

Information Marketing Teleseminar Recorded August 23, 2005 with Randy Gage and Joshua Shafran



Below is the actual transcription of the teleseminar from August 23, 2005. Joshua and Randy answered important information marketing questions such as:

- Why is information marketing the ideal business to be in, or one of the ideal?
- How do I shape business and experience into an information money machine?
- I'm a network marketer. How can I use information marketing to increase my sales and sponsor new distributors?
- How do you get organized and so productive and fight the procrastination trap?
- And more... Enjoy!

Joshua: Great. I'm gonna switch into lecture mode. We'll open up the lines about midway through, and hopefully we'll have some time for some interactive Q&A with all you guys. So, stay tuned, and away we'll go. Are you there, Randy?

Randy: I'm here.

Joshua: Excellent. All right, we're in lecture mode now. Before we get going, one thing that I just want to say is, I recommend that everybody kind of put themselves away in a spot where you can give your complete focus and attention for the next hour. Grab yourself a note pad and a pen and get ready to take lots of good notes.

Even if you think you've heard it all before, or pieces of it, I highly recommend that you get interactive and write down everything that comes to mind because it really will help solidify so that it's not just about learning this information, but being able to apply it and use it. I think that's so valuable.

And also, as a little incentive to stay on, as usual we'll have a little bit of tips and tricks that we'll be reviewing at the end of the call as a little incentive to keep you going throughout the entire process as if the information wasn't valuable enough. But you know, we have to have a little fun at the same time. So make sure you stay tuned and let's get ready to rock and roll. Anything you wanted to add, Randy?

Randy: No, let's get into questions. And just for you guys listening, of course we're doing this event in November, which is a five-day how to market any kind of information in any market place training. There has never, ever been a

training this intensive, this complex, with so much interaction where you'll actually be working on your own business. So, really, this is just kind of a taste tid-bit of that and we wanted to take these questions ahead of time so that we could give people some good insights, some practical stuff you could be applying now so that even before you come to the event you could be practicing some of this stuff.

And the other thing, of course, is to just test drive us. I mean, obviously it's not an inexpensive event, and people are paying airplane tickets and they're flying in. Already we have people registered from Scandinavia, from UK, from Australia, so I mean, people are obviously paying some money and flying in from all over the world. And we just want to share some time with you so you can really see what we're about. Of course, last time around you heard Ford and Joshua, this time it's myself and Joshua. Next time, who knows which of us it will be.

But we just want to give you a taste of who we are and what we can offer you because all three of us have made millions, and millions, and millions of dollars marketing products, and predominantly information products. And we thought the teleseminars would be a good chance to give you some good free content, test drive the stuff, and see what is really possible for you.

Because I know we've got a lot of different – we've got speakers on the call and we've got consultants, we've got people who market on-line, direct mail people, copyrighters, and of course, we're gonna be dealing with all that stuff at the live event – on-line stuff and off-line stuff. And so, we really saw this teleseminar series as a chance to answer a lot of those questions up front and give you some information that you could be working in the mean time to be building your business and test some of the stuff before you even get to Orlando for the live event. So, having said that, what have we got for questions, Joshua?

Joshua: Let me start with a question that I actually just want to throw out to you, personally, Randy, just to start the process. And I get to cheat a little bit since I'm hosting it with you. **Why do you feel that information marketing is like the ideal business to be in, or one of the ideal?** I know for you and myself, it's one of our mainstay staples of a business model, but why is it, I think it's probably in your top three all time favorite types of businesses to make the millions of dollars that you do, why is that?

Randy: Well, for me, it's a very emotional reason. Which is, I hated being poor. And for you guys who don't know my story, I actually had some real business challenges and failures, and had my business, had a pizzeria that was seized by the IRS, which is the tax people here in the states, and auctioned off on the courthouse steps. And that was when I was 30 years old. So, I lost everything and I was about \$55,000 in debt at that time, and got moreso as I

was borrowing money to survive, and I ended up selling my furniture to buy food – did the whole thing, sleeping on the floor, the whole thing. That was really a pivotal turning point in my life because that's when I began a study of prosperity. And as you know, Joshua, that's really the work I do now. I do workshops and write books and stuff on prosperity and abundance and how you manifest . . .

Joshua: Which, incidentally is a big piece of your info business.

Randy: Oh, yeah, yeah, a huge part. And, but the prequel to all that is I did the study of prosperity for the last 15-16 years, and I didn't study the thousandaires, and I didn't study the millionaires, I studied the billionaires. And when I looked, and I'm talking about whether it's a J. Paul Getty or Andrew Carnegie, the Rockefellers, I mean, generational wealth, and even the modern day people, whether it's Bill Gates, Richard Branson, Ross Perot, Michael Dell, any of the billionaires you see, they all use leverage. They all escape the trading hours for dollars trap.

