same hotel two or more days, I get a room with a frig, and get CarbSolutions or EAS low carb drinks and a carton of NuVim juice. If eating in an airport, I find a place where I can get salad, soup, or I get a deli sandwich and eat everything but the bread. I try not to go to the airport hungry. I have work or reading material with me specifically for waiting times. If I eat late in the evening, I at least go for a decent length walk around the hotel before going to bed.

Truth is, frequent travel accelerates ageing, takes years off your life, and is a debilitating impact. If you are going to do it, you should design a "battle plan" for doing

so. Don't underestimate the adverse affects of frequent travel.

Last road warrior issue: colds and flu. When smoking was allowed on airplanes, there was fresh air brought in from outside the plane. Now there is not. It is all re-circulated air. You breathe every other person's germs in flight. When I started flying on business, kids were rare. Now every plane's chock full of them. It's important to be taking a good regimen of supplements for the strongest possible immune system. Beyond that, I take 1000 extra mg. of Vitamin C on travel days. There's a relatively new product called 'AIRBORNE', I recommend also taking on travel days and having a supply with you while traveling. If you feel a cold coming on, the best thing to do is bombard it with zinc as early as possible. There's a product called Zicam, and Cold-Eeze lozenges; use both. There are sugar-free Cold-Eeze available, by the way. And drink lots and lots and lots of water.

I have only missed one engagement in my entire 20+ years due to illness. Actually, I started it, but passed out after about an hour. Really severe food poisoning. A mess, because it was a corporate gig, and they'd flown their managers in from all over the country. I blew that day, had to do a make-good, and eat travel expenses for the make-good. Expensive. I was a lot more careful after that about what I ate the day before a speaking gig.

I've only had laryngitis twice. One week on the Lowe/Success tour, I had the flu, fever and really severe laryngitis. On the Tuesday, I got through the speech hoarse, and it felt like I was chewing broken glass the entire time. Thursday, I had only a hoarse whisper, and we duct-taped the lavalier microphone to my chin, right at my lower lip, and amplified that. It was horrible. I tried all sorts of recommended remedies; none helped. Afterward, Joan

Rivers told me I could have made it go away for those days with steroid injections to my throat. Yech. The other incident was recently, and it happened out of the blue, during one of my Platinum meetings.

Otherwise, I've never missed or even been late for a speaking engagement – with one exception, very, very early in my career: twenty minutes late to speak on time management. But just that once.

Chapter 21

A Few Words About Business Practices

Some speakers are prima donnas. They actually think they are rock stars. One famous speaker who shall remain nameless here, due to his propensity for litigation, who appeared on the SUCCESS tour four times specified the height of the director's chair that had to be backstage for him to sit in, the brand of bottled water he would drink, and had an entourage of butt-kissers traveling with him. Nuts.

I have never been high maintenance, nor am I hesitant to take off my jacket, roll up my sleeves, and unpack a box or re-arrange a room.

On the other hand, I find many speakers are ridiculously wimpy in dealing with meeting planners. They act like door mats. I do not, you shouldn't – especially when somebody is screwing up your opportunity. For example, in my letter of agreement, I specify a few things about the set-up of the room, that the overhead projector must be on a full size six foot table and not a projector cart, that there is a break immediately following me and I turn the audience loose on that break. My requirements facilitate my platform selling. If these requirements aren't met, I don't speak. And on a few handfuls of occasions over the years I've had to whip out the signed letter of agreement to remind the meeting planner on site of the deal, and force him or her to re-arrange a schedule or otherwise change something. I don't trust them, so I get to them and review every detail early.

Speakers tell me their horror stories of being ambushed. At the last minute, time slot cut. No break. Etc. Never happened to me, never happens to me because I

won't permit it. On a number of occasions, a meeting planner's cornered me with the 'we're-running-behind-and-you-have-to-cut-ten-minutes' stuff. Out comes the letter of agreement. The answer is no. I suppose the reason other speakers get pushed around and abused is their mortal fear of offending a meeting planner, which is based on a scarcity mentality; the idea that gigs are hard to get, that there's a shortage of work. I operate from an abundance mentality; the idea that I easily get all the gigs I want and can easily afford to toss one aside if need be.

A few years ago, I was speaking – for the third time – at a national convention of financial advisors and brokers, put on by a major national securities firm. Over three days, there were six general sessions and a slew of break-out sessions. I noticed I was the only one with a product table inside my meeting room. After I did my first break-out session, sold about \$25,000.00 in product, the stampede was over, the room empty, another speaker I knew from NSA appeared. “They wouldn't let me sell product,” he lamented. Guess what his area of expertise is? Negotiating.

My idea is “fair and balanced” when it comes to dealing with clients and meeting planners. That means I never make demands out of ego or whim, and I strive to be low maintenance. I don't want to be met at the airport. I pay my own incidentals, and if I want fruit in my room, I'll arrange for it. I do have very specific requirements that affect my ability to do my job. I make those clear from the beginning, include them in a written agreement, then I insist on them.

You need to watch out if you have staff communicating with your clients. I've always talked with the meeting planners myself, so I've never had these problems – but I've experienced them from the other side of the deal, in hiring and using speakers. One very well-

known speaker I've used several times is a very pleasant, agreeable, low maintenance guy, but his assistant is a mean, grumpy, demanding bulldog. If I hadn't known him personally and judged the situation just from my first two phone conversations with her, I'd have torn up his contract and gone looking for another speaker in a hurry. I've seen speaker contracts that appear to have been written by Alan Dershowitz, and I think this is a huge mistake; to me, it telegraphs trouble – if a guy needs a four page contract in Harvard legalese, he's probably a pain in the ass. I use a letter of agreement written in conversational, everyday English, as a letter from me to them, with a place to date and sign to verify it accurately summarizes everything we discussed verbally. It's usually just a page and a half.

If I'm dealing with a big, national association, or somebody else I have reason to believe may not be paying full attention, then a week or so before the gig, I either FAX over a letter reminding them of everything, or I call, or both.

You might be interested in financial arrangements. First of all, there's a NON-refundable 50% fee deposit required to take a square off my calendar, and I don't care if it's two years away. I never hold a date for more than five days without money in hand. I never wait to get paid; in fact, I never invoice anybody. It's 50% to book, balance plus pre-billed expenses handed to me on arrival. I've done it this way since 1979, and then it was radical. There are still speakers who are invoicing, waiting, waiting, waiting to get paid and I think they are idiots. One I know well is routinely carrying \$30,000.00 of travel expenses he's paid, that he's chasing months later. Of course, I've heard the "we can't do that". For example, speakers tell me government won't pay this way, yet I have a speaker client who does a lot of work with NASA who gets 50% up

front. I'm told big companies won't do this, yet I've had no trouble with Ford, American Honda, even IBM.

Second, as I said, I pre-bill expenses. I book my own airfare. I calculate the client's share of airfare and typically FAX them that information well in advance, to add to the 50% fee balance, for the check they hand me on site. I usually have the client take care of the hotel room directly, although I pay my own incidentals. And I do not give them copies of airline tickets. In fact, they are rarely paying an exact ticket price or pro rata share, I quote travel as "roundtrip first class airfare, discounted by client sharing when possible."

On product sales, almost without exception, I process the money and pay the client. I even did this with the SUCCESS tour, and I was the only speaker doing it that way – and the only speaker not waiting to be paid. Typically, I pay the share back to the client within 15 days of the date, less a reserve against refunds, released on the 61st day. My split on sales or rebate back to the client ranges from 20% to 50%, depending on size and nature of audience.

I sell with a double guarantee, sometimes a triple guarantee. The first is always 60 days, Unconditional, 100% money back. The others are longer term and conditional. Refunds from the first are shared by the client. Refunds from the others are not.

I used to ship product to every site, and truth be told, that is always best; it always boosts sales. In recent years, I've gone from four staff members to only one, and I've gotten lazy, so there are engagements where I sell only with samples and order forms. However, when product is shipped in, I pay freight in, but make it the client's job and

expense to ship any unsold inventory back. Fortunately, I rarely have any unsold inventory.

I am as inaccessible as you can imagine, and that seems to puzzle many, intrigue some.

For many years now, I've had my office phones answered "live" only one afternoon a week, rest of time direct to voice mail. This lets my sole staff person work uninterrupted by the phone the bulk of her time, trains clients and customers to communicate mostly via FAX, and trains them to expect and accept delayed response, virtually eliminates 'phone tag' – if they must speak with Vicky, they know when they can get her, and it totally frees me from ever taking an incoming call or being interrupted. For the most part, new, prospective clients are asked to FAX in a one or two page memo describing their needs, project, potential speaking engagement, whatever, for me to consider before responding. I never, never, never get and return a call from someone not already a client the same day. I carry neither cell phone or beeper, ever. Don't have e-mail.

I work – and play (a lot) – almost entirely free of interruption. I physically visit my office 12 to 15 days per year. Most other days (except coaching call days or vacations), I call in once, and I go over my list with Vicky, she goes over her list with me, and she gets only the one shot each day. I get urgent FAXes and phone messages FAXed to me each day, but 90% of all "The Inbound" is organized, bundled and sent to me each Friday.

Other than with speaking bureaus, none of this has hurt me in the least. And, ironically, it turns out to be a very sound marketing strategy. After all, there's never been a long line to see the wise man at the *bottom* of the mountain. When people do get to me, they are grateful, feel

privileged, and seem to have no fee resistance. I am convinced that easy access to you does more harm than good.

Incidentally, I teach this as combined marketing/time management/sanity strategy to my Members, and a number of them have “got it.” My good friend, a top mortgage broker earning over \$300,000.00 a year – and playing a lot of golf – may be the only residential mortgage broker who never takes or returns calls on weekends, even though 50% of his business comes from Realtors doing open houses and showing homes on weekends. A large premium merchandise and ad specialty company’s CEO told me he’d adopted my one-day-a-week inbound call policy, with absolutely no drop in business, but a big boost in productivity. I could go on and rattle off a few dozen more examples in diverse fields.

