

**Jay Abraham's**

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**Incredible**

**Case Studies!**

**2002**

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**Volume 2 – 150 case  
Studies, Testimonials and  
Success Stories**

## *From the Desk of* **Jay L. Abraham**

**Subject: Volume 2 of Incredible Case Studies!**

Dear Valued Client:

This is your personal, highly actionable, and extremely confidential second volume of **Incredible Case Studies!**. Several more volumes will be coming within the next few weeks, so that you will own a complete set of more the 550 different case studies (and probably more) by entrepreneurs, business owners and professionals who have taken the time and energy to document their own “Abraham Inspired” case study/success story.

As you may know, I was very explicit in my articulation of the type, format and content of each case study. They had to detail and quantify the results... They had to denominate the impact, from all sorts of vantage points... They had to describe the basic strategy such that anyone could follow it and adopt it for their business.

In short, I was demanding and as ruthlessly specific as I could get, without writing the case study myself or hiring a reporter or researcher for thousands of dollars to interview and document each one. As part of the review process, I unfortunately and regrettably had to reject hundreds because although they were very glorifying and grateful to me (which I appreciate very much), I just couldn't see how they would be valuable and applicable... To you.

In this first volume, I have included 154 case studies, success stories and testimonials. Of which anyone could have the impact to incrementally, geometrically or exponentially grow your business.

If I were you, here's how I would begin to take action with this treasure trove of information...

- I would first, not wait for the other volumes. I would take an initial first pass cursory review of this volume, and mark with a post-it note, the case studies which have merit to my circumstance or business. I would be looking for strategies which I would import, adapt and adopt to my specific situation. I would look for ones based upon my marketing funds I had available, the ease of effort, the most creative or I would look at people in my same industry.
- Then I would review those case studies in detail, and highlight, with a pen or highlighter, the specific fundamentals of what made them work. I would attempt to learn from each one. I would ask questions like... What's the insight? What makes it work? What is the implication on my business?

- Then, with pen and paper, I would prioritize the case studies which I would want to creatively emulate. I would prioritize them based upon ease and quickness of implementation. (PS: I'll give you a hint... By far the most successful strategy which people reported was using risk reversal. It's easy, it's fundamentally free, and it has the capability of doubling or tripling your sales *instantly*.)
- Then I would create a plan for each strategy I wanted to deploy and create a marketing calendar to lock when I would deploy it.
- Lastly, I would focus on one strategy at time, optimizing and customizing it to my situation, until I had fully capitalized on its value to me and my business.

As you can see, if I were you, I would totally consume and embrace this material, because it holds the keys to growing your business, generating profit windfalls and creating a lot of business breakthroughs in the process.

So with that said, you have your work cut out for you. I am sure it will be the profit adventure of a lifetime, one very few people get to experience.

Thank you again for your case study, testimonial, success story. I want you to know that you inspire me to work even harder on your behalf, because you have demonstrated that you are one of the few who do (versus the many who don't).

Best of Success with All Your Business Building Endeavors,

A handwritten signature in black ink, appearing to read 'Jay L. Abraham', with a stylized, cursive script.

Jay L. Abraham

**PS:** Please don't be bashful about sending me your next success story when you achieve it. I am always interesting in new, innovative and creative ways of using my methodology and mindset. Just email your success story to [apgi@abraham.com](mailto:apgi@abraham.com)

## 156. Allan Kirstein

----- Original Message -----

From: Allan Kirstein

To: Jay Abraham

Sent: Wednesday, July 31, 2002 9:19 AM

Dear Jay,

I am a trusts and estates attorney with considerable expertise, but little marketing experience. I followed your theory to stick with a simple concept. I also modeled a process set forth in your book that I recently purchased.

I decided to market living trusts. I spoke to a client who is a supervisor at a large bank about this. He told the new business manager to send me all the clients that he could who might have a need for a living trust. The bank receives trustee's commissions, so we both win. I have received six referrals from the bank in the last month. I am also working on marketing a more specialized type of living trust with the bank.

I spoke to another friend who is with a major financial institution. He asked me to speak about living trusts this month at an in house meeting with management, major stock brokers and agents. I expect to receive significant referrals from this presentation. He also immediately placed me on the attorney referral list for the institution.

You help in getting me to take action and providing a system is invaluable. I was able to use my ability and contacts to add new clients, without even a great deal of effort in a short time (four weeks). I will continue to use this great marketing system.

Much thanks and appreciation,

Allan

## 157. Bob Dwyer

----- Original Message -----

From: Bob Dwyer

To: Jay Abraham

Sent: Friday, July 26, 2002 8:38 AM

Hi Jay

I've been in a variety of businesses over the past 14 years, and I've been reading your books and some of your tape programs for about 6 years. I'm a big fan.

I'll tell you about one change I did that gave me the most instant and noticeable results I've experienced through advertising.

I owned a small New York Style Deli in Kona Hawaii for about 4 years called "A Piece of the Apple" (in reference to the big apple).

My wife and I were on vacation in Hawaii after having just sold a business and came across a closed and bankrupt restaurant for sale. We fell in love with the islands and after a week or so there, my wife and I decided to go for it and jump into the restaurant business.

We did a little research and found it had been a very popular place with the locals but had failed due to mismanagement and employee problems.

We bought it for pennies on the dollar and reopened 3 weeks later. It had been closed for about 3 months before we took over so it took a us about a month to get the word out that we were reopened, (mostly through word of mouth and a few small ads.)

I had read a few of your articles and listened to a few tapes but didn't really know how to put most things into action.

I put coupons for (free sodas on your next visit) in with the orders and worked with a drive thru coffee shop (only sold coffee drinks, so non competing) where we gave our customers coupons for free offers (with no strings attached) to introduce them to each others business. These were moderate successes but difficult to quantify.

We had a pretty steady business for about 2 years. Very consistent sales every day. Over a period of time I had gotten the impression from talking to customers that maybe our outdoor signs were not quite right. The name of the business was highlighted and many people (mostly tourist) did not make the connection that we were a deli when they walked by.

Our signs said what we were and what we offered, but the NAME stood out and many people just didn't get it. I started to realize this after many customers said they had walked by many times but didn't know we were there, and the reason they were there now was that someone had told them about us.

One day a regular customer came in who owned a sign business. He came in very often and I had gotten to know him. I said to him, how much would it cost to change my sign a little. I told him what I wanted to try. The cost was about \$150.

I guess what I wanted to do was to change my "Headline". Put the focus on the Food and what we offered rather than the Name of our restaurant.

We changed the size of the words on our sign and the position they were in and 2 days later in the afternoon he returned to install the new sign.

The next day our sales went up about 25 percent. I thought it was just a fluke of course. An unusually busy day. We'd had that before. But the day after that was the same, and from that day forward our average monthly sales were up 25-30 percent. I kept very good track of our sales and we finished the next year up 27.6 percent over the previous year. It all changed the day I changed our "HEADLINE".

We sold the restaurant 2 years later for a very large profit over what we had paid and alot of that was because of the things I learned from your writings.

This is a true account of my success with only one thing I learned from Jay. This was a only small business but we had a profound change in our net profit for an investment of about \$150 in a new sign with the correct focus.

I am now involved in a new business which you can check out at [www.softcap.net](http://www.softcap.net). This is a new venture for me and we are just at the beginning. If you have any suggestions on how to increase our sales in this business please feel free to share.

We have a great product, but this is our first venture in a non location based business, and so our target market is much more spread out.

Maybe you'd like to take us under your wing and use [www.softcap.net](http://www.softcap.net) as an example or project and see if you can help take us, (a start-up) from 0 -2,000,000 + in sales in 1 year.

If not we'll be going through your teachings and try to get there on our own.

Thank you for what you've taught me in the past and what you'll no doubt teach me in the future.

Bob Dwyer

## 158. Bret Mundt

----- Original Message -----

**From:** Bret Mundt

**To:** Jay Abraham

**Sent:** Thursday, July 25, 2002 7:23 AM

Jay,

I have a couple of examples which exhibit the effect what I have learned from you has had on my career and now my business.

### INDUSTRIAL CONSTRUCTION BUSINESS

First, my business experience has been in construction and to be honest with you I have had a challenging time adapting your techniques to my business, but the few that I have used have been what I would call wildly successful.

Let me start with my career working as a General Manager of a newly formed division within an existing construction company. I was brought into grow the business and make it extremely profitable.

When I came to the company, they had no marketing program at all. Their marketing, like most construction companies consisted of word of mouth and a mediocre sales effort from a mediocre salesman. The sales for the division I was responsible for was around \$600,000 the previous year.

After researching the opportunities and determining a marketing plan, I first created a direct mail letter, determined the target market I was focusing on and started mailing letters with various offers to our target market. Direct response mailings in the construction industry just don't exist. Most companies just sent a lame brochure describing the projects they have completed and how great they are - nothing about benefits to the customer.

I started with the company in June of 1998. By the end of 1998 we had grown our revenue to around \$850,000 with a net profit of around \$100k. Not that great, but I was fighting the establishment and I knew my efforts would pay off in time. Using direct response letters and really improving the offers I was making we grew the business to \$2.7 million the next year with a net profit of \$256,000.

In the construction industry, the average net profit before taxes according to the AGC (Associated General Contractors) is 3-4%. The average is a little under 3% net profit. The division I was responsible for had almost a 10% net profit. What was even more amazing is that **my division provided only 10% of the company's total gross revenue that year, but was responsible for more than 50% of the company's net profit.**

Using direct response mailings, I secured new customers worth a minimum of \$100,000 per year in sales. With the success of the direct response mailings, I started to work on other avenues to grow revenue.

I started looking at how I could leverage my hidden assets.

After a short evaluation period, I determined there were some services that I could offer my own company which were currently being subcontracted. I created no less than 6 separate ventures that all had 100% ROI in less than 6 months. One of these ventures went from start up to over

\$1million in gross revenue in less than 1 year. I am unsure of the profit margin because I left the company for ethical issues before the final numbers were compiled.

While I was employed at that company, I really wanted to use host-parasite and I started brainstorming about what other businesses were serving my target market. I determined that manufacturer's representatives were serving my target market and I started contacting them to make an arrangement where my division could install the equipment the reps were selling.

This method was a little slower in its payoff than my COO was interested in waiting on. I had a couple of nibbles from reps, but didn't have time to really develop the concept before I left the company. When I left the company in November of 2000, the gross revenues were over \$3.5 million. Again, I am unaware of the net profits as the COO was playing games with the overhead.

I went into business for myself in November 2000. I started developing my marketing campaign, but had little success as the industrial construction business was slowing. I used direct response mailings and host parasite relationships.

Things were bleak until around March 2001, when I received a call from a manufacturer's rep I had contacted at my previous employer. He had searched me out because he liked the method I used to approach him and our customers.

In short, the host parasite relationship resulted in a design build project at one of the most respected manufacturers in the area.

The project value was \$182,000 with a gross profit of \$69,000. What was amazing to me was the conversation I heard regarding my qualifications. I had only been in business for 6 months and **I actually overheard the customer telling his boss that "he must be good, since Air Systems brought him in."**

**The host parasite/endorsed relationship had given me instant credibility and enough profit to weather the post 9-11 storm.**

I am continuing to use direct response mailings and am developing a superior access vehicle to give me access to the highest decision makers in my target market.

Most recently, a mailing I sent has resulted in a lead from a major manufacturer in my area that is planning a large project. My contact was at the perfect time and I actually had the prospect begging me to come see him. This never happens in the industry construction industry.

Although the project has stalled due to operational issues, the prospect has continued asking me "to be patient with him until they get back on track". According to the prospect's previous request, I will be guiding this project from the concept phase, creating their budgets, designing the facility and completing the construction! Companies that have been in business 20 years dream of a project like this.

A large part of my success in securing this lead and subsequent project is as a result of my USP - We provide customer-focused, intuitive, and practical design/build construction services in a cost conscious manner with the achievement of your project goals as our main concern. You never know how much money other contractors are costing you until you give us a call.

The estimated value of the project is \$6-8 million dollars with an estimated profit margin of 10-12%.

I am continuing to do direct response mailings and will most certainly grow my construction business even more.



To the best of my knowledge, my statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Thanks for the knowledge you have given me. Although it has taken a long time to reap the rewards, I will, Lord willing, be seeing the benefits of my hard work in the coming months.

I hope these testimonials help you and I look forward to getting the other testimonials you receive.

Sincerely,

Bret Mundt  
Mundt Construction Services

## 159. Brian Jones

----- Original Message -----

From: Brian Jones

To: Jay Abraham

Sent: Thursday, August 01, 2002 6:07 PM

Internet Based Publishing Company Learns To Leverage Its Assets

Summaries.Com is an Internet based publishing company specializing in supplying 8-page executive summaries of great business books. We focus exclusively on electronic delivery of our materials and serve thousands of customers world wide. We operate as a subscription service. When people take out a subscription to Summaries.Com, we e-mail them a new book summary every week.

Our original business model was simply to sell yearly subscriptions. After reading more of Jay Abraham's materials, however, we began to realize there was an additional line of business available selling back-issue summaries which we had never before exploited. Our back-issue catalog currently stands at 293 summaries, and with one new summary being released each week, the back issue catalog will be 350 strong by mid-2003 and top 500 summaries sometime in 2006.

Therefore, using Jay's ideas, we set up variable subscription plans which people could take advantage of. One plan (we call it "Plan A") is to have a new summary delivered each week, as our service was originally envisaged. To that plan, we added a second option (which we call "Plan B") where the subscriber can select which summaries they receive, either from the new summaries being released each week or from the back-issue catalog. We also added a third plan ("Plan C") which is on-demand. Plan C has no weekly delivery of a summary. With Plan C, summaries are sent only when ordered. Plan C subscribers can order any summary they want from the entire back-issue catalog.

Jay Abraham's materials helped us become aware of a marketing asset we never even realized we had. By combining this asset with the Internet's ability to give customized service to each subscriber, we have been able to come up with a business model which works exceptionally well. We are just about to launch a new product in the near future which will consist of 300 book summaries on CD, delivered anywhere in the world. Again, this is harnessing our back-issue catalog and combining it with a different product delivery mechanism -- CD vs. electronic delivery. We think this product will do exceptionally well in the Christmas Season as a corporate gift. We also think this product will appeal to a broad market.

The insightful thing about Jay Abraham's materials is it helps us see things that were right in front of our noses in a different light. We never really thought about the marketing assets we had available at any length previously. We always assumed there was just one way to build our business -- get more subscribers. Jay Abraham's materials helped us see how much more we can do with what we have available. It also helped us more than triple our turnover in the past year. We project similar growth over the coming year as well.

Our vision is to grow to become the number 1 source of concentrated business information. We believe our marketing plan will help us move towards that vision in tangible ways. We look forward to the future with enthusiasm.

Signed:

Brian Jones

Editor, Summaries.Com

Postal: P.O. Box 15-091, Hamilton 2030, New Zealand

Tel: +64-7-846-2079

Fax: +64-7-846-2370

## 160. Brian Veth

----- Original Message -----

From: Brian Veth

To: Jay Abraham

Sent: Thursday, July 25, 2002 8:59 AM

My name is Brian Veth, and I am a huge Jay Abraham fan. I don't know how he does it, but he has the best ideas, period.

I first heard Jay in an interview with Anthony Robbins, talking about how to maximize your business, or your job if you didn't own a company. I was blown away. I was so excited, I knew I needed to use his stuff.

The first idea of Jay's I implemented was the idea of risk-reversal. I own a gymnastics gym for little kids. People who came in for information were sometimes skeptical about signing up for two months at a time. So I changed our policy and implemented a "Giggling Guarantee" which reads, "If your child does not have the most fun they've ever had, while learning gymnastics in a safe, age appropriate environment, you have every right to ask for your money back at the end of the 8 week session. No questions asked!" and our closing rate skyrocketed to almost 100%.

I could go on and on, but the most important thing I'd like to convey is that these ideas work. You have to adapt them somehow to your specific business, but they will and do work. I think you just have to trust that they will work, and go for it. The best idea in the world isn't worth anything unless you implement it. And remember, you can test anything small first before putting it out on a bigger scale. So go for it.

## 161. Brian Veth #2

----- Original Message -----

**From:** Brian Veth

**To:** Jay Abraham

**Sent:** Tuesday, July 30, 2002 2:53 PM

Brian Veth, Owner of The Champion Factory

A Gymnastics Gym that teaches tumbling for children 18 months through 14 years of age. 4 Employees including myself approximately \$100,000/year in sales

Jay Abraham's material have literally changed my life. I am 28 years old, and I own my own business. The best part is my business has only been open for 2 years, and I'm building my business using as many of Jay's ideas as I can. You see, many businesses are operational for decades before they even start to implement Jay's ideas, if at all. And that's sad. There are so many ways to make your business more profitable, yet people don't take the time to figure out how.

It took a little while, but now I have Jay's mindset, I see opportunities everywhere, in my business and in other businesses.

The first idea I ever implemented was adding Risk Reversal to my brochure. We also mentioned it to everyone that called. We never mentioned anything about the clients getting their money back if they weren't satisfied, honestly, we never thought to. We were closing about 70% of the people who called for information or came in to get information before we added the money back guarantee. Many parents were reluctant about signing up for 8 weeks not knowing if their child would like gym class. So we decided to put it right in the middle of our brochure, our "Giggling Guarantee" that stated, "If your child does not have the most fun they've ever had while learning gymnastics in a safe, age appropriate environment, you have every right at the end of the 8 weeks to ask for your money back". Since that addition, we close almost 100% of people calling or coming in for information.

Another idea I took from Jay was not "paying" for advertising. We never do traditional newspaper ads, they don't do anything for gymnastics gyms and they're expensive. We look for non-traditional ways to advertise. The circus was in town last week and we thought that it would be a fantastic place to get at our target market, little kids. So we called the Lions Club, who was putting on the circus and asked if we could set up a little information table. They let us, no questions asked. We made up 200 coupons for free cotton candy to give to people who came over to our table to check us out. The circus charged us full price for the cotton candy (\$3.00) but that will be negotiated on next year. So in total it cost us \$600.00 but the very next day, we had 6 children sign up! Our average lifetime value of a client is \$1000.00, so for our investment of \$600.00 we made about \$6000.00! Not bad for one night's work.

Another idea I took was the idea of host-beneficiary relationships. We have a club in our gym called the "Split Club". When a child learns how to do a split, they become a member of the "Split Club". I wrote a letter to the local ice cream store and proposed a relationship between us. They get me to pre-pay for banana splits to use as rewards for my kids learning how to do a split. They also get the extra sales from the child's parent when they came in to redeem the coupon for the banana split. They get to advertise in our gym where kids would see it every week. In return, we put up a professionally made board with pictures of our kids doing splits, and the board has a place that holds literature on our gym. This has massively increased our presence in the town. We just put up the board in early July, and we've had 3 signups from it already.

Brian Veth

Owner, The Champion Factory

The above statements are true and provable and you have my permission to use this testimonial in any of your promotional and marketing endeavors.

## 162. Cesar Fernandez

----- Original Message -----

**From:** Cesar Fernandez

**To:** Jay Abraham

**Sent:** Saturday, August 03, 2002 11:55 PM

I have gotten the following referral idea from reading "**Money-Making Secrets of Marketing Genius Jay Abraham and Other Marketing Wizards**"

I am in the Commercial Driving education business.

I teach people how to drive big rigs.

My ads say so "Get **Commercial** Driver's License . . . ." but guess what?

Lots of people call me for the "Automobile" Driver's License!

To help these people I would have to get a special license that I am not interested in getting for the time being.

I'd rather grow my Commercial Driver's License school.

How can I profit from all of these people calling me for help with "Automobile Licenses?"

(Refer to page 34 of the "**Money-Making Secrets of Marketing Genius Jay Abraham and Other Marketing Wizards**" book where it says: "**Never Turn A Customer Away, Profitably 'Refer'.**")

I then started gathering these names and telephone numbers and then I called the best Automobile License school in Houston, TX (where I live) and told them:

Look I have a list of maybe 20-30 people with their tel. #'s that have called here recently because they need help in getting an Automobile Driver's License. I'm gonna give these to you FREE and I will keep referring people who call me looking for an Automobile License back to you FREE.

If you get any calls from people desiring a Commercial Driver's License, I'll appreciate it if you refer them back to me!

By the way, these people have a nice size "display ad" in the local paper, they do t.v. ads and they even appear in the Yellow Pages!

So I am benefiting by all of these ads without spending any money for them!

I estimate to have had 12 sales or so (\$6,000 worth) from referrals from these people last year alone.

These 12 people were very happy with the service I provided that they will send me their friends, acquaintances and family as referrals in the future.

How much could all of these "referring" be worth to me in 10 years?

I don't know but "good enough" considering the \$0 investment.

I keep sending them referrals and of course I always tell everyone calling me to tell them "Cesar Fernandez told me to call you."

Cesar Fernandez



## 163. Charles Hartman

----- Original Message -----

From: Charles Hartman

To: Jay Abraham

Sent: Friday, July 26, 2002 10:47 AM

Dear Jay:

It would be wonderful if this testimonial could be of value to you and your clients.

It differs significantly from the normal--but that is one thing I learned from you.

With the help of your tapes and written material, Jay, I have begun to amengen\*\* a calendar more appropriate for our era. Compare this to the marketing calendar that you and Chet mention on one of your PEQ tapes. A calendar organizes work.

And our question, as you put it so well, is this that follows. What work are we doing? Or, how can I best be a SuperServant (Your Secret Wealth)?

Case Studies. Jay, you make great use of case studies, and emphasize them so that your students can remember them and apply them. The right type of calendar, marketing calendar, helps us to remember decisive times in the past, and to apply the principles of those who acted decisively in those times, to our times. Thus we remember July 4th, for example.

\*\*So 'amengen' means to 'amen'--remember--and to begin--generate.

The right type of calendar helps us to ask the right questions, for it encapsulates things to remind us. And Jim Cecil and you both say that the quality of our life is related to the quality of the questions we ask of ourselves and others.

You see, Jay, that I am listing key concepts that have motivated this calendar, this House Of Singing Times. (The name is from the Dartmouth professor Eugen Rosenstock-Huessy, who said that groups and spaces are made up of our lifetimes. Universal History 1957)

Perhaps I should give examples. The days of our week were named about A. D. 334, according to infoplease.com. We started the present Christian Era dating about A. D. 554. July is name after Julius Caesar, of B. C. These have profound effects on our mindsets.

5th. Central to HOST is a method of making the enterprise participatory, of making proteges into conductors--this was helped by the methods you used to conduct your protege sessions.

In Symphony of History (see hyperlink below) I get people engaged by having them contribute their expertise in a subject that is driving them, and then we connect that up with a 7, yea 8 step process akin to

building the tabernacle of Moses a microcosm of the world creation. Jay, I know that this sounds add, but when I connected you and James Jordan and ERH, and Gary North (from whom I learned about you), I had a kind of derivative mastermind group--I working with what they and you had written and spoken.

7th. I do not hesitate to mention these efforts of mine, Jay, since I have the amazing example of the two young lady entrepreneurs who had the saw sharpening paste.

8th. The key thing I have learned, Jay, is that one need not associate with some people. That dentist in Australia principle. I apply this in a slightly different way, in that I believe that my marketing calendar efforts are of sufficient importance that there are some things I need not worry about doing, and that I can concentrate on what is more important.

Finally, Jay, I don't know how much use this might be to you. I have little that is quantifiable, except for the hyperlinks below. I am in the early stages. Even those whose work I am 'translating' into this new medium aren't much on board.

But, you have definitely helped me. I appreciate it. For what it is worth, I certainly will try to help you reciprocally. The Symphony of History website is the most developed. A summary of House of Singing Times (H.O.S.T) will be in a book summarizing the presentations at a small international conference of scholars and others interested in Rosenstock-Hussy's work.

Love in Christ,

Chuck Hartman  
House of Singing Times/Symphony of History  
(H.O.S.T)  
524 N. Western St.  
Stuart, Iowa 50250  
515-523-1116

PS: This 'second headline' is a reminder that the Symphony of History website is the most developed.

PPS: BUT, were one to scroll down to the Mouse in the Corner Transcript of the H.O.S.T. website, one would get many pages in which I explain the calendar to other 'average' people. Another thing I learned from you, Jay, the use of the PS, and the use of the transcript.

## 164. Charlie Ellis

----- Original Message -----

From: Charlie Ellis

To: Jay Abraham

Sent: Sunday, August 04, 2002 9:24 PM

Jay & Co!

I have organized these by Jay principle involved... the principal principle, anyway since no one is used in total isolation.

Background: I have run an online magic shop since 1994. I also made the infamous underground film of the late 70's where the Three Stooges accidentally shot JFK. (Better leave that out.)

JAY PRINCIPLE:

LET THE MARKET TELL YOU WHAT TO DO

"EVEN IF YOU THINK IT'S A PIECE OF JUNK"

Sometimes I won't even bother to get a sample of some little pamphlet or magic effect that does not appeal to me. Actually, these days, most of it does not appeal to me. Must be experience or something...

However, I have learned that if two or more customers email me asking if I have it and how much, they represent a whole bunch more and I should list it in my next email newsletter whether I want to or not.

At that point, the item would have to be a complete ripoff for me not to carry it. It's my job to protect my customers from such junk. (It happens, especially in magic, where overpriced junk is an occupational hazard.)

I have learned that I am not all-knowing. No matter how "experienced" and expert I get, I'm just not omniscient. Ask my wife Natalie for more details...

Your market, however, IS all-knowing. If you'll just listen, you'll significantly increase sales.

JAY PRINCIPLE:

POST-PURCHASE REASSURANCE

Make sure all your online order forms lead to a thank-you page. This instantly reassures the shopper that his order went through. You should provide links to key areas on your site here.

This is a wonderful place to hawk your free email newsletter, by the way. Very effective at capturing those who order, but have not joined your list. (I used to automatically add those people, but a few dozen unsubscribes later convinced me never to do this. A few of these people swore they didn't know me from Adam! Some folks use the email addresses of friends while traveling, or they are not online at all

themselves. Naturally, the friend wonders why they are getting magic store flyers.)

The Thank-you page would seem to be a natural place to upsell or offer clearance junk, but it is awkward for them to go back and hit the form again. Too confusing for them and for you on the receiving end.

Rather, the place for upsell and more back-ending is in your confirming email, which they can merely reply to, having already given you their information.

JAY PRINCIPLE:  
UPSELLING / CROSS-SELLING

#### THE SURPRISE SECRET TO BIGGER SALES WITH ORDER FORMS

Ta Da! In the last few months I have started a practice on my order forms that has increased my multiple item orders dramatically!

Simply put, I have each recent magic item with a simple check box next to it on the form.

I used to have a simple text box and let the customer type in whatever they wanted. That text box is still there at the bottom. People use it for special shipping instructions, inquiries, items not on the list, or just to say hello.

But having the recent best-sellers enumerated along with the brand-new items has increased impulse buying and the purchases of items they meant to buy a while back, but forgot about.

Design your forms from the get-go to have a whole range of items...but don't overload them with too many.

I keep the newest items at the top and I sprinkle "Submit" buttons liberally throughout. (Don't make your customer scroll to the bottom of a long form to submit their order, please.)

This one simple change has boosted my average order size to over \$40! Life is good! Your mileage will vary...I have video sets that cost over \$100, for example.

I know it seems obvious now (didn't I say that before?) but I was doing fine with the text box labeled "Items Wanted..."