If you're a consultant, even if you make \$2,000 an hour, you're trading hours for dollars. If you're a speaker, even if you make \$20,000 an speech, you've still got to get on a plane, you've got to fly somewhere, you've got to give the speech. If you don't give the speech, you don't get paid. So, with the info entrepreneur stuff, it lets you take some of those fields, like being an author, like being a consultant, like being speaker, like being an internet marketer, and leverage yourself, because you can take this knowledge you have and you can make it a book, a booklet, a special report, a CD, a DVD, consulting services, a coaching program, a speech, a public seminar, it really lets you lever.

And all of the wealthiest people in the world practice leverage. And I never became wealthy until I really understood leverage. And to me, there are three businesses in the world which are the perfect businesses for leverage. Number one, real estate, because it lets you leverage your money; number two, network marketing, because it lets you leverage your time; and number three, information marketing, because it lets you leverage your expertise and your time and a lot of stuff.

Joshua: I totally agree. For me, I love information marketing because it can be applied, I believe, to almost any business. As a matter of fact, I can't think of another business that you can't enhance by the addition of information marketing and really truly create a competitive advantage that nobody else has because of the way you can perform it. Plus, I mean, tell me another business that you can literally pluck an idea out of the ethers of your mind and turn it into cash very quickly.

To me, that's just, I love that idea of being able to come up with an idea, research a topic, state it in a different way that has value, simply, and deliver that value and make literally hundreds of thousands, if not millions of dollars in the process of doing that, just from an idea. Talk about mark-up, talk about appreciation, you know, to me there's nothing better than that. That's my love for the business and why I'm here.

Randy: Yeah, I think when people get to the event and see the 'hot seats' where we're actually working on participants' businesses and their ideas and they see how readily an idea can be transformed into cash flow, I think a lot of people in this program are going to be blown away. With the idea that you can take this, for instance, one of the things that I'm gonna do next year is, I'm gonna make a DVD on how to hit home runs in softball.

You'll say, "What has that got to do with any of your businesses?" It has nothing to do with any of my businesses, but as you know, I play in four softball teams, and I'm the cleanup hitter on all four teams. Now, I didn't start playing until six years ago, when I was 40. I never played little league, city league, college, high school, any of that. I never played; I never started until I was 40 years old. But I've been a baseball fan, because my family didn't have money, you know? But I've always been a fan.

So, one of the things I've done is study. I've watched Sunday night baseball, I've listened to Joe Morgan's critique, I buy those instructional videos, I talk to guys at the field, I watched who the homerun hitters were and I said, "I've got to learn how to hit homeruns." And I'd go in the batting cage, I'd take 500 swings, I'd have myself videotaped. Then I'd go home and I'd watch the videotape. And I've got to the point that I can just crush the ball. I hit a ball, last week I was in San Diego, I hit a ball from one diamond, and it landed on the other diamond about 2nd base. When I was in New York, I hit a ball from one diamond, it landed about the pitcher's mound on the other field. So, I mean these are 400, 450, 470 ft. shots.

Well, you say, "that's not a business." But, do you know how many softball leagues there are in America? You can pick a city like Miami, there are 10 or 15 different parks that have softball fields. Each park has 3, 4, 5, or 6 fields. Each field has 3 or 4 games a night every night of the week, 7 days a week. There are just millions of guys and gals who are out there in recreational softball who would lovingly, joyfully, gratefully crawl naked over broken glass to pay \$27 or \$37 for a DVD that could show them how to hit more homeruns.

Joshua: Yeah, so let's do the math for a second. If you did, this is where the power of information marketing becomes so incredible. A DVD in any kind of quality would be under a buck, and you can deliver it straight to the consumer. What's your price point going to be, \$37?

Randy: Say if I did a \$27, and I think you could do gorgeous killer packaging and do it still under \$2.

Joshua: I agree. And then you add the fulfillment in there, you could get it fulfilled for probably, I don't know, another \$2 including postage thereabouts.

Randy: And that would be covered, though, I'll sell it for \$27 plus the shipping and handling.

Joshua: Well, let's just take the raw numbers and say, \$27, could you sell 1,000 of them?

Randy: I could sell 50,000 a year, I guarantee.

Joshua: Now those are some big numbers, because every 1,000 adds up to \$27,000. I mean, could you do 1,000 a month? Could you do 2,000 a month? I mean, people think that it has to be these big numbers, or big niches. But something that is as simple as a \$27 DVD ...

Randy: But here's the key thing, Joshua, I could sell 50,000 a year with those, with \$10,000 total in marketing costs. Because a classified ad, which is like \$80 a month in a couple of different softball magazines, and a couple of e-zine ads and a couple of banner ads on a couple of websites. There's about 15 spots in the world that I would advertise this, with a little tiny classified ad for \$10,000 a year would be the whole marketing budget. I guarantee you, there's 50,000 units a year in sales out of that.

Joshua: And how much would it cost you, time-wise, to set this up? Initially, obviously, there's a little bit of time involved, but once it gets set up, realistically, how much time to make say, let's keep it conservative. Not 50,000 units a year, but let's say 12,000 units a year, only \$27,000 a month. What would that take time-wise from your schedule?