Although this is not a book meant to include my schtick, I will tell you that I believe, live and teach that **the purpose of business is to facilitate your preferred lifestyle and provide whatever financial rewards you choose**. The purpose of business is *not*, as the socialists insist, to provide jobs or do social good. The purpose of business is *not* to gain peer approval or win industry awards. The purpose of business is *not* to pay taxes and support a bunch of folks too dumb or lazy or both to support themselves. If a business does any or all of these other things, that’s fine so long as it is doing them for the right reason i.e. to facilitate your preferred lifestyle and provide whatever financial rewards you choose. A business has no other obligation whatsoever.

To operate as lean ‘n mean as I do, we outsource, and we use temps. For years, to get the newsletter out every month, we brought in two temps for a couple days. Now I have the stuffing and mailing done by

my printer. Most product fulfillment is outsourced. Currently, monthly database up-dating, outsourced. A lot of this can be done on a much larger scale than my little business, too. For years, a business Jeff Paul and I owned frequently mailed as many as 25,000 sales letters a week, all hand-addressed, with live stamps, all assembled by home workers, “soccer moms”, who picked up their work in their mini-vans, went home and watched Oprah, stuffed, addressed, stamped, and brought it all back. Paid by the piece. There are, frankly, trade-offs and compromises, too. There are moneymaking opportunities I choose not to exploit because doing so would mandate staff. This is a lifestyle choice of mine that should not necessarily be yours. I also do a lot of my own correspondence rather than employ a secretary. I may be extreme in this, and I can probably type a lot faster than you can. But I would strongly caution you against the opposite approach. I know quite a few speakers with unreasonably big nuts to crack. Big, fancy, costly offices, staff, all sucking up money.

One such famous speaker has a large office, about a dozen people. He has been bringing in over two million dollars a year for over five years, yet I am told by a very, very reliable source, he has zero net worth and lives paycheck to paycheck. Another famous speaker, who I know to be all flash and no cash, once told me he had 72 employees. After I gagged, I asked him what they all did and he cheerfully admitted he didn't know. Even seemed proud of it. “I have a manager who deals with all that,” he said. No, I thought, you have a big leech and a mob of little leeches. I said, “None of my business but, were I you, dragging my butt all over the country, coming home Friday with a sack of money, handing it out to those 72 folks all gathered around wailing ‘Feed me, feed me,’ then taking home whatever’s left, I’d want to know what they were doing.”

You have to keep in mind that a dollar cannot be in two places at one time any more than you can. If your dollar is locked up in an office lease, a product sitting on a shelf, or an employee thumbing through a magazine, shopping on the Internet, doing her nails, or discussing her relationship woes with your other employee, it cannot be doing any of its three real jobs, which are: multiplying via marketing, multiplying via investment, or facilitating your preferred lifestyle.

Incidentally, I put on an entire *Marketing And Entrepreneurship Boot Camp* in 2001 (my last ever), in which a hundred or so key strategies for achieving maximum income, success and liberty via your own business are discussed. You can get the “in the box” version of this boot camp at www.dankennedyproducts.com. And in April 2003, about the same time this book is coming out, I am conducting a one-time-only *WEALTH ATTRACTION FOR ENTREPRENEURS* one-day seminar, which will be video taped, and available from my office: 602-997-7707.

Now I'd like to talk about one last “business practice” of great importance: who you choose to associate with, and who you choose to expose or endorse to your herd of customers. There is a Chinese proverb: “Lie down with dogs, wake up with fleas.” A lot of people ignore this principle to their detriment.

I have always tried to be selective, and in recent years have grown ruthlessly selective.

You will be held responsible for everybody you introduce to your customers. I'm not talking about legal liability, although there is that. I'm talking about their loss of trust in you, your loss of continuing revenue from them. Fair or not, they'll burn you at the stake for harm done

them by others you introduced them to. For this reason, you must exercise extreme care about who you write a cover blurb for, for their book; who you interview on tape; who you publish in your newsletter; who you let speak at your events; even who you mention or quote in your speeches. There are speakers and others I know well and have friendly relationships who are puzzled that I never invite them to speak for me or be interviewed on my tapes – the reason is that I cannot trust them not to do something stupid to my people once they gain access to them through me. I turn down quite a few opportunities to leverage my endorsement and my list, too.

Just for example, several years ago, a speaker and info-marketer with a large herd of very good customers – nearly 30,000 – providing him with a ten million dollar a year income was seduced by “easy money” from endorsing a multi-level marketing program to his list. All he had to do was sign the letter, mail his list; he got put in a top override position. His second month, his check was over \$30,000.00. I did my level best to talk him out of this, but it’s hard to dissuade somebody who just got a \$30,000.00 check for doing nothing.

I am not, incidentally, opposed to multi-level marketing per se. But in a situation like this, there’s just too much to lose. The odds are overwhelming that today’s hot, new network marketing company will be tomorrow’s dust in the wind. I patiently explained to him a lot of inside information about the network marketing industry I won’t bore you with here, and described for him how his customers would be hurt, and would be angry, and would take it out of his hide, when the inevitable crash occurred. He ignored me. Of course.

About a year and a half later, he had nearly one third of his customers inveigled in this thing. He’d made

nearly a million bucks. It crashed and crashed big. FTC and several states' attorney generals attacked. Bad publicity. Over, overnight. His customers with garages full of inventory. Those making money had been spending it plus some on lavish lifestyles, so Mercedes repo'd, houses foreclosed. His regular business went zooming down the toilet. His reputation in his niche industry, mud. Ultimately, he went back to work in the type of business he'd based his speaking and info-business on, at a much, much reduced income. His story is far, far from unique. I could fill a book.

You must also show discretion in who you associate with personally, because you are in a personality business, and you are expected to be better than the average dog by your customers. You don't want to waste your time, either, by hanging around with losers, whiners, complainers, liars or criminals. No one's subconscious is immune to the negative influences of others.

Conversely, I strongly advocate the mastermind principle. It is smart to participate in formal mastermind groups. I assure you, my Platinum Members and I profit enormously from that mastermind – evidenced by 90% renewal rate and waiting list to join. It is also smart to have (no more than) a few key individuals you carefully select to use as sounding boards, critics, advisors and confidantes. It is usually necessary to utilize some paid consultants as well. Even the Lone Ranger had Tonto.

Chapter 22

Questions I'm Most Often Asked

While I was on the Lowe/SUCCESS tour, it should come as no surprise that countless speakers sought my “secret knowledge” about how they could get on that tour. Some NSA folks who had studiously ignored me for years were suddenly acting like my buddies, with this question as motivation. It was kind of like being a lottery winner; suddenly I had a lot of close friends, colleagues and a few long lost relatives nipping at my heels. One actually had the cajones to try and guilt me into spending a couple hours coaching him in how to do well on the events – free! – since we were NSA colleagues obligated to a philosophy of caring and sharing. Everybody's got a purpose. His was to give me a good laugh.

Actually, I gave just about everybody who asked a straightforward answer about what it took to get on that stage, and to stay there. Nobody ever liked the answer, and many didn't understand it even after having it explained to them. But I will answer it here, just as I have in the past. And it is instructive in a broader sense than just the possibility of speaking on large public event programs.

First of all, you need to understand what the rally is. As I explained it to General Schwartzkopf when he asked, it is a giant Tupperware party, except we sell books and tapes instead of plastic pots. The General Schwartzkopfs are the filler between us salespeople, and the equal of Shamu the Whale at Sea World; Shamu attracts the public to the park, but the money's made at the snack bars, souvenir stands, gift shops and pearl diving scam. The rally is nothing more or less than a sales environment. It is all about selling. It is about nothing else.

Second, the speaker earns his spot based on sales. Dollars per head. Dollars per minute. Just like a product on a store shelf must produce a certain number of dollars per square foot, or be replaced by a different product that can, each speaker must exceed a certain number of dollars sold per minute and per head, or he is gone, replaced by a speaker who can. Nothing else can compensate, nothing else can earn you a spot. Not your academic credentials, not your who's who list of clients, not your content, not your best-selling book. You may be ten times more qualified than I am and twenty times better at the art of speaking, but you still can't get my spot unless you can out-sell me.

Time after time after time, silly speakers kept asking me this question, getting the above answer, then ignoring it and telling me about their schtick or credentials or why they were a better speaker than so-and-so. I told them: don't bother submitting a demo video unless you can send with it proof you can sell. This is very hard for a lot of speakers to accept. Those who can't or won't sell but are otherwise extremely talented speakers find it particularly galling.

I should also tell you that plenty of good speakers, famous speakers and 'NSA names' got to try out on one event and failed miserably. I watched most of them. Many gave great speeches but delivered weak, wimpy, brief, ineffective sales pitches. Better the other way around.

This same reality applies to very lucrative speaking engagements at high-priced, niche market boot camps like many of my clients put on once or twice a year, where there are 200 to 500 people who've each paid \$1,000.00 to \$3,000.00 or more to be there, are very serious students, and trained, responsive buyers. The person putting on this boot camp must put speakers on stage who have authority,

credibility, relevant content and who are good speakers yet all of that is secondary to the question of how well they can sell and how much they will sell. At my Boot Camp for chiropractors and dentists in 2002, for the “head trip stuff” slot, I had my choice of several speakers, each with comparable credentials, comparable content, comparable talent, comparable promoteability and comparable fees. Actually I chose the one with the highest fee. Why? Because all other things being equal I knew he would outsell all the others by a wide margin.

One of the most amazing questions I still get from a lot of people, including some who really should know better is: *how do I get on the speaking circuit?*

I am tempted to advise sticking finger in socket.

To the best of my knowledge, there is no “speaking circuit” per se. There are still some equivalents thereof. For example, most big national associations are on top of fifty state associations, so in any niche, you can create a circuit. My Gold+VIP Member Dr. Tom Orent speaks to the state dental associations. Real estate investment speaker Lou Brown does the local real estate investor clubs that exist in hundreds of cities. Years ago, I spoke to a number of local Direct Marketing Clubs, and to the CEO Clubs. Because doing well with one can get you the others, these can be viewed as speaking circuits, but you are still dealing with fifty different meeting planners. I think the last true speaking circuit left, where one guy books you to speak at dozens of places, is the old Knife And Fork Club. Dinner club meetings in small towns, with an ageing audience. I wouldn't recommend it.