I am constantly tweaking the items listed and the placement, etc. I get a new crack at it every time there is a new newsletter as I must add the new items. I just can't resist trying to streamline things further.

JAY PRINCIPLE:  
MAKING IT AS EASY AS POSSIBLE FOR PEOPLE TO BUY

#### FORMULATE YOUR ORDER FORM FORMULA

Did you know that up to 70% of online shoppers don't complete their purchases? They stop at the order page.

The order form is so important to the sales process online that it deserves more careful design and execution than almost any other page on your site.

The goal is to make your order process easy and self-explanatory. It takes more than one form to do this.

You must offer a secure order form, a non-secure online form for those with older browsers (hardly anyone uses mine), and a form they can simply print out, scribble on, and fax or mail in.

To do this, I use an ordering page that links to the three forms. In this manner, all my sales pages can point to that single URL, not three different ones.

Some folks don't know what "secure" means, these are the ones who will use the print form.

Your ordering page (the one that points to the three forms) should have your telephone ordering alternative and the hours you are available to take calls, if you take phone orders. Many people like to talk to a human and some folks will more readily pick up the phone than fill in a form or mail a letter.

I mention at the top of my order form that it's secure and they shouldn't worry. I tell them that secure means that the communication between their browser and my site is now encrypted. I'm not giving you exact wording because your own personality should be here at this crucial hand-holding stage.

I get name, address, day phone, email, credit card number and expiration, and items desired on all the forms. Each is a self-explanatory text box.

I used to get evening phone and fax, but this was info overkill and an unnecessary burden on my customers.

Since my shipping is free in the US, and enumerated for overseas orders in the sales copy, I leave shipping calculations out. In fact, there isn't any mention of price or total on my order form. This probably contributes to larger orders!

I have experimented with those pop-up fields for state and country, but the lists are too long and unwieldy. Customers should not have to scroll while trying to fill out a form! It's MUCH easier to simply type in a state or country abbreviation for people than to use those stupid pop-ups.

A pop-up that only has six or less choices and actually saves time makes sense, I just can't think of any.

The Submit buttons throughout the form all have "clear" buttons next to them. If someone does decide not to buy you don't want them to feel they have to manually delete all the info. You would NEVER see them again>

Thanks!

Charlie Ellis  
<http://CharliesMagic.com/>

Hear about the latest magic first with our free magic newsletter. Just send an email to: [join-CharliesMagicNews@email.sparklist.com](mailto:join-CharliesMagicNews@email.sparklist.com)

## 165. Chet Holmes

----- Original Message -----

From: Chet Holmes

To: Jay Abraham

Sent: Thursday, July 25, 2002 9:37 AM

I first heard about Jay Abraham from a trusted colleague and friend who had paid \$5000 for a home study program. I thought he must be crazy to spend that, but he was insistent that it was worth every penny, as this fellow, Jay Abraham, had ways of finding hidden profits and faster, easier ways to do everything in the pursuit of growing a business.

He shared one idea with me, that of "host beneficiary" and that single idea has earned me more than \$10 million I would've never earned without it.

At the time, I had just developed a training program for small business owners. We were pounding away, trying to find the model to sell these training programs. Here are the specifics: We'd call business owners offering a "free brainstorming session on how to grow your business." Out of 100 outbound cold calls, we'd get three business owners on the phone and one would agree to do the free session. Out of three people who agreed to do this, only one would actually show up. Out of ten who actually showed up, only one or two would buy. So for every sale, we'd have to pound through a few thousand names. Obviously, this was not going to be a good business and we were struggling.

Jay's idea: "Why build a distribution channel from scratch if you can pay someone else to use theirs with their endorsement?" With that I idea I approached another company that sold products to small businesses. With their endorsement, for every ten calls we made, we got seven people to come to the phone. Of them half ended up showing up for the call and half of them actually bought. A 15% sell through rate. Astonishing.

The next endorsement relationship we got was fantastic. We would do broadcast faxing and for every 1000 faxes (at a cost of \$100), we'd get 80 leads calling in, already agreeing to do the free brainstorming session.

In these two cases, Jay's ideas were worth at least \$10 million dollars to me. I've since gone on to make many millions more, including a relationship with Jay himself that has been worth many millions more.

Your biggest fan,

Chet Holmes

## 166. Chris Cady

----- Original Message -----

**From:** Chris Cady

**To:** Jay Abraham

**Sent:** Wednesday, July 31, 2002 10:09 PM

ALL STAR ENTERTAINMENT

775-425-5847

My Jay Abraham experience

First off -

Im a Stage Hypnotist and Team Builder. We provide entertainment for private and corporate events.

I'm a very creative person - not a statistician and I'd rather do hard time then sit here and crunch numbers so let me just say that.

Here's what I did with the info we learned from Jay:

1- I have been using 100% money back guarantee for about 4 years but I did not really harness the power of leading with a guarantee that less than 1% of customers take me up on. I used to offer it but I did not LEAD with it. As soon as I started leading with my guarantee in every "pitch" we closed more sales.

2- BACK END: I never thought much about back end till studying Jays stuff. We now have some sort of back end in everything we do. We have probably made about \$5,000 extra last year from doing back end deals. I expect it to go up.

3- The power of follow up. Mailing over and over to the same list. Its been very effective.

I'd love to see some more affordable workshops so guys like me could afford to come.

The above testimonial is true and you have my permission to use my testimonial.

Kindest Regards,

CHRIS CADY



## 167. Chris Dollis

----- Original Message -----

From: Chris Dollis

To: Jay Abraham

Sent: Friday, August 02, 2002 10:58 PM



August 2, 2002 10:47 p.m.

Jay. I am so happy to be writing this letter to you.

What you have meant to me (personally) has been immeasurable. And please, feel free to edit this testimonial for brevity. The depth of my affection for the impact you have recently made in my life may cause me to go on longer than I should.

You see, the thing is, this is going to be a bit of an unusual testimonial. I haven't made millions (yet). I don't own my own company (yet). You helped me keep my job.

My name is Chris Dollis. I am a business development consultant with Excalibur Communications Canada Inc., based in Victoria, BC. In Canada. It's gorgeous here. I'm thrilled to be able to even HAVE a job in this awesome place with such generally slow business prospects! Many years of socialist government, arguably, could be to blame for that. But I will move on!

Excalibur is a small communications company with a fascinating side to the business – *emotional response marketing*. A great concept and my ears perked up when I heard it.

Unfortunately, I was assigned to be our sole sales representative to sell a COMMODITY (1 800 use on demand conference call services) and bring in business to generate cash-flow while the higher ups focused on the more exciting creative side.

I started here April 1 of 2002. 4 months ago. This is all new territory for me. I've never done anything like this. Heck, I even have my own office! No one told me what to do. Just get it done. And I discovered that I like that.

BUT... the last two sales reps to try this had failed! Almost signed up no business at all (they didn't tell me that when I was hired).

Honestly, Jay, between you and me, we had the worst marketing materials you could imagine. Not for everything else. Just for conference calling! No one had ever devoted any time to it. I guess the company president was focused on his passion, on his projects.

Our outgoing sales letter was totally long-winded and self-serving and rather disjointed (kinda like this sentence) and would generate – a yawn – at best. And our website? All in black, it looked like you'd accidentally stumbled on a porn/gambling site with the same award winning writing style! Not good.

I didn't even know this. I would not have known what real, personal persuasive marketing was if I tripped over it. I hadn't a clue. But I'll say this. Given total freedom to learn to do this job the way I thought it

should be done turned into a godsend. Because Keith, my president, had been subscribed to your mailing list and brought your materials, your strategies and your attitudes to my attention.

My life hasn't been the same since. (And this was all just the free stuff!)

To start with, in late April I began pouring over the free copywriting crash course that was sent to us by Carl Turner. Thank you, Drew (Kaplan)! Thank you, Jay for collaborating with another marketing genius. Brilliant! Let's just say I started spending my evenings and weekends at the office, tearing into the course and playing, tinkering, editing and generally getting obsessive with learning how to write and apply a good sales letter.

Then we started signing up clients. My largest has been 15 separate conference call lines for the Sierra Club of British Columbia (essentially, Western Canada) that I opened in mid July, 2 weeks ago. Smallest has of course been one at a time. That's the norm. Some use it more than others. But, apparently, this is a major improvement over whatever had been done here before. That's why I'm still here.

Understand, I was NOT busting my bottom making tons of sales calls. Perhaps I should have been. But I was not. I was practicing, testing and implementing a much narrower approach primarily organized around the written sales letter. In 4 months, I spent the equiv. of one and a half making calls and generally doing my sales job. I spent TWO AND A HALF MONTHS improving my skills, my knowledge base and our marketing edge. And I still outpulled our previous best with people making calls diligently, and aimlessly.

Now my sales letters are, quite frankly, tight, sharp and laser focused. Commodity? No damn way! Not if I sell it. Not after having Jay's marketing expertise grab a hold of your consciousness and begin to permeate every business thing you say and do. No way. And suddenly new opportunities just seem real as you tangibly see the results of more thinking and less plugging away.

And I've even added a new website that I designed! I never even knew HOW to do that before. Now, I've got a pretty darn good one! (Which I'm still testing and improving.)

Keith (Excalibur president) has promised me we would invest the \$5000 USD to purchase the PEQ "home study" course when I reached a certain goal. (I lobbied so hard to get this right away. We did try to order the Orders of Magnitude Implementation Summit home study course from Carl but, unfortunately, that was not available)

I'm now half way there. And am now in a total position to ACCELERATE above my previous best, big time.

Jay, readers, fellow people that just want more out of life, thank you for listening to me. I look forward to reading about you. I am curious. I have been an employee my whole life and I am now so ready to drop that part of my shackles, take an entrepreneurial mindset to life and join your ranks.

I look up to you. I admire you. It has been a pleasure being here.

Thank you again. You've truly given me a new outlook on life, benefited my finances and given me PLEASURE AT WORK.

Who can ask for more than that?

Sincerely your humble fan,



Chris Dollis  
Excalibur Communications Canada Inc.

P.S. I personally am planning to use your free materials, downloads etc. to make money because, honestly, I need more. I am looking for a private business opportunity to pursue, to test, to profit from. Then, I plan on INVESTING AS MUCH MONEY AS HUMANLY POSSIBLE being the best marketer and entrepreneur possible because I believe it is cheaper to do so that than not. And I will be contacting you, Jay, for this. Because, you've given to me already and asked nothing in return. AND WHAT YOU SAY WORKS!

P.P.S. Say hi to Carl for me.

P.P.P.S. I stayed up at the office until now, 10:47 p.m., at the start of my long weekend to get this to Jay. It is that important to me.

I hereby pledge that the above is true. I HAVE benefited to the degree stated and AM happier in my life as a result

Contact info:

Home:

Chris Dollis, Private Entrepreneur  
316 – 258 Gorge Road East  
Victoria, British Columbia  
V9A 6W5 Canada  
Telephone: (250) 884-0587

Work:

Chris Dollis, Business Development Consultant  
Excalibur Communications Canada Inc.  
101 – 755 Queens Avenue  
Victoria, British Columbia  
V8T 1M2 Canada  
Telephone: 1 888 302-6593

## 168. Chris Jankulovski

----- Original Message -----

From: Chris Jankulovski

To: Jay Abraham

Sent: Thursday, August 01, 2002 7:16 PM

Hi Jay

My success story is:

I invented a product to help motorists remember to do their vehicle log books for tax reasons.

I had invested \$300,000 in this project and after 2 years of trying everything, spent \$65,000 in advertising, I did presentations, trade shows, you name it, I did it. I had seen 2 large marketing companies and used an army of consultants to no avail.

Once I had my hands on the PEQ system, I managed to get through the gatekeeper to make an appointment with this C.E.O., and set-up a deal. We did a host benefisury deal with this company that had access to my market that I was seeking.

So what I did was put my new product together with one of their new products under their company logo and now this company is pushing my product into the market.

At this point, we have 35% of the market wanting to distribute our product for 2003. But by the end of 2002, we should have 75% of the market to stock our product!

This project at one point looked like it was going to make me go bankrupt! But now, we are looking to make a return on our investment by the middle of 2003.

The deal only happened because I did my best to introduce this C.E.O. to all different types of marketing concepts I had learnt from you both, Jay & Chet!

All the best regards from  
Chris Jankulovski  
Think Innovations Pty Ltd

## 169. Chris Payne

----- Original Message -----

From: Chris Payne

To: Jay Abraham

Sent: Tuesday, August 06, 2002 9:01 AM

My contribution...

I have gained some amazing insights from studying Jay's material.

Here are some brief results.

### Endorsed mailings

Jay taught us the importance of endorsed mailings, and we used these to great effect. Instead of just renting names and mailing those lists we got each list owner to endorse our products and company in each mailing that went out.

In other words, as well as our standard mailing piece promoting, say offering our PhotoReading tape set with the line "Blast through any book or report at 25,000 words a minute -- guaranteed", we also included a letter from the list owner which we wrote ourselves and in 90% of cases the list owner approved with no changes.

It took time to write that letter, get the list owner's signature, get his letterhead template and the company logo as a jpeg file and so on - but the results were worth it.

Very roughly we got 50% to 100% better response in terms of sales and that meant at least a doubling of profit.

Over a two year period after learning this technique from Jay we mailed about 800,000 pieces this way. If we hadn't had the endorsement we would only have mailed 500,000 because the endorsed mailing made the piece more profitable so we could afford to go deeper into the list file.

We estimate that this generated \$660,000 in profit over two years just from adding those extra letters.

It's worth adding that in virtually every case we got the endorsed letter for no extra fee. Recently we've negotiated to pay 25% on net profits, and we expect to pay 50% of net profits to some savvy partners soon.

### Mailing customers more frequently

Before we met Jay we mailed our customer base twice a year. After seeing Jay in action this increased over time to 11 mailings a year, which kept our business going when times got tough when our advertising started to become less effective.

As a consequence, instead of sending out 40,000 pieces a year to our best 20,000 customers we sent out an additional 230,000 mailings to them!

We also went even to our oldest >3 year buyers to try to reactivate them. We mostly made a small profit or very tiny loss on these mailings, but these reactivated customers now became "A-Customers" which meant that they got a mailing about a new product almost every month, so we made good money from these people as they became top buyers again.

We estimate that this brought in \$680,000 over two years.

Total gross profit before overheads, from two major paradigm shifts: \$1,320,000.

Name of company: LifeTools, England  
Size: \$2.5m turnover  
Type: mail order personal development products  
Contact: Chris Payne, president: cpayne@lifetools.demon.co.uk  
Tel: 011 44 1625 505922 and 011 44 1625 850551

Kind regards,

Chris Payne  
Managing Director  
LifeTools, UK

"Cutting edge devices, books and tapes to help you 'change your mind' -  
- fast"

web site: <http://www.lifetools.com>

## 170. Chris Watson

----- Original Message -----

From: Chris Watson

To: Jay Abraham

Sent: Thursday, July 25, 2002 10:20 PM

Dear Jay,

It's an absolute pleasure to submit our story for your project and I applaud what you're doing.

As you suggested I'll do my best to keep this exact and brief, but I must warn you, it takes a little time for the penny to drop.

I first saw you at a Seminar in Sydney Australia, at the time I was most interested in what you had to say about Risk Reversals and Headlining. It wasn't until 3 years ago that I was able to put both of these techniques to work in my own company.

I'm a Director of a company called Downloadit. We specialize in an area called 'Measurable Media'. This topic is getting quite a bit of attention now as most Magazines and Newspapers are getting considerable pressure from their advertisers to be in a position to show a return on investment. ROI is one of the hottest topics and now, the internet has compounded it by posed an intriguing question to most publishers.

The question is "Can Old Media Make New Media Money". Or in other words when an advertiser purchases a display ad in a newspaper or magazine, what relationship does that ad have to the publication online and furthermore, how is the publisher tracking the responses? I can assure you that most publishers have separated the two (Print - Online) and as a result they seem to be flailing when it comes to a real answer to this most imposing question.

From the research we conducted we found that the average spend in trade markets in Australia for a Full Page Color Advertisement in a printed magazine was approximately \$4,500 (\$Aus). What's most alarming is that there is virtually no research on what the advertisers get back for this money. In our attempts to find this information we can suggest it's in the vicinity of 7 to 12 enquiry's back to the advertisers.

I might also preface this with explaining what we mean by 'Trade Markets'. Most Western Cultures have about 10 major trade markets. IT, Architecture, Hospitality, Pharmaceutical, Electronics, Transportation, Manufacturing are the big ones. In every trade market a defining characteristic is that they have a large group of professionals who have a genuine need for the products that supply their business. Unlike consumer markets, trade markets consider information to be part of their competitive advantage. OK, so that being the landscape you also have a ton of magazines that jostle for pole advertising platform positions within these markets.

And that's where trouble comes into paradise. It seems that most of the trade magazines have been so busy convincing their markets that they are #1 that they forgot about the possibility and necessity of reinventing. In essence most of them can't answer

the question of "What is the display advertisement doing with your online concept/portal/hub ?" Furthermore many have begun to suggest that technologies like page impressions and click through rates are enough to answer the demand. We feel that this is very wrong. Page impressions and click through rates are about as useful to the true online marketer as branding is to the true direct marketer. The more you look at this as a topic I would suggest that there is a very convenient ambiguity that many publishing companies and certainly advertising agencies are hiding behind. After all, if you can't measure it then you can't be held accountable. That old saying of "50% of my advertising works and 50% doesn't. I just don't know which is which", is nonsense, but it's used as a mandate by so very many publishing and advertising companies. Last week we had a meeting with another publisher who told us "Look, you need to understand, it's not our responsibility to sell the products." That's a cop out. It is their responsibility, all marketing and advertising is about selling a product and if it's not, then don't take their money. Wasn't it Jack Welch from GE who said "When the rate of change outside exceeds the rate of change inside, the end is in sight". Well things are certainly changing.

So, this is where Jay Abraham's techniques have come in. We began to reinvent the process of publishing and place an emphasis on 3 significant things.

#1. Everything we do must be measurable.

#2. Everything we do should get to the point and give the readers what they want (A version of headlining)

#3. If we're able to measure what we do then we can guarantee what we do.

So, we publish a magazine. The magazine is designed to give the IT professionals information about what products are available on the market. If a reader wants to know more about the 'Headlined' product articles then they go to our website at [www.downloadit.com.au](http://www.downloadit.com.au) and put in their reader number. They can view product brochures, text files, pricing, where to buy, who to buy from etc. That reader number activates our database, that database is hooked up to a measurement facility which then allows us to give our advertisers a code and password so they can track, 24/7 anyone who views their information. This has allowed us to be the only model of its kind that can measure, analyze and guarantee responses in our market.

Since our inception we've been able to bring the average CPE (Cost Per Enquiry) down to \$5.50...again, compare that with the unmeasurable \$4,500 spend for 7 enquiry's and you start to see that this has explosive advantages.

I'm cautious not to suggest we've set the world on fire. We launched our first form of media in the Australian IT market 2 months before the IT crash of 2000. So our timing and choice of markets could have been considerably better. It's been dogged determination that has seen us retrain this market and therefor survive, our offer was brilliant but the market was disappearing. However we're now in discussions with enormous publishing companies to work with them to bridge the illusive print - internet gap. In fact we should be making a press announcement in 2 weeks that tells our IT market that we've just joined up with a much larger publisher and our distribution in IT will be expanding ten fold.

Jay, I want you to understand something. I believe the only reason no one has ever done what we're doing is because there are very very few companies who specialize in making their media and advertising measurable. The reason there are so few



companies who do it, apart from the earlier mentioned 'convenience of it all', is that it appears as though they haven't questioned the true value of their offering. One of the reason they haven't done that is that they've probably never read any of your books or attended any of your seminars. It's much easier to just keep towing the line and it takes guts, content of character and unwavering belief to hold yourself accountable in the advertising industry.

We think Headlining and Risk Reversals are at the heart of a publishing revolution. If things go to plan we'll be doing worldwide deals with everyone from publishers to catalogue companies to exhibition companies to product vendors.

My partners and I are enormously proud to be doing the work we're doing. It puts an emphasis on ethics and accountability and allows us to be the people we know we are. I for one hope to never return to the dark side of advertising and I honestly believe it's a question of integrity.

Might I finish by saying that every great truth is originally thought of as blasphemous, I'm not sure who wrote that but we now have first hand experience of what it means.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Sincerely,

Christopher Watson  
Director - Downloadit Pty Ltd  
579 Darling Street  
Rozelle NSW 2039  
Australia

Ph: 612 9555 7300  
Fax: 612 9555-1901  
Web site: [www.downloadit.com.au](http://www.downloadit.com.au)

Measurable, Accountable, Interactive Media

## 171. Craig Sallin

----- Original Message -----

From: Craig Sallin

To: Jay Abraham

Sent: Friday, August 02, 2002 5:38 PM

Jay has often said that one of his most prized techniques is the Joint Venture. I decided to take him at his word. Especially since the cost or expense to do a Joint Venture is so small compared to regular advertising. And the results are so much greater . . . again according to Jay.

I'm in the Emergency Preparedness, long-term food storage business. It is very cyclical. People either want to act prudently and cover themselves in case of emergencies, or they think it is a joke.

Of course, when problems arise, crises hit and emergencies prevail, most have second thoughts about their skepticism. It is also generally too late to prepare when emergencies strike.

Therefore, I must find people who want to cover themselves for any type crisis. I don't really try to convince people to be self-sufficient ahead of time. It's too difficult.

Our company is called Food Reserves. We sell just that - food reserves, long term storage foods as well as self-sufficiency products.

So I set out to locate and joint venture with other suppliers of self-sufficiency products who I was not in direct competition.

I mailed out a form letter, which was personalized, to every company I could find. I told them I wanted to do a Joint Venture with them, whereby it would not cost them a thing and they would get 50% of the gross sales for simply sharing their customer list with me. They did not have to show me their customer list. Just show me some interest in the project. I would then work out a proposal that they would like and feel comfortable.

I sent out 50 - 60 solicitations. Eight people responded. Now, you know, that if an individual responds to your solicitation, they are ready. You just have to make them a deal.

One of the most promising responses was from a company that sold non-electric appliances and hardware. Now, their customers really want to be self-reliant. That's what I wanted, like-minded customers. Remember, I want to contact people who have the same profile as my current customers - self-sufficiency buyers. However, I don't want to be in direct competition with my Joint Venture partner.

Now, all I had to do was make my Joint Venture partner an attractive arrangement. I suggested to him that I would draft a letter to his customer database to be printed on his letterhead and signed by him. I would pay for all expense. No cost to him.

He didn't like it. Maybe because it was a direct endorsement by him. He suggested I make up a flyer with the offer. Then he would drop it in with all his outgoing orders. It could have a key code on it, which would identify him as the source. Done deal!

I immediately had the flyers made, key-coded and sent to him.

It was an immediate success. Over the months he averaged \$326 in commissions.

I chose a basic product to offer to his customers - Survival Food Tabs. They retailed for \$24.75, postage paid. I would give him \$12.00 net per bottle sold. This was great for him. Found money. He has no expenses. Yet, every month he got an average of \$326 from me, just for dropping the flyers I sent him in with his orders. I also included a monthly statement and a list of each customer name and the number of bottles they ordered. I also sent him a running tally of each month's total, plus an accumulated grand total to let him know how sweet this was for him. My cost was simply the cost of the flyers.

You may think I was giving away the store at \$12/bottle. Not so.

Along with my direct shipment to his customer of the Survival Food Tabs, I would send them information and a special offer on my other self-sufficiency products. It was understood, that once someone ordered the Survival Food Tabs, they were mine to follow up with other solicitations from me directly. This was where I made the real money. I followed up forever with offers to these customers who "raised their hand."

This type of Joint Venture was the standard format I used to go to other partners. I would print flyers, key-coded. They would include them in their outgoing orders or mail. I developed around 12-13 of these type Joint Ventures.

The lesson to learn here is to ask and listen to what your partner wants to do. They'll give you the format. That is attractive from their point of view. They'll make the deal up for you. You must keep an open mind. Think linear, as Jay would say.

Please feel free to contact me if you'd like to know any details about this that haven't been covered.

Respectfully submitted,

Craig Sallin  
Food Reserves  
PO Box 88  
Concordia, MO 64020  
315-488-6350 - phone  
315-488-6595 - fax  
[www.foodreserves.com](http://www.foodreserves.com)

## 172. Dan

----- Original Message -----

**From:** Dan

**To:** Jay Abraham

**Sent:** Wednesday, July 31, 2002 7:49 PM

Hi Jay,

My success story is a little different. I am in charge of education at my real estate board and my job is to come up with seminars, get the speakers and get the people there. When I first took over the education seminars, there was a time when I had 3 people show up (the speaker, one other person and me) and when we had the break, the one person that was there left. At times, it was pretty embarrassing, but based on the teachings, I did three things that really made a difference:

- number 1: I began multiple contacts - in person at each event, I would sell the next event and sign up a large percentage of the room. (contact # 1)
- number 2: We sent out broadcast faxes (to local offices)
- number 3: We email everyone with an email address w/ the flyer
- number 4: We emailed everyone w/ the weekly newsletter (the event was mentioned in there)
- number 5: Office liaisons are contacted to tell everyone in the office
- number 6: We repeat step number 2
- number 7: We repeat number 3
- number 8: We repeat number 4, four times (weekly newsletter)

The result - in 18 months, we have gone from an avg. of 15 - 20 - 55 - 65 people consistently, and we have had audiences as high as 125. While this may not seem that impressive, on average we have garnered a 325 - 366% - increase in response since we have been using this technique of multiple contacts through multiple media.

I am sending you a copy of one of the flyers. Notice that these flyers don't look like your typical flyers - there is a feature and benefit foundation.

Thanx for the ideas,

Dan

P.S. I am still working on improving our responses (especially the sign up to show up ratio - it's approximately 70% during the winter, spring and fall months; but it drops down to 50% during the summer - I'm still trying to figure this one out. Also, we have avoided direct mail & telephone calls because of the cost and man hours required. We are considering offering a gift when they get there (this would be sponsored by affiliates of our board.)

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## **How To Go From Zero to One Hundred Thousand**

- What does it takes to be a Top Producer and earn a six-figure income?
- How do top agents adjust in a hot market – what do they do differently?
- What do top producers use their time?
- How do they get the most listings in the shortest amount of time?
- When is it time to hire an assistant?

## **What You Get – An Inside Look At What Top Producers Do Differently**

- How they got started
- How they arrange their day – what their daily schedule consists of
- How they prospect and get more business – their systems
- How they overcome the day to day challenges and distractions
- How they have built a predictable and consistent business
- How they handle family, friends, spiritual time, hobbies and fun

### **The Panel**

#### **Five Gold Level Producers – The Best of the Best**

- Four of the Biggest Producers in the Passaic County Board
- A Special Guest from the Hudson County Board

### **The Moderators**

Two moderators from the Passaic County Board of Realtors will ask all the questions that will reveal the very things you must do to go from

**\$0 - \$100,000 per year.**

### **The Audience**

You are the audience. The Q & A Session will give you the opportunity to ask your best questions.

### **Register Today!!!!**

Last year this same event was so packed we had to bring in extra chairs. Register today and make sure you get a seat!!!!