Randy: It'll take me two days to film it; it'll take me two weeks of production and working with the graphic designer for the case, and the duplication people and all that, and it'll take me about a week to write and place all of the ads for the entire year, and then I'd be done. You know, send it to the fulfillment house, and here's the address to send a check every month. And I want you guys on this seminar to understand, you say, well, "I don't play softball." Well, you don't have to play softball.

Frank Kern is doing his whole thing for people who want to teach their parrots how to talk. Other people do this with how to housebreak your dog. And other people do this with how to get your kids to get better grades in school, or how to teach yourself a foreign language, or how to play a musical

instrument. If you have information in any field that people would want to pay money for, then info entrepreneurship is the nuclear bomb of businesses.

Joshua: I totally agree, and just for everybody listening in, we reduced this down to very conservative numbers, only 1,000 units a month at \$27,000 gross revenues, of which, based on the way that this would be set up in the tight niche that Randy is talking about targeting, based on his own passion, not having anything to do with – you know, he just looked at something that he's really passionate about that he has a skill in, that he wanted to work, literally a little side business. So, for literally about 3 weeks worth of work, he can get in an extra \$27,000 a month, conservatively, in cash flow rolling into his business, which might amount to another \$20,000 a month to his bottom line. Now, what he can do with that \$27,000 or \$20,000 a month in terms of leverage, could he do another business model like this? Absolutely.

Could he put it into real estate? I mean, what could you invest and how could you leverage your leverage and your leverage, when you start to think about the possibilities here. And really, that's why I'm so excited about this particular event, Randy, is that we're going to be talking about all the details of not just writing copy, not just some of the things that are very popularized that are everybody wants to know about, and knows that they're missing.

But we're talking about, how do you set it on autopilot? How do you negotiate with fulfillment houses? How do you do, operationally, things so that you can systemize it and literally put in three weeks worth of work and then, as Ron Popiel says, "set it and forget it", you know what I mean? All of those elements are so critically important, and I don't think addressed enough from the operational standpoint. And that's really, frankly, Ford's brilliance in the whole equation with us.

Randy: Yeah, I hope he gets into that more on some of these other teleseminars because he's got his operation set up in Wichita, Kansas. So, you guys think, "Well, I live in some Podunk town." He's doing everything in Wichita, which is actually perfect, because he gets warehouse space very cheap, a very low cost of living, labor costs are less and shipping is reasonable. He's in the middle of the country, and they've got systems for everything there. So, you can do that stuff yourself, or you can go to a fulfillment place and we'll have lots of sources that we can turn you on to that do that and you can just give them a little part of the fulfillment and let them handle it and not even mess with it.

Joshua: Perfect. Well, let's get into some questions, Randy.

Randy: OK, great. What's the first one?

Joshua: Not that these haven't been questions; I think everybody is starting to see some of the power here. But, let's jump into one of these questions because this is something I thought was really powerful, and I'll read it to you. "I run a shipping department for an ad agency in New Jersey. I am looking for a way to make money on-line with over 8 years experience in the shipping and distribution that I have currently. **How do I shape this shipping and distribution experience into an information money machine?"** Any ideas there?

Randy: Well, he's got the back end stuff down, it sounds like. So, he knows whether it's FedEx or DHL and which areas of the country go and how to pack stuff, and what the rates are. So all that, he doesn't have to worry about any of them. So, the thing he looks for first is, which of course is what you really teach in your in-pod system, which is look for a niche market with a want, not a need, but a want, which you like to call the 'oholic factor.'

Meaning like, the golfoholics, and the softballholics, and we didn't talk about pets, there's another one. If you have information that has anything to do with pets, you could be a billionaire, you know.

Joshua: Yeah, doesn't your mom do a birthday party for her cats, or something?

Randy: Her dogs. And those parties those dogs get are much better than the ones I ever had as a kid. Those dogs eat a lot better than I ever ate as a kid, I'll tell you that. I mean, people just go crazy with their pets. And I know, I've had cats, I've had dogs, I'm the same way, I've got the same disease. So, what our friend there with the shipping set up does is he looks for that market with the oholic factor. Where, in my case, I'm different than like Tom Anion, or Frank Kearn, or some of these other people, they don't just pick an area that, maybe they don't know anything about. Like, Frank took the parrots who talk thing. I don't think he even has a parrot.

He just saw that was a market, that there were people, everybody who has a parrot wants to know how to get it to talk. So they go to like e-lance or some place and they hire a freelance writer to create the product. And you can do that, we'll talk about that. In my case, I'd rather stick to something that I know, something that I'm passionate about, because I think you can get a lot deeper in the niche. I think it's easier to develop product. I think they're better products, so that's what I'm going to encourage people to do in Orlando, is go with something that's their passion.

Joshua: Yeah, I agree. I think it's tough to go outside of an area that you have an interest in until you're already successful at it.

Randy: Yeah, so, if Mr. Shipping guy, or gal, depending, you know find something that you like, that you're interested in, and that you have information and then

develop. The two things you work on is building a database, and churning out a steady stream of products to fill the needs and wants of all those people in the database.