There are, however, very good ways to create your own speaking circuit, which I laid out in Chapter 8.

Another biggie has been: *How do you get an infomercial on TV?*

Answer: get out your checkbook.

Let me tell everybody something once and for all. The success of the Tony Robbins infomercials produced and owned by Guthy-Renker Corporation is a fluke of epic proportions, like Clinton telling the truth, or finding a lawyer with a conscience. There were a lot of helpful factors converging at just the right time to make that occur, and the chances of doing it again are slimmer than that anorexic actress from Ally McBeal. My advice is to purge your mind of being the next Tony Robbins. And for crying out loud, do not come calling telling me how much more expert you are at NLP or how much better credentialed you are, thus how much more deserving you are of the TV showcase than Tony. Save your breath.

If, however, you have a “hard” topic, like, say, getting rich in real estate, mail-order, worm farming, stock trading, etc., and all the other components needed for TV, maybe. But then you need to know this: deals where somebody else puts up all the dough and does all the work and makes you rich and famous are as rare as a gentile at a Jackie Mason show. Realistically, you need \$100,000.00 at barest minimum to \$250,000.00 to get in the game. If you can't risk those kind of marbles, and graciously take the loss if it happens, stay on the porch. You should also know that it is extremely difficult to eke out front end profits. That means, most shows you see, especially in the “information” categories, lose money on every initial sale; they buy the customer; profits usually come from very strong telemarketing sharks, inbound, up-selling, and outbound, selling high-priced somethings.

A lot of people ask how I can be so prolific, how I get everything done. They note that I write and put out my 8 to 16 page 'NO B.S. MARKETING LETTER' every month, the extra Gold Members' materials, on average, write at least one book a year, travel to speak and consult (but less and less), grind out sales letters for my own purposes, and do a massive amount of direct-response copywriting for clients. Currently I am juggling eight such projects. On top of that, the days devoted to scheduled coaching, and the nitty-gritty grunt work of business, like paying bills. Many tell me they just can't get a newsletter out every month.

I'm amused by the question, and by others' low output.

First, though, to factually and fully address the question – *how do I get everything done?* – the answer should be obvious. I don't. And I constantly remind my single, swamped staff person, the day we do have everything done, we're done, period. I am always chasing deadlines, juggling priorities, robbing time from Peter to pacify Paul. There must be more work coming in the pipeline than I can handle; if I slow the flow to get caught up, by the time I am caught up, the flow will have gone elsewhere.

Second answer: I work against client-imposed as well as self-imposed deadlines. The only certain inspiration is the deadline.

Third answer: I work. Hard. A lot. Earl Nightingale made a recording in the 60's about the folly of the man who comes home and flops into his chair, tells his wife he's tired – because that's what he heard his father say when men actually did work hard for a living. He was right, and I wonder what he'd think now. Most people I observe

wouldn't know how to put in a real day's work if a million dollars was at stake.

This isn't anything new. When I got out of high school and had my first, last and only job as a territory sales rep for a book publisher, I got a call from the national sales manager asking me to slow down on opening new accounts because I was making all the other veteran sales reps look bad.

I'll tell you who works. The men and women who work for my racehorse trainer at the track. Work starts at 6:00 AM, six days a week. It is tough, physical labor. In bitter cold in winter. Sweaty heat in summer. The folks who care for the horses stop work between noon and 1:00 PM most days, but start again at 5:00 or 6:00 PM on race nights, five nights a week. They finish at 10:00 PM, 11:00 PM or midnight, depending on what races their horses are in. Then they start again the next morning at 6:00. Most speakers I know wouldn't last a week.

A divorced woman with two kids and no money, who works an 8 to 5 factory job all day, then takes care of kids and house at night. She works.

Most speakers think they've worked by giving a two hour speech. They're full of baloney about all the energy and focus that requires. Pfui. Let 'em go put rivets in car doors in a factory all day, then pick up two screaming urchins from day care, hit the grocery store, cook dinner, make the kids do their school work, clean 'em up, and get 'em in bed, then tell us how tough giving that keynote speech is.

Well, I work. Most mornings I am up and at work by 6:00 AM, no later than 7:00 AM. I write for my projects for at least an hour, then turn to client work, FAXes, phone

calls, whatever. Many days I work straight through to 5:00 PM or 6:00 PM. Some days, an hour nap. I work about half the weekends. I even program my subconscious to write ad copy while I sleep. There's a word for this: discipline.

We have become the least disciplined society anyone could ever imagine.

I've seen the way most people supposedly "work" in their offices. They wander in with no pre-determined list of priorities to tackle. They get coffee, yak with others, find jokes on the Internet, wade through e-mail jokes other bums sent them. Oops, time for a coffee break.

They're also very reactive, not proactive. They stroll in, then deal with (give time to) whoever and whatever pops up. A phone call. A drop-in. A FAX. The mail. I have phone messages from a month ago I haven't returned, correspondence and FAXes with cobwebs on it. I do the important stuff. Everything else – well, it's a variation on an old Rich DeVos quote: "dust keeps." Nobody else ever imposes priorities on me, except maybe some government agency. Oh, and by the way, in case you had any doubt, the "A" list around here is: people calling to give me money. (Years back, I got to be friends with a psychic. He was asked how he chose the written questions submitted by the audience that he would answer. He said: "I answer the ones with five dollar bills folded up with them first, the others if time permits.")

Some spend a crap-load of time in meetings. What the devil is everybody meeting about, anyway?

I get more done by 8:00 AM than most do all day.

I also actually know my stuff. I had somebody insist it took them 40 hours to write a newsletter and 16 hours to prepare for each speech. I said: try a topic you know something about. That speeds things up dramatically.

You can delegate a lot of raw material gathering, rough draft work. I rarely do, but some of my clients do it a lot. If you have a college in town, there are interns. If you want writers, a classified ad in your local “alternative” weekly newspaper’ll bring them to you in droves. And you can get good ones cheap. Or a little “secret” a lot of my clients are using to get all sorts of work done on the cheap is on line, www.elance.com. You describe a project and put it up for bid. A lot of the “freelancers” competing for work are highly educated, capable folks stuck in Godforsaken places like the Russian provinces. \$5.00 to them is a lot of moolah.

Speakers whine, “I just can’t work on the road.” Geez, they’ve got enough whizbang technocrap to run the military. Palm Pilot, laptop, modem, Internet hook-ups, cell phone that takes pictures, umbilical cords running everywhere – hasn’t that helped? Nope. All the gadgets in the world can’t instill discipline.

Of course there ARE tricks to being prolific. I recycle a lot. My Members send in a lot of stuff. I use sales letter templates. But the real secret is that I work, a lot of the time protected from interruption.

Chapter 23

Backstage With Kennedy's People

A lot of people, including a lot of speakers, ask me a lot of curiosity questions about the other speakers I've worked with, and about my clients. I'll answer here, about as many of the most interesting ones space permits. I will omit more than I mention, and if you are "omitted" and reading this, you shouldn't take it as a personal slight. On the other hand, if you're included but offended, tough.

So, in no particular order....

First, from our world:

Because of the Peter Lowe/SUCCESS tour, I appeared on over 170 programs with **Zig Ziglar**. Zig and I didn't spend a lot of time together – he usually spoke early in the morning, and was gone to the golf course or next city before I even meandered over to the arena from the hotel late in the afternoon. We had a few meals together, shared a few rides to airports, went to lunch with a long-time client of his in Canada once, and spent some backstage time. When the first in the series of my four "No B.S." books came out, we had a rough spot; Zig viewed the slang as offensive, profane and unacceptable in the evangelical Christian environment of the Lowe events and tried to get Peter to dump me off the tour. I prevailed, bluntly, only because of the money I made for the house, and secondarily, a good relationship with Peter. Later, Zig's feathers un-ruffled, and we became friends. I never held it against him, because unlike most people I know, I think Zig honestly and genuinely believes his schtick and lives his beliefs, and while I may differ, I respect that. Overall, Zig has been good to me, and has, on numerous occasions, told people I am the best platform salesperson he has ever seen.

Zig, of course, is an icon in our business, of decreasing fame in the general population, even in the sales population, as he ages and to younger people seems antiquated. I first saw Zig speak at an Amway event when I was a teenager, was completely mesmerized not by his message but by his sales prowess, awed by the buying stampede, and first began having thoughts of “doing that for a living”, whatever the dickens that was. You could say Zig has some responsibility for my being a speaker. Incredibly, two decades later, we shared the platform.

For the nine years I did the Lowe events, Peter, Zig and I were the only constants on all events in every city. All the other speakers changed or rotated.

Zig is a consummate pro, both as speaker delivering core message, and as platform salesperson, delivering commercial message.

Jim Rohn appeared on some Lowe events, I did a Canadian tour with him for another promoter, and I hired Jim to speak at one of my annual SuperConferences for my Kennedy Inner Circle Members. Again, I first saw Jim speak when I was a teenager. In his genre, I believe Jim delivers the best, most interesting, most original content of any speaker, period, and I have personally benefited enormously from listening to Jim on tape over decades – and I still listen. I teach his “if you followed a super-successful person around....” material (always giving credit), and I use as selling schtick his factual observation that you can judge the size of a person’s bank account by the size of his library. Poor folks have big TV’s and no libraries, rich folks have big libraries. It’s not coincidence. Anyway, it was a real privilege to work with Jim. He is an authentic, genuine individual. The classiest guy in our business. He’s also a powerful speaker with a very unique style. And he is one of the very, very, very, very, very, very

rare speakers who can sell a ton of product from the platform without a lengthy, sophisticated, heavy-handed close.