## 173. Daniel Leung

----- Original Message -----

From: Daniel Leung

To: Jay Abraham

Sent: Friday, August 02, 2002 10:12 PM

Jay Abraham Testimonial Letter

I started a residential cleaning business last year. It was a simple business with very little investment in the beginning. It was growing gradually, but not enough. I promoted myself with just a few little or no cost methods: door-knocking, handing out flyers and classified ad. From those tactics, I got about 1 to 3 phone calls a week, and about one or so was turned into a client, weekly cleans, bi-weekly cleans, monthly cleans or occasionally. It took me about three months for the business to start producing money - about \$600 the third month to \$1000 the forth month. It was a good increase of 66% but it took away my time and energy. I wanted a faster and greater return for my time and energy. I was working much, much too hard to promote the business. I was working hard, but not smart.

One of my friends introduced me some materials from Jay Abraham, which emphasized marketing concepts. I immediately changed my perception of my business and soon realized strategies and concepts my business can relate to. My ad I was sending out to neighbors around my city was a blah-blah boring same old flyer. It was re-written as a sales letter using an attention-grabber headline, a strong and defined U.S.P., and a guaranteed risk-reversal. That ad increased the number of phone calls from 3 a week to 10 a week. From those 10 calls, about 3-4 became clients. I then started getting testimonials from every client and incorporated them into my sales letters and showed them to inquiries. I developed a follow-up system in which each client was greatly appreciated for his/her business. From understanding the lifetime value of each client and knowing that each client can be very profitable, I made sure that every client was special and treated with respect and friendliness. I collected all the information I knew of \$200 towards their clean, for every bi-weekly client a \$100 voucher, for every monthly client a \$50 voucher, and so forth. By leveraging my database, my business grew exponentially. I employed three cleaners to help me out, two are part-time and one full-time. In the first three months, I had only three clients and by the end of the year I had about 34 clients, most are regular clients and some are occasional. Now, I'm at a point where I no longer need to work in my business doing the home visits anymore. I work on my business operating, improving and developing a better marketing system of increasing profit. I am now working on creating a joint venture with one of the local hairdressers. We're in a process of creating a sales letter to be mailed out to her clients. My suggestion for people like me is to not wait until you know what you're doing. Doing it badly like what I did is still smarter than doing nothing at all.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Daniel Leung,

Sole proprietor,  
Daniel Leung Enterprises

P.S. I look forward to receiving the special gift.

## 174. Dave Riggle

----- Original Message -----

**From:** Dave Riggle

**To:** Jay Abraham

**Sent:** Monday, August 05, 2002 9:14 AM



Jay Abraham

August 5, 2002

Hi Jay,

I have hired consultants who helped my business. Friends have given me advice. I've read hundreds of books and thousands of magazines. Some employees have helped my business succeed. But when I think about where my business is going now, it is clear that you have had 100 times more impact than any other source of ideas I've ever been exposed to. I owe you a great deal.

My association with you has been the best value imaginable. I thought it funny how you pitched the value of your ideas in such long letters but I figured if it worked on me there was something there. My co-workers freaked out when I spent \$5,000 to attend your seminar in Tampa but now your ideas help me close sales that generate \$100,000 in profit. As my business continues to grow, the ideas you've given me will be worth millions of dollars.

Most of the things we spend our time on are little things; how to save on insurance, the best places to buy software, how to save fifty bucks-- that sort of thing. Nobody else offers proven, simple and inexpensive ways to **double** or **triple** business. Even though you and I have never met in person, I'm a big fan and greatly appreciate our association. I am more jazzed about improving our marketing than anything else I've done in business. Ninety percent of the changes my company will make in the coming year are a direct result of your work. Positives include creation of new jobs, consistent profits instead of ups and downs, and greater wealth and security for my employees and myself.

I first started listening to your tapes in 1994 after hearing your Power Talk interview tape with Tony Robbins. I immediately contacted you for something -- I think you sold me or gave me a copy of Stealth Marketing. Talk about an eye-opener. I'd been a pretty good sales guy for 15 years, but until then I didn't even know what marketing was.

After that, you continued to send me tons of stuff -- sometimes two letters a week, for probably a year even though I didn't send you a dime. Every time I'd get one of those obnoxious looking letters with the red or blue sub-heads everywhere, I'd read those damn things from start to finish. And some of them were 20 pages long. Needless to say, since 1995 most of our mass mailers look and read just like those. Thanks.

## About EMS

I started Energy Management Systems (EMS) 15 years ago. We have offices in Indianapolis & Elkhart Indiana and sell building automation systems to industrial clients all over the Midwest. Clients cut their heat/cool expense by 35% to 50% - typically \$100K to \$300K per facility. EMS is unique because we



package a full range of services that makes it easy to buy and use a complex product. We calculate energy savings for clients before they buy and verify savings every month after installation.

The critical thing in our business is long-term service and that's our strength. Most companies, if left on their own will utilize an energy management system less and less over time. EMS clients don't have that problem because we offer full management of their systems over a modem from our office. None of our services individually is rocket science, but EMS is the only company in the Midwest that offers turnkey packages that ensure results. EMS guarantees savings for clients and we make sure every one of them is happy.

During our first 10 years it was tough to grow; we were ahead of our time. We built an impressive client list, which was critical to our success, but overall, there was much apathy about energy conservation during that time.

The energy market is much different now and we're poised for tremendous growth. Energy prices have jumped in the past two years and since electricity was deregulated in 1997, executives have to pay attention to energy costs. Global competition is making cost cutting a necessity, and automation in the workplace is accepted. It's hard to quantify, but our market is probably twice as good as five years ago. Having hundreds of savings reports from well-known clients such as GE, Delta Faucet and Wm. Wrigley Jr. Co (Wrigley Gum), make it easier to convince new prospects that our system will produce the savings they desire.

## **Our Business Doubles, Maybe Triples This Year**

Since meeting Jay, I've kept a business plan of marketing improvements – a menu of things I want to have in place. Although I'm frustrated with the progress I've made implementing them, the ones I have done are making a difference. Jay talks about changes adding up over time and it is happening now. It is truly about to become exponential. EMS has sold about \$1.5 million a year since the early nineties. Jay points out three ways to grow a business and we're doing two of them. We're getting more clients and they are paying us more money per sale – both due to Jay.

Five years ago our average sale was \$75K. Because we're targeting Dream 100 prospects, now it's \$100K to \$400K – that's a huge difference for us. Six months ago we increased the sales staff from one person to four and have generated sales proposals at twice the rate of last year. We're just about to double or triple our monthly sales volume depending upon which proposals close over the next few months. Sales volume should hit \$3M easily this year and with a couple more superstars we should sell at least \$5M next year. My next hire is a person to help systemize marketing functions. It's exciting to be able to plan growth with little risk. We just have to execute consistently.

## **Other Ideas of Jay's That EMS Has Used So Far**

### **Referrals**

We ask clients for referrals now but it's hit or miss. Soon we'll organize where in the sales process we'll ask for them, who will do it, and how we'll do it -- a combination of face to face, letters, e-mail etc. I really like the idea of showing clients a list of our Dream 100 and asking them whom they know at these companies.

We have meetings with clients 90 days after a system is installed to discuss any problems and review their energy savings. We're going to use those meetings to get referrals too. We plan to offer big screen TV's or charity contributions for them personally and free extended service to their company if EMS sells a system to one of their referrals.

### **Risk-Reversal**

We had a decent guarantee before but we made it even stronger. It's right out front.

### **How Could We Make Our Offer Irresistible to Prospects?**

This is an integral theme that Jay reminds me of constantly. Simple, but probably the most profound question someone heading sales and marketing should think about. We changed our sales proposals to *de-emphasize* the cash price and *emphasize* the fact that clients can pay \$4,000 per month and save \$12,000 per month. Their annual savings and cash price used to be compared on page one along with the payback period. We stated that financing is available but prospects never forgot that big sticker price of \$300,000 or so. We still take cash payments but now the price is buried way in the back.

We also created a “Below Prime” lease rate with the company that finances systems for EMS clients. It costs us some of our price -- we have to buy down the rate just like points on a mortgage, but it works well and that’s what counts. Without that, some shortsighted finance people get hung up on a few pennies of interest instead of the many thousands of dollars we can save them.

These two strategies eliminate the biggest problem – the money.

## Mass Mailers

We now use 2 or 3 headlines per letter and changed our copy to be informal and direct. I also learned from Jay’s letters not to attempt to write to a broad audience. I’d rather have 10 prospects get excited and take action than to have a 100 people think that we’re okay, then throw away my letter. It pays to talk specifically to the people we can help the most.

## USP

I’ve done a bad job with this one. Can’t seem to come up with anything that fits, is memorable and is short.

## Strategic Alliances

We pushed this hard a few years ago but can’t seem to find good partners. Our product is expensive, complex, and must be customized every time -- not an easy sale for anybody, regardless of their relationship with our target prospects.

We partnered with some utility companies right after electricity deregulated in 1997 and had some success. They gave us leads from their clients and we sold the systems. That gave us much credibility with prospects and cheap leads, however, deregulation turned out to be a moving target and most utilities abandoned sales of energy-saving products within a short time. I still believe strongly in alliances and we’ll revisit this in the future.

## Consistent Client Contact and Building Trust with New Prospects

This is going to be a huge area for us. We have good gross margins and making one or two more sales in a year is big, especially when we’ve already done a lot of sales work upfront at our cost. We seldom lose sales to competitors; we just get delays. I learned this from Jay’s constantly sending me things of interest. Nobody has ever sent me one tenth of what Jay has and I would never consider spending any money with anyone else. I want to create that bond with my Dream 100.

We’ve done some of this – always with success. We just e-mailed 100 people at 30 companies which did not buy our system in the past two years – total cost about \$150. We announced our new website and reminded them of the savings they are losing. This is a great way of going over the head of middle managers that stalled our projects the first time. We got two calls immediately to re-liven talks on proposals totaling \$610,000. These are like gold. The initial work is all done and we have the credibility of already knowing their situation.

We will organize an array of stuff to send monthly – savings reports of their competitors or neighboring companies, press releases, informational articles about energy price trends etc. We’ll also use this approach to develop rapport and new leads with our Dream 100.

## PEQ & PEQ II – You Guys Really Hit It with PEQ!

**Visuals**

Chet really hit home. We updated our website and printed some great looking case studies for handouts. Next is PowerPoint for our Core Story.

**Core Story**

Before I started this business, the products I sold had great core stories. I was in my early 20's and made them up without realizing why, but it worked like a charm. I've had this business 15 years and until PEQ, never thought about creating one for my own business. Stupid! Anyway, ours is now 75% complete. Doing the research has given us interesting topics to discuss with clients – as consultants.

**Dream 100**

Targeting the best prospects allowed us to increase our average sales price by 250%.

**PEQ is awesome. I've barely scratched the surface of that program yet.**

**Jay thanks again for all of your efforts. You're a great communicator with great ideas. Keep them coming. As EMS grows, I intend to involve more of our people in your programs. Anyone can contact me for a reference anytime.**

**Dave Riggle,**

**President**

**Energy Management Systems**

**800-541-5740 or 317-341-5968**

[www.energymanagement.com](http://www.energymanagement.com)

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

## 175. David Botsford

----- Original Message -----

From: David Botsford

To: Jay Abraham

Sent: Wednesday, July 31, 2002 6:08 AM

26th July 2002

Dear Jay

Thank you for your e-mail, inviting testimonials about how your clients and readers have used your principles to improve our lives and incomes.

I am a clinical hypnotherapist, which means that I am very much a one-person operation. Hypnotherapists help people to find solutions to their personal problems by communication with the unconscious part of the mind. For most people who set themselves up as hypnotherapists, building a practice is an uphill struggle. Starting out as a hypnotherapist is a "Catch-22" situation. On the one hand, you have to get clients in based on your reputation, while on the other hand, you can only build a reputation by gaining consistent success with a fairly large number of clients. I trained in clinical hypnotherapy from 1993-95, and it took several years to get to the point where I was making anything close to a full-time living at it and was able to quit my "day job" (working on computers at a bank). At that time I knew practically nothing about marketing, a subject which was barely touched on in my hypnotherapy training, and then only in a mediocre way.

At first I saw my hypnotherapy clients in my own home, which at least meant zero overhead, but gave an impression of amateurishness and had a tendency to reduce my credibility among some clients.

In 2000 I moved into an office on Harley Street in London, a street which everyone in Britain associates with medical excellence, as it is home to the offices of specialist doctors, dentists, therapists and complementary medicine practitioners. Of course, the central purpose of setting up on that particular street was to establish credibility. Only then, faced with the high overheads there, did I start to read the classic texts on marketing, advertising and promotion (this is a genre of literature I hardly knew even existed until that point). I read David Ogilvy's Ogilvy on Advertising and John Caples's Tested Advertising Methods and, based on what I learned from those two superlative books, I designed on my home computer some full-colour leaflets promoting my hypnotherapy practice.

It was at that time that I first came across the name Jay Abraham when I was browsing in a bookshop in London and saw a new book on the crowded business books shelves entitled Getting Everything You Can Out of All You've Got. The very title stood out from the multitude of other books in the same field. I bought it immediately, and it was one of those very few books I have stayed up all night in order to read. I immediately knew that the book was an "instant classic". More significantly, though, the first thing I did on the morning after my

sleepless night reading it was to apply the risk-reversal concept to my hypnotherapy practice. Like most practising hypnotherapists in Britain, the largest group of my clients was - and still is - people who want to stop smoking.

Immediately after reading the book, I decided to offer an unconditional money-back guarantee. If a person came to see me for hypnotherapy in order to stop smoking, their total fee would be £195 (around \$280 at the present exchange rate). For this fee, the client would receive a 90-minute clinical hypnotherapy session, plus a CD or cassette for self-hypnosis (which I taught them as part of the session), and an optional reinforcement session later if they felt they would benefit for it. Also, if the person went back to smoking within three months from the date of the initial session, the entire fee of £195 would be refunded to the client at the end of the three month period. I became - and remain today - the only clinical hypnotherapist in the UK to offer such a money-back guarantee.

I re-designed my stop-smoking promotional leaflet to incorporate this unique guarantee, and distributed it around doctors' and dentists' surgeries, pharmacies, hospitals, gyms, health food stores, and such places. I took out classified ads in newspapers and magazines. What was remarkable was the speed with which people started coming in to see me. Literally within a few weeks, starting from no clients at all, I had a practise up and running. Over the past two years I've continued to offer that same guarantee, and have built up a fairly good level of clients through word of mouth. I have also made far more money in those two years than in my previous five years as a hypnotherapist, when I stumbling around, trying to build a practice through trial-and-error methods.

My next project is also based on the Jay Abraham idea of seeking ways in which hidden assets can be utilised to bring increased revenues. (I've also got your publications Stealth Marketing and Lessons from the \$4 Billion Man.) I am now in the process of creating a series of ten CD kits, dealing with each of the main problems people come to hypnotherapy for (such as stopping smoking, losing weight, overcoming fear of flying, stress management and pain control).

Of course, there are many self-hypnosis CDs on the market dealing with these and other issues. But mine will be distinct and - I believe - offer more substance and value - for several reasons:

- (1) Each kit will contain two CDs with my voice giving a variety of hypnotic inductions to deal with the issue with which the CD concerns itself (over two hours of material).

- (2) My voice will be accompanied by original recordings of Baroque music, which stimulates the creation of alpha waves in the brain, causing the person listening to enter a very relaxed state conducive to hypnosis. In order to record that music, I'm working with a conductor who is assembling a Baroque orchestra, an organist and a pianist who will perform and be recorded especially for the creation of this series of CDs.

(3) Each CD kit will also contain a 12-page workbook filled with up-to-date and useful information about solutions to the problem the person wants to overcome.

(4) Each CD kit will contain a laminated colour sheet of affirmations which the person can stick on the wall and see every single day.

(5) A free gift will be offered to each person ordering a CD. (Haven't figured out yet what that will be yet, but.)

(6) Every CD kit includes a lifetime money-back guarantee (classic risk-reversal), so that the client can return it at any time in the future for a full refund.

Once the CD kits are actually produced, the next step is marketing and distributing them both directly and to retailers. Reading the works of Jay Abraham has already given me plenty of ideas about that - and perhaps next year I'll e-mail you with details of how precisely those ideas have been applied.

Many thanks for an excellent education.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Yours sincerely

David Botsford  
Clinical Hypnotherapist  
Corporate Medical Services Ltd  
10 Harley Street,  
London W1G 9PF, UK

Size: 1 person  
Type: Hypnotherapy and (soon) self-hypnosis CD kits  
Phone: 00 44 (0)20 7467 8461  
Fax: 00 44 (0)20 7467 8312

176. David T. Briner

----- Original Message -----

From: David T. Briner

To: Jay Aabraham

Sent: Wednesday, July 31, 2002 6:30 PM

Jay:

Well, let's see...I was introduced to you and your "Discover Your Secret Wealth" tape set in early 1994, after I was laid off from AT&T. I was wondering what to do with my life. I had just been let go from a big company that was taking severe advantage of their employees. My top income for the year there was \$16,800.00. Embarrassing, I know. Anyway, I listen over and over to Jay's "Discover Your Secret Wealth" Tape set and found an amazing quality in myself. I had been working in the Audio/Video/Computer production field all my life, and finally realized, after listening to Jay's tapes, that I had all the knowledge it took to form my own business in Not only the Audio/Video field, but the computer and Web Design field also. Now, the internet was just starting and I had no idea how to do the things that was being done. But I took another job in the Computer Graphics Design field...I was hired because I was the 1st to apply for the job...that was lucky...because the only graphic design knowledge I had was a computer AutoCAD class that I took in 1991 just before I took the job at AT&T. But for 3 hard years of barely making any money again, (top dollar \$20,850 for the last year) I learned programs such as Photoshop, Animator Pro, Premiere and 3D Studio. These were all Graphic Design and multimedia software to work with the computer and the Web. But it was Jay Abraham's tapes that inspired me to take this job and learn all I could to become my own boss in the Audio/Video/Computer Training/Web Design field...this is where I am today.

Also, I had just bought Jay's "Getting All You Can from What You've Got" tape set and it has helped me tremendously with my own clients. I am presently with a client that didn't believe that Web Design can take 3-4 months to get the site up and most of the way completed...She thought that I was just being wishy-washy with her...so...after listening to Jay's tape again, I took to business to her place...she had a new computer, she could see what I am doing, she could observe me and watch me in action while building it...right with her beside me. She now knows that it is a lot of work and a lot of research is involved and typing...along with picture editing, resizing, upload time, etc. But I turned a negative into a positive by just suggesting that I show her, at her convenience, what is involved in the building of her web site. We are now closer, more comfortable, getting more money from her, and keeping her satisfied. Jay, YOU ARE THE MAN!!! Thank you.

David T. Briner

<http://www.swvideo.org>

<http://www.wbnr.org>

<http://www.5linx.net/SouthwestVideo>

<http://www.prepaidlegal.com/go/davidbriner>

<http://www.mymagicpromo.com/suite10644/ads>



## **177. David Deutsch**

From: David Deutsch  
To: Jay Abraham  
Sent: Thursday, July 25, 2002 7:45 PM

Dear Jay,

When I first read your material, I worked at an advertising agency.

Largely because of what I learned from you, I was inspired and able to quit that job and go on to become one of the most successful (and highly paid) direct response writers in the country.

Recently, eager for more challenges, I accepted a job as Creative Director of a large national direct response firm.

Many thanks. I couldn't have done it without you.

David Deutsch  
3111 Kenmore Road  
Richmond, Virginia 23225

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

## 178. David d'Orton-Gibson

----- Original Message -----

From: David d'Orton-Gibson

To: Jay Abraham

Sent: Wednesday, July 31, 2002 5:55 AM

Several years ago I ran a residential letting agency. We produced an in-house newsletter for our landlords. Driving home one evening listening to one of Jay's tapes I realised that the newsletter could itself be a product of interest to other agents. We tested conservatively (25 in the first mailing!!) and found interest. We built up this side and it opened the door to other activities. The letting business is deregulated (in the UK) and generally works on a low margin because of the competition. You can imagine my surprise when we calculated that although we only charged GBP20 per newsletter, we were making 75percent profit net of production costs.

The only limit was the point where mailing costs could not be justified by the revenue. We have therefore switched tactics and now promote the product from the courses. This eliminates promotional costs and even allows us to run courses at a loss, knowing that if we can get new clients in the door the back end profitability will justify it. All our products are now primarily promoted this way.

The production of this product has led us into many other areas. We have expanded into training courses, consultancy, a help line, model documentation, an internet newsletter and website (to drive down cost still further) and other things. This has built a parthenon of different income streams, the best of which pay us every year regardless. We are now expanding this outside lettings and into more general work with demand for software and general management training. All our products use risk reversal, everything has an unconditional money back guarantee and in thousands of transactions over the last few years I can only think of one occasion where I felt this was abused (but look at what it achieved!). Some specific risk reversals included guaranteeing course delegates that THEY would think the course was worth at least five times the price or they should ask for their money back. There have been several times where we have gone beyond our promise. For example of pair of delegates were about one hour late for a half day seminar. They said they could not follow the map (60 others managed OK). They did not ask for a refund but we sent them one anyway so that they would feel positive and to win the back end profitability.

We are also taking some of our products and bundling them with other vendors non competing products where they sell into the same market. They now sell the product and we have no risk, just additional upside.

Indeed we no longer run the original business as we recognised that with a finite resource of time we could make more money selling our knowledge, skills and systems rather than applying them in the market. From a small local letting agents we are now one of the top national providers of lettings information. The turnover on the new business has now grown to similar level to the lettings business (after 12 years of growth). However we only have about a third of the staff involved

and it is much more profitable. With less staff I earn 50% more and the business is still far more profitable. What good news.

As you can see we apply a range of ideas and practises, and we are always studying to try and find ways of using further tools. We see no end to the process of learning. For example, we are about to try some of the referral ideas given on the tape. We recognise that one good idea will easily cover the cost of the tape, many times you get more than one good idea (though it gets harder the more you already use!).

Best wishes

David d'Orton-Gibson  
TFP

## 179. David Harber

----- Original Message -----

**From:** David Harber

**To:** Jay Abraham

**Sent:** Thursday, August 01, 2002 2:58 PM

Hi Jay,

Quite honestly, I was way too busy to accomplish this but it was important to me that I do so. I truly feel that I owe you quite a bit for helping me and my business these past two years since I discovered you. In some small way I hope that the attached testimonial begins to repay you for the things I have learned and the guidance you have given..

My business would not be what it is today if it were not for the countless hours I have spent listening to Jay Abraham tapes and reading his books. Many of the lessons I learned were not instilled right away and certainly not from hearing a tape the first time (or even the second). The Jay Abraham "mind set" has taken me over a year to learn but the time I spent assimilating the information has paid off tremendously. The "Eureka!" grasp of the Abraham non-traditional marketing mindset will catapult both your business and your personal life like nothing you have ever seen. I don't know if I will ever master the mind set but I know one thing... if Jay is talking than I am listening.

I sell collectibles via the Internet, casino collectibles to be specific. With the events of September 11th and the subsequent downturn of the economy, our industry suffered greatly. Let's face it; collectibles are not something that one "needs" when they're not even sure if they'll have a job the next week. Like most of my competitors our sales were down 40% from mid-September through October. Unlike my competitors though, we bounced back rather quickly and were back to "normal" by mid-November. While my competitors were complaining and sulking about the lack of sales, we were as busy as ever. How you ask? By simply incorporating one of Jay's ideas ("Private Customer Sale" letter) and utilizing his backend principles. We contacted the 2,866 previous customers that had purchased from us over the seven years we had been in business. We honestly & truthfully explained our predicament, made them a value-laden offer and watched our mailbox overflow with orders. This one letter was responsible for close to \$11,000 in sales that I know we would not have had otherwise. It was a boost that was much needed at a time when we didn't even know if our business would survive.

Thanks to Jay, I developed my USP. A critical component of our USP is our full one-year guarantee. I've had this guarantee for several years now and my competitors think I'm nuts (even though not a single customer has ever taken advantage of it!). What the competition does not understand but we do are Jay's "risk reversal" theories.

Jay taught me that there are three (and only three) ways to build a business. In my "pre-Jay" days I only tried to get new customers. Even though they (thankfully) did, I never consciously considered trying to get my preexisting customers to order more often or offering them incentives to buy more each time they did place an order. As they say "Even a blind squirrel finds an acorn every now and then". I was fortunate that the backend was being developed without any conscious effort on my part however once I became aware of its implications, the backend soared and has been critically crucial to the success of our business.

I've taken the principles of Leverage and Marginal Net Worth to heart. Through my own experience it has been proven to me that if I give value, great service, show kindness and keep an ongoing line of communication open to a customer he will be back time and time again. Not only is the lifetime value of a customer very important but also often not talked about is the lifetime referral value of a customer. Satisfied customers do tell their friends and associates that they were treated fairly, kindly and with respect.

I've learned to keep my eyes open for new opportunities and to always try to put myself into the buyers shoes. I have found that the Golden Rule applies to business, I treat my customers the way I want to be treated when I am a customer. Each of us is continually a customer of one business or another. Make a conscious effort to take note of how you are treated and what a business does (or does not do) for you to remain a happy customer.

Breaking the rules is not only OK but also often you are richly rewarded for doing so. I stopped selling an expected, low-margin line of products that I figured took about 35% of my time but only resulted in 18% of my sales. My competitors thought my business would fail by dropping this "crucial" line. After an initial (and expected) drop in sales our business has since quickly increased its sales and bottom line by emphasizing the other lines that we are still carrying. I have found that there's definitely something to developing your niche by streamlining and narrowing your focus rather than trying to be all things to (in our case) all collectors.

Then there's the most important lesson that I learned from Jay, testing and analyzing buying habits. I'm continually "crunching" the numbers. When a person visits my web site, I know the chance he will make a purchase and the chance he will sign up for my newsletter. If he does make an order, I know how much he will spend on average, what the chances are that he will make a second order and what the chances are that he will make at least six orders in the upcoming twelve months (my definition of an "ideal customer"). By knowing what a web site visitor means to my business I know how many advertising dollars I can spend to get him to stop by in the first place. By incorporating Jay's backend principles I know that I can actually break even or even lose a little money on the first sale and more than make it up with a customer's subsequent purchases.

With testing I have learned that even a small and simple change to your advertising strategy can have a profound impact on your business. For instance I changed the order of several words on a banner ad. It went from a 0.3% click-through rate to 2.6%. I've had even better results with an e-mail that we sent to a lead list. We changed the headline and went from a 40% open rate to an 82% open rate. Staggering differences because of a simple change. Now I understand why Jay drills this in his listeners/ readers... continual testing is paramount to a successful business.

Thanks to Jay's ideas, we have started a reciprocal joint venture with a similar non-competing business a few months ago that holds quite a bit of promise and benefit to each of us. I've learned the power of bartering and have used it at least a half dozen times to purchase items that I needed at a fraction of their original price. In these cases the idea of a mutually beneficial relationship has become a reality and has encouraged me to seek more.

Since 1995, I've built three successful, income producing web sites. In those seven years we have sold over 1.4 million dollars worth of merchandise through our home based web stores. We are not getting "rich" but I was able to quit my job and my wife able to quit hers. We comfortably work from home and are able to spend the time with our daughter to raise her the way that we see fit. There are no traffic jams getting to work, no boss telling us what to do or how to do it, our time is our own. Shortly, I will be starting a fourth website, a consulting service (VegasWebCoach.com) to teach other Internet based businesses how we succeeded. My clients will definitely receive value. I will shorten their learning curve; I will expose them to the principles that we have embodied and the Internet marketing techniques that have worked for us (and those that have not). Most importantly, I will turn them on to the greatest marketer on the face of the planet, Jay Abraham.