Joshua: I've got a specific idea that I want to throw out to him. I see a particular niche. There's a growing evolution that's starting to come of age on the internet, which is, they're starting to see the light of it's not just about producing electronic products like e-books and such, but they're starting to combine delivering off-line products like physical books and DVDs and CD albums and sets by developing the sale on-line, but then delivering the actual product off-line so there's more and more people that want to know how to do in a systematic way with as low-key effort as possible as fulfillment is in the on-line world using off-line products, and with his knowledge or her knowledge of the distribution side of the equation; there may be a really nice niche product for people that want to start to develop and deliver products as smoothly and seamlessly as is possible in the on-line world in the off-line, or integrating the two together, so there might be a neat little information product, or training, or coaching seminar, or consulting business even, that he or she could set up that would teach people how to set these processes up to deliver sales for people like you and me and everybody attending the Information Entrepreneur Intensive.

Randy: Yeah, when you say a coaching, or consulting, or a seminar, or all of the above. And I'm really glad you picked up that point because I think it's really critical for everyone on the teleseminar. I used to just have arguments with Tom Anion, he'd say, "You're crazy making those tape handouts and CDs and mailing that stuff, and I do everything on-line, and I don't have any fulfillment, and I don't have any postage and any printing costs, and everything's gravy money." And I kept saying, "Tom, you're missing millions. You're missing millions and millions of dollars." And of course, he's really come around and seen that. I think you see, whether it's the purist guy, or the Frank Kern, or the underachiever's guys, all those guys are all realizing, "Wow, we really are missing out by not having physical products." One of the things we're gonna really hammer in Orlando at the event is how do to those, why to do those, how to package them, how to price them. Because there is a lot of people out there, like me, I mean, I just don't want to buy another e-book.

The last thing I need is a 300-page e-book that I've got to read on-line, or I've got to e-mail to my assistant and ask her to print out, and she goes to Office Depot and buys a binder and puts it in. I'll pay more, just give me a book. Don't give me just MP3 files that I've got to listen to, or burn a CD myself, because I don't know how to do that. I'll pay an extra \$50; I'll pay an extra \$100. Give me a CD album with a nice package. Of course, you want to have it the other way because there's a lot of international traffic and they don't want to mess with the shipping and the customs and the taxes and the

duties and all that. So, you offer the digital versions, but you've also got to offer the physical versions. Because there is a lot of people like me who will pay more. I have a big library. My whole office is bookshelves here, and I've got all kinds of CDs and DVDs and all of that stuff, and I want a permanent library. So, that's a very good point you raise about you've got to do both.

Joshua: Let me just anchor something down. I hope everybody just wrote down everything that Randy just said because, let me just anchor it down for you guys. He just revealed how you, for the price of one product you create two products and have an immediate increase in profitability. You have the digital version at x-price point, and then you have the physical version at an upgraded price point, and now you've got two for the exact same price of one. So for the same energy and effort that you did to product one product, you've now, in essence, got two products and when you pass the profitability of your entire business model and you have those kinds of increases or offers, you'll find a minimum of 20, sometimes 30, I've had as high as 60 or 70% take the additional up sell bump where they get the deluxe version, which is in essence the same thing whether it's the digital version, and the deluxe version is the digital version plus the physical package. When you pass those numbers in terms of the profitability, what that means to your bottom line is oftentimes very staggering.

That's a simple way to do it in a fashion that doesn't take any more time or energy or effort on your part because it's just a digital version where people like Randy or myself, and almost everybody else out there, will pay more for the physical product as well. Plus, I think you'll have a better relationship with your customers when you have a physical product because it's in front of them, it's on their library shelf, they have the ability to go reference it as opposed to have to look on their hard drive and such. So, anything you want to say there?

Randy: Well, I did an event for speakers, and we did a live thing like we're gonna do there, where we're just going to actually launch campaigns while people watch. And did that when I actually launched this 5-book series I did on prosperity. And we offered the e-book version or the print book version, or the give-me-both versions. It was amazing. I forget the exact number, but I'm pretty sure it was around 40% of the people took both versions. Now it was in inexpensive product, the e-books were like \$3, the print books were like \$7, but they wanted the e-book so they could be reading it right now, then they also wanted the print version to carry around in the car, keep in their library, or whatever. A very large number, about 40%, actually bought both.

Joshua: Now, cast those numbers backwards about how much money would have been made to the contrary if you didn't offer the print version and just did the e-book version. I mean, it's just staggering what just that little bit of information can mean to your bottom line.

Randy: Yeah, yeah.

Joshua: All right, one more question on a different realm here that I know that you're passionate about that was submitted. Actually I'm gonna read two different questions because they relate to the same topic. One says, "**I'm a network marketer. How can I use information marketing to increase my sales and sponsor new distributors?**" And then, where is the other one, which is along the exact same line which is, well, I'll find it.

But it's the same genre, but I just wanted to – you know, maybe people don't realize just how an incredible of an MLMer you are, but also what you did with marrying information marketing with your Lifestyle Freedom pack and what that did both from an information marketing business as well as being able to apply that to the network marketing side of the equation. And then, part 2 of that is how can we draw that across the whole board for any business and marry the two, whether it's multi-level marketing or whether it's, say, getting leads for insurance agencies, something completely different.