Tom Hopkins was a bit of a problem for me on the Lowe events. Even though we live in the same city, I'd met Tom only once, and never see him speak. By pure coincidence I assume, his platform selling style and mine were very much alike. If he was on too close to me, my sales suffered. It was best if he was on in the morning, not the afternoon. When we realized it, Tom went out of his way to be gracious and helpful; he always urged the audience to stay until the very end of the day to hear me. He had no reason to take minutes to do this, no incentive and no reward.

I have heard a lot of criticism of Tom as a speaker, and of his content. People, especially jealous and ignorant peers, tell me and others that Tom is an empty suit, using an antiquated speaking style, and that his content is also antiquated and simplistic. I think the critics are fools. For the record, far too many speakers are so interested in impressing people they forget about influencing people. They want to show off their vocabulary, their cutting edge, frequently up-dated content, and they consequently operate at a level so far out of sync with their audiences they have zero impact. Impressing audiences may feed a speaker's hungry ego, but that's all it accomplishes. My own success multiplied the more I simplified (dumbed down, if you like) my presentation and made direct-response marketing as substitute for prospecting for salespeople or advertising for business owners understandable. Yes, Tommy teaches "sales 101." 99.5% of all salespeople haven't mastered 101 yet. They don't need NLP psychobabble, adaptive sales strategies linked to prospects' personality styles, or other complexities. And as a speaker, Tom is as effective as anybody, more effective than most, if you measure

effectiveness – and influence – the only accurate way: the percentage of the audience willing to invest their own money in taking more of Tom Hopkins home. Put Tom in a platform selling contest with other sales trainers who teach more sophisticated concepts, and Tom'll outsell them all.

Nido Qubein and I have a long relationship. Nido stood by me in unique ways when I was the CEO of the embattled, money sucking General Cassette Corporation, and quite literally under attack by many prominent NSA'ers (most of whom owed General money). He took it squarely on the chin from one of the most prominent CPAE's whose name you'd almost certainly know, who called Nido and told him "If you keep doing business with Kennedy, our friendship is over, and I will end my involvement with NSA." I have never forgotten it.

Frankly, Nido is challenging to do business with. He is so smooth and suave and gracious, you can pull a bloody stump back and not realize it for quite some time. He is 110% out for Nido's interest. But that is business. Even having been in a couple such situations, where he – ever so graciously – let's say, weighted a deal very heavily to his advantage and was opportunistic about vulnerabilities on my side, I do not begrudge his doing so. Nido is also, as everyone knows, charitable, becoming philanthropic. He has done a great deal of good for the speaking profession, and for NSA. I have, on two different occasions, hired Nido to speak, and he is a masterful speaker. An even better marketer and self-promoter. I have learned extremely useful things from Nido, and would advise studying him very closely if you have interest in leveraging speaking for maximum, diversified financial gain.

Somers White is one of the sharpest people I've ever worked with, and I have referred a number of my clients and Platinum Members to him for his consulting on

business and personal finance, management, business strategy and similar matters. Many speakers are familiar with Somers' giant, by invitation only meet-n-greet dinners, usually held the evening prior to the NSA convention. I've been fortunate to be invited to three, and am in awe of the strategy, his smooth implementation of it – and how rarely anyone “gets it” and copies it in their own market(s), for their own purposes. As a consultant, Somers has helped a large number of speakers become real businesspeople, and get their speaking careers properly organized and targeted at responsive markets.

Bill Brooks has been a friend of mine for a long time, and we have done quite a bit of business together. I have hired him as a speaker. He has hired me as a consultant. He was a founding investor in acquiring the Psycho-Cybernetics intellectual properties. Bill will be the first to tell you, changes in his business have been strongly influenced by my relentless nagging concerning the ratio between manual labor money vs. product and passive money. He has built one of the most sophisticated speaking, training and product businesses targeting big corporations of anybody in the NSA world, past or present. He still works too hard, in my opinion. And he has neglected the development of end-user customers, which I insist is a major flaw and weakness. But otherwise, he has a very successful business that a lot of speakers could learn a lot from studying. He is also one of the straight shooters. His handshake's as good as a 50 page contract. He won't bullshit you. He is for real. He also has really great content. He has traveled from entering speaking as an ex-coach, with some rather simplistic material, to investing heavily in developing very advanced sales skills content that companies can justify spending large sums of money on.

Mark Victor Hansen is one of the five best platform salespeople in America. He is also a tremendously

entertaining, mind-expanding speaker. Like me, he has had his past skirmishes with NSA, been woefully underestimated by many, and infinitely more successful than most of his critics. Mark and I started in speaking in the same year, and our paths have crossed off and on over the years in different ways. We've been on programs together as speakers, I've hired him to speak at my events, I've been hired by him for consulting projects. I like him personally a lot, and thoroughly enjoy the occasional opportunities we get to brainstorm together. I know quite a few people who jealously look at the 'Chicken Soup For The Soul' thing as some kind of lucky fluke, an undeserved success, but nothing could be further from the truth. Mark (and Jack Canfield) sacrificed an enormous amount of income early on, to drive that project, and they have earned every ounce of that success. It is also a wonderful demonstration of what I teach as the Tom Sawyer/Paint The Fence business strategy: getting others to cheerfully, eagerly do your work for you.

Brian Tracy, like Earl Nightingale was, is a master gatherer and assembler of information. Given the massive quantity of product Brian has put out and continues to put out, the rest of us don't actually *need* to say anything. Brian's said it all. I've worked with Brian on the Lowe/SUCCESS events, several other gigs, and hired him to speak at one of my events as well. Brian is a consummate pro who takes every aspect of speaking and his business very seriously. Usually, backstage, he's preparing, tweaking his presentation. In conversation, he's a note-taker, capturing ideas. Brian is also a very capable, very successful platform salesperson.

Mike Vance is arguably the most interesting, dynamic, enjoyable speaker in America, with the most original content. Mike is speaking for me at my April 2003 Alumni Summit (for 200 or so Inner Circle Members

who've attended prior years' boot camps), and has spoken at my events on two other occasions. He was a close personal friend and associate of Walt Disney's, developed Disney University, led the creative development team for Epcot, and his "Adventures In Creative Thinking" audio cassette program is the all-time best-selling program in that topic category. I use some of Mike's techniques in my business, such as "Displayed Thinking". Frankly, there aren't very many speakers I can listen to anymore without quickly losing interest, but I still haul out my Vance tapes and go back through them from time to time, and always stay engaged, and usually extract value. If you have not seen Mike work, you have missed seeing a truly great speaker with a unique style. We may have Mike at our 2004 Member/Customer Appreciation Event, and if you're an Inner Circle Member, you'll be invited. Mike's unique in the platform selling category too. He is the only speaker I have ever seen who gets a stampede and very good sales numbers without a hard pitch. It is the evidence of the exceptional rapport he creates with the audience and the originality and intriguing nature of his content. No speaker ought to try selling this way, but it is something to see.

Charles 'Tremendous' Jones broke my eyeglasses at a Parker chiropractic convention in Las Vegas, when he ran at me from across the room, jumped at me and gave me a bear hug that'd make a wrestler proud. Be forewarned. He's a hugging son of a gun, and he ain't petite. Charlie is a wonderful guy, and one of the "classics" of speaking. He's a great humorous storyteller, and every speaker should listen to all his tapes to learn that skill. I might add, I find a lot of speakers ignore "old-timers" like Charlie, Bill Gove, Charles Jarvis, the late Ira Hayes, I guess thinking that they are no longer relevant. But these guys are the 'Sinatras' of speaking. They mesmerized and (except Ira) can still mesmerize audiences with no damned Power Points graphic presentations or laser light shows or other

gimmickry. In raw performing ability, they outshine almost every contemporary speaker I know. Oh, and if you really want to know how to use “graphics” effectively as a speaker (rather than being an empty suit with a Power Points presentation a trained chimp could deliver), you’ll study my good friend Herb True.

Cavett Robert was one of the nicest men I have ever known. I produced all of Cavett’s tapes for several years while I was running General Cassette. Sometimes he drove over in his pick-up truck and loaded up himself. Not an ounce of ego in this guy. A master of language and extremely polite. When I was barely started in speaking, Cavett came, watched me, visited with me and advised: “With your knowledge of marketing, you need to be careful about promoting yourself too much too soon or you’ll just speed up the rate at which the world finds out you’re not very good.” I got that message. Cavett also taught me that if it’s new *to them*, it’s new, which is a very important lesson. Early on, I thought Cavett’s advice that it’s easier to get a new audience than to get a new speech was rather antiquated, even lazy, but I later discovered that it was the only smart way to make maximum money from speaking. And for the past 12 years, 80%+ of all my speaking work has been delivering the same, single speech. Preparation, for me, is tying a necktie. Thank you, Cavett. As you probably know, NSA’s highest award is named for Cavett, and there’s a Cavett statue, like the Oscar. However, it was my observation, and is my opinion, that NSA treated Cavett rather shabbily in his late years, and that grated on me then, still irritates me when I think about it.

Far too many people ask about **Tony Robbins** to omit him. But, as the old saying goes, momma always said: if you can’t say something nice, don’t say anything at all – and that severely limits my public commentary. I spear-headed a joint project for Entrepreneur Magazine and

Guthy-Renker Corporation, including an info-product called "The Be Your Own Boss System", which included me, Tony, Fran Tarkenton and Entrepreneur's columnists. An attempt to ride the coat tails of the first of Guthy-Renker's shows featuring Tony, hosted by Fran Tarkenton. I've also done some consulting with Guthy-Renker on over half of all their output, including the Tony shows. I knew a great deal of inside information albeit second-hand information about him, and knew of countless problems, but had never met him until he came on the Lowe/SUCCESS events – where his multi-year contract abruptly ended after just four disastrous cities. Even knowing what I knew, I was not prepared for --- well, that's all I can say. There's no love lost between us. He'd have nothing warm to say about me either. However, I do have a few, if somewhat back-handed compliments. First of all, although people ignorant of our business' history, think he's doing something new and revolutionary, he isn't; he's treading very well-paved roads; but he does do it with incredible charisma and selling power. Whether on stage or on TV in one-on-one interviews, he is incredibly convincing, riveting, and masterful at crafting and repetitively delivering simple, understandable, appealing promises. He is one of very, very few to ever succeed selling self-improvement in infomercials, and alone in doing so in home shopping TV. He has achieved a level of mass public recognition unmatched by any other speaker. No one can take away from this. And for this, he is worthy of study. Second, he has done a lot of good and continues to do a lot of good by introducing "virgins" to self-help, who would otherwise go their full lives without ever once giving it a fleeting thought.