To a reader who is contemplating a new business, I have these suggestions, most if not all components of the Abraham mind set. Develop your USP and know your numbers. Don't be afraid to break the rules and to try new ideas. Fully & completely understand the lifetime value of a customer, the lifetime referral value of a customer and always think long term. Offer an incredible and far reaching guarantee for without repeat satisfied customers you have little if anything. Recognize new ideas, relate them to your business, understand their implications and then take the giant leap and make the effort to actually put them into place. Treat your customers as you would a family member. Develop a deep, caring relationship and have empathy for them and they will remain totally loyal to your business despite ANYTHING that your

competitors may do to try to lure them away from you. Keep a positive mental attitude and always believe from the bottom of your heart that you will succeed & prosper. Most importantly, always keep reading & learning and ALWAYS keep attuned to the ideas of Jay Abraham.

The bottom line: through ideas I've implemented and the mind set I have acquired I can directly correlate approximately \$1,200.00 a month that falls directly to our bottom line as a result of changes that I made since I began listening to the Jay Abraham tapes. But remember listening is not enough; ideas must be turned into action!

To Jay all I can say is "Thank You!". Both my business and I have been enriched by your ideas, theories and mindset....

David Harber  
Cheques in the Mail, Inc  
(702) 877-0460

## 180. David Snowden

----- Original Message -----

From: "David Snowden" <davidsnowden@comcast.net>

To: <apgi@abraham.com>

Sent: Friday, August 02, 2002 5:50 PM

# David Snowden & Associates

Consulting Engineers 1536 Ashby St. Westland, MI 48186

734.729.6997

E-mail dsnowden211933MI@comcast.net

August 2, 2002

To: Jay Abraham

From: David Snowden

Topic: Referrals, backends, and over delivering mind sets

Growing backend through over delivering to referrals.

I started by asking my existing clients. The end of the project if they know of other people of their quality (words from the tape about the Australian Dentist). That would benefit for my service (permits for new expansions where air permits are required).

About a week later, with talking to one of my smaller accounts, I got a call from someone that he had referred to me about renting some air flow measurement equipment.

The referral wanted to measure the airflow out of two exhaust stacks that were to be replaced with a new single air conditioner.

I knew from renting this type of equipment myself that the daily rental cost was \$80 to \$100 a day. I offered a rated of \$75 and the idea here was to three fold.

- Add another name of an industrial client to my client list
- By them renting from me I would get a vendor number and be in their purchasing system and to provide additional list of my services.
- To get into the plant and ask some of the key questions that I learned from you in my ULMRL marketing program, to flush out other possible areas where I could provide services and try to meet others at the plant I could follow up on later.

The new client needed the air flow meter in two days. I showed up at the plant 15 minutes ahead of time and drove around the facility so that I could see the side of the facility. I met with the client and confirmed the Purchase Order number and got the buyers name and telephone number. I asked the client if he knew how to use the equipment, I noticed that he was a little hesitant so I offered to show him how to use the equipment. So we went to the roof, and I showed him how the flow meter worked. We measured both the stacks that he needed to measure.

As a follow up I faxed him a letter report showing the size of the stacks, the airflow rates for each stack, and some other data that I was able to measure while I was there.

One week late I did a follow up phone call to see if there was any need for my primary service. I was asked to bid on an air permit for modifying a existing process. I was bidding against the firm they had been using for more than three years and it is a large national firm.

Two days after the bid deadline, I followed up to see if there were any questions (and to see if the long copy proposals was working) I was told that I was 20% or higher than the national firm. I explained that I had been working with the local agency people for years and I knew that if I gave the agency personnel information in the format they were used to seeing, Before that the permit had a much better chance of going through faster there by allowing his plant to start sooner. There by allowing the plant to start operations sooner, there by generating profits sooner.

The next week I got a call to come in and sit down and talk about the permitting project. I was awarded the contract. The engineering manager told me that he was impressed by the letter report on the airflow measurements. And that the proposal (long copy) for the air permit was the first time in three years that he actually understood what was involved in putting an air permit together.

After finishing the permit project I also asked the engineering manager for referrals of his same quality. He never did get back with me with any names. However, he did call me when he got promoted to a higher-level position at another plant. I continued to do five other projects with the original plant engineer. Additionally, the engineering manager asked me to help on a new air permit project, a sound reduction project (I did another joint venture with another small firm), ISO 14000 project, hood design, and a new production line permit.

In less than 24 months this approach has taken me from a \$25 loss and a 5-hour marketing effort to more than \$28,850 from both plants and becoming one of two approved environmental vendors.

The concepts and mindset helps one think to look for opportunities to serve and grow ones business. The bottom line secret is: ask for referrals and sell by telling (long copy).

My statement is true and provable and you may feel free to use this in your promotional and marketing endeavors.

Warmly,  
David Snowden  
President



## 181. David Spaulding

----- Original Message -----

**From:** David Spaulding

**To:** Jay Abraham

**Sent:** Thursday, July 25, 2002 5:11 AM

Dear Jay,

Thank you for allowing me the opportunity to share with you some of the ways your methods have helped my business.

I was first introduced to you via Tony Robbins. I recall distinctly the day I received your packet, with Tony's endorsement on the cover. Had his endorsement not appeared, I most likely wouldn't have gone any further -- it was a Saturday and I had lots to do and the idea of sitting down reading all of your materials appeared a bit overwhelming. But, I persevered. Your risk-free offer to attend an event in LA sold me, so I was willing to "commit" to the \$5,000 fee. Am I ever glad.

Since that time, I have attended a second LA event plus availed myself of many of your other products over the years. And, I enjoy your letters -- even the ones I am unable to respond to. Your letters alone are worth a lot of money, as they contain the seeds of your methods of communication.

One of the major things you got me to do was to truly value my services. At the time of our first encounter, I was billing \$1,200 per day. Well, I decided that my time was worth more, so I've steadily ratched up that fee to its present rate of \$3,000. And, no one challenges this fee (meaning that it may be time for another increase?). And when someone asks me to come in for just a half day, I tell them that it's not worth my time, but that I'll have to charge a premium, and they gladly accept it.

As for techniques, the one we use the most is the "risk reversal" method. For example, four years ago we introduced a membership group, which has two "chapters" -- North America and Europe. These are professionals in the investment performance industry (one of the major areas our firm supports). Members meet twice a year in Europe, and twice a year in North America (e.g., this year's spring meetings were in Oslo and Boston; the Fall will be in Vienna and Chicago). The annual fee is \$5,000. We offer the folks to come, experience a meeting with us. If they decide after that meeting that the group isn't for them, then we'll refund the money. We feel this makes their decision easier. So far, no one has turned us down and we've made hundreds of thousands of dollars on this!

We also use the risk reversal approach with consulting. Just yesterday, I told a prospect that after the first day of the assignment, if they decide I'm not for them, we won't charge them. I think this has helped on multiple assignments.

Your ideas have encouraged me to branch out from the only business I was in years ago (consulting) to publishing (we are in our sixth year of publishing *The Journal of Performance Measurement* -- a quarterly publication with subscribers throughout the

world; we also published a guide book this year and will soon publish our first book), training (we currently offer three classes - again, with the "risk reversal" approach), research (via industry surveys), and, of course, the forum.

Our marketing materials generally match up (we believe) quite well with your approach. We have *liberally borrowed* from your concepts as they are often perfect fits for our materials. We try to tell the whole story, so people fully understand what we're offering.

While I can't offer a specific number that can be attributed directly to the application of your methods, it's clearly well into the six figures -- possibly into the seven figures.

Thanks, Jay!

Best wishes,

David Spaulding

President,

The Spaulding Group, Inc.

[www.SpauldingGrp.com](http://www.SpauldingGrp.com)

(732) 873-5700

33 Clyde Road, Suite 103

Somerset, NJ 08873

P.S. My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

## **182. David White**

----- Original Message -----

From: David White

To: Jay Abraham

Sent: Wednesday, July 31, 2002 6:15 AM

Dear Jay

Over the last few years of following your practices I have had many revelations based on what I learnt from your X Factor seminar in Heathrow, London.

The power of pre eminence has been one of the greatest lessons. This is not to be confused with the concept of fake it till you make it. The key to pre-eminence as always is to believe in the qualities of your business, for it to become real. To implement the power of pre eminence means that you will need to position your business at the top of your market, you will find that you have to produce materials that support the positioning, whether it is your web site, your direct mail or advertising.

It is more than just writing words on paper. The concept needs to transfer into actions and deliverables. If you believe that your business is the best, imagine your business as the market leader, you will tend to find ways that focus on delivering excellence and value to prove you are the best. The power of pre-eminence becomes a self fulfilling prophecy.

A great spin off from the power of pre-eminence is that in focusing, and in writing out your materials you can find smaller and larger services to offer and you can charge premium rates. These 'discoveries' can be used to package or add value to your core delivery so that the consumer gets added value, better value for money and a better perception of you as a supplier.

Pre-eminence also allows you to charge premium rates and to be seen as the preferred supplier during tougher times, as you also appear to be the supplier who cares most, who has solutions for more angles, and as a result concomitant sales.

The power of pre-eminence is to enable you to present all the best elements that a buyer is looking for in any market. You can use the power of pre-eminence in all sorts of different ways. After first sorting out your own head and getting close to determining the future, you'll find that you can re-use a number of the elements that you discover. One particular aspect to focus on is the buying criteria of a prospect, if you can embody or package those elements in your offering, your conversion rate will increase as will your income and profitability. Usefully you will create a body of work that will help you again and again.

Just by thinking you are the best, you will become the best. Napoleon Hill.

I kept one company profitably trading for two years after its main clients had switched to other services due to a personnel change. The company still exists today and I still organise its marketing. We would definitely have died and gone to heaven much sooner if we had not adopted the pre-eminent strategy.

More recently I have taken a start up company from no where with no funds to dealing with over 60 global brands in less than two years.

David White  
WebOptimiser Ltd  
0800 614421 (UK)  
+44 2079537118 (Overseas)

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

### 183. Del Ball

----- Original Message -----

**From:** Del Ball

**To:** Jay Abraham

**Sent:** Thursday, July 25, 2002 6:49 AM

Testimonial:

Using the Jay Abraham and Chet concepts of "Preempting the Competition" and "Unique Selling Proposition" we have doubled our close ratio during tough economic times. We took a look at our competitors offering then designed our marketing message to preempt the competition by showing that we are the only logical choice, and by educating the customer on how to buy our products and services. The preempt of the competition is weaved through all of our messages including prospecting scripts, needs analysis, unique selling proposition, and close. One concept from Jay and Chet has made a tremendous impact on our business.

Regards,

Del Ball

Opportunity Management, Inc.

## 184. Denis Backhouse

----- Original Message -----

**From:** Denis Backhouse

**To:** Jay Abraham

**Sent:** Thursday, August 01, 2002 4:56 AM

G'day from Australia, Jay. I hope you are well.

I owe you an eternal debt of gratitude for freeing me from the rat race forever!

I bought your tape set "Your Secret Wealth" and loved it. I talked to everybody who would listen, and some who wouldn't, and a few did some stuff and it worked, and they shared some small dollars with me. So I gained confidence.

Then I saw an ad from Chris Newton at Results Corporation. He wanted marketing staff. I wrote him a classic "Risk Reversal" letter, and got the job.

Wow! To be exposed to Chris' corporate library of Abraham and just about everybody else! Wow!

I listened to every Aussie Boot Camp, I devoured Quantum Leap, I read and re-read Stealth Marketing.

Chris hit a downturn, and I was on my own (along with all the team at Results!) ... Best thing that could have happened.

I worked out who were my "To Die For" clients, then went after them. Got the first one! Fantastic guy! As an ex-Results client, he understood marketing. Went to work with him on a work-from-home consultancy basis. Negotiated a partial Risk Reversal ... Tim covered my phone and mail costs, and I get a percentage of profits I made.

Tim's company marketed tax-effective agricultural investments ... Basically you invested in a share of running a BIG farm (a little over 6000 acres), growing olives for table and oil, and shared the profits.

Australia has some neat depreciation laws for farmers, so your investment was 67% tax-deductible in Year 1, Balance over Years 2 and 3. Predicted returns 27.44% pa. for 25 years. A good deal for people with tax problems.

Tim had a great system to bring in "Retail" clients ... Mums and Dads who responded directly to newspaper advertising and some press coverage of Open Days at the farm. And he had a great team to service those enquiries one-on-one.

I looked for leverage. I found it in a letter from an investor's accountant. He asked that all correspondence about the investment be directed to him, so he could keep the client's accounts together. Bingo!

How many accountants had clients with tax problems? (Paying too much tax)

All I had to do was contact them and announce that Tim's product would solve all their problems, Right?

Wrong ... as it turned out!

A trial mailout ... *Phone, Mail, Phone* ... taught me that accountants in Australia generally do not seek to minimise their clients tax bill. They are conservative "bean counters", happy to simply keep books and prepare end-of-year compliance returns.

But ... By asking questions, I discovered the role of Financial Planners was to save tax dollars. So I test mailed some of them. *Phone, Mail, Phone again.*

(I explain *Phone, Mail, Phone* in a minute.)

Still LOTS of resistance, but I discovered that most financial planners were "under the umbrella" of one of about 20 larger Australian financial planning companies.

More *Phone, Mail, Phone*, to discover who the decision makers were in these 20 "houses", or companies.

I was getting excited now, as the potential for leverage was increasing exponentially as I rose up the hierarchical tree!

To shorten the story, four of the "houses" came on board, and we wound up getting about \$2.4 million in sales from people who otherwise wouldn't have responded to Tim's advertising ... But they trusted their Financial Planner!

I wound up pocketing about \$38 000 for my efforts. Not a lot in Abraham terms, but more than I had ever earned in so little time.

In a nutshell ... Basic Business Analysis first and foremost. Look for leverage. Mutually Beneficial Relationships. Who can I help to make money by endorsing my product to the clients they have spent a fortune on gaining and nurturing?

Secondly ... Strategy. Test, test, test. I saved a lot by not rolling out a full-scale campaign to accountants. That test showed me that was a barren market. Same with the financial planners. Better response, but I learned about THEIR head office controls. Basically most of them wouldn't move without the OK from Head Office guys. I needed that OK.

So I went to the Head Office honchos who could make decisions on what products got endorsed.

I'd love to say that I was blindingly successful. I wasn't!

I discovered yet another "layer of skin" on this "onion" I was peeling.

One, Just one (!) Company that specialised in the analysis of just about every sort of investment product that was marketed in Australia (Population only just over 16 Million, remember! Tiny!) And they had NEVER endorsed a single agricultural investment as long as they had been in existence. And basically the other 16 Head Offices took their guidance from this ONE analyst company.

We tried, but they never so much as considered it worth coming to inspect the plantation ... Which just happened to be the biggest, most technologically advanced, and managed in Australia!

But I was persistent. I had built relationships with most of the 16 compliance Managers in those companies, and I positioned myself as their source of information about Olive plantations. And approaching Christmas 1999, One of them cracked ... one of the biggies, and agreed to come and inspect the plantation in the New Year.

I knew when they actually saw the results "on the ground" they could not help but be impressed ... You HAD to see it. It was amazing!

After Christmas, I phoned him, in high expectation.

"Sorry Denis," he told me "Timbercorp (Australia's biggest and best-regarded eucalyptus plantation manager) has just announced that they are opening a big olive plantation. Because we have over seven years experience with them and their products, we are going with Timbercorp Olives!"

A series of calls to my other contacts brought the same story, or that there was no change, they wouldn't endorse olives at all.

I had run my race. Nowhere else to go! Time to say "Thank You" to Tim, and move on. Not a bad result. We all made money, but it could have been fantastic!

But at least now I had some serious runs on the board! I went after my Number 2 "To Die For" client.

Now here is where sheer luck plays a part. As it turns out, if I had have approached him any time up until when I did, he would have told me he was perfectly happy with his General Manager, who was also his Marketing Manager.

But right at the time I approached him, Henry was very dissatisfied with his present manager. Sales were down and trending further down, and no plans were in place to rectify the situation. He had JUST decided a change was due ... and here I was!

I had also done some research into Henry's company with one of his distributors, whom I knew well. I knew that the company marketing was basically hopeless, with just about zero close and personal contact with the end users, because the products were sold through distributors in each State in Australia.

They had no idea of who were their end users, by name and address. Only the bulk figures, State-by-State.

The products were (and still are) prescription-grade natural medicines, to be prescribed only by MDs, or registered practitioners of Natural Therapies ... Naturopaths, Chiropractors and the like.

I knew them to be efficacious, and I knew Henry to be the "Old Man" of Australian Naturopathy. Although only in his mid-50's, He had an awesome reputation as a Naturopath stretching back some 30+ years, and was still well-recognised as one of Australia's top formulators of therapeutic products.

I used the Jay Abraham question ... "What did you do when you were starting out?"

Turns out Henry was everywhere. He did seminars. Radio Shows. He was the hotline for his products even before we had hotlines. And he visited his distributors as they grew, and took a personal interest in their businesses. High Touch.

I asked him what happened. "We grew" he replied. "And I grew tired of being everything and everywhere!".

I looked at ways we could rebuild that "High Touch" using "High Tech".

The company was toying with another seminar series around the country, but Henry wasn't enthusiastic. But an analysis of his monthly turnovers revealed a clear jump whenever he did a seminar in a particular state capital.

(Please remember that Australia is really a series of cities of 1.5M to 3.5M people, surrounded by not very much! ... So the populations are concentrated in the cities)

This "jump" would drift back to the annual mean over about 3 to 5 months, and then slowly decline a little more until he did his annual "round" again.

I figured that if we could increase the contact to about every 3 months maximum, we could keep the income curve nudged up closer to the seminar peaks. That should give around a 33% increase in turnover, for some quick credibility, and give me some time to get in place some other longer-term measures to build more pillars to this marketing "Parthenon" ... another Abraham analogy!



Telephone conferencing was the answer. Some people in the company had wanted to try this, but the previous manager was apparently very half-hearted about it, and set unrealistic prices for practitioners to link up, and wanted to limit the numbers of listeners per telephone conference! Crazy!

We calculated an average hard cost to run the calls ... around \$22 Australian per participant. We found out that Telstra, our major Telco, had all the systems to work with us. They would put Henry and I on "Speak", and all the participants on "Listen Only".

That overcame the problems of 100 listeners coughing, wriggling, answering mobile phones etc. throughout the conference.

*Humourous aside* ... We had forgotten Henry's beautiful genuine Bavarian Cuckoo Clock in his study! Promptly on the hour, it stuck its head out and informed all listening that it was Eight - O - Cuckoo! We didn't make THAT mistake again!

And ... Telstra has a beautiful system for question "Queueing". Participants registered to ask a question by pressing "hash" on their phone. Telstra registered them in order, and come question time, there they were ... One after the other, in the same order as the questions occurred to them. No cross talk. No interruptions.

To ask their question, Telstra would announce the callers name, and switch their line to "Talk" and away they would go. When the question was dealt with, they would revert to "Listen Only", and the next questioner would come on lone. Beautiful system. Worked like a charm!

As an added bonus, Telstra would audiotape the whole conference for us for a trivial sum, and send us the master tape. Terrific!

We now had tapes to send out as a bonus to all participants ... a lovely and unexpected bonus that came a couple of weeks after the teleconference, along with a bundle of up-to-date informative material on the latest research and products available.

Sales-wise it also worked beautifully. Sales figures got the nudge we planned for and turnover lifted for the first time in three or four years.

The round of seminars was also a big success. Henry's team at the office did a magic job of putting together a PowerPoint presentation of his talk for him, and all he had to do was "Click" and talk to the slide. No more notes needed for him. And he is a brilliant and well-respected speaker in his highly specialised biochemical and nutritional fields.

But for me, the seminars and telephone conferences were a means to an end. You see, the company had been mailing out expensive packages to over 4000 practitioners 4 or 5 times a year. Around \$3 hard cost per package ... \$12 000 per mailout, four times a year! Big Bucks!

From some basic research into the average turnover of a Natural Therapies Practitioner in Australia, I concluded that at max. about 1000 to 1500 were buying Henry's products ... Not 4000-plus! But who were they? Which 1000 to 1500?

The seminars and telephone conferences gave us the names, addresses, and most importantly the E-Mail addresses of the 1200 or so practitioners who had attended or listened in. Gotcha! I was betting these were Henry's "hard core" purchasers.

Now to test it.

We set up a decent database, using a brilliant client management system written by a Naturopath here in Brisbane, and trained a dedicated database manager ... a talented but unambitious IT graduate, who was happy to sit in front of a monitor all day, and not have to interact with live humans!

In fact, we set up 2 databases. "Our Faithful" as we termed them, and "The Cold Group" as we termed all those who had not attended or listened in.

In the next regular quarterly newsletter mailout to the "Cold Group" we announced that we were updating our mailing database, and could they please confirm by email that their current postal address was correct. We told them that failure to so confirm would mean that we would assume that their mail was no longer reaching them, and that they would be dropped from the mailing list.

In fact, we repeated this exercise twice, but once would have been enough, I now believe. The response to the second reminder was so small as to be insignificant. They would probably have remembered when the mailing DIDN'T arrive and would have contacted us anyway, saving some \$9 000!

For "Our Faithful", of course, we loved them to death! We improved the Hotline facility. We swapped some staff around to jobs they felt better suited to, but could never have asked the previous manager, whose word was law!

We improved the quality and frequency of up-to-date research findings that we disseminated. We could do a LOT with the \$30 - plus thousand we had saved on the wasted mailouts! It paid for our IT man, and left some over!

The bottom line was that in about 8 months, income was up by a steady \$60 000 a month ... Almost exactly the 33% I believed we could achieve!

I took about \$40 000 fees out of that 8 months. I was ready to do more, but the company accountant thought it unconscionable that anyone in the company should earn more than him, and vetoed any more "marketing" expenditure. I discovered that I had underestimated his influence with the boss ... To be frank ... had never even given it a thought! I naively thought that as long as I was pushing up sales, they would love me! Not so. The accountant looked at my potentially earning over \$120 000 a year PART - TIME, 3 times his salary, and got out the samuri sword!

So we learn and move on. I'm now working with Geoff and Paul, a couple of property investment geniuses, organising and marketing their seminars.

Total Risk Reversal ... I pay all the marketing and venue costs, they pay for the seminar manuals. get 27% of the take.

I've taken my personal income from \$8000 net from the first seminar, to \$19 000 net by seminar 2, and heading on up as I learn to trim my costs ... what works, what doesn't.

No "Rocket Science". Just good old Abraham "Give in order to Receive" (*Actually I believe the basic concept was given a couple of thousand years ago, but Jay applied it to marketing, rather than spiritual matters!*)

They were "sorta" doing all the right things, but there was just not enough time in their busy days of buying, renovating, building and managing properties to manage seminars. And seminars represented a tiny fraction of their income (back then). I've about doubled that figure for them.

More good free stuff on the website.

Track where bookings are coming from and concentrate on those sources.

Free air and paper exposure. That was easy because the guys are newsworthy.

Geoff (one partner) writes a great column in the Australian Property Investor, Australia's most respected property magazine. This alone has built him huge credibility. I just have to ride on that cred. with a simple ad. that follows his article.

We get people to email us for EVERYTHING. And I capture every email address for our database. Very, very few ask to be removed, because we keep our contact emails short, and valuable ... Usually pointing folk at a web address for the full story.

Love email.. Costs next to zip, and our clients are almost all onto it. I've cut our postal budget almost to nothing ... about \$100 a month. But we keep in touch with over 2000 clients around Australia on a regular basis.

And me! I love what Geoff and Paul do. I've personally profited by over \$70 000 in a year, doing their cookie-cutter property renovations in my spare time, so I can talk enthusiastically about what they teach. And I listen when callers ring in. I ask them where THEY are at, then tell them how the seminar will benefit them.

High tech - High Touch. That's the marriage made in Heaven! I'm not there yet, but with some more of Jay's simple tools ... I'm on my way.

Hope that's useful, Jay.

Love ya lots for what you've given me! ... Freedom, confidence, tools nobody can take away as long as my brain functions (please God!)

If you need more info, or clarification, email me, or call me if you want ... + 61 7 3269 0408 ... Just remember the time difference please! One of Corey Rudl's support guys once called me from Canada at 1.55am Brisbane time to chat about a Mailloop challenge I was having! *At 1.55am I have a challenge finding the bathroom!*

With my very best regards, and everlasting respect and gratitude,

Denis Backhouse.  
Brisbane Australia.

## 185. Doc Clinic

----- Original Message -----

From: Doc Clinic

To: Jay Abraham

Sent: Friday, August 02, 2002 2:01 PM

Jay,

The following is one example of great success that we achieved just using one simple idea and concept that you have taught us.

One facet of our medical practice is focused on weight loss. In the past, the Holiday months of November and December have pretty much been abysmal. Nothing we tried to increase new patients or restart previous patients on the program seemed to work during these months. Regardless of the amount of advertising we committed the numbers basically stayed unchanged.

This past year however, that changed. I was reminded of your lifetime value of a client concept and a particular story where you had suggested a company give their entire 1<sup>st</sup> sales profit to the salesman for bringing long-term high lifetime value customers to the business.

That idea coupled with a wonderful reminder of the value of current and previous client values gave me the following concept. Normally, when a patient restarts the weight loss program we give them a slight discount off the weight work-up which is our initial testing. A patient, not over their lifetime, but just over a single weight loss time period will generally spend anywhere from 6 to 20 times that amount.

So to all of our past patients that had not been in the last year we mailed a letter explaining to them how much we missed seeing them as a patient and how much we would like to work with them and help them if they needed us. Also within the letter, we offered to give them the work-up free if they needed to get back started losing weight with us.

The results were excellent! We had a 13% response to the letter, and saw a 100% increase in our number of restarts in November and a 400% increase in our restarts in the month of December. This led not only to an increase in these months, but we saw a number of our best patients return to start the program and continue for up to 5 months. We saw a ten-fold return on the investment we made in giving the service away free and mailing the letters, and this led to a 38% increase in our collections for December which has historically been our weakest month.

This statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

## 186. Dr. Mercola

----- Original Message -----

**From:** Dr. Mercola

**To:** Jay Abraham

**Sent:** Thursday, July 25, 2002 4:20 PM

Jay,

I purchased your Billion Dollar Internet Marketing Home Study course that was held in January 2000. I believe I received the tapes in March 2000 and I immediately devoured them and listened to them three times.

They opened my eyes to the network of incredible professionals that had established a solid base of how to effectively utilize the potential of the Net. They helped me understand the incredible potential of the Net and provided the motivation to be persistent in my goal of transforming the current dysfunctional health paradigm.

When I first listened to the tapes, I had a web site for three years in which I posted a free weekly health newsletter to my subscribers of about 2500 at the time. I was getting about 5-10 new free subscribers a day.

I slowly applied the techniques and purchased the books the experts at the seminar recommended and gradually my site became more successful.

Today my site has over 100,000 subscribers with over 300 new subscribers per day and is growing over 300% per year.

I have one of the top ten health web sites on the planet ahead of Harvard and Dr. Koop which had millions of dollars of VC and rapidly gaining on Mayo Clinic's site. The site is currently the #2 health natural health site in the world right behind Dr. Atkins who we should pass very shortly. The rankings are at <http://www.mercola.com/2002/jul/24/rankings.htm> and in the table below.