Randy: Yeah, I think a couple of issues come into play here for network marketing and any other kind of business and how these work. In network marketing we're looking for duplication, which is how can we get the largest number of people to do the simplest thing and get it to duplicate as rapidly as possible? And the other thing is, we try to systematize things, and then the other issue is we want to systemize things because we want to free up manpower, or man hours, or people hours if we're gonna be non-sexist, and free up that time so you can do money making stuff. So, this Lifestyle Freedom pack you mentioned just an audiotape and a booklet, audio CD and a booklet that I put together to pre-screen prospects. So, people buy 10 of them and they circulate them around to people that they know, and it weeds out the non-prospects and it qualifies the serious prospects. And anything like that you do, and you can offer those things for free, or you can actually charge money for them.

One of the things, as you know, I've got a client who is a friend of yours as well that we created a TV campaign and he's spending a million dollars a month right now on television time, generating about 100,000 leads a month, 80 to 100,000 leads a month where actually, they go to a website, they read the copy, and then they put down \$10 to get a packet of information. We've got a video in there and a booklet which I wrote in there, and some other things. Which is again, it's a screening technique, gets out the non-prospects, pre-qualifies the real prospects. And every business in the world, the secret to growing your company is to create a steady stream of qualified new prospects. So, let's create a steady stream of prospects and let's systematize it and automatize it, if that's a word, if not I'll make it one.

Joshua: It is now. It's a Gage-ism.

Randy: So, we're gonna automatize, I guess the correct word is probably automate, we want to automate things so that you don't have to do all that stuff. You can make a tape, make a website, make a special report, make a DVD, make something that takes the place of you having to repeat the same action over and over again. And if you offer something like that as a premium to give people incentive, so maybe you're offering a free special report on your website to get them to sign up for your newsletter, your e-zine, because you want to capture their information. Maybe you get them to send a little money and you send them a DVD or a video or something. You use that to qualify people. There's just all kinds of ways you can skin the cat with this kind of stuff.

Joshua: Yeah, for me, the thing that I think is so powerful about this type of a technique is that, besides the systemization and the automization, you create a process that takes the threatening side of the sales process out of it. I mean, prospecting for most people, whether it's in multi-level marketing, or whether it's in any business, prospecting, that first approach is what's hardest to do, from both perspectives. From the marketer or sales person's perspective as well as from the customer's perspective, because everybody's got their resistance high and they don't want to be sold something, and they're in that mode. And when you add information marketing into the mix, it totally disarms that because what it allows you to do, like in the brilliance of your Lifestyle Freedom pack is that here's the sexy, you know, marketing piece that's got value that I'm now giving somebody.

"Hey, I know that you're interested in making some extra money on the side, here is some information on how to do that. Do me a favor, go ahead and listen to this audio and read this book that's in here and I'll pick it up from you tomorrow," and it takes all the pressure off of me to try to sell you, and it puts it on the tool, and it lets the tool do the introduction and the pre-qualifying in a way. And again, whether it's multi-level marketing, or any other business, there's such power in that, to be able to offer a free report of some sort or something, so that now you're not trying to convince them to do something, you're giving them something which gives you permission to then go back to them and do the bigger portion of your sale. So, I mean, for people that are doing services and they say, "Well, how does information marketing apply to marketing services?"

For example, this is one prime way. Or let's say you have a retail establishment and you say, "How can I use information marketing to get retail traffic?" Well, there's a gentleman that owns Gage Menswear Company, it's one of the largest retailers in the world, and that's all he does is offer these special reports to drive inbound traffic into his store, local foot traffic. I mean,

he's doing some innovative information marketing type things to drive the traffic into a more traditional business.

Randy: I'll tell you where else this really comes into play for virtually any business is magalogs, which you know I'm gonna do a whole session on and I'm crazy about doing these, which is, for you guys not familiar with the term, a magalog is just a catalog that looks like a magazine; You do a nice ... look, you put a price on it, you put some benefit article headlines on the front, and then you've got some good solid content in there. And then you still have ads for your products or services, and they're in there, and you allude to them.

You might even write some advertorial copy, which is some nuts and bolts copy, but it also has a little plug for maybe one of your products or services. And these are tremendous credibility things to drive traffic and bring people into a retail location or send people to a website, or get them calling your 800 number. Because they have a very high perceived value. A catalog, people get it, they decide whether they order or they don't order, then they throw it away. A magalog has a shelf life; they keep it around for a while.

Particularly, speakers, trainers, consultants, coaches, anyone who is doing those kinds of things, magalogs are the ultimate positioning pieces, and they can make you \$50,000 - \$80,000 a month in product sales, the right magalog, if you have a good product line with 10 or 15 products at least, which we'd like everyone to get to as rapidly as they could. So, magalogs are hot, and even another thing you see happening more today is bookalogs, which is an actual book.