Then we come to the Shamu The Whale speakers of the Lowe/SUCCESS events. By that I mean the celebrity speakers whose purpose is to draw everybody into the tent. At Sea World, folks come to see Shamu, then the money's

made at the souvenir and gift shops, food courts, extra price side shows. At the SUCCESS events, they came to see the Shamus, but all the money was made on the backs of the speakers who sell. For about two years, the last famous speaker before me at most of the events was **General Norman Schwartzkopf**, and at the first one he was on, he asked me to explain the business to him. I explained to him that he was Shamu. I also told him he got his paycheck handed to him but I had to go get mine piece-meal, a little bit out of each person's pocket, so if he went 15 minutes over his allotted time and restless folks left before I spoke, he got his full pay that day but I didn't. To his credit, he got it, found it funny, and always finished precisely one minute early, and nodded or pointed at his watch as he passed me coming off stage. He seems to be what you've seen on TV: a pleasant, likeable guy who is very smart, very capable, probably tough as nails when need be, and would have made one helluva great President. I enjoyed my backstage time with him thoroughly. He's also a very good speaker and his spiel on leadership is good content.

For the last three years or so I was on that tour, in most cities, I followed **General Colin Powell**. He is a very gracious, classy, pleasant guy, like General Schwartzkopf, with no pretensions, ego crap. But I can tell you an odd little secret about him. You'd think a military leader would be precise about time, but Colin was absolutely incapable of finishing his speech on time. The a/v crew and I had a little betting pool at each event; we each bet on the number of minutes Colin would go over, winner got the pot. And I began razzing him about it. For Christmas, the a/v crew got him the 'Time Management For Dummies' book, and each year I got him a different, really horrid or goofy clock. One year, a big wall clock with all the numbers fallen to its bottom, emblazoned with "WHO CARES?". Another year a tacky Buddha guy with a clock in his fat stomach. An

outhouse with a clock in the toilet seat. He took it all well, and sent me a dynamite-stack clock as a gift one year. This year I got a note saying he no longer needed the clocks, because he finished on time since he wasn't being paid by the word. He also was very gracious about urging the audience to stay and hear me – and I noticed, the more minutes he went over, the more he urged them to stay put. Even the mighty can be motivated by guilt.

President Ronald Reagan was an amazing speaker. I talk about him elsewhere in this book, so I won't be redundant here.

President George Bush and Barbara Bush were both on the SUCCESS events a lot. George pretty much kept to himself, although always pleasant. Barbara was much more out-going, gregarious, and very, very funny. If she weren't the former First Lady, you might call her, with affection, a "great broad." I'll bet she'd be great fun to hang out with and have a few beers. I'm told that Barbara's fee was \$5,000.00 higher than George's, which she explained was fair because he'd never been able to hold a job but she'd kept her job her whole life. Everybody's got schtick.

I have met and been around a few top criminal attorneys --- uh, that doesn't mean they are criminals; it means they often defend people alleged to be criminals. Very thin line. Anyway, I've been around the late Belli, F. Lee Bailey, Alan Dershowitz and **Gerry Spence**. For those of you who don't know, he's the silver haired "simple country lawyer" in the buckskin jacket. If I was ever in really deep trouble and had the dough, I'd want to bet on Spence. He is a mammoth ego on wheels, and will not tolerate not being the center of attention, but to give credit where it's due, I've never seen anybody with as much *power* as a communicator and persuader. I highly

recommend his book, '*How To Win An Argument Every Time*', by the way.

Johnny Cash was one of a surprising number of entertainers who were actually afraid of going out on stage and speaking. For these folks, Peter and I figured out the interview format; Peter on stage with them, both sitting down, Peter interviewing them. Johnny said he needed his guitar with him, in his hands, to stay calm, even though he never used it. He was very clearly way out of his element and uncomfortable, and I actually felt badly for him.

I am a total sports freak, so getting to spend time backstage with the sports stars was, for me, a big perk, and I took every advantage of it, although I rarely pestered them for autographs and now wish I had. **Joe Montana** appeared with us both in San Francisco and Kansas City, and was a super nice guy, but far more interested in talking about business than football. Joe is a real entrepreneur, into everything from a beer distributorship to venture capital brokering. **Tom Landry** and **Jimmy Johnson** are polar opposites in personality, and I imagine, in coaching style. **George Foreman** was one of the nicest, most personable, happiest athletes we ever had on the events. Glad to be there and friendly with everybody. George has since gotten very, very, very rich as a TV infomercial star and spokesperson with Salton, for all the grills, and now has signed with Archer Daniels as spokesperson for their lean, healthy food products. He told me he totally screwed up during his first boxing career by not using that stage to position himself as a super likeable guy, to be commercially viable; when he mounted his comeback, he very deliberately used it to showcase the new, warm, happy, funny George Foreman with every intent of becoming a much-in-demand commercial spokesperson.

Mary Lou Retton was with us nearly from the beginning and did a lot of the events. I believe she was the only speaker to be on stage when an audience member had a heart attack – which made me mutter, ‘Better her than me. She’s not selling.’ She actually is just as “perky” in person as in media. The all American girl, circa 1950. A pro. Always well-prepared, a good speaker.

Then we had big-time entrepreneurs, like **Ben & Jerry** of the Ben & Jerry Ice Cream and Socialist Propaganda Company, **Jim McCann** from 1-800-Flowers, and **Debbi Fields** Of Mrs. Fields Cookies. Debbi got better and better as a speaker and really had something significant to say to entrepreneurs. And she was incredibly gracious to everybody. Brought packages of cookies and brownies for every one of the other speakers. Once had the entire crew over to her house. I regret not getting over there early enough to meet and hear Jim McCann. His has been an extremely well-run company. He and I’ve exchanged some correspondence and he reads my newsletter. We also had **Mark McCormack**, the super sports agent (on which ‘Arless’ on HBO might be based) who was the busiest person backstage I’ve ever seen, phone calls, assistant on the phone. Looked stressed out to me.

We had broadcasters, like **Willard Scott**, **Paul Harvey** and **Larry King**. Willard Scott is a great guy. I think NBC has been stupid in pushing him out of the Today Show. One bad thing: he is addicted to White Castle hamburgers, and in one city, got a big sack of them, so the limo stunk of grease and onions all day. Larry is a very funny speaker. If all you ever see is him as interviewer on his CNN show, you can’t imagine how good he is on stage telling humorous stories. The speaking-for-the-Mafia story is priceless. Conversationally, he’s very quick. I was once suggesting that if they had a very slow news week, I might

get on his show. “Your topic? No,” he said, “but if you shoot both your parents, you’re on.”

From the world of direct marketing, I have worked with every one of the top dogs, although none ever spoke at the Lowe/SUCCESS events. **Joe Sugarman** has spoken at my events, and I was a guest speaker at his last \$10,000.00 per person seminar in Hawaii. Joe is an amazing guy. A direct marketing pioneer, essentially “The Sharper Image” long before there was a ‘Sharper Image.” Joe was actually the first guy to take credit card orders via an 800 number, from magazine ads. His book “TRIGGERS” is must reading for anybody in marketing or sales – and that’s you. I spoke at three of **Gary Halbert’s** \$7,000.00 per person seminars in Key West, and Gary has also spoken at my events. Halbert is a direct marketing icon. And the eccentrics’ poster boy. When – or if – you can get him focused and working, pound for pound, he’s the best ad or sales letter copywriter, period. I have him to thank for being awakened to getting royalties, not just fees, as a copywriter, which has put well over a million dollars into my coffers I’d have never seen otherwise. **Ted Nicholas** is best-known as author of a self-published, million+ copy best-selling book “*How To Form Your Own Corporation Without A Lawyer.*” Ted is an absolute wiz at selling books via print ads, card decks and direct-mail. Again, I’ve spoken for, and done consulting for Ted, and had Ted speak at my events. Another top copywriter only recently turned speaker, who spoke at my last-ever Copywriting Boot Camp, is **John Carlton**. John is, by preference, a reclusive sci-fi writer, rock ‘n roll musician, and not naturally suited to speaking, yet he’s great on stage, and delivers very valuable content.

Amongst my clients and Platinum Members, the platform selling champion is **Ron LeGrand**. It is routine for Ron to have \$100,000.00 to \$200,000.00 days, as a

guest speaker at all kinds of seminars and events, even unlikely situations – Ron speaks about getting rich in real estate, and he recently had a big sales day speaking to auto repair shop owners. No speaker’s education in selling from the platform is complete without studying Ron. Not long ago, I was in the “faculty” at a one time only boot camp Ron put on for speakers exclusively and entirely about platform selling. It cost \$10,000.00 per person to be there, and the 100 or so there got the bargain of a lifetime – but you can get the entire boot camp on CD’s and videos for \$2,995.00. Call Vicky at my office, 602-997-7707, or FAX a note to us at 602-269-3113. Mention that you have this book for a \$500.00 discount. Don’t be cheap about this: recouping \$2,995.00 via improved platform selling effectiveness is cakewalk. You should recoup in one gig.