The site has allowed me to develop national and international recognition that has resulted in my landing a first time book publishing contract worth \$250,000 from a major publisher and speaking engagements at some of the major health conferences around the country.

When I first received Jay's tapes my site was not earning anything and it still didn't earn anything for nearly two more years after listening to the tapes, but this year the income will finally meet expenses which total about \$500,000 and next year we have strategies in place which will likely earn \$5 million in revenue with over 70% of that profit.

Most importantly the materials have allowed me to develop the infrastructure to change the entire western medical paradigm of medicine which has rapidly grown to one of the top killers in the US.

The site will facilitate independence from the pharmacological dependency that has fostered a 1.5 trillion dollar health economy that provides very few benefits other than payments to the drug companies.

Dr. Mercola

[www.mercola.com](http://www.mercola.com)

These rankings are updated as of July 24, 2002

## Most Visited **Natural** Health Content Sites

	Name	URL	Rank
1	Dr. Atkins	<a href="http://www.atkinscenter.com">www.atkinscenter.com</a>	6,419
2	<b>Dr. Mercola</b>	<a href="http://www.mercola.com">www.mercola.com</a>	<b>6,735</b>
3	Health World Online	<a href="http://www.healthy.net">www.healthy.net</a>	7,945
4	Cure Zone	<a href="http://www.curezone.com">www.curezone.com</a>	11,728
5	Life Extension Foundation	<a href="http://www.lef.org">www.lef.org</a>	11,959
6	Dr. Weil	<a href="http://www.drweil.com">www.drweil.com</a>	13,082
7	Dr. Stoll	<a href="http://www.askwaltstollmd.com">www.askwaltstollmd.com</a>	19,781
8	Prevention Magazine	<a href="http://www.prevention.com">www.prevention.com</a>	21,745
9	Environmental Working Group	<a href="http://www.ewg.org">www.ewg.org</a>	33,423
10	Dr. Whitaker	<a href="http://www.drwhitaker.com">www.drwhitaker.com</a>	38,708
11	Chiro Web	<a href="http://www.chiroweb.com">www.chiroweb.com</a>	44,455
12	Chet Day	<a href="http://www.chetday.com">www.chetday.com</a>	45,700
13	RedFlagsWeekly	<a href="http://www.redflagsweekly.com">www.redflagsweekly.com</a>	46,946
14	La Leche League	<a href="http://www.lalecheleague.org">www.lalecheleague.org</a>	47,783
15	Dr. Mirkin	<a href="http://www.drmirkin.com">www.drmirkin.com</a>	50,920
16	Dr. D'Adamo	<a href="http://www.dadamo.com">www.dadamo.com</a>	52,050
17	Dr. David Williams	<a href="http://www.drdavidwilliams.com">www.drdavidwilliams.com</a>	52,468
18	Alternative Medicine	<a href="http://www.alternativemedicine.com">www.alternativemedicine.com</a>	57,128
19	Dr. Grisanti	<a href="http://www.drgrisanti.com">www.drgrisanti.com</a>	65,143
20	Gary Craig's EFT	<a href="http://www.emofree.com">www.emofree.com</a>	66,941
21	Dr. Chopra	<a href="http://www.chopra.com">www.chopra.com</a>	78,929
22	Mothering	<a href="http://www.mothering.com">www.mothering.com</a>	84,567

## Most Visited Health Content Sites

	Name	URL	Rank
1	National Institutes of Health	<a href="http://www.nih.gov">www.nih.gov</a>	298
2	WebMD	<a href="http://www.webmd.com">www.webmd.com</a>	645
3	Medscape	<a href="http://www.medscape.com">www.medscape.com</a>	1,950
4	AMA	<a href="http://www.ama-assn.org">www.ama-assn.org</a>	2,981
5	Health Scout	<a href="http://www.healthscout.com">www.healthscout.com</a>	4,505
6	New England Journal of Medicine	<a href="http://www.nejm.org">www.nejm.org</a>	5,205
7	Mayo Clinic	<a href="http://www.mayoclinic.com">www.mayoclinic.com</a>	5,880
8	British Medical Journal	<a href="http://www.bmj.com">www.bmj.com</a>	6,262
9	Dr. Atkins	<a href="http://www.atkinscenter.com">www.atkinscenter.com</a>	6,419
10	<b>Dr. Mercola</b>	<b><a href="http://www.mercola.com">www.mercola.com</a></b>	<b>6,735</b>
11	Harvard's Health Site	<a href="http://www.intellihealth.com">www.intellihealth.com</a>	6,896
12	Doctor's Guide	<a href="http://www.docguide.com">www.docguide.com</a>	7,423
13	Health World Online	<a href="http://www.healthy.net">www.healthy.net</a>	7,945
14	Dr. Koop	<a href="http://www.drkoop.com">www.drkoop.com</a>	8,126

See Mercola.com's Position in [Previous Rankings](#)

## 187. Dr. Silvia Zaldos

----- Original Message -----

**From:** Dr. Silvia T. Zsoldos

**To:** Jay Abraham

**Sent:** Wednesday, July 31, 2002 12:58 PM

Dear Jay,

This is to say "thank you" for what your book, *Money Making Secrets of Marketing Genius Jay Abraham and other Marketing Wizards* has done for me. I cannot claim that I am a remarkable success story because of it, because, for anyone else looking at my business, it would not be such. For me, just staying in business counts as a success, and your book has been instrumental in helping me to "keep the faith."

Your book, and the steady flow of informative articles in my e-mail, gave me a feeling of somehow being connected somewhere. I saw your method and came to admire it tremendously. Before starting in business, the only environment I had ever known was that of academe. As a 60 year old widow at the bottom of the 90's recession, I found that I could not get a job. Age discrimination was a clear factor. Well, I was convinced of my worth and, so, "hired" myself to see what I could do.

I cannot say that the Small Business Administration and S.C.O.R.E. were of great help. I tried this and that until I discovered where my strength - and passion - were. Unfortunately, a series of family needs kept me working only part time, except in one year when my company's income topped \$100, 000.00. For me this was terrific progress!

I was unwilling to give up and the information in your book was more valuable than almost any other learning tool I encountered. When I began, I knew absolutely (not an exaggeration) nothing about the business world. I had to learn all from scratch and on my own. The depth of knowledge you offered was inspiring.

Today, having last year lost a business partner and this year, having weathered my latest family crisis, I am starting again. I have a new marketing advisor and the first thing we are focusing on is the USP (Chapter 6). However, broadly stated, we aim to help people and organizations improve their managerial and interpersonal skills and, thus, increase employee retention, productivity, and profit. Yes, I have a couple of long-time clients and have prospects of more. But, at 72 years young, I have decided to get going more seriously and where would I focus for advice except on your book? I know I am good and have a lot to offer, so onward with your advice!

Your call to form a Mastermind was timely for me personally. It is not easy to find people who put your interests on the front burner and have a sincere willingness to help. I have been aware of Napoleon Hill's concept but only recently have I begun to find some like-minds. I tried to lead a Round Table at the New Castle County Chamber of Commerce. While somewhat successful, it was not the high-level focus that I was looking for. Now, I may have better luck.

Of course, I am flattered to even be considered a part of an "elite." Unfortunately, no way can I afford \$25,000.00 a year! I am returning your qualifying form only because I wanted to take this opportunity to say thank you.

And, I wanted to point out one more factor. I am in the position occasionally to influence elementary and secondary school teachers. My subject is "Entrepreneurship." I try to give them a glimpse of the reality of the business world, especially from the point of view of a small business person, so that these teachers can better prepare their students to enter the work-a-day world. I



emphasize to them that while skills and knowledge can be acquired, it is *attitude* that is the determining factor for success. Your work has affected me and, thus, you are influencing the next generation second and third hand. This is really YOUR success.

Once more, thank you for the influence you have had on me.

I wish for your continued good health and success.

Sincerely yours,

Silvia T. Zsoldos, Ph.D., CQM

President Success Programs, Inc.

Initiative without "finitiative" is useless.

P.S. - I cannot see that you would want to use my non-remarkable success story anywhere. Nevertheless, it is true and provable, and you have my permission to use my letter in your promotional and marketing endeavors.

## 188. Don Roach

----- Original Message -----

**From:** Don Roach

**To:** Jay Abraham

**Sent:** Thursday, August 01, 2002 7:07 AM

*Dear Jay, I'm happy to share with you what I've done with what I learned from you. This will demonstrate that even though you don't own the business your income can soar as a result of your teachings.*

*I used your ideas on joint venturing to bring 2900 people to an event. Subsequent events, while charging \$5 each to pay the performers brought 1400+. The boss I worked for wouldn't give me any extra budget to try anything except normal magazine advertising. I sold horse trailers. Now some of these sell upwards to \$96,000. They are equipped with campers/RV's in the front if your not familiar with them. I concluded that I could "give" the client something they would like for free, bring in other businesses non complete to me and let them pay for the bills. I put on a large bazaar and clinic. Many horse related vendors under one roof. I rented the building, a large indoor arena being only slightly used in Bloomington, Indiana. I have an Australian friend / horse trainer extraordinaire that recruited several other trainer in the non-violent training method to demonstrate and train the people. They did this at no charge to me . they would get clients from their demonstration (and did). They also got the training money from the people that had brought their horses for the event. I also promised and followed through, that we would charge the following years and they would divide the gate.*

*The vendors paid a very low fee (\$30) average and we sold out of space. We had stallion owners want to show their horses, so we displayed them and paraded them at various times during the event. The vendors were hand picked to be attractive to the wants of the horse people population and no exact duplications of their wares. This assured that each vendor that supported me in this venture would somewhat have an exclusive in his or her own area.*

*Next and this is very important, I contacted all the horse groups. I did a joint venture with them to put the event in their newsletter or let me mail to their list. Their booth was free for this exchange and they used it to recruit new members. This got the word to all the community. We gave the concessions at no charge to a favorite child's group, The Indiana Junior Rodeo Association. The second year when we charged at the gate we gave 10% to The Agape Therapeutic Riding Center for handicapped children. This charity part is important if you want this to succeed. You must give to get!!!*

*This was a win-win for everyone involved. We sold 6 trailers at the event and 7 within the next two weeks directly attributed to this event and at a time of the year*

*that we sell very few trailers. My income went from \$48,000 to \$96 000. The following year \$129,000, and \$127,000 the following year. Does Jay's stuff work? You decide. I am working toward my own business so I can learn and earn more. Thank You Jay Abraham.*

*This strategy can be used in any group related niche or in a field such as Automotive. Find out what the customer wants and get it for them, either directly or by exposing them to it through by getting them there for something else.*

*Signed,*

*Don Roach  
3315 Old State Rd 37 N  
Martinsville, In 46151  
home 765 342 1962  
cell 317 507 4455*

## 189. Doug Crowe

----- Original Message -----

**From:** Doug Crowe

**To:** Jay Abraham

**Sent:** Wednesday, July 31, 2002 7:23 AM

Dear Jay,

Here it goes;

In early 2000, my partner had developed a "smart" search engine. One that would yield REAL results on what people were looking for. The technology for this is unique and every time we tested it against Yahoo, excite, alta vista, etc. our searches came up quicker, more relevant and WITHOUT all of those irritating ads.

Of course, those irritating ads developed millions in revenue for those companies and earned them significant market share. With hundreds of thousands of search engines out on the internet, how could a small company possibly compete?

From our launch in September to our peak in November, we became ranked in the top 100 search engines on the internet. This is no small feat when you compare our extremely small marketing budget of less than \$20,000.

Here is what we did:

We decided at the onset, that TRUE word of mouth advertising works as well on the internet as with traditional marketing. Our differentiation would have to be so unique that a "buzz" would not be simply a bonus but a requirement. Our program consisted of the following:

- a) We featured a Halloween contest where we gave away 2 used, Cadillac hearses. These hearses were guaranteed to have carried dead bodies and we promoted the fact that they were, in fact, "haunted".
- b) We offered a small link where people could share this contest with their friends.
- c) We purchased a small media buy where the contest would pop up on the twisted humor web site (targeted).

Our contest was approached by a couple of news shows (radio and TV), we had over 1 million visitors to the site in under 30 days and the most significant result was that over 40% of each entrant referred their friends to the site. That was without any type of incentive to do so!

While the search engine, as a business, is not viable today, the lessons learned are worth over 2 million dollars to me today. Our system for developing leads has evolved into a product called leadstalker™ that allows online businesses to develop targeted, opt-in users/buyers for clients by a scalable, traceable lead generation system. This system uses a referral-based program (learned from the hearse give-away) with an incentive and a contest, giveaway, raffle, auction or other format. The package is easy to use and while we have sold a few of them, we mainly use it today for developing and growing our database for our import company.

Doug Crowe

Springboard Group, Inc.

1616 E. Roosevelt Rd., Suite 1

Wheaton, IL 60187

## 190. Doug Kent

----- Original Message -----

From: Doug Kent

To: Jay Abraham

Sent: Friday, August 02, 2002 10:39 PM

Dear Jay,

Until I thought about writing a Success story I didn't even realize how important you and your success and restructuring methods were to me and my family.

I operate a roof maintenance and coating business in Sunnyvale, California and had simplified my operations and increased my sales using your methodology.

Then two years ago I decided to try only working 6 months out of the year so I could travel and go on retreats. The first trip away refreshed me totally but it was rough getting back into selling and handling all the details. The toughest part was renewing business contacts and trying to act like I had not been away at all. Then I read and listened to some of your work on turning customers into your biggest asset and I started telling my customers what I was doing and ask for their help .

Most of my customers were delighted that I shared with them that I was "partially retired" and traveling and when I get back to town I share my adventures with some of them and ask all of them to help me get busy either in person or through a mailing. They bird dog and make phone calls and are just pleased as punch to be helping me in find new jobs or doing more work for them. A lot of them are retired homeowners and business owners and they like turning their time into something beneficial for me and for the community.

I'm making almost as much money in 6 months as I used to clear working all year and having a good time with my customers, who have become better friends by me asking for their help. I don't pay any financial compensation and that seems to be fine.

There are many other aspects of tuning up and expanding my business that I have learned from your books, tapes and telephone classes but this is the hot one.

I know this is short. The best ideas are simple sometimes.

Thank you  
Deep Regards  
Douglas Kent

## 191. Douglas Lietz

----- Original Message -----

**From:** Douglas Lietz

**To:** Jay Abraham

**Sent:** Friday, July 26, 2002 2:38 PM

From 1998 to 2002 I have been working as an independent commission sales person, offering investor relations services to small and mid size public companies (market caps ranging from \$10 million to \$800 million).

I am a rainmaker. I match up clients with third party service providers that are then responsible for delivering value to the client. For the most part, fulfillment is not where I spend my time.

This approach has allowed me to grow without the headaches of managing traditional business assets, debt and overhead. It has allowed me to work out of my home and stay close to my young, growing family.

Anyway, I have been very successful at applying at least two of Jay's core concepts:

1) Putting the needs of the client head and shoulders above the mandate to generate revenue. Apply this philosophy and revenues are sure to follow.

And 2) Revering my products/services in a clear and compelling manner that almost always translates into a move forward strategy. After completing a thorough needs analysis and qualification process, my fundamental belief is that each client/prospect will benefit far more by proceeding with my proposal than if they don't do anything at all -- or than if they go with a competitor.

I seem to fit the profile of an over-achiever or sales racehorse as defined by Chet Holmes in the PEQ program. My unique balance of ego and empathy has fostered an uncanny ability to get through to Presidents and CEO's with ease.

So how to quantify this...

One benchmark is to look at the results of other reps that have attempted to directly compete with me on the sales front. A company that I was associated with for 4 years repeatedly attempted to recruit other sales people that were supposed to augment what I was already accomplishing. Without exception, not one of these 6 or 7 newbie's was ever able to even close a sale -- let alone give me something to compete against. Needless to say, none of the new recruits lasted very long.

I guess I'm a tough act to follow... thanks to Jay.

FYI: The products and services that I represent started out in the \$10,000 range and gradually moved up to \$30,000. These were one-off sales and I was able to generate repeat business with about 25% of my client base within 12 - 24 months after the initial transaction. I have now shifted my approach to offer 12 month ongoing contracts valued between \$60,000 and \$100,000 with monthly installments instead of a lump sum payment. The 12 month contracts are set up to automatically renew on an annual basis providing that the client still feels they are receiving strong ROI at the time of renewal. I have not yet been through my first year with this new approach, so unfortunately, I can't

share with you any renewal stats. However, I can tell you that Jay's philosophies were instrumental in showing me that it is possible to convert \$10,000 one-off clients that only buy once every 12-24 months, into \$100,000 clients that have the opportunity to renew annually.

"My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

Sincerely,

Douglas Lietz  
Vancouver, BC Canada  
Tel: 604-722-5400



## 192. Dwight Schneider

----- Original Message -----

**From:** Dwight Schneider

**To:** Jay Abraham

**Sent:** Friday, August 02, 2002 7:51 PM

Hi Jay,

Thanks for all the help over the years. I have worked in supervision for many years and utilize many of your techniques with my employees and customers with great success, predominantly utilizing your information on finding out what the customer really wants.

But the real success story is my wife's cleaning business. She worked for many years in a school district with many accolades for her excellent work. She decided 2 years ago to go out on her own doing home cleaning.

We started out by selecting a name and a USP as your information has taught us for years. She then selected her target customers and worked at determining what level of services they would need that she could provide in a way considerably above that of her competition. At this time we laid out two letters and a couple of ads for the local paper.

The first go did not produce very well, less than 10%. We then modified the letters and remailed to the same target customers. This time we had much better success, right at 30%. She then had to fire a couple of undesirable customers. This not only made her much happier with her customer base, it freed her of customers that were over-demanding and constant complainers. She then started working her customers for referrals by offering a discounted cleaning rate for each referral.

She now has an outstanding customer base that absolutely loves her and she loves them. Her most common customer comment is, "I don't know what I would do without you." She has only lost one customer since then and had a couple move that she promptly replaced from her waiting list of referrals. She also quit one job due to medical reasons.

She has also solicited comments/complaints on a regular basis to make sure she is producing the results her customers' desire.

Your techniques have allowed her to tailor a business to fit her lifestyle and desires. She works one week, a half day each day and the next week three days a week, a half day each day. This allows her to come home and pursue her passions of painting and gardening.

The most exciting part is she makes between \$30 and \$50 a week. Utilizing your techniques in another way she has found a way to convince customers they are getting a very high value and more than they expect for their money. She has done this using a guarantee and taking the risk herself instead of the customer taking the risk. So far she has never had a customer request her to warranty her work but in 3 or 4 cases she has given it to her clients without their asking because she wasn't satisfied with her own work so she didn't expect them to pay for something she wouldn't have paid for.

She had one client, for a year and a half, that paid her between \$75 and \$100 an hour for office cleaning. She had to quit that job because of her asthma, everyone there smoked. She tried to pass this on to someone else and take a percentage but she couldn't find anyone who believed in how she worked her business. Sometimes your business ideas are still looked upon as something so simple it can not work.

I would have to say this isn't bad money for a home cleaner working part-time. There are professionals that don't charge this much per hour. And, it is all made possible through you sharing your knowledge and ability.

Thanks for so much.

**Live with passion,  
Dwight and Glenda Schneider**

### 193. Eddie Zubia

----- Original Message -----

**From:** EddieZubia

**To:** Jay Abraham

**Sent:** Thursday, August 01, 2002 2:26 PM

Dear Jay,

Here is my story:

I went to a Tom Hompkins sales seminar in Los Angeles. I was given a free tape I do not remember the title but it was with Fran Tarkenton. He gave an example of a company that he started and sold the company for several million dollars. He went to an airline company and told them he would publish their ticket jackets for free if they would allow him to advertise on the jackets. That is when I first heard the term co host beneficiary.

In October of 2001 I got my real estate sales license. I did not know what to do as far as marketing. I had little money and need to start making some money. I started looking through all of my literature, tapes, books etc. and I came across your tape with Fran. I listened to the tape again and it hit me. I needed a co host beneficiary relationship with somebody.

I went to my tax man here locally in Los Angeles. He is a good friend of mine and he and his staff do about 2,500.00 tax returns every year. I went to see him and told him about my idea. I would furnish him with a very nice folder/jacket for him to give to his clients. He would have all the say in manner in the way the folder would be printed. All his information on the front of the folder and my information on the back of the folder. I then went to some printers and found out that it would cost about one dollar per folder. I could not afford this. I went back to him and asked him if it would be alright if I used labels on the front for his information and would glue on a flyer on the back for my information. I told him I could not afford to print. He said no problem go do it.

I purchased 2500 folders for .20 cents each total \$500.00

I purchased one box of labels 2 X 4 about \$50.00

made a simple flyer about my real estate services – free

made 2500 copies - about \$125.00

I then went to work I pasted all labels with his information on the front and glued my flyer on the back side. When I had prepared 500 I would deliver them and hang out about 1 hour just making small talk with my friend and his staff. By my third visit he and his staff knew me as Eddie the real estate guy and they started asking me questions about real estate. Jay I had not filled out a purchase contract, I had not filled out a listing agreement. I do not know how to use the MLS. I had a fair knowledge about real estate but nothing about the mechanics about a real estate transaction. Robert my friend the owner of the business told me he was interested in purchasing a bigger home between 350,000 to 400,000. I said to myself self what are you doing are you crazy. You are not supposed to have a client like this in your first month of real estate.

On 75% split I made \$6,750.00 on the sale of his house, \$8,438.00 on the purchase of his bigger home.

I got 6 listing and only did the listing side at an average of \$5,000.00 each = 30,000.00

I have closed 2 purchases and made \$10,575.00

And am currently working with 5 other buyers, who are very nice and are working with me around my schedule. I am very busy and getting referrals from the clients that I have worked with and still getting calls from the jackets/folders. Jay I started charging a \$1,500.00 administration fee in addition to the brokerage fee and people say no problem, and I am only working with the cream of the crop.

Jay, I hope this can help you for you have help me.

Sincerely,

Your very grateful student

Eddie Zubia

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Columbia Real Estate  
3540 Wilshire Blvd  
Penthouse Floor - Suite 2  
Los Angeles, CA 90010  
(213) 383-2097

Small company 5 employees total.

## 194. Edmund Chew

----- Original Message -----

From: Edmund Chew

To: Jay Abraham

Sent: Wednesday, July 31, 2002 10:33 PM

Dear Mr. Jay Abraham,

Hereby my story and testimonials of my little accomplishment, after applying some of your techniques and strategies.

I am the owner of this small, manageable enterprise, (SME) which I have started 9 years ago. We start and build this little enterprise from zero base with \$2.00 payup in the first 3 months of operations. Our line of business is 3rd party total logistics providers in providing solutions to all logistics requirements. Sales for the first years was 3/4 millions dollars (Singapore only 6 months) and following subsequent year 1 million dollars.

The results double, we have applied one of the management techniques and use one of the tools to manage the company effectively.

Our staff strength is only 5 key staff, all of which are highly motivated and multi-task. Our staff is also knowledgeable and highly trained and young and dynamic. Most of the operations is outsource, with full effectiveness and proper control. This saves costs and time and in terms of managing it is very effective. We are non asset base company, basing on the mission of the Chinese 4 elements, ' Zhen ', which means FIRM, in English. Our business philosophy is culled from this strong word, FIRM.

### FORWARD-LOOKING

-----  
Bringing logistics services to our customer's door-step. A one-stop logistics service company.

### INTEGRITY

-----  
Maintaining excellent rapport with our customers. To be honest and sincere in providing excellent services so as to win their confidence.

### RELIABILITY

-----  
Managing our customers' products as if they are managing it themselves. We know best what need to be done.

### MANAGEABLE

-----  
Responding to our customers' logistics needs at the shortest and quickest time. We help them to meet their business needs urgently.

My secret of the little success consist of 3 Ps.

## POSITIVE ATTITUDE

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This attitude that I always carried with me after my military days have help me into the working environment. Success was not an over night thing for me. I have worked in positions that vary from a clerk to store, supervisor, sales man, marketing man and executive level. I knew education was a key area to guide me in my career building and I never give up night classes while working in the day.

With today internet, easy access of information and e-learning is easy available, one can get information at a press of a button. I continued to pursue my studies, though I never complete my high school or pre-university education. A positive attitude was what kept me going till today.

## PESERVERANCE

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A Chinese proverb, "Defeat is the mother of Success " holds true for me. I feel that success that is hard fought gives the survivor a stronger fighting spirit. A ' NEVER SAY DIE ATTITUDE ' is always in my mind, no matter what happen, keep on trying, try again and again. A masters made the most mistake, that is the way to perfection eg. Thomas Edison on the electric light bulb. If you give up, you are a failure, however, if you fight, you get stronger and better with each battle.

I started my niche in the shipping industries. I felt that the potential in the market is huge and I took on jobs that were related to it. I also took up many courses and attend many seminars that would help me to enhance my knowledge in this logistics field. Along the line, I also took up related motivational courses and management courses to guide me and as the years went by, I developed an in-depth knowledge of the industry. I already worked and spent 18 years in logistics industry and total working years 23 years.

## PATIENCE

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I must admit that my FIRM, PHILOSOPHY gained the trust of many customers and suppliers for so many years and they are the background of my success in building up this little enterprise. I was patience, for the first 3 months, I am solo on my own, I saw to all parts of the business. My patience and endurance pays off as the company grew from strength to strength. My little success formula employed in this company is to provide personalized services and to maintain our niche market. Niche marketing is a specialty. This simplistic formula used by me has help me throughout the different phases of my career path even till today. Since 9/11 and 1997 financial crisis, we still survived and may it also be your guide to a bright future.

Best regards  
Edmund Chew  
[www.astrans.com.sg](http://www.astrans.com.sg)  
[www.vvision21.com](http://www.vvision21.com)  
tel : 065 6262 2577  
fax: 065 6262 1200  
hp : 065 9631 7749

## 195. Edward Bonel

----- Original Message -----

From: Edward Bonel

To: Jay Abraham

Sent: Monday, August 05, 2002 4:48 PM

**Case Study:** Soft Furnishings Importer/Wholesaler

**Jay's Generic Strategy(s) Employed:** Increasing Frequency of Transactions – Programming Customers

**Background:** This business that I was involved in operated in an industry where the norm was for sales reps and agents to visit retail stores on a regular cycle and show new product to the store owner or store buyer (because it was soft furnishings, they had to touch & feel the product samples before they would buy). The store owner/buyer would then place orders with the sales rep or agent. The stock was then delivered into the store.

The problem was that when stock ran out in the store the owner/buyer would not generally replace it until the sales rep/agent came around again and in many cases because they then had holes in their shelves they would buy similar products from another sales rep/agent from a competitor who would just have happened to have called in-between the regular call cycle of our sales rep/agent.

**Strategy Employed:** We instigated a 'Priority Reorder Sheet' that was faxed to the store at the beginning of each month with a list of the products that they had specifically purchased the month before and a column that allowed them to mark-off how many of each item they wanted and a 1800 return fax number.

We made it easy for them to check their stock requirements and reorder.

It worked so well it was like money for jam.

We were getting repeat orders that we never got before. It was like having an extra salesperson and it kept competitors product off the shelves. It served the clients needs well and reduced our cost to service the client.

## 196. Eric Ng

----- Original Message -----

**From:** Eric Ng

**To:** Jay Abraham

**Sent:** Sunday, August 04, 2002 1:03 AM

Hi Jay,

Here's the story you've asked for...