Because you can get books printed for a buck a copy, for 67¢ a copy and you actually send books to people in the mail. And you can send them free, like some of the investment brokerages are doing, or you can sell the book. I've got a client working on a book right now and the only reason I've got him writing that book is because I think it'll throw off multi-million dollar consulting contracts for him. And we're just going to get that book out there and distribute it as much as we can, and yeah, we'll make some money on the book but that isn't the point. The point is the credibility it gets him in all the spin, the millions of dollars in potential spin-off business that can come from that book.

Joshua: And for everybody taking notes at home, write down that, what Randy just said is he turned the prospecting process, the regeneration process for the business into a money maker using information marketing. By using this book, he's making a little bit of money on the front end, but that's not the whole point. The end game is to get multi-million dollar contracts as a result of the credibility and the pre-selling that comes when you have that type of an information marketing product doing the pre-work in front of you. So, it's a very powerful way to monetize every step of the process so instead of it costing you money to generate customers, it's making you money at every

turn you make. And it's really powerful. And Randy, frankly, one of the things that I think you're just a complete genius at is that particular aspect.

Randy: I like to make money.

Joshua: Well, you're really good at that whole – you know, once you get somebody into your customer stable, working with them, developing them, getting them more information and working with them just giving them the tools that are necessary to spend more money with you, because you are making them more money in the process, and I think that's really an important piece of the puzzle.

Hey, before we get into more questions, I want to give a quick 30 second commercial here to the whole reason why we're doing this. **This is obviously sponsored by our Information Entrepreneur Intensive event coming in November, and we look forward to seeing you there. To get more information on everything that's going on there, go to www.howtosellinfo.com.** And in a second I just want to open up the lines and just check in with you all before we go into the second part of our call tonight, and really kind of get into more of a rapid fire movement here. Anything you want to say before I open up the lines just for a second, Randy?

Randy: No, no, I'm fine.

Joshua: All right, you guys there? What do you think so far, are you guys enjoying it?

Callers: Yeah. Great stuff. Love it. Fantastic, from Australia, it's fantastic.

Joshua: Great, OK, well we're gonna continue right along then. OK. Then let's kind of shift gears here for a second and you know what, Randy, this is another thing you're really gifted at, in fact, probably better than anybody I know on the planet at this. So, this was a question that was submitted, so I'm going to throw it out to you and shut up, because I need to be taking notes on this one. **“How do you get organized and so productive and fight the procrastination trap?”**

Randy: That's a double-faceted question.

Joshua: We don't ask the easy ones.

Randy: One of the things that I do to be so productive is I keep my space organized. You know, when I start to feel overwhelmed, as you know, I multi-task, I work 20 projects at a time. And if I'm not working on five websites and two packets and two direct sales letters, and a new seminar and a new CD album, then I feel like I'm bored, you know? But, I will get to a point where I start to feel overwhelmed, and then I'll look, and sure enough, my desk is piled high with

papers and garbage and there's stuff on the floor, and then I just stop. And I say, "No more work, I'm organizing," and then I'll just start putting piles on the floor.

Every project gets its own pile, then every pile gets its own folder, then I collect all the folders, I put them on a to-do list, I prioritize them. And now I can have 27 things working and I'm OK. I feel like I know what it is, I know what I've got to do, I know what's important. So, now I'm in a harmonious space, or I'm in a manageable space. So that helps me keep my mental state focused and clear. The other thing I'll do is I'll paint myself into a corner, and I do this a lot. I will sell a tape out that I haven't recorded yet that is due to ship on Thursday.

So, I start selling it the week before and say it's gonna be shipping next Thursday. So, I know I've got to have that done on the Thursday before and they've got to duplicate it and then it goes in the case, and then it's got to be shipped. I give myself deadlines that make me get work done. And I'm very aggressive that way, painting myself in the corner, and I get a lot of stuff done. I'm more productive than anybody I've ever met. And the other thing I do is I give myself down time. As you know, Monday night is softball, Thursday night is softball, Sunday is church in the morning, softball in the afternoon. I have my time when I turn off, and when I'm on the softball field I'm not thinking a thing about work, when I'm at the beach, or whatever. So, I don't set limits for myself because I don't like to limit myself, but I do believe in boundaries.

So I have a business line and I'll turn off the business line, I'll turn off the computer, not check the email. So, when I'm not working, my mind is completely away from work, total recreation, then when I go back to work I'm so fresh and revitalized that I get more done. I've done it where I work three weeks in a row without taking a day off. And you know what, I'm not productive. It takes me four hours to do something that I could do in 30 minutes if I was fresh. So, those are some tips I use that really work for me in terms of being productive.

Joshua: I know that they've helped me a lot, too. Especially your tip about not turning on the email until you're done with your creative stuff that you've got first thing in the morning, not even getting into it. Because, for me, I get sucked into it and before I know it it's 3 o'clock in the afternoon and I haven't gotten anything accomplished in terms of what I set out at the beginning of the day if I don't set my day up right in the beginning. All right, let me switch gears again here. This is an excellent question, particularly given what we're discussing here both from an information marketing as well as what both of our personal passions are.