Women speakers have tough challenges. We never found one, of many tested, who could produce good sales numbers at the SUCCESS events. In another, similar rally environment, the only woman speaker I ever saw hit respectable numbers was **Lee Milteer**. And I’d rank Lee and **Pamela Yellen** as the two best speakers who speak to sell from the platform. In the real estate industry, **Danielle Kennedy** (no relation, although we once were assigned the same hotel room) is very good. The first problem faced by women speakers with mixed gender or, worse, predominately male audiences is that they start with a statistical disadvantage vs. a male speaker, comparable topic, comparable skills; some men will not buy from them just because they are female; few females won’t buy from men. If women speak to audiences of women, they suffer price suppression; I have abundant evidence that women are far more resistant to high priced info-product packages than men. Also, women in audiences are very judgmental about the woman speaker’s looks, dress, shoes. Men couldn’t tell you what a male speaker was wearing five

minutes after the show was over. *Shoes? Yeah, he had some, I think.*

I worked with **Joan Rivers** on several projects, including a speech, and speaking. At the risk of offending a whole lot of people, the really blunt truth is, I don't like very many women. Especially in business. I strive to avoid getting them as clients. But I genuinely like – and respect – Joan a lot. Although she is 'difficult', it was great working with her, and I'd leap at a chance to do it again. By the way, she is THE best female salesperson I have ever seen. You ought to watch her work on QVC.

Fortunately, I haven't worked with – and never hired – a really bad speaker. On the SUCCESS tour, the two worst that I followed, from my standpoint, were **Mikhail Gorbachov** and **Mario Cuomo**. Gorbachov because he read his speech in Russian monotone, and there was a translator. People left in droves after his first few minutes; to me, wallets walking out before I could get into 'em. Cuomo because the audience hated him AND he went over his allotted time by an amazingly piggish 25 minutes. Just when I think I've seen every way a liberal politician can steal money from me....

Chapter 24

A Look Inside My Business

Speaking has long been ancillary for me. I have never actually worked very hard at promoting myself as a speaker – never for example, had a staff person dedicated to this, anyone cold calling meeting planners, mailed association executives. And very early, I recognized that speaking was only useful as a means of obtaining end-user customers, in effect, a media.

For some years, my speaking engagement mix was relatively typical; a combination of state and national association, corporate clients, public promoters' seminars, and the occasional client's specialized boot camp. The only commonality, an audience suited to my marketing-oriented information. I grew increasingly selective, choosing audiences likely to produce good customers.

The nine years on the Lowe/SUCCESS events provided 20 to 28 engagements each year in front of sizeable, ideal audiences, thus diminishing my interest in other gigs, although I still averaged 20 to 25 association and corporate engagements.

Most recently, nearly all my engagements are at specialized, niche industry boot camps put on by smart, sophisticated information marketers, most of whom are also consulting clients of mine and/or Platinum Inner Circle Members. My 2002 speaking schedule was comprised exclusively of such engagements.

As I am now about a year away from semi-retirement, I have little interest in other speaking engagements. If something interesting and lucrative comes along, I may not turn it down. But I'm not hunting at all.

I would like to take you through the evolution and change in my own information businesses, driven, in large part, by my speaking as the customer acquisition engine, from inception to current status to future. There are, I think, lessons to be learned, plus this overview of my business may help make other parts of this book more easily understood. While some of this is referred to in another Chapter in this book, I think it is so important to understand how you move the audience member through the initial transaction into an on-going, direct, profitable relationship, I want to go into my model in even more detail here.

From the beginning, my information business was quite limited. Individual, stand-alone products, mostly audio cassette programs. It wasn't until the late 80's, I began to understand continuity and, regrettably, I didn't fully grasp its importance until about five years ago. Had I known what I now understand about that subject alone – and acted on it – 20 years ago, I'd have at least 10 million more dollars parked in the bank than I do. I also only slowly grew to understand how elastic price can be in this business.

By the early 1990's, I had arrived at a business model that was really working, in terms of immediate or short-term profit and income, and wealth creation. In simplified terms, it was to use whatever means or media available to drive customers into a single funnel. So, speaking and selling product on-site, or acquiring leads from my books in bookstores, articles, whatever, the first and foremost purpose was to convert them to newsletter subscribers. In short order, I changed “subscriber” to “Inner Circle Member”, and “members” became the foundation of the business. All back-end business was focused on and conducted with members, via the newsletter as well as separate mailings, and later, e-mail, web sites and

tele-seminars. By back-end, I mean selling additional products, services, seminars and boot camps, others' products, utility services (like 800#'s for recorded messages), and, eventually, coaching.

In its early, simple, by today's standards, primitive form, a predictable set of financial numbers emerged. For example, each member was worth, on average, \$300.00 a year (after their first purchase). That meant it required 1,000 active members to provide \$300,000.00 gross; 3,000 to get close to my million dollar a year objective. I've since had as many as 5,000 active members in place at any one time, although the average has been about 3,000, until very recent decline (planned), for reasons I'll get to. The important point is that I had a mathematical formula to rely on, in evaluating my status and progress on a day-to-day basis. I also knew other statistics. For example, conversion of 20% of on-site product buyers at a speech to members via subsequent direct-mail. Given these two stats, if I spoke, and sold product to 100 people, I knew 20 would become members, each worth \$300.00 in the ensuing 12 months; \$6,000.00. I had current, "today" income from my speaking fee and my on-site sales, but I also knew what future income I was posting for the next 12 months – and, as soon as I had a reliable renewal stat – the year after that. I want to point out to you that very, very, very few speakers have a business model as good as this or any other systematic means of accurately forecasting future income and business value. (In the most recent years, the average annual value is \$500.00, thus 2,000 equals a million dollars.)

Over about 5 years, I built up over 40,000 customers – meaning individuals buying one or more products after their first transaction – and about 5,000 members.

In 1999, as one of the first of a sequence of steps toward semi-retirement, I divided the business, and sold the product business to a client of mine, Michael Kimble, at Group M Publishing in Austin, Texas. What I sold: exclusive worldwide rights to all my existent products, some out-of-print product and a certain agreed upon number of products to be developed, except for rights to those same products for my sale at speeches, my arrangements with Nightingale-Conant, a couple other “carve outs”; rights to all my marketing materials; certain rights to use of my name, likeness; and, of course, the 40,000+ customer list. What I kept: my Inner Circle business, at the time consisting of Silver Members (newsletter subscribers) and Gold Members (newsletter+ tape-a-month). I was able to go from four employees to only my wife and I, I received a substantial sum, some on-going royalties tiered down over time, and a consulting contract. I want to point out that few speakers ever develop equity in a saleable business, because they do not understand or use a business model like mine.

With that in mind, let me set aside the chronological account for a moment, and clarify, and emphasize the matter of “customers.” I do not mean “clients.” Not the executives or meeting planners who hire you to speak. The only type of business speaking can build that has any value separate from speaking is based on end-user, individual customers who spend their own personal money buying information products and services from you, repeatedly and/or via continuity, without requiring you to again step to a stage in front of them. For the sake of easy understanding, we will call them “Rogers.” Each Roger you own is a valuable asset. Early on, I determined each of my Rogers was worth \$300.00 a year. Now it’s \$500.00. Your Roger might be worth less or more. Whatever. But the point is, you NEED to amass as many Rogers as you can – or at least, as many as you need to meet your income and wealth

goals. **If and when a speaker really, totally gets this – which is rare – his entire approach to speaking changes, as he focuses everything he does on the acquisition of Rogers, and seriously questions the wisdom of doing anything that does not add some Rogers to his collection.**

The ONLY question of the day is: *how many Rogers will I bring home in my gunny-sack by nightfall?*

Back to chronological account:

The Lowe/SUCCESS years were a huge boon to me in acquiring Rogers. Without that happening, I would have had to do many more speaking engagements and, probably, invest in other media, in order to amass the number of Rogers that I needed – but rest assured, I still would have done so. And you can too.

Also, over time, as I mentioned, the yearly value of each Roger increased, as I got smarter and smarter about maximizing that value. In my Inner Circle business circa 2001-2002, each Roger is worth not \$300.00, but \$500.00. The value increase has come from a myriad of sources, including price increases, better renewal retention, continuity, addition of telecoaching programs, better boot camp income, and joint ventures. I believe the per-year value of Rogers in my business can top \$1,000.00.

My Inner Circle business' info-products are packaged and presented as membership levels. For a long time, Silver and Gold, with Gold sold only as an upgrade to Silver, sequentially. Today, I often sell Silver or Gold as an A-B option, up front. You can, in fact, enroll in either at my web site www.dankennedy.com. And, with the dramatic reduction in my speaking as the main media, we currently get over 30% of all new members online. Once I

determined to exit the Lowe/SUCCESS tour and take fewer speaking gigs of other types, I faced two challenges; one, finding replacement means of putting new customers into the top of my funnel, and two, replacing speaking income with something else not requiring travel or a lot of marketing which, in turn, requires staff or infrastructure. It's at that point that I created a third membership level, Gold+, which includes everything in Gold, plus telecoaching. Next, a fourth level, Gold+VIP, which is Gold+ with three two-day mastermind meetings in my home cities during the year. Currently, Silver is \$229.00 per year, Gold \$549.00 per year, Gold+ \$3,300.00, and Gold+VIP \$6,500.00 (and there are numerical limits on Gold+ and Gold+VIP). To further help you envision these info-products, I've given a bit more detail below:

SILVER

The No B.S. Marketing Letter, monthly
Periodic open Call-In Days

GOLD

The No B.S. Marketing Letter, monthly
Marketing Gold Newsletter, monthly
Periodic open Call-In Days with Gold-only hours
Gold-Only web site with resources
Four books a year
Marketing Gold Interview Audio Tape, monthly

GOLD+

The No B.S. Marketing Letter, monthly
Marketing Gold Newsletter, monthly
Periodic open Call-In Days with Gold-only hours
Gold-Only web site with resources
Four books a year
Marketing Gold Interview Audio Tape, monthly
15-Minute Private Telecoaching Session, monthly

GOLD+VIP

The No B.S. Marketing Letter, monthly
 Marketing Gold Newsletter, monthly
 Periodic open Call-In Days with Gold-only hours
 Gold-Only web site with resources
 Four books a year
 Marketing Gold Interview Audio Tape, monthly
 15-Minute Private Telecoaching Session, monthly
 (except months with meetings)
 Three 2-Day Mastermind Meetings per year
 One "Field Trip" per year
 Weekly FAX

In the future, Gold+ will switch from one-on-one telecoaching to group delivery, i.e. conference calls, with the fee possibly being lowered, but the limitation on number of members erased. (Currently it is limited to 30, because I dedicate only one day a month, and can only take thirty 15-minute calls in a day.) There are two VIP groups of 12 each, east and west.