1st Jan 2001, I started my training & consultancy company as an entrepreneur after 20 years of corporate life in the Asia Pacific region. I learned and applied ONE very important lesson from Jay:

- Increase the number of clients
- Increase the average size of the sale per client
- Increase the number of times clients return and buy again

This simple yet profound plan helped me to start from zero to \$ 250,000 in my first year of business! I am confident, next year will be a better year. The best is yet to come!

Eric Ng

CEO

E-SSN Training & Consultancy

Tel: (65) 9630-4578

Fax: (65) 64510-981



## 197. Eric Ruth

----- Original Message -----

From: Eric Ruth

To: Jay Abraham

Sent: Thursday, July 25, 2002 9:07 AM

Dear Jay,

I do over \$10,000 per month in sales - PART TIME - as a result of the powerful strategies, secrets and marketing systems I've learned from you and applied to my business, Fitness Marketing Systems.

Additionally, I built a reputation as the "million-dollar-man" copywriter in my niche, political fund raising, by incorporating things like grabbers, involvement devices, "hit-the-pain" copy, dual-readership path, urgency and strong calls to action.

But one concept, principle, strategy (or whatever you want to call it) that has served me more than any other - and I owe that completely to you - is the understanding and implementation of LEVERAGE.

Why should I bust my tail and spend my money sifting, sorting and searching for my ideal customers when I can leverage off the credibility of others to bring me all the new customers I can handle?

Here's just one little example of how I've put your leveraging technique to work for me.

I established a strategic alliance with one of the rising stars in the fitness industry. She developed a revolutionary delivery system for her fitness services and then began teaching other fitness professionals how to do the same.

Her credibility and reputation within the industry brought fitness professionals to her by the droves and she quickly converted hundreds of them to customers.

Now, these fitness professionals had a unique, proprietary and revolutionary delivery system, but they didn't have clients to whom they could deliver. So we developed an alliance that provided her customers with my marketing systems. She "endorsed" me to them, and they bought - boy did they buy.

The alliance - her endorsement of my systems - resulted in approximately 45% conversion rate. That is to say that 45% of her customers became my customers. This resulted in almost \$20,000 in sales of my products (just on the front end).

What did I have to do to make these sales? Practically nothing other than deliver a high quality product that produced results. One phone call and a couple follow-up emails hammered out the details of the alliance. I provided her with my sales materials. She sold the product, paid me for it and I fulfilled.

This is small scale, I know. But now the only question is, how many of these alliances can I establish? Ten of them could result in \$200,000 in product sales. 25 could bring in half a million in sales. And that's the goal. Actually, that's just stage one of the goal.

When you understand LEVERAGE, the way Jay Abraham teaches it, there is no upside ceiling. The sky's the limit.

Thank you, Jay, for articulating and teaching this mega-powerful success-strategy.

I give you the right to use this testimonial however you see fit to promote your business.

Faithfully yours,  
Eric Ruth, President  
Fitness Marketing Systems  
<http://www.HowToSellFitness.com>  
1474 North Point Village Center #500  
Reston, VA 20194

## 198. Eugene Herrmann, Jr.

----- Original Message -----

From: Eugene V. Herrmann, Jr.

To: Jay Abraham

Sent: Friday, August 02, 2002 9:15 AM

Hi Jay,

I don't know if you can use this or not. I have so many things that I tried to find something relatively simple.

Attached is a copy of a proposal (edited to protect client information) we sent to a book publisher who was getting price estimates for his current publication. He has dealt with many printing companies in the past. I believe he was "checking price" against his preferred printer and I was sure we would not be competitive.

So, remembering your edict to "Make it easy." and "Good service doesn't do you any good if you don't tell people about it." and "Educate the client." I designed this correspondence differently than what I was sure his printer submitted. (I expect they submitted a simple listing of the physical specifications along with prices.) I included as many things I could think of that might help his success with the project.

When he got it, he called and said, "This is the most comprehensive and helpful proposal I have ever received from a printing company. I am going to have you produce the book."

We produced 5,000 at a total price of \$8,280 (which included all of the back-end additional services we provided.) He loved our work!.

He publishes this book twice a year and expects to add pages with each issue. I would expect that we would continue to do business with him for at least 6 years, which is below the average amount of time we hold onto a client. If true, this proposal will be responsible for generating almost \$100,000 of business for us over the life of our relationship.

Gene

PS I am half-way through the Advanced PEQ home study. It is great!

Sven Hosford  
XYZ COMPANY  
ANY Street  
Pittsburgh, PA zip

February 14, 2002

Dear Sven:

We revised our budget production estimate of February 5 to reflect the changes we discussed in our meeting. I also had blank prototypes constructed. These will help you decide which weight of gloss paper you would like to use for the front pages. They will also give you an idea of the spine thickness. I will forward these to you along with this document. As we discussed, the prototypes do not have a "hinged" cover. The actual books we produce will.

The changes reflect:

- 80 pages of gloss enamel in the beginning instead of 96. Either 60 lb. enamel or 70 lb. enamel. We had prototypes constructed with each of these papers. (The back of the prototypes will tell you the actual papers contained in them.) There is not a large reduction in production involvement with the reduction in page count because we still will have the same amount of press signatures to print and bind.
- As we discussed, we have added a sheet at the end of the book. It will contain two perforated Reply Cards. This sheet meets U.S. Postal thickness requirements for Reply Cards. I suggest that one card be aimed at *future advertisers* and one at *future book owners*. The latter card will enable you to create a database of people who bought the book and are likely to purchase later updates. I will give you some ideas for copy on these cards if you want. While this last sheet is the reason for the increase in the budgets we originally gave to you, you can decide for yourself if you think the value of these Reply Cards is worth the investment.

Here is the new information. All other details in our February 5 will remain the same.

SHARON Estimate Number: 20000 Salesperson: Eugene V. Herrmann, Jr. Estimated By:

**XYZ Guide Book**

- 5-1/2 x 8-1/2; 98 pages of various papers plus cover; Perfect Bound.
- *Cover*: 4 color process one side - *with optional overall gloss varnish*.
- *Text*: 98 pages (80 Text Pages plus 8 Coupon Pages): black + PMS purple  
8 Business Card Pages: black one side; 2 Reply Card Pages (one sheet):

*black two sides*

- Output-ready art files and hard copy furnished. *We will set type for the Reply Cards.*

	<u>Budget Estimate Totals:</u>		
<i>Pages</i>	<i>60 lb. Front Pages</i>	<i>70 lb. Front</i>	
Quantity:	<u>3,000</u>	<u>5,000</u>	<u>3,000</u>
<u>5,000</u>			
No Cover Varnish:	\$1.99 each	\$1.45 each	\$2.04 each
\$1.49 each			
Additional to Varnish Cover:	4¢ each	2.6¢ each	4¢ each
2.6¢ each			

Sven, as before, our Estimates Include:

- A check of your art file and comparison to your hard copy. Color fits (traps) and small fixes are normally free. More complicated file adjustments will be additional.
- Copy ideas, layout and typesetting of Reply Cards.
- Assistance in registering with the Library of Congress, getting a Copyright, and obtaining ISBN Number and Bar Code.
- Accurate proofs: one complete low resolution color digital Vueproof of everything plus one complete high resolution color digital contract proof of the Cover.
- Delivery is per our normal scheduling. We can give you a preliminary schedule after knowing when we would be able to receive your art.
- Free pick-up and delivery of disks and proofs and one delivery to within 20 miles of our plant.
- Special Terms: 1% 10 days, Net 30. There will be a 1-1/4% service charge per month after 31 days.

Again, tell us if you want these options:

- ☐ We can check and fine tune if necessary any scanned images in your files for maximum print quality. (Additional cost.)
- ☐ Let us know if you need special packaging (shrink wrap, etc.)

Sven, let us know if you want us to schedule this. You will be happy with our results.

Sincerely,

Eugene V. Herrmann, Jr.

PS I am putting together some emails to prospects for your FileMaker capabilities. I hope I will be successful and that we can partner on some projects.

## 199. Frank M. Turner

----- Original Message -----

From: Frank M. Turner

To: Jay Abraham

Sent: Thursday, July 25, 2002 11:46 AM

Dear Jay,

I have been running a small German marketing & sales consulting company for the past three years. The first two years were a nightmare. I had been in management (middle and top) for more than 15 years within the foundry, steel, machining, plastic and packaging industry and was part owner of a distribution company for packaging machinery spares and as you can imagine a wide range of experience.

Since my senior partner wanted to sell the company to an English supplier and I didn't have the money to buy it at that time, I sold my shares and set up my own company. But I hadn't thought about a proper positioning. So I tried a bit of this and a bit of that. The revenues were unsatisfying - after the first year I had made US \$20,000 and the second year was US \$50,000. I was totally in reactive mode, hiding away from business and nearly bankrupt. I spent more time feeling sorry for myself instead of being proactive like in the days when I was employee. Along with the poor development my self confidence went down the drain. I spent 3-4 times a year approx. US \$1,000 for mailings and got one order worth US\$10,000. But in the situation I was, that was nothing to be happy about. Financial pressure increased every day and the pressure within the family got worse and worse.

Until summer 2001. I went to Frankfurt to see Anthony Robbins and heard about a Marketing Wizard called Jay Abraham. I went to look at your website and read "21 Power Principles" and the first chapter of "Getting everything you can..."

I ordered the book and new that I had to change my way doing business to rise out of the clutter. After reading the book my business life changed completely.

The first thing I did I changed my mailing and implemented the pain point. The headline said "Would do like to have more immediate response from your ads?" And I wanted to show the companies how to write effective ads. I sent 500 letters, had 25 presentations from that and two orders of approx. US \$2,000 each. The next letter I sent had the same headline but attached a scan of their ad on the front page. Saying "Do you want to be more effective with your ads?" The effect was overwhelming. 42 presentations and ten orders of approx. US \$2,000 each. But writing ads was not of my business, it was boring.

Then I got the PEQ homestudy and believe me that has changed everything. I is my PEQ cubed already. I built part of the core story, the broadest possible view, pain points and have tried to reset the buying criteria. My positioning is absolutely clear now: it's all about crossborder business. I concentrate on assisting companies from the industrial areas I have been working in and who do not perform

well. Next I have looked at related industries who do similar or related products to those companies I used to work for.

What happened is that after being in a total proactive mode and after setting up the Strategic positioning I went out personally to trade shows as a visitor. There I found two of my clients that are worth meanwhile more than US \$200,000 together and that means we have paid all of our debts, the family sleeps peacefuller, harmony is back. I have three employees now and I am happy to build sales organizations for these guys here in Germany.

If you ask me what the biggest benefit or the greatest insight from your work is to me than I have to say that it is all about two questions that cause motivation to make bad performing companies change:

1. Are you working in your business or on your business? That's normally the killer question. If that's not enough yet then I go deeper and ask:

2. What are the current customer's buying criteria in Germany? And you know what? 9 out of 10 don't have an answer why business is down or not improving in Germany.

To summarize it:

I cannot imagine being successful without Abraham 101.

Thank you for being a helpful guide and friend.

Warm regards  
Frank M. Turner  
Selbsthilfstrasse 6b  
D-44265 Dortmund  
Germany  
Phone +49 231 4278160  
Fax +49 231 4278166  
Cell +49 178 8427816

## 200. Fred Golik

----- Original Message -----

**From:** Fred Golik

**To:** Jay Abraham

**Sent:** Thursday, August 01, 2002 1:11 PM

I would call it Abraham in Russia, probably there is some who use it here. It means I better call it What Does Abraham's mindset for me.

To put it simple I'm Fred Golik, independent consultant from S-Petersburg, Russia.

I'm very grateful to Jay for everything what he did for me, he even had no idea who I'm personally. Surely He knows I have his mindset. And I apply it.

This is how I'm doing that.

Jay says-Maximize What You're Already Doing.

My practice appeared from private advices to friends. After while I turned it in rather profitable business. I concentrated in project management. It looked a bit foreign for Russians at that time. They wanted to start own business and make it profitable. I combined PM and common business knowledge. It was good for my clients for while. I stucked.

How I should maximize my business?

I remember another Jay's maxima-partnering!

I could use very profitable Jay's strategies to make more clients. But I wanted to go up! I took my friends and developed educational program for IT managers training. We have third in whole country. Can you imagine, but it's true. We couldn't do it alone.

Again, remember-partnering.

We were brave with perfect ideas and most important with Abraham's mindset.

We made contract with second in Russia technical university (according to Department of Education of Russia)- S-Petersburg Polytechnical University. On October We start.

There is nothing impossible when you have Abraham's mindset.

Use it, apply it.

It's my firm belief (my partners too).

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Fred Golik

consultant



## 201. Gary Lafferty

----- Original Message -----

From: Gary Lafferty

To: Jay Abraham

Sent: Thursday, August 01, 2002 2:35 AM

Dear Jay,

You must have read my mind. It was only yesterday that I decided to write to you to thank you for the huge amount of inspiration you have given me.

Where do I start?

After reading and listening to your material and following the principle that 'Knowledge IS NOT power without action', I instigated the 3 ways to grow the business.

I decided that instead of just gunning for more clients, to use the 2nd principle of increasing the value of transaction.

I increased my professional fees from 1.5% (the local average and sometimes less), to 2.5%. My competitors thought I was mad. But after explaining to my clients why and what's in it for them - They get more personal attention if I am dealing with 100 clients instead of 200 -, most of them agreed.

As time went by, more people heard of my 'extra-ordinary' service and wanted to be treated as an elite rather than run of the mill. Result - Turnover increased in 12 months from £150,000 to £380,000 - a 153% increase in bottom line.

If that wasn't enough, I took the principle of 'Bump and Up sell' and included a Financial Services section and offered it to all new clients and everyone of my old clients. Result - and extra £155,000 in income, most of it pure profit!

These are just two of the main changes I have made. I am a TOTAL believer in your methods, so much so that I now have another arm to my career - I am a Professional speaker preaching these methods to other business owners - and I enjoy receiving their testimonials!

Thank you again Jay, and I really hope that one day I shall be able to achieve my goal - to meet you in person!

Until then, thank you again.

Best regards

Gary

Gary Lafferty.  
Principal Business Builder  
Building Success UK.

## 202. Gbenga Olowoye

----- Original Message -----

**From:** Gbenga Olowoye

**To:** Jay Abraham

**Sent:** Saturday, August 03, 2002 1:52 AM

Dear Jay Abraham,

It will be a great disfavour not to write my own success story as a direct way of using all the instrument you have been sending me.

I write from Ibadan, Nigeria.

This is how it all began. I was really fed up with my business in Ibadan and thought of exploring other markets in our country. So, I went to the Federal capital territory about 800km from my location. I learnt that people were getting contracts and apart, it serves as the seat of government with new business opportunities. I did all I could within 3 months and got an office but still nothing seem to be happening.

One day, I decided to visit the British Council library to source for fresh ideas relating to my consulting work and such other matters. In fact, to while away the time. In the process I found one of your books on the shelf and settled down to read as I couldn't borrow the books as I was not a registered member of the library. The title of your book that I lay my hands on was "Getting Everything You can Out of all You've Got - 21 Ways you can Out-think, out-perform and out-earn the competition". I said to myself that this is what I really need.. I read the most of the book while I seated in that library for five hours and then took action.

I decided to come back to Ibadan to apply all the techniques to my fledging business there, which market I single-handedly developed. In time, some competitors bombarded that market segment and completely eroded my market share and *got so discouraged*. *Now equipped with what I have learned from your book and the tapes you sent to me 3 weeks later(How to Optimize Your Business and Produce Maximum Profits and Winning in Business), I can confidently say that within 3 months, the business that I despised in Ibadan has suddenly risen to be an ultimate creator of wealth again with so much daily improvement and massive gains.*

*2. I have been able to approach the business in such a way with increasing yield by using all my assets, space, time and energy as you recommended.*

*3. I was able to check all my business processes and segregated them and was able to measure the impact that each has over a period of time.*

*Within the last 3 months, I have been able to increase the size of my customers, I have been able to increase the size of the transactions of each customer and I have been able to increase the number of ways to add value to what my customers buy from me.*

*You see, I actually attended an Entrepreneurial Competency training one year before coming in contact with your instruments. Though I applaud those truths as taught by the UNDP experts, but I think what I gained from you has real-world approach and has transformed my business and has set it not only on the part of recovery but also in making good returns on investment.*

*I have not been back to Abuja to look for contracts yet but Ibadan has already been turned into the golden egg that lays golden eggs. In no time, I might be able to venture into Abuja and capture massive gains over there using your proven strategies.*

*Honestly, if you want me to channel this crusade of yours in this part of the world by having exclusive rights to make available your materials to so many others in trouble, I will gladly take it on myself with vigor and enthusiasm.*

*I count myself very fortunate to have met you at the right time. You are doing an incredible job.*

*God bless you.*

*G. Adeola Olowoye*

*President,*

*Magna Resources Ltd*

*Ibadan, Nigeria.*

*P.O.Box 29390, Secretariat,Ibadan.*

### 203. George Foster

----- Original Message -----

From: George Foster

To: Jay Abraham

Sent: Saturday, July 27, 2002 11:58 AM

Dear Jay,

As has always been the case in dealing with you, I find that your testimonial project brings me more benefit than will accrue to you. It is very often necessary for us to look back over our shoulder to see where we have come (progressed) from. It's a chance to smell the roses.

I have been acquainted with you and your work, ideas, principles, concepts, etc. for five or six years. Quite often I have had great difficulty in connecting your concepts to usage in my business (hardrock mining). Mineral markets are well established and prices are set mainly on an industry level. Stated directly, a small independent operator is not going to move the market. Where do I get an edge in my industry? If I can't change the market, I must change my operations to bring it to an efficiency level that justifies our existence and make more economic sense than buying long bonds. My marketing thrust has to be within where my primary function is to maximize internal operations and use everything I can find to streamline and upgrade all facets (even the painful ones!)

How did daylight come to the swamp? Several years ago we started operations on a shoestring and began developing smaller properties and selling them as they became economically viable. We built up a small capital base and then went after financing to put our main property into production. My partner and I developed a very sound and viable business plan with letters of intent for product sales and everything seemingly was in place. It seemed the "Holy Grail" was in our grasp, but all of this changed when my partner died interstate and everything turned from green to brown.

To the point! What did I learn from Jay that got us past this seemingly impossible situation? One night I was filing some routine papers when I found a letter from you that included some "free" ideas for improving life in the great world of business. As I read I stopped to consider that if Jay Abraham were on my team, I'd solve all this mess and move on to greater things. I didn't reinvent the wheel or anything exotic. I determined that my time had to be spent on things that moved me forward instead of allowing me to tread water. I started to inventory my assets which seemed like liabilities (payroll) at the moment. I consciously put on Jay's mind to get a solution and 36 hours later I had a meeting with my assets (people) and explained in detail the situation as it was. Miners are a tough bunch and it is not often you will see men break down and cry like little boys. I had made the second major move forward (the first was in my own head). I dug out my files with all your material, read it, re-read it and then meditated on what all this means "today".

My marketing has been to my own people and I am continually overwhelmed by their response. We discuss every facet of the business in detail and no punches are pulled. It is a sheer de-light to go to work every morning. When we got our people mobilized, part of our financing came through and we sold off most of the smaller properties to put our "prize property" into production. With the dedicated people I have, we came in at 42% under budget and production was 90 days ahead of our projections. Our first full year grossed \$1,800,000 (pro-forma was \$1,400,000) and this year is headed for \$2,600,000 (pro-forma \$2,000,000), Next year will put us at \$5,000,000 which is our forecast.

I do not believe there is a similar operation anywhere that throws off a net like this one. The loyal dedicated people around me have truly done a miraculous job and each of their lives (and their families) have benefited enormously by what we have done together. I am going to be leaving soon for Central America and I am confident that things will run smoothly while I am gone. The men are confident and so am I. Incidentally, the reason we got this project was due to what we did here.

Respectfully submitted,

George C. Foster  
Key-Sarco, LLC  
Yuma, Az.

P.S. I still play your interview with Fran Tarkenton several times a month (when I can get it back from one of my men or their families).

## 204. George Gonao

----- Original Message -----

**From:** Gonzo, George (CICT)

**To:** Jay Abraham

**Sent:** Friday, August 02, 2002 7:38 PM

Growing with Jay

Everyone talks about the "lifetime value of a customer." But how many have taken the time to calculate the "lifetime value of Abrahamization" to themselves personally or to their business?

It could well be \$500,000, a million or even multiples of millions.

Many of us who have been exposed to and studied Jay's "body of works" typically gravitate through three stages:

Stage1) Take the information from Jay and "borrow" it, sometimes word for word and use it with our clients or within our own organizations.

We're too sophisticated to admit we just "ripped it off." Does Jay mind? I've never asked him, but it seems that Jay has this unshakeable faith that "what goes round, will come around."

Stage 2) After much study and "internalizing" Jay's principles, philosophies and teachings, we tend to "tweak it" a bit more, adding a unique twist and start to "layer" our own piece of originality to the process. It's somewhat akin to Jay laying the foundation for the building and then we add some more levels and windows to allow some "originality" to filter in.

Stage 3) Once we began to consistently "practice" what "Jay preaches", we find ourselves developing powerful new and original strategies.

These may appear to be totally unique and different, and in many situations they are. But when we peel back the layers or "drill down", the foundations can still be traced back to some of Jay's core philosophies, strategies and tactics.

As a professional whose daily efforts are focused on developing new business and new streams of revenues, I've developed a seven-step process that I share with clients and salespeople to help them grow their enterprise. While I can't quantify exactly how many hundreds of thousands of dollars or even millions, this process has generated, I'd like to share this "process" with others and you'll recognize some of the original roots.

1) Solve a problem. Sounds simple enough, but develop the skill to really, really understand the client's problem. We're told to "sell the benefits." But it's time to go far beyond that. The biggest benefit you can bring to a client is to develop a total solution. Strategically, you want to have another "U.S.P." and that is to become in the client's mind, the "Ultimate Solution Provider."

2) Make me feel "good" about myself, my circumstance or the relationship. Make me feel confident in my trust for you. Someone once said, the four main currencies in people's lives are money, time feeling safe and feeling secure. How many ways can you find to "make me feel good"?

3) Take away my stress. Do you know what's keeping your client awake at night or why they wake up in the middle of the night with that "knot" of stress in their gut. If you take away my stress, do you think I care if someone else can sell it to me "cheaper"?

4) Fear. What are your client's really fearful of? How can you alleviate some of that fear? How many ways do you have to minimize those fears?

5) Pain. What are the most painful things that your client can be faced with? What can you do about it? How qualified are you to write the "prescription" to make the pain go away?

Can you turn "pain" into a "positive"?

6) Perception of Value. Value is a double sided coin. One side is "tangible" value. That may be as mundane as providing an additional discount or as significant as a "lifetime guarantee."

The other is "emotional" value. This is always far more powerful than any tangible value and in most instances, costs far less or virtually nothing to provide.

However, for most people, "emotional value" is "priceless." How many ways do you have to consistently provide "emotional value"?

7) Optimization. Jay's definitions of this important principle remain timeless. Whether looking at the first 6 steps of the process as outlined above, or any other aspect of someone's life or business, how many ways are there to do it better, quicker, more effectively, more productively and provide more meaning and satisfaction in the endeavor.

As Jay once said, "there's always one more way."

This seven step process may appear to be simple, and hopefully it is. However, when you really examine each one and go as "deep" as you possibly can for that client or circumstance, you and your client may enjoy even greater success.

George Gonzo

Director of New Business Development

Canwest Global Calgary, Alberta

(403) 804-2064

## 205. George Inskeep

----- Original Message -----

**From:** George Inskeep

**To:** Jay Abraham

**Sent:** Thursday, August 01, 2002 2:30 PM

Dear Jay,

I received your e-mail requesting case studies of how your methods have contributed to my success. As you may remember, I attended the second PEQ with my son, Wes, with whom I am attempting to purchase an existing boat manufacturing company. That process has been slowed down due to some legal problems of the seller, so we have not yet been able to put your methods into practice for the intended purpose. We are very anxious to do so, and will keep you informed as the project comes (hopefully) to fruition later this year.

Wes has internalized the materials and methods and has made them his own. He will be very effective when the time comes. We have, moreover, incorporated a lot of your ideas into our business plan and marketing materials for raising money for launching the venture, and if that is successful it will be an immediate success story on its own which we will be glad to share with you.

Meanwhile, I am having my best year ever in investment real estate sales. As Chet discovered when he met with our executives at a meeting I arranged, we had already been using a lot of what you teach. While I'm sure that what I brought back from PEQ has contributed to my personal production, I'm not sure I can honestly say that a particular technique has been responsible for my current surge, as the whole company is having a record year.

When I have a story to tell that will give you what you're looking for, I will be happy to share it with you.

Best regards,

George Inskeep



## 206. Gerard Joseph

----- Original Message -----

From: Gerard Joseph

To: Jay Abraham

Sent: Saturday, August 03, 2002 3:06 PM

### **Case Study College Planning**

After preparing my oldest son for college I found that I had developed expertise in college planning, financial planning for college. I took employment with a company in this field. After a period of time I decided to do the same work, self-employed. I attempted to duplicate the type of marketing used by my previous employer. Yet, after a period of at least two years I remained unsuccessful.

At this time I came across material from Jay L. Abraham and applied his teaching.

1. Identified ideal client - A review of the clients of the previous two years indicated that parents who were sending their children to private schools were also willing to pay a fee for private guidance when preparing for college.
2. Educating the client - At this time I began to more carefully educate the perspective client on the reasons why they needed to prepare early for college. I also provided more detailed information on the many different areas that need attention when preparing for college.
3. Referrals - As a result of Jay's teaching I began to ask current clients for referrals and these were readily provided to me. The closing ratio on these referrals approached 100% and was a very pleasant experience.

The application of these three recommendations from Jay Abraham resulted in approximately ten times the number of clients in previous years and actually reached the saturation point.

Company Name: College Planning

Company Size: 1 full time, 3 part time employees

## 207. Glen R. Kohlenberg

----- Original Message -----

**From:** Glen R. Kohlenberg

**To:** Jay Abraham

**Sent:** Thursday, August 01, 2002 5:37 PM

I had my first Jay Abraham experience when I bought a cassette tape from Nightingale Conant. As you know there are tons of marketing experts out there but Jay had this special magic touch that showed me I did not have to spend thousands and thousands of dollars to promote my company.

When I first went to work for the company I now own I started as a salesman in the retail division, selling home improvements in the manufactured home industry. The company owner thought he had a great marketing plan in place using newspaper ads and brochures. It didn't take long for me to see the leads generated by this plan were very poor leads. Although the company was doing 1.6 million in sales it had a negative cash flow. I knew the company had great potential despite operating in the red and when the opportunity to purchase the business became available to me I did a business plan and purchased the company with a partner in May 2000. This is when I put Jay's techniques together and started testing my new ads.

My first ad was an 8.5 x 11 insert that was delivered in 25,000 newspapers at a cost of 6 cents each. We received 62 leads and closed on 50 percent of them doing \$125,000 in sales. By the end of that month our total sales were \$187,000 compared to the previous owners \$30-50,000 a month at best! Everyone in our organization could not believe our results. Needless to say the return on our investment was staggering!