Anyway, this person writes in, "I'm involved in teaching a personal growth and healing method that is simple, powerful, and can benefit most everyone. It involves a simple procedure of language and acupressure that has wide-ranging uses. I've created a website with an on-line digital and DVD products that lead a person by the hand through the process. But so far, despite activities that drive people to the website, I've had very limited sales. I need a killer sales message that drives people to the site and makes them get their credit card out. What would you suggest to market such a product, or any ideas?"

Randy: Well, judging by the way the question was worded, it sounds like the author has people going to the site. So, they got traffic but people aren't buying. That means, A) the product is priced wrong; B) maybe it's packaged wrong; or C) and probably the most likely, they've got bad copy.

Joshua: Or a bad process, where the copy is buried, or not clearly explained.

Randy: Uh huh. Yeah, and this is the funny thing about copy writing. It just seems natural to do it the wrong way. Meaning, if we've got a can of soda to sell, we are going to say, "Oh, this can of soda ...," and we're gonna talk about the product. We're gonna say it's 12 oz. of root beer, it's pure, pasteurized and sterilized, and it's bottled fresh, or whatever. What we really should be doing is saying, "When you crack open this can and take a sip, this is the most delicious, refreshing beverage, it's gonna instantly give you energy, you're gonna love the taste."

We talk about features instead of the benefits. So, the person with this question, that's what, if they were in a hot seat at the thing I'd actually pull up the website and then, "Let's go through the copy," and we'd look and see. Because here's the thing, if your copy is about you, your product, or your service, it's a feature. If it's about the prospect, it's a benefit. So, everyone on this teleseminar, if you go back and you look on your website, look at your brochures, look at any of your marketing materials, I would be that most of it is about you, your product, or your service. And that's not going to sell well for you. So, usually most people, they'll dramatically, dramatically increase their sales if they improve their sales copy.

Joshua: And also, sometimes just changing the flow, where perhaps they're going for the gusto before they've built any kind of seduction in the process, and sometimes they're not as skilled as say, you are, Randy, at developing the copy that produces that seduction in the way that it draws them in. But that actually could be substituted by offering them some sort of an opt-in avenue so that they're not going for the sale immediately, necessarily, they're just giving some value and establishing a little bit of relationship prior to asking them for the sale.

And I've found that's a really powerful way. I had a very interesting experience, I don't know if I talked about this on the last call or not, but I'll make it brief, where my database – all databases are not created equal. And I was doing a training seminar where I was a guest speaker. And the main speaker did a mailing, live, kind of like interactive, what we're gonna do at the Information Entrepreneur Intensive, where we're gonna actually launch different campaigns and people are gonna see it happen front to back and money being made right before their very eyes, live. Well, we did a very similar thing at an event that I was a guest speaker at, and the main speaker did a mailing to his database of about half a million people for a product that was, it was a \$40 product and it had a \$20 bump, so it could be anywhere from \$40 to \$60. And anyway, long story short, to half a million people, the email he sent out made about \$600 that weekend. Now, my database had about 32,000 people at the time in it, and he put me on the spot right then and there – didn't have any warning. And the TV cameras were rolling throughout this whole thing. And he said, "Now Joshua is gonna do a mailing to his database, and we're gonna see who wins." And here's what's very interesting.

My database had 32,000, his had half a million, and it was for the same exact product. Nothing changed, and the exact same sales process. In other words, it was the same sales letter that was selling that \$40 - \$60 product, was being sold. The difference was, one was an email from him to his database, and the other was an email from me to my database, and mine produced, on 32,000 subscribers, produced \$7,520 in sales. And the difference was that I had a little bit of a relationship, that they were actually looking to receive emails from me. And frankly, what became the biggest puller of that email campaign was not the subject line, was not anything that I said, it was that it came from me, and that they already had a kind of a perceived relationship with me. So, when they got emails from me in the past, it had value in it, something that they liked, they enjoyed, that they got some value out of.

So when they got future emails from me, they actually read them, they actually were looking for them, and that's what allowed some incredible leverage when you're talking about, you know, a half a million vs. 32,000, and \$600 in sales vs. \$7500 in sales, it's a very substantial piece of the puzzle that is actually quite easy to institute, especially if you're not a master copy writer.

Randy: Let me jump on something.

Joshua: Sure, go ahead.

Randy: That good point you're bringing up is, and you guys will see in Orlando, I'm gonna do two different case studies of email promotions to lists of 10,000 and

under. One of which did \$175,000 in sales in about 48 hours, and one that did about \$235,000 in about 48 hours. So, you'll see that small targeted lists can be very, very lucrative. You don't need to have these 2 million name lists. If you've got one, great, more power to you. But as you mentioned, Joshua, building that relationship with a small targeted list is priceless. And another thing which you do great is, and the person who asked the question may want to think about is, what kind of premiums or special incentives are they doing if you order now, or if you buy a bigger package. You do a lot of that, and that certainly pushes a lot of people off the fence and into reaching out for their credit card.