There are two additional coaching groups, but they are really not ascension levels above these others, as these two require business commonality. In other words, Gold+ and Gold+VIP are butcher, baker, candlestick maker. Platinum and Platinum+ include only people like me, that is, information marketers. Platinum gets Gold+, the Gold+VIP weekly FAXes, and we meet four times a year, two days each time. That's \$8,300.00 per person, limited to 18, with a 2004 fee increase pending. Platinum+ is Platinum, with an added monthly private call, limited to five.

If you take a look at this in terms of days, I have 20 days during the year of meetings, and 24 days for telecoaching, 44 days total. For me, in income, it is only slightly less than what I might derive from 44 speaking

engagements, but it requires no travel, no dealing with clients or meeting planners, and it is locked in place. Also, about a third of all the revenue is collected in advance at the start of the year, two thirds on installments.

(Incidentally, one of the key differences between wealthy and poor people that I teach in my wealth material is that wealthy people get paid in advance for future work, and enjoy the use of the money or profit by investing it; poor people get paid for past work after they've done it, thus always chasing their bills, never having "extra" money.)

So, my current business model, stated simply, is, by any means or media, including but only partly dependent on speaking, obtain customers who become Members or directly acquire Members. The entire back-end is based on, directed at and for the Members. Then, in past few years, there have been two boot camps a year sold to the Members, the upgrades including coaching, some individual tele-seminars, utility services, and others' products.

From a profit standpoint, I will reveal a "secret" about this business model many people miss at first glance. Because everything in back-end is being marketed ONLY to the Members, there is very low marketing cost. A lot of it is done via the newsletters, FAXes and tapes we are sending them anyway, and being paid to send them. Any solo direct-mail is going to fewer than 3,000. This also keeps staffing to a bare minimum. One person can handle 3,000 Members, especially when the Members are trained to communicate and transact business predominately by FAX and online, not by phone. This means a lion's share of gross is net.

Of course, this is not the only good business model. It is what I call a “small numbers business”, and I have at least 30 private clients and/or Platinum Members mimicking this approach – each with 3,000 to 5,000 “members” in their respective businesses, each doing from one to, at most, six million dollars a year in gross, each with very, very high net. But I also have clients with “big numbers info-businesses”, doing 20 to 35 million dollars annually, with very different economics.

My choices have always been motivated by lifestyle preferences as well as money. Early on 70% money, 30% lifestyle, soon 50/50, now 80% lifestyle, 20% money.

The next significant change in my business, probably yet this year (03) or in 2004, will be the sale or a partnership arrangement, taking the Silver, Gold and Gold+ membership levels out of my hands and placing that business elsewhere, with someone eager to grow it via acquisition of new members. I will retain the Gold+VIP, Platinum and Platinum+ portions of the business. In essence, the information business will be sold the coaching business retained.

I am calling that semi-retirement, as it will totally eliminate office and staff for me – probably requiring only one part-time support person working from her home. I will continue to write the newsletters and consult regarding the information business, but have no responsibility for it.

By 2005, I anticipate giving zero to no more than six speeches a year, doing coaching, and that's it as far as these businesses go.

Of course, you may have no interest whatsoever in quitting. Probably quite the contrary. But I would say this to you, building a business without exit strategies is like

building a skyscraper with only an “up” elevator. The end game options have to influence the game playing from the very beginning, otherwise you may wind up with no options at all.

You may question why I am “quitting”. After all, I am only 49. It is a reasonable question, which deserves as reasonable an answer as possible.

First, let me say for my own satisfaction, it is NOT because I have lost a step. As recently as last week, I spoke and sold from the platform exceedingly well – roughly \$500.00 per head, in a boot camp environment.

I am quitting speaking and soon, quitting business altogether, for several reasons.

One is philosophical. I am an Ayn Rand fan. Her fiction was predictive. In the United States, we live in a society that is increasingly socialist in its leanings, with demographic trends that favor the election of liberals and socialists, who will most certainly fund their foolish schemes by taxing and penalizing the engines of the economy – the entrepreneurs – until the engines stop. Several state legislatures are seriously considering imposing excess wealth taxes on all the millionaires living in their states. One state’s governor is earnestly advocating the idea. We may buy some time with one more Bush term, that remains to be seen, but at best that only slows things down. The writing is on the wall. I wish to go to the hidden valley Ayn Rand described early rather than late. I do wish to deprive the thieves we call politicians of their theft of my production.

Another is personal, but less ethereal. I am tired. I have been on full throttle for far too long. I am more

than ready for a more ordinary, quiet life in a small town. Contrary to what many people, including, I suppose, my ex-wife think, I am not compulsive, not a workaholic. I have been that for practical reasons. The economic necessity is gone. I have the wherewithal to live the rest of my life comfortably, with some indulgences, such as my racehorses, even if I must live with no income other than that provided by my investments. I have several books I want to write and hundreds of books I want to read. I have friends I haven't visited with except by phone in years I want to see. I have a long overdue walk in the woods where I played as a child to take. I would like to be paid well to slow down and be a professional philosopher, and I have a little plan I'm going to try out, to do just that. But if it doesn't work out, I'm prepared to slow down just the same, be an unpaid, amateur philosopher instead.

Another is practical. Travel has become unbearable and impractical. I do not envy the person trying to make a good living today or tomorrow purely as a professional speaker. At my peak, I was doing 70 to 75 dates a year, requiring about 120 days on the road. To do 70 dates today, you'd spend at least 210 days on the road. I don't foresee this improving anytime soon. And punishment your body and psyche absorb easily at 20, capably at 30, can barely be handled – and then at considerable cost – at 40, and are unimaginable torture at 50. How Zig is still schlepping all over the country and pouring out his speech day in, day out at age 70+ is beyond me. I'm willing to admit, I simply cannot do it. And, from the standpoint of acquiring customers, as media in a business model, it is frankly antiquated. Just as witless as doing vaudeville to acquire DVD buyers. One of the things one of my earliest mentors preached (but largely ignored) was the smart use of tools and equipment vs. manual labor. I added the preaching to my repertoire, but still did way too much manual labor for way too long. I have people in my coaching groups, for

example, applying my kind of marketing to the Internet and making \$100,000.00 and more each month without one day of the kind of hard labor speaking is. There are just too many other means available that make more sense. On my list of top ten business mistakes in my life, being too reluctant to spend money instead of investing labor to acquire customers is right up top.

A final one is I instinctively feel the time has come. One of the great magicians, Robert Houdin said:

***“In offering a farewell to the public,
you should not wait until there are
none left to receive it.”***

(I found the quote, by the way, in a truly marvelous novel, ‘Carter Beats The Devil’, by Glen David Gold. I urge reading it. It’s great fun.)

Anyway, I’ve been in the best limelight this business has to offer. Enough’s enough. And I’d rather not wear my welcome out in the marketplace to the point that the remaining interest is sympathetic.

I learned long ago that the employee who gets fired quit months before, and is surprised it’s taken as long as it has for his superiors to notice. I had mentally quit the Lowe/SUCCESS tour three years before I exited physically. I have had less and less interest in speaking at all, and even less in speaking to sell, and even less in the foolishness of the peer groups and association of the business, and in effect, recognize I quit several years ago. So, I’m pretty sure I’ve been to my last NSA convention. Given my last talk to an NSA chapter. And with this, written my last words about speaking.

Soon I will have given my last speech.

I am certain you are far away from me in this, and all full of spit 'n vinegar about speaking, maybe filled with missionary zeal for your message, fascination with the artistry of it all, and starry-eyed over its illusions of glamour and celebrity. So be it! More power to you! I sincerely hope the information I've provided in this book proves useful, valuable and profitable to you. Maybe a few of my more cautionary notes will help you be more businesslike, to the financial benefit of yourself and your family. I am sure, too, that I've said plenty you find irritating, offensive, maybe view as cynical, and that you wish to argue with or ignore. I find speakers are remarkably easy to offend. Just my success has offended many! In any case, if you found joy in being offended, I'm glad. I get up every morning determined to offend somebody eager to be offended. In any case, should you feel like passing along your thoughts and comments about this book, I will read them, although I may or may not respond. Write to me c/o Kennedy Inner Circle, Inc., 5818 N. 7th Street #103, Phoenix, Arizona 85014. No, I do not have an e-mail address. Nor will I.

Thank you for buying this book. It gave me sufficient excuse to write it.

A Few Acknowledgements

At the very real risk of omitting people deserving recognition, I'd still like to mention a few people who have been very helpful to me, specifically in my speaking work.

Joel Weldon sold me his used overhead projector and 3M transparency maker, convinced me to use it, and showed me the fundamentals of using it right. I think I gave him a couple hundred bucks. Two great pieces of equipment. Simple. No moving parts. I am still using the transparency maker. For selling from the platform, nothing beats proper use of the overhead projector.

Cavett Robert told me it doesn't matter if its old to you if its new to them. We had that discussion about the weary old two kids, pony in here somewhere story, which I made a living off of for a couple years, grimacing every time I told it. But it was a true and powerful lesson useful to me in many ways. Cavett also told me it's easier to get a new audience than a new speech. Early on, I kind of sneered at that, as lazy and unimaginative. I soon learned that it was the key to making the most money from speaking. In fact, repeat engagements are an economic drawback; fewer folks to sell to because they've already bought.

Peter Lowe gave me the extraordinary opportunity and privilege of nine consecutive years on the #1 seminar events in America. I spoke to audiences as large as 30,000, appeared with a Who's Who of celebrities, made a lot of money and acquired thousands of customers for my back-end businesses. The fact that my getting on the tour was an accidental outcome of my consulting with Peter doesn't matter. He provided audiences impossible to get otherwise, customers impossible to get affordably otherwise. He also

tolerated my not being a perfect philosophical fit with he and Zig.