The first ad I ran was in black and white. We continued to run this same ad for the next three months with the same results. Then, after listening to Jay's tapes, looking at his website and continuing my vision for our company, I started color-coding our ads. Red one month, green another and so on. What we discovered was amazing. Our customers would pull out the insert and keep it until they were ready to have some work done. Our salesman would go out on the lead and there, on the kitchen table, was our insert. Salesmen in our business, some for over 30 years, could not believe the quality leads and closing rates generated by a 6-cent insert ad.

Our overall company sales for 9 months in 2000 were 2.8 million. In 2001, after copying everything we did in 2000, we did 3.9 million in sales and at this rate project the year 2002 to close with sales of 5.5 million. All I can say to Jay Abraham is thank you, thank you, thank you. You taught me a way to increase our sales without breaking the bank. Believe me, it can be done and I am the proof!!

I now have the PEQ I system and have just received the PEQ Advanced System. At the time I received the PEQ I system I had just signed a contract with my partner to buy out his 50% share of the business. To accomplish this I had to raise \$400,000 cash in 90 days. Jay, Chet and PEQ taught me more than anything else to focus, focus, focus. Not only did I have to focus but to make this happen I needed my 34 employees to focus with me. I listed the debts that had to be paid like stair steps and at the top of the steps I wrote my closing date. One, two steps – pay off 2 trucks. Three, four steps - pay off loan at bank. Five, six steps – pay off my partner. By watching the PEQ tapes and teaching it to my employees, on July 11, 2002 we had raised over \$400,000 and we had our closing. We made it to the top of the steps and the view from the landing was outstanding! I threw a party for all 34 employees and needless to say it was a very emotional and happy time for us all.

I know I could never have done this without the support I received from Jay and Chet's PEQ system. I am now using the PEQ Advanced System and for the first time in my life I'm getting on an airplane and going to California to attend my first ever PEQ Cubed Seminar and to personally thank Jay and Chet for what they did for our company and me. I now have the mindset and focus that the sky's the limit for us and that we will be at sales of 10 million a year before too long.

Again, thank you Jay and Chet. I'm looking forward to August 12.

Sincerely,

Glen R. Kohlenberg  
President  
Reynolds Contractors, LLC  
106-A Corporation Way  
Venice, FL 34292  
941-485-7751

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

## 208. Glen Shamblen

----- Original Message -----

**From:** Glen Shamblen

**To:** Jay Abraham

**Sent:** Wednesday, July 31, 2002 7:09 AM

Dear Jay,

Thank you for the opportunity to share.

In the beginning facts:

Three partners (marketer, salesman, accountant) running a business opportunity in the concrete restoration segment. Because of bad financial results and a large lack of cash, the marketing partner and the sales partner left the accountant with a great opportunity to pay past due creditors, past due bank loans and the chance to "survive." Bankruptcy looks very good when you have \$300,000 in negative equity in a million dollar business, but we decided to avoid that avenue.

As the accountant I knew help was needed but could afford little or nothing. Purchased, listened, thought, planed then acted upon Jay's tapes. There are only three ways to increase or grow a business (unless you are ENRON) thereby increasing sales and cash flow:

1. Advertise to obtain new leads and accounts – had much data, but knew we could not afford.
2. New products to base – an accountant looking for new products you've got to be kidding.
3. Communicate with base – strengthen relationship, increase service and support.

The two remaining salesmen were required to spend 15 minutes on the phone with each of their 40 customers every two weeks. First, to get additional info such as name of spouse and children, anniversary dates, birthdays, e-mail, etc. great reasons to call and remind a contractor that his wife's birthday is only three days away. Or to send out an anniversary card a few days early to remind the family about the big day ahead. Loyalty began to grow.

We then created a referral program to assist the contractors in obtaining jobs. First tried with our crew and saw incredible results. Previously less than 5% of our work (200,000) was a result of referral. Currently, over 90% of our leads and 95% of the (800,000) install revenue comes from the referral program. When the job is complete and we are accepting final payment we give the customer four or five "\$20 Crete Coupons" with their names on the coupon. After the customer gives the "\$20 coupon" to a friend, this friend calls for an estimate and upon completion of the friend's job they can redeem the coupon as a reduction in their job cost. We say thank you for using the referral program and give this new satisfied customer four or five coupons. Upon returning to the office with the redeemed coupon we send a thank you note to the original customer that gave the "gift coupon" including several additional coupons and a \$30 gift certificate to OUTBACK STEAKHOUSE. Average job was about \$1,800, average lead cost \$85 with an 18% closing ratio. Currently, average job \$2,600, referral close ratio 82%, average lead cost is \$3.83 (not a typo). Referrals account for 95% of the install revenue (292 jobs) however only 39 customers actually redeemed the coupon. Not only has install sales increased from 200 to 800 thousand but advertising went from over \$52,000 to less than \$24,000 thousand. Thank you for the found cash!!

Jay, just as you have explained and challenged us to many new thoughts and processes we have given the same above facts to our current contractor network of over 400 contractors. Yet, very few have tried and only one has been halfway consistent enough to be able to claim good results. People many times make good decisions, and make good plans but very few seem to work the plan and therefore never move to the next level.

Today's facts:

NO partners, three businesses, nearly 4 million in sales, thus far this year (6 months) we have created \$300,000 of cash profits with a staff of 20. Again thank you for the concepts that sent us cash.

Glen Shamblen, President  
Spray-Crete Industries, Inc.

## 209. Grady Chandler

----- Original Message -----

From: Grady Chandler

To: Jay Abraham

Sent: Wednesday, July 31, 2002 1:25 PM

We are in the business of getting members interested in a commodity. The commodity could be saving account, checking account, certificate, loan, or any other type of financial product offered by a bank or credit union. At the Austin Metropolitan Financial Credit Union someone has to save before someone can borrow. There is a constant battle to attract funds, differentiate our products from others and compete with other are financial institutions. We are \$280 million in assets. Our competitors in the area are two \$1 billion credit unions and 5 other credit unions our size plus Wells Fargo, Chase, and the numerous other national banks.

We used one of Jay's ideas from learning how to market - If your selling low priced, highly competitive merchandise emphasize value in addition to price.

We also used the idea of offering a bonus that was unique for our area.

Because of IRS regulations the bonus had to be less than \$10.00. We looked at products specific to the Austin, TX area. Honey for a honey of a deal, peaches for we think your peachy, pecans for we go nuts over you, and jardines hot sauce. We decided on a hot sauce, queso dip, chile mix bonus pack. The heading used in the marketing campaign was Spice up your finances and heat up your savings.

We were trying to attract funds and established a goal of \$1million in new deposits. We gave the members a 35 basis point interest rate bonus and gave away the hot sauce on any deposit of \$5,000 or more in a 27 month certificate of deposit. This was offered on regular certificates and IRA certificates.

The promotion brought in \$5 million in deposits. Three months after the promotion ended we ran it again and brought in another \$3 million.

At this time we are trying to figure out how to attract new checking accounts. We offer free checking with direct deposit give the members 3 other types of checking accounts - their option on type not ours. If they have direct deposit and we receive the direct deposit early we will post their paycheck early, up to two days early. We're looking at what we can guarantee, what is the benefits and not features to opening an account with us, and what values can we accentuate. No minimum balance required, no monthly service charge, guaranteed to post two days early, free ATM/debit card, etc.

This is what we've been doing with Jay's methods.

## 210. Greg Johnson

----- Original Message -----

From: Greg Johnson

To: Jay Abraham

Sent: Friday, August 02, 2002 4:28 PM

Dear Jay,

Your email asking for testimonials really got me thinking. But since I didn't have much time to draft this response, I'm sort of shooting from the hip. So here goes...

Our business employs a number of strategies we've adapted from your materials. I believe the most tangible benefits we've experienced came as a result of taking an objective look at our business, deciding upon and then implementing a particular strategy and committing to it as an ongoing process.

The one strategy that is the easiest to quantify is our use of barter. We sell floral products and services that carry a high margin and have limited shelf life. This has made a formalized barter strategy a very useful tool for us.

We view and use barter as a method to increase sales from our existing customers, to lock in customers for the long term, and to conserve cash.

An example of how we use barter to increase sales and retain existing customers is something we do with a hotel client of ours. We regularly provide this client with lobby flowers, as well as the flower needs of their human resource department.

If their sales/catering department books a party, we've asked that they contact us with their floral requests and budget. In return, we allow them to pay us a portion of the bill in trade credit. We use the credits to offset some of our promotional expense. By allowing them to trade with us, we lock in a nice chunk of our client's incremental business, while also making it hard for the client to want to look for another florist.

The key to these deals, I believe, is showing the customer how using our products and services will benefit their business as well. When we feel a client has become comfortable doing business with us, we ask them for referrals, usually through some form of endorsed contact.

In the past year, this process has helped us acquire three new commercial accounts, whose combined purchases totaled nearly \$6,000 so far this year.

As an example of how we use barter to conserve cash, we recently completed a \$15,000 web site overhaul, which through a combination of barter and a future endorsement agreement, reduced our actual out-of-pocket cash expense to just under \$4,000. At the present rate of sales

we are experiencing from our web site, we project we will recover our out-of-pocket costs by the end of October, 2002.

There are plenty more quantifiable successes that we've experienced, both large and small, but my greatest success is intangible and truly priceless.. it's the confidence I developed from adopting a mindset that allowed me to creatively take on and solve the most challenging business problems and turn them into opportunities.

I'm not sure if you'll receive this in time to include with the many other testimonials I'm sure you'll receive, but I did want to add my two cents worth. If you want or need further information, please contact me.

Best regards,

Greg Johnson  
Greenfield Flower Shop, Inc.  
2628 W. Greenfield Ave.  
Milwaukee, WI 53204-1956 USA  
<http://www.greenfield-flower-shop.com>  
414.383.1002 Voice  
800.383.9099 Toll-Free  
414.383.9170 Fax



## 211. Greg Stromberg

----- Original Message -----

From: Greg Stromberg

To: Jay Abraham

Sent: Saturday, August 03, 2002 10:57 AM

One of the most important things that I learned from Jay's seminars was the power of educating the customer.

I was completely surprised by how much our customers were miss-informed and unaware of what our ink systems were all about. We started a program that we are now calling INX ICM System which stands for ink cost management system.

This system begins with the basic education program of how inks are formulated and manufactured. We get into chemistry, terminology and raw materials. We discuss how ink is formulated for each individual process and what the critical attributes are. It is amazing the questions we get after this seminar. I call it real-time customer research! We receive info on concerns, complaints and compliments.

The next part of this system is collaboration where we discuss the opportunities for driving out waste and variation in their decorating process.

The next parts of the system is to measure and map their processes and utilize the six sigma approach to find the leverage points for improvements.

The next parts of this system is to set up project management to set objectives, timelines and deliverables.

The next step is execution.

The final step is to review the results of the project so that we capitalize and leverage all the positive and negative learning so we have a continuous learning educational partnership.

This concept was born with this simple idea from you Jay. The results are we continue to be the leader in the world for metal decorating inks supplied to all the Can manufactures resulting in over 63 million in sales. We are focused on applied finished costs and not price per lb for our customers.

The core concept is educate your customers where you participate in their processes so they can drive costs and variation out of their systems.

Greg Stromberg  
Vice President Sales/Marketing  
Metal Division  
INX International Ink Co.  
414-438-4384

## 212. Grego

----- Original Message -----

**From:** Grego

**To:** Jay Abraham

**Sent:** Thursday, July 25, 2002 7:57 AM

Jay, this may not be your usual testimonial letter.

I feel strongly about sending this though. I initially heard your marketing strategies about 2 years ago. Here is just one good example. I have applied the risk reversal method of selling to our design business and it absolutely flourished. Specifically, the jewelry that Nikka, my fiancé, designs was an inherently easy sale because of the beauty, however, as soon as she started putting the necklaces on people and letting them wear them for a few days, it was amazing. People NEVER gave them back. She sold every single one using this method. Never is a strong word. But I really mean never. Every single time that she designed and put a piece of jewelry on someone they simply would not part with it. The sale was not an option to our clients.

Thanks Jay

Grego

### 213. Guillermo Mendoza

----- Original Message -----

**From:** Guillermo Mendoza

**To:** Jay Abraham

**Sent:** Thursday, August 01, 2002 8:03 AM

Following the economius of the repeating sale we had some shoe stores here in Guadalajara. Those were oriented to the popular segments of the market and in order to give a plus to the nice fashionable merchandise, we gave a gift of a low cost high fashion fantasy jewelry along with every pair of shoes purchase. We increased the price of the shoes and collected the small cost of the fantasy jewel and the traffic and the word of mouth created towards our stores was great. Many girls came back to buy her shoes knowing that a nice fashionable gift will be received. High perceived value.

Hope this is of good use for your purposes.

Kind regards

Guillermo Mendoza

Agmenta Comercio Internacional

Pedro Moreno # 1410

44140 Guadalajara, Jalisco México

Phone. US dial 011 52 333 171 1306

## 214. Guoen Wang

----- Original Message -----

**From:** Guoen Wang

**To:** Jay Abraham

**Sent:** Wednesday, July 31, 2002 9:29 PM

Jay, Here is my personal story.

My name is Guoen Wang. I am a practitioner of Chinese herbal medicine and acupuncture. Until a year ago, I had been teaching and practicing medicine at one of the best acupuncture school located in Austin Texas. In June 2001, I opened my own office. I applied a few strategies which I learned from Jay to grow my business. Here are three of them.

First concept is that people want to be lead.

Each time if a new patient comes to me, after I diagnosis and treatment, I will make a treatment plan for that patient. I will fill a treatment plan form. It reads like this. Patient needs come in for acupuncture treatment once a week, for about 6 to 8 weeks. If there are herbs prescribed, I also write down how often and how much herbs to take. Before I use this treatment plan form, I find out 30 to 40 percent of patients did not return. Even the ones did, most of them may not finish a whole treatment course. Since I started to use this form, a lot more patients has come back and finished the treatment plan, and of course get good results with their health. So, patients win and I win.

Second concept is to contact inactive clients.

I have about 800 clients on my data base. I just hired a part time receptionist 2 weeks ago. I pulled about 40 inactive patients' contact information and had the receptionist contact them by phone. By doing that, within a week, 6 of them came in for acupuncture treatment, and most of them will have 6 to 8 acupuncture treatment in next 2 months. This application of 40 phone calls to inactive clients will generate \$3000 in 2 months. To me, that is very good.

The 3rd concept is combination of risk reversal and back end.

In my business, it is repetitive business. One of the difficult part is go get patient comes in the first time. Once patient comes and knows about my service, most of them will want more. Instead of charging higher new patient fee, I decided to give my first treatment for free. Last week, I printed and mailed 3 new patient welcome coupons to each of the selected 50 of my existing clients who had referred patients to me in the past. The referrals keep coming. My practice just kept growing and growing. I just hired a part time receptionist 2 weeks ago, and I have to hire another one next to help to handle the increased business.

Guoen Wang

## 215. Guy Brown

----- Original Message -----

From: Guy Brown

To: Jay Abraham

Sent: Monday, July 29, 2002 7:36 PM

Hi Jay,

A few years ago you told a story of a dentist in Australia who got fed up with the normal day-to-day aggravations & hassles of his profession. He decided he wasn't going to conduct his practice anymore in the same ol' traditional way he had learned to do. He decided he needed to change, to become different.

So, if I remember correctly, he remodeled his office, changed his class of clientele and started charging fees that were much higher than before. Inside an elegant office he would inform his new patients that for the seemingly high price of being treated by him, they would receive extraordinary and guaranteed service which included no-waiting aftercare on procedures that weren't up to the patient's satisfaction.

But in return, the patient must do three things:

1. Never be late.
2. Must always pay the bill at the time of the procedure, not afterwards.
3. Must supply this dentist with at least 3 good referrals the patient knew well and who could use the dentist's services.

If the patient wouldn't agree, he wasn't taken on as a new patient.

In short, he no longer thought of himself as a "commodity." How that lesson applies to me is this.

I am a professional telemarketer, meaning this is my chosen career, not a once-in-a-while sideline. I've been making sales and appointments over the phone for the last nine years. My first few jobs were for \$5 an hour.

During my first 19 months in the profession, I was learning from the mistakes of myself & others, and experimenting with different selling styles, presentations, answering objections, closings etc. After 19 months I realized just how proficient I had become. At one company, my sales had improved by over 100% (i.e., they more than doubled). And my customer retention rate of 83% was the best within the company. How was I rewarded? The company raised the quotas and lowered my commissions! They did this several times. But I kept beating the system. I surpassed the artificially inflated quotas which they thought no one would reach. Thus, they had to pay me more money than they expected. When they changed the system one too many times I quit.

I decided to take a page from that dentist's book and find a way to improve my lot.

Here in New York City I would say at least 95% of the businesses that advertise for telemarketers are companies that earn less than \$6 million in sales and are barely surviving. Commensurately, the pay scale for telemarketers generally runs from \$6/hour to \$10/hour - which is even less than what they pay their functionally illiterate and computer illiterate secretaries!

I knew I was worth more than the normal telemarketer and decided not to be perceived as the normal "commodity" anymore. Here's how I eventually tripled my salary from \$5 to over \$17/hour in 6 years. I put together a large 3-ring binder/portfolio of my accomplishments achieved while working for several companies within various industries.

When the normal telemarketer shows up for a job interview he just brings along his resume and his best Sunday suit. When I appear at an interview, however, I'm ready to present to the prospective boss:

- A. 8 well-written letters of recommendation attesting to my skills - credibility.
- B. 5 audio tapes containing 60 recorded appointments depicting how I handle tough prospects and change "no's" into "yes's." - credibility. Also, I tell my prospective employer that this is my selling style and I won't allow anyone to change it. If you like me, you better like my dog (i.e., my consultative selling approach)! You don't like my dog - the interview is over, "Have a good day, sir." (You'd be surprised how many managers want their telemarketers to actually sound like a carnival barker. They think speeding up one's voice to sound as though you're rushing to catch a bus engenders enthusiasm within a prospect!)
- C. 2 computer printouts of the numbers of dials, contacts and sales or appointments I've made for my companies over the years.
- D. 6 covers of various sales magazines I've subscribed to to show them I've taken the time to train myself to become a professional in the art and science of salesmanship.
- E. 10 pages of Excel spreadsheets which mathematically, scientifically, irrefutably prove, under any and all rational circumstances, that the "numbers game" philosophy of "the more dials you make per day, the more sales you will make," is a grossly exaggerated myth that crumbles under objective scrutiny - a by product of W. Edwards Deming. More than any other reason, it is the perpetuation of this myth, the aspiration to attain false, illusory, physically unattainable quotas that causes telemarketing departments to fail miserably and for companies (which are overly dependent on telemarketing) to go bankrupt.

Because I've taken the time to step out of the box, I "merchandise" myself and prove that I am not the ordinary Is-it-Friday-yet? telemarketer. Consequently, at one job interview for a global freight & courier company, the manager offered me \$12/hour, but after negotiations we agreed upon a base salary of over \$17 per hour. At another interview the owner of a custom-made software outsourcing firm offered me \$30,000 as a base salary. I declined. Two years later I negotiated with this entrepreneur for a higher base salary - and won the position of Marketing Director to boot.

Also, during times of unemployment I've become creative and searched for companies that had no telemarketing department to see if I could

build one for them from scratch. Accordingly, because I didn't think of myself as a mere "smile n' dialer," I opened up two (extremely small) telemarketing divisions for two different Internet companies to become their Telemarketing Directors.

Mr. Jay Abraham, my statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Yours truly,

Guy K. Brown

## 216. Harley Kaufman

----- Original Message -----

**From:** Harley Haufman

**To:** Jay Abraham

**Sent:** Friday, July 26, 2002 8:20 PM

Dear Jay,

My Name is Harley Kaufman, from NY, NY. Among my many hats, I am an attorney admitted in four states. You can use this testimonial. You can include my name and city.

One of the simple but effective techniques that you have advocated is to reactivate old customers. I used to work for a major NYC law firm that had several hundred trust and estates clients. Many had not been heard from in years. I had proposed to the senior partner that we send a letter to each of them to remind them that the law of trusts and estates had changed and that we encourage them to return and come in for a consultation in order to update their previous legal work, in order to make sure that their previous trusts and estates and wills work were up to date. This resulted in a considerable amount of legal work. The senior partner was so pleased, that he allowed me to handle and bill for a significant amount of the work through the firm and everyone was happy, thanks to the Jay Abraham technique of reactivating old customers.

An additional concept Jay has used in direct mail has also been helpful. By sending or handing out letters or a flyer and having a person call you if interested, before spending 30 minutes on a sales pitch, can save a considerable amount of time. I had prepared a flyer to promote an internet shopping experience, where people would be directed to a company that featured around 100 partner stores with nearly 2000000 products for sale. By making the person visit the website first and call me with the results - do they want to participate or not, I had about 90% drop out rate, only 1 out of 10 called, which allowed me to avoid sales pitches with 90% deadwood!

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors



## 217. Harold Edwards

----- Original Message -----

**From:** Harold Edwards

**To:** Jay Abraham

**Sent:** Friday, July 26, 2002 4:10 AM

I have had a number of wins from my Abraham experiences. I can say that every one of the 7 or 8 programs produced in excess of what they promised. Let me share one of my sleepers that has continued to produce without any effort.

One win-win I got from Jay and his group.....As an orthodontist my patients are interested in their looks.. I spoke to a local Plastic Surgeon who was very happy to put my brochure in his waiting room. Of course I allowed him the same courtesy. I started to get an immediate group of young adults who wanted cosmetic orthodontic treatment. To get this large of response would have cost me thousands of dollars a month. This also takes no effort on my part except to replace brochures when they run out.

I next spoke to an Optical group and next a Dermatologist. Same Great Response. We all are winning and have helped each other over the last few years by providing a more complete service to our patients. Everyone Wins.... This little sleeper has produced in excess of several hundred thousand dollars and keeps on going. My cost for a year is less then even running one ad in the local paper.

Thanks again Jay.

Sincerely,

Harold Edwards

My story is true. It can be used as you seem fit.

## 218. Harvey Korbelik

----- Original Message -----

**From:** Harvey Korbelik

**To:** Jay Abraham

**Sent:** Wednesday, July 31, 2002 9:21 AM

Dear Jay,

I actually am a rancher-farmer in a diversified farming operation that has been fairly successful over the years. The past few years have really tested my resolve to continue in the farming game, so I began looking for some additional source of income.

I studied some of your programs and with some of the ideas you illustrated, I began a new enterprise.

I became associated with a prepaid phonecard company as an independant distributor. I called on businesses and presented my offer of an automatic dispenser of cards or 'over the counter' sales of cards. What surprised me the most was how receptive and easy to talk to the owners and managers of the businesses were. I really appreciated that as the only cold calling I'd ever done before was trying to sell insurance in my younger days. I was not good at it then. I also do phone calls to businesses and try to get appointments to talk to the person in charge of sales and marketing. Persistence does pay off!

At this time I have 15 locations doing about \$6000 per month in sales. My goal for the year is to have 100 locations operating.

One of the most gratifying aspects of this business is when someone calls me and says that one of my location owners referred them to me because they are happy with my products and services.

I am now studying your 'Stealth Marketing' course and will use some of your concepts to help grow my business.

Thank You,

Harvey Korbelik  
Korbco Corporation  
15387 Rd. 57  
Burlington, CO 80807  
Phone; 719-397-2443

P.S. The phonecard business is very competitive and there are some shoddy companies in business. I try very hard to only deal with reputable companies so I can offer products that I can be proud of and the ultimate consumer will be happy with.

P.P.S. I realize this is 'small potatoes' but if you think something in my letter will appeal to the beginner, then I'd be happy if you would use it. But if you think it's not worthy of reprinting I will certainly understand.

## 219. Haydn Welch

----- Original Message -----

From: Haydn Welch

To: Jay Abraham

Sent: Wednesday, July 31, 2002 2:20 AM

My name is Haydn Welch and I own a retail jewelry business in Taunton, England. One day I was shopping for a washing machine and the sales assistant made me feel foolish for refusing to pay extra for a 5 year guarantee. Having just started to study some of Jays' material, my mind was in tune and just waiting for the flash of inspiration, the Eureka moment. That's when it came.

On the way out of the shop, I said to my wife "Wouldn't it be great if all retailers just said, if it goes wrong we will fix it free, for life, just because you bought it from us". That's when the light came on. A week later our Free Lifetime Guarantee was being given to all our customers.

On the second day a customer had looked at a £1,000 Zenith watch from my nearest competitor and was 'thinking about it over a coffee' although she had decided to go back and get it, she stopped at my window display and came in to look at an 18ct gold Longines bracelet watch. I showed her the watch, explained the various features/benefits and added the new dialogue regarding the guarantee. She was amazed and said she would buy the Longines because she loved the guarantee. She really didn't mind which watch she chose, she liked them both the same. So, we sold a £1360 watch and our competitor lost the sale.

Later that week, another customer saw a Seiko watch in H Samuels with a blue dial, he saw the same watch in my shop with a white dial. He wanted the blue dial version but chose to order it from us, rather than buy it from our competitor. We won a £295 sale, our competitor lost it, our customer got a lifetime guarantee.

Another customer had already bought his watch from F Hinds a few days earlier and then saw the exact same watch in our window along with our free lifetime guarantee. He felt cheated by Hinds and took his watch back for a refund (they offer a 14 day refund policy- I am too frightened to try that offer), he then brought his money to us £95.00.

These three customers spent more with me in that first week, than it cost me to honor the guarantees all year.

But the best bit is that my customers come back to buy a gold chain for their wife at Christmas, a pair of earrings for their daughters' birthday and other items throughout the next few years. (Jays lifetime value principle). Then one day the gold chain is broken while playing football and it costs me £5.00 to do the repair, but the customer has already bought three things and will be back again.

Eight years later and I no longer bother to add up the annual cost in honoring the repairs and the washing machine still works.

Now, business is still tough. I struggle to break past £500,000 annual turnover and still look forward to the day I make £50,000 bottom line. I am frightened to invest in Jay's new programmes because I haven't kept my toes to the fire with his old material. I have just used one principle and made it mine and I don't know how much extra business it has created.

However, I still lose sales, despite the guarantee and am now introducing The Ultimate Upgrade. Do you realise that even though you would love to buy a new watch, the main reason you don't buy one, is because you already have a perfectly good one on your wrist. The Ultimate Upgrade resolves this concern.

When you buy a watch (or other jewelry item) from us, we will give you all of your money back within one year, if you decide to upgrade and spend twice as much.

I believe, this will make it easier for my customers to buy from us, there and then. We want to make the sale on their first visit, not hope they come back later after visiting all our competitors. Both these initiatives cost nothing at the point of sale, unlike a discount. And actually, these two bonuses may never even be used. But the customer will have the security and I will have the sale.

There we are, I am convincing myself to spend more time with Jays' stuff.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

## **220. J. Miller**

----- Original Message -----

From: J Miller

To: Jay Abraham

Sent: Wednesday, July 31, 2002 10:50 AM

### **Situation**

We launched JFY, Inc. a mail-order medical manufacturer targeting seniors and their caregivers. Competition was strong and initially, our sales were slow.

### **Solution**

In order to turbo charge our results, we implemented three of Jay's concepts:

1. "Fall in love with your customers."
2. "Provide a credible reason why."
3. Provide "risk reversal."

#### **Fall in love with your customers**

We made our business the type of company we would like to do business with. Once we decided to love our customers it was easy to offer them free shipping and handling on every order no matter how large or small, how near or how far. Plus we are always happy to send free samples whenever requested.