Joshua: Yeah, I think it's really important to do everything that you can to encourage them. Because they get that buyer's heat, and it's fleeting, it's fragile. It leaves quickly if you don't capitalize on it when people are in the buying mood. All right, well, here's a good one. This is kind of interesting and we can have some fun with this one. "My first book," he writes in or she writes in, "My first book, *The Procrastinator's Handbook*, sold over 200,000 copies and got me featured on The Today Show and many others. My new book, *The Clutter Busting Handbook*, just does not interest the media. How can I generate at least a quarter million sales from my latest book, it's not self-published, in the next year?" Any coaching suggestions there?

Randy: Well, uh, I wouldn't give up on the media because I do think that's the kind of story that, it'll take a little more pitching than the procrastinator thing. Just because procrastinator was in the title of the first one, then it's just such an easy hook for the media to understand. But the clutter busting angle, the same kind of shows, The Today Show, and the quasi news, quasi information type of shows; that's the type of story that they like to have fun with. It's what they call a human interest story, or a human feature story, like Jeanie Mo does on CNN, or wherever she is these days. And, but I've always felt that whatever you get in publicity is gravy. But I would never build my business waiting for the media, because I can't control the media. So, that's the last thing I want to do. I mean, great, if, you know, I don't even watch TV so I don't know who, but if whoever is the host of The Today Show called me tomorrow and wanted me, or if Oprah called me tomorrow and wanted me to be on and talk about my books, great, I'd be delighted and I'd run down to the studio.

But I'm not going to start writing checks against that figuring that one day Oprah is going to call me. I'm gonna go out and I'm gonna find where my market place is, and I'm going to go after them. Whether it's with direct mail, whether it's creating a website, whether it's buying traffic for websites, whether it's taking display ads, I'm gonna go find my people. So, what I look for is, who is the target market for this book? What kind of person? What do they do? How old are they? How much money do they make? What kind of job do they have? And then, what websites to they go to? What magazines

do they read? What newspapers do they read? What mailing lists are they on that I might could rent? And who is selling to that market now? Who's got a product along those lines that's already got a database ...(break in recording)... you'd get in the fastest and go right away, is you find someone who has got a similar type of product that already has a database of clients and then you joint venture with them and let them co-endorse to their list and you can get some pretty big sales right away.

Joshua: Well, I just heard the warning sound that we've got only a few minutes left, so I want to make sure that we wrap this up and give everybody the link again to the blog where we're interacting with you and where you can continue to ask us questions and get notified of the next teleseminar that we do, as well as ongoing coaching in a text format. And that is, howtosellinfo.com/blog. That's www.howtosellinfo.com/blog. Randy, let's give another 30 second commercial on our event and kind of give people some incentives to go check out all the information at howtosellinfo.com.

Randy: Yeah, you know, we could pitch on it, but what's the point? You're all big kids. I would suggest you, we're talking five days here, we're gonna have at first a pre-conference, which is about how to create products, and how to package them, how to price them, how to get the production done, how to get a camera crew for video stuff, how to do the video for audio stuff, how to get ghost writers for a book, how to co-author a book, how to publish your own book, all of that kind of stuff in the pre-event day.

And then four days of case studies, and interaction, and copy writing exercises, and actual live campaigns which we're gonna launch while you're there and you'll watch the results come in. I'll bring up people for hot seats, take them through the process, critique their efforts, give them strategies. We can't do it justice on a call like this. Go to the website and read the whole thing and I think you'll really, really see the value of this event. And if you can't make a couple of million dollars from what you learn there in those five days you'd better just, you know, stick your head in the oven.

Joshua: And even, let's start small, the reality is that I don't believe that there isn't anybody that can't produce, out of this seminar, especially with the interactivity, this is what I'm so excited about, is with us right there, coaching, and giving feedback, and doing a lot of this stuff live and really getting it done. There isn't anybody that can't walk out of there with a blueprint, a business model, already in action, and many people will already have it going on before they even leave. That, maybe it doesn't make them a million dollars, but maybe it's the first project that makes them 50 grand in a year, and is the answer to get out and test the waters and see it on a very part time basis.

That's what excites me, personally, is watching somebody make their first, you know, \$100 at it, and then leverage it. Because once you make your first \$100 as an information marketer you're gonna be hooked, and then believe it or not, what it takes to make \$100 profit is the same thing that you can use to make \$100,000 profit, it's the same thing you can use to make a million dollars. So, once you got it, it's very duplicatable and scalable. Anyhow, we are definitely going to be running short here. Any parting thoughts, Randy?

Randy: The other thing about this event, which I love, is the special segment that I know you are going to do with Ford, at the end of each day on how to apply this stuff. So that nobody walks out of there overwhelmed, they'll know exactly that you will lead with specific action steps, some of which you can be doing on the plane right home.

Joshua: Yep, absolutely. So, anyway, check out www.howtosellinfo.com. Again, that's www.howtosellinfo.com. And we really look forward to seeing you and coaching you, and working with you on a personal basis November 16th. It's gonna be a heck of a time.

Randy: All right. Thanks, Joshua. I'm delighted to be working with you and Ford, I'm looking forward to it and I'm looking forward to seeing everybody there. So, thank you all for being on the teleseminar.

Joshua: Yeah, thank you guys, and thank you, Randy. I'm looking forward to it.

Randy: All right. Good night, everybody.

Joshua: Good night.

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