Pat Fripp gave me a tip in an airport that I might never have figured out on my own, even though I should have, about speaking at the giant Lowe rallies. It made me a lot of money. I observed plenty of other speakers who didn't know it.

One of the main ways I learned "timing" for storytelling and joke telling was listening over and over and over again to Charlie Jarvis' tapes. Any speaker who hasn't or doesn't is a fool. Skip the tapes from the 'Humor Workshop', though. That stunk. But get everything else Charlie ever put on tape.

I got started in speaking because of James E. Tolleson, a name that won't mean anything to most of you – unless you are a very serious student of the success business. He literally existed because of Glenn W. Turner, so if you consider lineage, my entry into speaking was linked to him. If you want to trace it back further, it'd be to William Penn Patrick.

Bill Brooks has been a good and important friend, ally, and sharer of information and ideas for many years. His coming along as an investor made my acquiring all the rights to all the Maxwell Maltz/Psycho-Cybernetics properties possible.

Dottie Walters has been an outstanding friend, and is a terrific inspiration. I'm amazed when I hear speakers talking about her and underestimating her. She is an absolute wealth of knowledge about this business. She is also the most tireless entrepreneur I've ever met. Nearly by sheer force of will, she has grown a tiny newsletter into the trade journal of this industry. She is gracious, generous and incredibly creative.

Most of all, I have thanks owed to audiences. Right now, I have many Inner Circle Members continuing with me, attending my seminars, who first saw me speak and made their first purchase from me 5, 10, 15, even 20 years ago. Their allegiance is remarkable. I have longer relationships with some of these customers than my two marriages added together. With that in mind, I'd like to say something about the ripple effect of the speech you or I give tomorrow and the product you or I sell tomorrow. It can have far-reaching effects. One of my Members comes to mind. He was failing in his business, nearly bankrupt, when he found one of my old cassette courses at a swap meet and bought it for \$5.00. He applied some of the ideas and turned his business around. He then tracked me down and over the past 10 years, has spent over \$20,000.00 with me – and has become a millionaire. His two sons and daughter have had the opportunity of attending the colleges of their choice. Couldn't have happened if I hadn't sold that product to somebody at some speech. And even though that person apparently didn't "get it" and wound up dumping the product at a flea market, this other fellow did "get it." You just don't know who you will positively affect, or how, as a result of getting your ideas and information out into the marketplace. I treasure my customers' success stories like that one almost as much as I do my own success. Being able to make a very good living doing something meaningful and valuable to others is something I greatly appreciate.

CONTACT INFORMATION

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Office phones are answered "live" only Wednesday afternoon from 12:00 p.m. to 4:00 p.m. Arizona Time. All other times, calls are routed to voice mail. You can FAX anytime to 602/269-3113. Routine customer service calls are usually handled within 72 hrs.

Messages and/or FAXes for me will be forwarded if I'm traveling. If judged urgent, I do my best to respond within 48 hrs. If non-urgent, they go in my return work pile. In all cases, continuing/retainer clients have to be given priority.

Web site: www.dankennedy.com

Note: this web site does NOT accept e-mail, nor do we have an e-mail address. Please communicate by FAX, phone or mail.

Appendix RESOURCE DIRECTORY

Selected vendors see – complete Directory at www.dankennedy.com. If you are a Kennedy Inner Circle Member, you should identify yourself as such when contacting these vendors; in many cases, you will have set-up charges waived or receive special discounts.

AUDIO/VIDEO/CD PRODUCTION

V-Corporation, Contact Irene @ 626-966-0412/
FAX 626-966-0465.

Kingdom Cassette Supplies. Catalog available. Great vendor for those who publish-on-demand or need small quantities of blank tapes, cassette albums, tape labels, packaging and shipping supplies, even cassette and video duplicating equipment. 800-788-1122, FAX 570-662-3875 or www.kingdom.com.

Oasis Office Support, Contact Sandi White. Transcription from audio, video or CD. Typing, editing, form creation, database maintenance, etc. 616-897-7429/FAX 616-897-2546. E-mail: hanecki@aol.com

Steve Tyra & Associates. Steve has been recording and editing spoken word audio, i.e. "information product" for more than 20 years, including much of my product. If you need somebody to edit and produce audio masters, contact Steve at 602-253-9055.

National Audio Company, Inc. Provider of blank cassettes as well as duplication with custom imprinting or labeling,

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Campanella & Rome are printing brokers specializing in very low cost brochures, catalogs and tabloids incl. full-color work. Exp: 4-page full-color brochure on 80# gloss, 100,000 copies, appx. \$5,100.00. 800-562-0888. FAX 800-554-9880.

Champion Printing Company. 800-543-1957. Standard business reply envelope-order form and brochure formats; fit your piece to one of their formats and save a lot of money.

Western Web Printing. 800-843-6805/FAX 605-339-8923. Some unique catalog and brochure formats.

Omniprint. 800-345-2611/FAX 301-731-5203. Turn-key production and mailing of newsletters and mailing list maintenance.

Folder Factory. 800-296-4321/FAX 540-984-9699, web site: folders.com. Custom-designed and printed two-pocket folders for product literature or other materials. Also

special mailing envelopes and packages. Free catalog and samples on request.

Fastprint, 518-483-4631. For hand-addressed direct-mail (lettershop services).

Randolph-Miller Assoc., 810/225-7500/FAX 810-225-9295. Full-color direct-mail postcards.

Paragon Graphics, 619-670-5514. For custom printed post-it notes.

Response Mail/DME, Contact: Jorge Villar, 800-795-2773. For pre-printed "express mail-look" direct-mail envelopes.

Modern Postcard. One-source solution for direct mail with postcards. Call or visit website for free samples/postcard kit. 800-959-8365, modernpostcard.com

Direct Press/Modern Lith Inc. 800-560-8977/FAX 201-807-1320.

Contemporary Color Printing. www.ccgprint.com or 800-386-5140.

Definitive Direct. 516-694-0870/FAX 516-694-0872.

American Color Printing. 800-897-6174 or www.laser-tech.com. We use this vendor occasionally, for full-color printing in relatively small minimum runs, very good prices. Good choice for full color catalogs, brochures, postcards.

Web Direct Marketing. 847-459-0800. Specializes in full-color "mini-catalogs", credit card statement stuffers and direct-mail pieces in standardized formats; you fit your material to one of their formats, gain considerable savings.

Motion Envelope Inc./Nu-ImageGraphics. 214-634-2131/FAX 214-634-2132. Contact: John Searfoss. Foil-embossed, full-color and foil-stamped envelopes....to stand out, for direct-mail campaigns.

Mr. Memo, 421 Market St., Elmwood Park, NJ 07407. Prints sales letters on "legal pad paper", so you can simulate handwritten notes on legal pads.

Idea Art is a supplier of pre-printed promotional letterhead and brochure formats ideal for use by small businesses, retailers, service companies doing mailings of a few hundred to a few pieces at a time. Catalog available: 800-433-2278/FAX 800-435-2278 or www.ideaart.com.

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Mailers Club. Full color, short-run, printing and mailing services. No minimums. Unlimited personalization. 3-day guaranteed – Printing, Addressing & Delivery to the Post Office. Call 866-327-8624. Web site: www.MailersClub.com.

Kogle Cards. Specializing in business greeting cards, postcards, and postcard marketing plans including birthday club, seasonal, "keep in touch" with customers, etc. Personalized promotional gifts. 800-333-5575/ FAX 800-842-9371 or www.koglecards.com.

City Blue Print, Inc. Very good prices on multi-page sales letters, complete direct-mail packages, oversize and "road

map, fold out” postcards. Used by virtually all of our Platinum Members. Contact: Connie Guetschow @ 316-265-6224/FAX 316-265-2459, or visit www.cityblue.com

PRINTING/PUBLISHING - BOOKS:

Whitehall Printing Company, 4244 Corp. Sq., Naples FL 34104. 800-321-9290 or whitehallprinting.com.

Good prices for short runs. Contact: Lisa Anderson.

Professional Press: 800-277-8960/FAX 919-942-3094.

PREMIUMS & PROMOTIONAL MERCHANDISE/ADV. SPECIALTIES/LABELS “GRABBERS”

Mitch Carson has worked with many of our Inner Circle Members, has spoken for Platinum Members in their niches at boot camps, has been interviewed for teleconferences on how to use premiums, grabbers, and ‘freemiums’ effectively as part of their direct mail strategies. He has created the *G.E.N.I.U.S. Marketing System* which contains the manuals, product samples, turn-key sales letters, 6 cassette album of “The Marketing Masters,” proven multi-step campaigns using the best tried and true dimensional mail that guarantees to get your mail opened. He can be reached at mitchcarson.com or @ 818-706-8787.

Some of his case studies will show:

- How to send an attention-grabbing ‘freemium’ through the mail, get past the gate-keeping secretary, and put your message right in front of the person who can write a check. (If your business depends on getting to the decision maker, you need to know how to use this powerful technique.)

- How to clean up at trade shows while other exhibitors crawl home with little or nothing to show for their money and effort.
- How to create promotions to drive web site traffic that routinely exceed 35%.
- Why you never send prospects an offer only once.
- Find out how an inexpensive premium can forge an incredibly strong bond with clients.
- Inside secrets from master marketers each month. You can literally 'sit at the feet' of living legends to learn what works and what doesn't.
- You will have 22 holidays to inject into your marketing calendar. Turn-key sales letters are included. It's 'plug and play marketing' and watch the money flow.

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Scherers Conferencing. Contact: Lorraine Barber @ 800-622-2200.

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A company that can provide turn-key, standardized web sites, e-mail marketing, broadcast FAX, broadcast voice, etc. for you to re-sell to your clients, and is thoroughly familiar with doing so: Automated Marketing Solutions. Contact: Ron Romano. 800-858-8889/FAX 800-858-5753. For a FREE REPORT, go to www.findmeleads.com and click on "Million Dollar Back-End Program".