#### **Provide a credible reason why**

Consumers rarely realize just how many product options they really have and even if they do, they do know have the background to make an informed decision. We decided to educate our prospects so they would come to appreciate our selection and feel empowered to make an informed decision. Our reps are all knowledgeable and are encouraged to stay on the phone with callers for as long as it takes to answer all questions.

#### **Provide "risk reversal"**

Even with all of the above, consumers are often afraid to commit to ordering. Since our customers were now educated we decided to take away any risk they may perceive in ordering by offering a no questions asked money back guarantee.

### **Result**

Our customers now get the products that's right for them and re-orders are up because the buying experience was so pleasant. Overall, since implementing Jay's strategies we have grown the business while increasing profitability.

Conservatively, sales are up by a factor of 10.

J. Miller

973-669-9671

**221. J. Semo**

----- Original Message -----

**From:** J. Semo

**To:** Jay Abraham

**Sent:** Wednesday, July 31, 2002 3:07 PM

**THE LESS PEOPLE KNOW JAY ABRAHAM  
THE MORE MONEY I MAKE**

**HOW TO TRIGGER THE BUYING REFLEX?**

**DO YOU REALLY WANT TO EXPLODE YOUR  
RESULTS EXPONENTIALLY?**

“The Abraham Approach to Marketing” puts basic human reflexes that trigger the need to buy into action.

Using Jay Abraham’s marketing approach, I am assisting small businesses to increase over 50% their income in less the 12 months.

Thank you Jay!

Be healthy, wise and wealthy,

Dr. J. Semo

Brisbane, Australia

Australian Network of Entrepreneurial Wealth (ANEW)

PS: Jay, following your basic rules I am including three headlines... please try which one works better.

## 222. Jack Feka

----- Original Message -----

From: Jack Feka

To: Jay Abraham

Sent: Thursday, August 01, 2002 5:14 PM

I started a new business, selling tires and batteries retail in South America in January 1998 using many of the techniques advanced by Jay Abraham and have still only scratched the surface.

To begin with, I decided to give the business a name that reflects what the business is about. This, grammatically speaking was WRONG and almost everyone I consulted in the business, my employees etc, had trouble with the concept of putting FIRST the product as we did in "Neumatico Centro." (The name should have been "Centro de Neumaticos".) My reasoning was simple, if a person is looking for our business in the white pages of the phone book and they want tires they aren't likely to start thumbing through words names that begin with Centro, Casa, Hogar, Servicio, etc, until they find what they want.

The name has survived, and has become accepted and because it is different it helps to underline the image in our customers minds that we ARE different.

One of the differences which we have established in our client's minds is that we are a serious and complete service center for tires and batteries. I invented a term "SeguriChek" which is simply a list of over 40 points which we check for free when a customer brings their vehicle to us and we give them a WRITTEN report of all these points. Of course, many other businesses do similar things looking for areas that need attention which might result in a sale, but they don't tell their customers and give them a written report.

I found that when we started we had to offer a repair service for tires, but with the little back-yard shops which flourish and the dirt cheap prices they charge I would have rather not even offered the service. But, because our customers expect us to also repair what we sell, I started offering a package where a tire which is repaired is automatically balanced too using our high speed electronic balancing equipment. Prior to making the package a standard procedure, I ran some tests on a number of tires brought in for repair and discovered that 99.7% of these needed to be balanced after being repaired. So, instead of charging 1500 pesos for a patch and wasting our time, I now include a balance and charge 2500 pesos or more. At first a few people complained that we were trying to gouge them but when we explained that other shops didn't do a complete repair because they lacked the balancing equipment, we now have most customers happier than they were when we were giving a cheap repair without the balancing. (Separately I would charge 3500 pesos). Frequently we end up balancing one or three other wheels at the same time and have a much bigger sale.

Alliances: When we opened our doors, we rented space from a busy service station so that we were next door. The proximity to this station was so positive that our first two months we didn't have any

exterior signs to our business and still had almost all the business we could handle. Now after 4 years we have to abandon this site and move elsewhere and many of our customers who we've been programming about the move for a couple of months, told us that they would follow us to the end of the earth (almost) because they're so pleased with us.

Taking the risk out of purchasing: I offer all clients free repairs on tires they buy from me during the first 60 days. I also offer them free rotation which extends their tire life every 6000 km. This freebie give me a chance to inspect their shock absorbers and batteries (which we also sell) and to offer them wheel alignment.

Experts in out field: We are recognized as experts in tires in our community and are the standard by which other tire businesses are judged but this was not the case when we started. To reinforce this difference ALL our staff, once they pass their probationary period, are sent on a training course to the GoodYear factory. In contrast to other local shops, some of their employees have never traveled more than a few miles from here, let alone having visited a tire factory. We hold weekly staff meetings where I attempt to pass on new knowledge and customer relations techniques to the staff.

Related products: We discovered that all vehicles in Chile are required to have a fire extinguisher which is re-certified at least once a year. We have become qualified to offer this service and automatically inspect the extinguisher whenever we inspect tires, batteries, shocks or other items. We've held back on offering oil changes because of our relationship with the service station that we rent space from, but when we move we will explore this avenue. The idea is that every service which we offer, gives us another opportunity to inspect the customers vehicle to see if they are in need of other services or products which we offer. Since it is rare that the need for one coincides with another one, we can often detect that a new service is "at the point" of requiring attention and save the customer the need to return or avoid the possibility of a break-down because of a neglected repair.

Honesty: We have strict policy of telling people when they don't need a service which they might have suspected they need, expecting that my gaining their confidence they will later be more inclined to purchase from us what we recommend when we do think it is necessary.

Results, we are in a region where sales is highly seasonal but our sales have generally follow the same cycle since the start. After one year, we were able to establish that with the exception of only one month in nearly five years, we have always grown between 15 and 30% when compared to the same month the year previous.

There are still many many of Jay Abraham's techniques that we haven't even started to try but will be adding to our arsenal as time goes along.

I am impressed at how well these techniques work in a developing country where people are very traditional and often afraid to attempt something out of the ordinary. Once they see the results, however, many of them are stumbling over themselves trying to copy what we've done.



Jack Feka  
Gerente General  
Neumatico Centro (Comercial Amar y Feka Limitada)  
Aviador Acevedo 720, Villarrica, Chile  
RUT 77.245.880-0 Giro: Importacion, Distribucion, Ventas  
fono/fax +56 (45) 41-0028

## 223. Jaime Lerdo de Tejada

----- Original Message -----

From: Jaime Lerdo de Tejada

To: Jay Abraham

Sent: Friday, August 02, 2002 3:07 PM

I am starting to practice Abraham principles and I can tell you a couple of things about Abraham philosophy:

The bonus I offer from now on are really fantastic for my customers. I give them 500 extra business cards, 100 extra invoices formats, 200 extra personal greetings cards. This bonuses are beginning to boost my average transaction per sale. I'm going to tell you why. My clients are starting to trust me again, they really like when I come through. They like my bonus and sometimes for example with the personal greetings cards they ask me: What should I do with them? I answer: Write a personal greetings or salutation message to your own customers. I tell them that this is the best part of a business transaction; when you thank people for buying your product or service.

Next: The more I read the more I learn, actually every time I read or hear any principle of Jay's philosophy an idea comes out of my mind.

I can start with a simple estimate: usually estimates for me where just price facts. Actually my estimates now always include interesting bonuses, always related with pricing, but interesting for my clients as well. I actually won already a couple of business only and simply with my new estimate format. I tell my client how I'm going to take care of me, how I'm going to work for him, how often we will meet. I also always tell him some benefit they will gain with me. Just with this simple change I am starting to kick butt.

Recently I started to guarantee my products for 90 days. This is an excellent way for calling my clients and see if everything is going all right. With this simple extra call I am starting to sell more, not always but usually my clients tell me: by the way could you come next Friday, I think I have something for you.

Take the note that I am starting with something very simple: a simple estimate. My dream is to become a Jay Abraham Junior here in Mexico. I am studying very hard but meanwhile I need to work, I been in the printing shop business for many years and I am testing Jay's principles with these customers I already have.

I can tell you that this principles work like hell. I am just starting but I already feel the power because you really feel it when you see that all the things you learn from Jay actually happen in real life.

It is amazing for me to see that almost all business here have not any marketing at all. They pass by and survive. But my plan as I told you is to become a Jay Junior and help this people to succeed and make big pesos.

It is possible here and everywhere, the only thing you need is ideas and principles so simple that nobody sees them. But with a little help from Jay, a blind can see.

Thank you and good luck.  
Jaime.

## 224. Jared Silver

----- Original Message -----

From: Jared Silver

To: Jay Abraham

Sent: Thursday, July 25, 2002 3:47 PM

Hello Jay,

Well sure! I'll share some success stories which I attribute directly to having adopted a "Jay-Marketing-Mindset" these last 6 to 7 years.

Quick background on who I am and what I do. Jared Silver a.k.a "The Straight Shooter" a Chicagoland based commercial photographer since 1979.

After attending your "Ex!factor" pilot program I transformed my business from Straight Shooter (commercial photography) to Straight Shooter & Associates (Direct Response Marketing).

For years I made 'pretty pictures' for fortune 500 companies... now I help small business owners make their fortune. It's very gratifying I love it!

Working directly with business owners I employ the techniques I learned from you: Cross sell - up sell - Powerful USP's - Testimonials – understanding the net worth of a client - TESTING, evaluating & improving headlines, sales copy, graphic presentation... and yes, photographs too.

AND utilizing Mac Ross's 4 W's when writing ANY sales copy:

- 1) Why are you bothering me ?
- 2) What's in it for me ?
- 3) Why should I believe you ?
- 4) Why should I respond now?

In the process (these last 7 years) I've become a pretty good copywriter (so I'm told). I recently received several high compliments from Mr. Robert Allen's associate & publicist, Denise Michaels.

After reviewing 2 different sales letters I was working on, Denise wrote:

"What an excellent letter, Jared. You gave me goose bumps" - AND - "You really are a writer now. I think you could write just about anything." (copied & pasted from her e-mails)

Jay, in the mid - 1990's you pointed me down a whole new career path. Easier said than done. There were plenty of bumps in that road - but I got all the "tools" I needed from you and just kept hammering and wrenching away.

Today I've replaced my income as a commercial shooter with equally good income from providing direct response marketing to my clients. Low six figures, but that's improving too. (Is that specific enough?)

Here's a client story:

One of my SS&A clients is physical therapist named Joy. She and her husband share an office / store front. He's a doctor of Chiropractic. Their company is called "Back To Health".

Joy wanted to increase the size of her practice. I was recommended to her by another one of my clients.

After our initial consultation it was determined that several host beneficiary relationships would be a great way to go. Specifically, contacting medical offices of surgeons and neuro-surgeons. Concept: send us your patients for P.T. after surgery and we'll send you our P.T. patients when surgery is indicated.

In theory sounds great. I created a lead generator mailer... phone scripts for Joy & her #1 assistant Darlene.

Big stumbling block ahead! We knew about this... but still were amazed when confronted with it. Jay... many doctors, especially surgeons have rather large EGOs. I'm being polite.

Not only would they not talk with a "lowly" Physical Therapist or respond to our mailings and faxes... it was also 'beneath' the doc's office manager to validate our contact. YIKES!

The response rate to our initial marketing was a solid zero!

I refocused. I analyzed the situation and put myself behind the eyeballs of the surgeon. "What's in it for me?" is what I kept asking myself.

Joy was very good about progress reports. She'd call me and explain the latest rejection in detail. I took notes, and started writing faxable memos for her to send to the doc's office managers. Long story short... we had the doctors calling HER BACK !

I have some of Joy's 'very excited' phone messages (to me) saved on audio tape if that would be of benefit to you Jay.

Following is section from a written testimonial from Joy to me. Copied and pasted below:

"In our very first meeting with Jared, we identified my best target market as other health care professionals with the ability to supply me with the types of patients I can help most.

With Jared's on going assistance and direction, I've been able to get in, get cooperation, and... get new patients (the right kind of patients) from the doctor and surgeon practices we've targeted."

They're doing well, business is steadily expanding.

I'll give you one more quick story

This occurred just months after returning from the Ex!factor program. I was still in commercial photographer mode (and trying to figure out how to become a full time Direct Response Marketer.)

Bill Kelley, a long time client and President of the Goelitz Confectionery (makers of Jelly Belly™ Gourmet Jelly Beans) contacted me about restoring a few old photographs for the company's 100th anniversary.

A nice little job... about \$4000.00 worth of restoration work on the computer.

I used some of the upsell and cross techniques you taught me. Made the client extremely happy with the results I delivered and grew the project to about \$40,000.00! Ten times the revenue for my little photo business.

Jay I've wanted to share that story with you since it happened over 6 years ago. Though it would be lost in the shuffle. Now you're asking for it. Cool!

Jay, I hope some of my ramblings are helpful. If I can be of further assistance just let me know.

Very Appreciatively Yours,

Jared Silver S. S.

Straight Shooter & Associates  
Developing Your Good Image For More Business

## 225. Jarvis Wong

----- Original Message -----

**From:** Jarvis Wong

**To:** Jay Abraham

**Sent:** Tuesday, July 30, 2002 4:51 AM

Dear Jay,

We are a dental supplies company selling to dentist.

This was a 2 hour Dentist seminar that we did in Singapore that had about 90 participants.

What I did was made the headline copy as focus to the customers as possible and many sub headlines and also a cutoff date.

We wanted a backend to this seminar to sell more products. See attached.

In a normal setting like we normal had only at most 20-30 participants but we got 90 responded and many backend sales.

Thanks

Jarvis Wong

Address: 925 #14-49 Hougang Street 91 Singapore 530925

Tel: 65-62551886

Fax: 65-62555993

## 226. Jason Jackman

----- Original Message -----

**From:** Jason Jackman

**To:** Jay Abraham

**Sent:** Thursday, August 01, 2002 11:59 PM

Dear Jay,

For four years now I have been studying and gradually implementing your material into my business with excellent results.

I own a mortgage firm specializing in saving people time and significant amounts of money.

In the four years I have been using your marketing methods my business has on average DOUBLED every year, last year we increased 126%.

Examples of the techniques used -

1. At Mastermind Marketing seminar in 1998 at Heathrow you specifically told me to significantly increase the fees I charged. We did and the net value of every case increased, as did the number of clients. The higher fee has reduced the number of objections.

We have since increased the fee again in late 2000, which contributed to a major proportion of the 126% growth for that period. Simple and very powerful.

2. I wrote an educational/pre-emptive based direct mail pack sent to prospective clients in late 1998 that guarantees a response rate of 5% every single time we mail. This is an excellent lead generating device.
3. Referral strategies - we have implemented and consistently use 3 strategies for referrals, at initial presentation, follow-up on completed business and reciprocation based offer/incentive once per year for existing clients that has currently resulted in our ratio of referral business being 50%+ today.
4. Using the PEQ, I rewrote our presentation to be more pre-emptive /educational and core story based. Our conversion rate previously had been 1:4 of people seen would sign up.

At the same time that I rewrote the new presentation I took on two new sales consultants and trained them to present exactly the way I wanted them to. Their conversion rates are 1:1 and 1:2 respectively!!

I estimate that this change alone will make a difference of £600,000.00 this year, even without increasing the amount of new clients we see!! A phenomenal result.

Kind regards

Jason Jackman

M.D. Gold Flexible Mortgages

P.S. I appreciate every single thing you do and know that even with the above success stories I am only scratching the surface of what can be done.



## 227. Jason Griffith

----- Original Message -----

From: Jason Griffith

To: Jay Abraham

Sent: Friday, August 02, 2002 12:11 PM

Here's my story. Thanks for the invite. I'm looking forward to reading the compiled version, I read most of your stuff two or three times.

What I did.

I recently started a CPA firm in Las Vegas, Nevada. One of the things we are going to focus on is outsourced controller or CFO positions. We currently have two major clients. We have developed a marketing strategy to compare what it would cost companies if they were to hire on a person full time to do the work we are going to do. We detail out the cost of benefits, insurance, employer payroll taxes, paid vacations, internal employee conflicts/headaches, not to mention having a minimum of 3 CPA devoted to the job, with backgrounds in tax, accounting and financial management. When we detail out all of the costs and put a visual image into their mind as to the headaches a full-time employee brings with them, our offer for a flat monthly fee pails in comparison. Their total cost would be close to \$100,000 for an entry level CPA, including all of the research software and expertise one person would have to bring to the table.

They can choose to hire one person for \$100,000 per year and deal with the headaches, etc. or they can hire our firm for about \$50,000 per year, which comes with all of the research software, different backgrounds and years of experience.

I am a relatively young CPA owner in the town. At 25, I am the CFO of a public company and am a partner in a CPA firm. I've been following Jay's work since college and have been hooked ever since. Our industry has many obstacles in it's way right now, so our goal is to overcome those obstacles by telling the client that by having more people working for them, at a lower cost, they will save numerous ways over. Given that we are probably the youngest CPA firm in the country, we need to alleviate the fears of the companies that they may feel we are inexperienced. Thus, we detail our individual and aggregate experiences, so that it is obvious we can handle the work. We tell them the bottom line impact of choosing us over hiring someone fulltime.

We are going to make a list of the top 50-100 clients in the area that we would like as clients and use that list as our main target list. We've done this because we need to differentiate our selves in the market and this is a great way for us to do it. I don't have any hard and fast results to share since we started this campaign on Monday, but I am confident it will work for us.

Thanks Jay!!  
Jason Griffith

## 228. Jeffrey Edwards

----- Original Message -----

**From:** Jeffrey Edwards

**To:** Jay Abraham

**Sent:** Monday, August 05, 2002 7:28 AM



PO Box 1618, Orange Park, FL 32067-1618

Tel: 904.276.0067 ; Fax: 707.313.1427

[alchemists@leadintogold.com](mailto:alchemists@leadintogold.com)



5<sup>th</sup> August 2002

Mr. Jay Abraham  
The Abraham Group  
27520 Hawthorne Blvd, Suite 263  
Rolling Hills Estates, CA 90274

Attached are two short success stories generated using just one of the tools and techniques I've learned from you. The case study is brief – really a formula I use to price my services.

Thanks for asking me to participate.  
Please call if you have any questions.

Sincerely,  
Jeffrey S. Edwards  
Alchemists Intl

### Marketing Technique Number 5 ***Risk Reversal***

Alchemists Intl makes use of Risk Reversal in all of our client activity...

We know that the average manufacturing company wastes 25% of sales on an annual basis – and that we can help them recover approximately 30% of this figure in their first year.

We promise to generate at least a 1:1 ROI on our fees during the period of our engagement and average at least a 3:1 ROI on total costs within the client's first year after using our services.

The math – we market to clients with over \$50MM in sales.  
Waste is approximately \$12.5MM. Anticipated first year recovery is \$3MM  
Average first year ROI is 3:1 – we look for a \$1MM fee

A \$1MM investment nets a \$12MM return...

**Success Story** – \$4BB Manufacturer - \$12MM first year project (6month project – NO DOWNSIZING)

Anticipated savings for the first initiative - \$36MM first yr savings

Actual Savings –

Warranty Expense Reduction - \$200MM in first year

Product Rationalization - \$260MM in first year

Eng Change Management \$200MM in first year

\$12MM project netted \$660MM in first year

55:1ROI

Over \$2BB saved in first three years

**Success Story** – 30-yr-old shipyard, \$6MM total revenue (component of a vertically integrated utility – challenge pilot for our services)

Anticipated first yr savings of \$1MM.

Actual savings - \$2.2MM

Additional project revenues from three other divisions and recurring revenue for over 5 years

Other success stories for application of other Abraham tools

Contact us at [alchemists@leadintogold.com](mailto:alchemists@leadintogold.com)

## 229. Jeffery Peoples

----- Original Message -----

From: Jeffery Peoples

To: Jay Abraham

Sent: Thursday, July 25, 2002 4:37 AM

Jay,

I started listening to your work when you had an auction of old works (that was advertised by Vic Connant). I am just getting started with your PEQ and PEQ II home study course and have signed up for the PEQ Cubed for August.

What I have gotten so far (I am just at the beginning) is:

1. I hired a woman to help with PR and working together we have received 12 news items that brought us about \$20,000 in new revenue. I have heard and read about doing PR before, but your section on PR convinced me to move ahead.
2. I started a referral marketing system that has generated \$4000 in sales and only cost me \$200 in discounts.
3. After listening to your talk about building a Parthenon where each incremental increase in each of many areas will build geometric growth is something I am starting to understand and implement. I know ask every person in my company to do what they do better and all of a sudden the compounded increase is substantial. We have gone from losing \$70,000/month for a few months to making a \$15,000/month profit this month. This concept was important in this transition. Lots of little incremental improvements compounding on each other makes one big improvement. I can't put my finger on the one thing that has been the change that made the difference, but many little changes are compounding on each other and it total it has made a huge difference for me. I used to be looking for the one big that that was missing. Now I improve every aspect of my marketing, sales and running the business a little bit. I now am starting to enjoy the big improvements that I was looking for.

I am just starting with your concepts - but I feel that I am on the right track. After reading and listening to many personal and Business development books and tapes, I will say that the way you delivery/explain you concepts has gotten me to act on them. I look forward to PEQ CUBED.

Jay, my statements are true and verifiable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Jeffery Peoples  
Smart Postal Solutions  
Window Book, Inc.  
www.windowbook.com  
800-370-2410 x1320

## 230. Jim Brewer

----- Original Message -----

**From:** Jim Brewer

**To:** Jim Abraham

**Sent:** Sunday, August 04, 2002 7:11 AM

Jay,

### **A Change in Mindset Must Precede a Change in Action**

I have a management consulting firm that specializes in helping high growth companies move through their stages of growth and development. We deal with all aspects of advising entrepreneurs how to grow and manage their business.

I bought my first Abraham product several years ago "Money-Making Secretes of Marketing Genius Jay Abraham and Other Marketing Wizards." After reading this book I began to see my business from a different perspective. I had a very narrow mindset which set limits upon my business.

Approximately two or three years ago, I bought a self study course which included the following tape series:

1. The U.K. Advanced ex! Factor
2. The Singapore Mastermind Marketing
3. The European Super Summit
4. The Austrian Mastermind Marketing

I have listened to each of these several times. Since I put over \$25,000 miles on my car every year just in the city in which I live traveling between client appointments, I have a lot of time to listen to educational tapes. I do not get in my car that I do not listen to a tape.

The key impacts that the home study course had on my mindset are:

1. I realized how much I had undervalued my services to my clients. I therefore increased my fees. I have been perfecting "Value Billing" where the fee paid by the client is in direct relation to the value received.
2. I set my vision from becoming a \$1,000,000 company to becoming a \$10,000,000 company.

In order to become a \$10,000,000 company, I knew it would not come from pure consulting services. The increase has to come from the backend. So I set out to identify other products or services that I could sell to my client base and to a targeted prospect list. I identified one Human Resource Product that had great promise. It was an internet product that provided an ongoing revenue stream after the sell for as long as the client owned the service. It was a great idea but I could not get a satisfactory contract. I spend several months trying to get things to work.

### **Setbacks Provide Education**

Going through this process was very educational. I learned a lot. I then began looking at developing my own products. It was during this time that Jay began marketing the PEQ.

After numerous emails, letters, audio taps and finally a call from Carl, I purchased the original PEQ. I began listening to the tapes. I went through the series several times at least once monthly. I watched the videos and read the transcript.

During all of this time I had been sharing my new vision with my employees, clients, and friends. They became very excited. Through sharing of my vision with my lawyer he became excited. We set up a limited partnership to provide flexibility in setting up deals.

Then PEQ advanced was introduced. I purchased it and began listening to the tapes, watching the videos, reading the transcripts and working through the growth plan. I continue to go through the audio tapes at least once a month.

## **Results Are Beginning**

During this time opportunities have begun to arise:

1. A retired professor who has written numerous books and developed numerous products has developed a management development system that is totally internet based. He is doing all the development and having the programming done. We will license the product from him and will have an exclusive to market the product if we perform. These products will be ready by the end of the year. We have to set up and perform the marketing using Jay's and Chet's principals.
2. Recently I had a prior client approach me about turning around his company. He could not pay me a monthly retainer so we set up a contingency arrangement where I get paid 25% of the profits for the next three years. I would have never considered an arrangement like this until I had been through Jay's materials.
3. Just last week I began talks with a client to market his services. It is a product that produces a monthly income stream for as long as the client retains the services.
4. I have on the drawing board other products that we will develop in-house in 2003.

## **Execution is Now Required**

All of this requires that I execute. I must master the PEQ and other Jay concepts. I have to get my team on the same page that I am on. We must execute.

So a year from now will determine just how good a student I have been.

Thanks,

Jim Brewer  
972-539-1989 Voice  
972-539-4713 Fax  
[www.masterthink.com](http://www.masterthink.com)

**MasterThink, LTD**  
**Solving the Challenges of High Growth Companies**

## 231. Jim Callard

----- Original Message -----

**From:** Jim Callard

**To:** Jay Abraham

**Sent:** Monday, August 05, 2002 9:53 AM

Dear Jay,

Over the past ten years, I have read most, I think, of your letters, promotions, etc. I have taken advantage of many of your offers and have *never* been disappointed in the value of the information presented. Your ideas have been beneficial to our businesses in many ways but it is difficult to quantify the results along the lines you requested.

For example, your *Extraordinary Referral Systems* tapes have been of great value in developing and tweaking programs which we were using in both our extended stay apartment hotel business and the apartment business. I am sorry that I cannot quantify this more specifically but there is a substantial monetary benefit as well as getting our managers to focus creatively and adapt to our specific market and geographical situations.

To the same effect would be your *Mastermind Marketing Program* which has produced results, again not specifically quantifiable but enabling us to better train our individual property managers.

I have listened to the entire *P.E.Q.* Program and found it to be of enormous stimulus to myself. I now have the second refinement of that program and will again listen to the tapes. Of particular use were the segments on hiring super stars. By way of explanation, the apartment business is upside down from the standpoint of management and compensation. That is, we can have a property manager with a salary from \$30K to \$40K a year managing an asset valued at \$20 to \$40 million. Unfortunately, that's the management philosophy of even the largest and more successful REITs in the business. We have always paid our people more than our competition, but have not always received additional value. Implementing some of the training modules of the *P.E.Q.* Program should help that but utilizing the hiring ideas has already paid us dividends in a particular market; to wit: Colorado Springs. The two Property Managers we have hired utilizing the ideas of Jay.

Thanks,

Jim Callard  
American Apartment Communities

## 232. Jim Nilzon

----- Original Message -----

From: Jim Nilzon

To: Jay Abraham

Sent: Thursday, August 01, 2002 8:58 AM

Dear Jay,

I own a business in Scandinavia. We do seminars in speed-reading for corporations. I first came into contact with Jay's materials four years ago. By applying what I have learned I wrote a full-page ad in one of the major business magazines here.

This ad has been so successful that we have been running it every month for three straight years now. It's plain ugly; no flashy colors or design, just black and white and only words. That's right, it's an editorial-type-ad. It has a compelling headline that simply acts as the ad for the ad, drawing people into the main copy. Everything in the ad is about the customer; it's you, you, you all the way.

The ad contains close to 2000 words, and the people who calls in, tells us they have read every word, and that they just couldn't stop reading. I've put testimonials in the ad, people who have attended our seminars, and the results they have gotten. I have tried to make every paragraph build the case for the next one, making the reader curious so that she can't help but to move on. Like a slippery slide.

The copy reads like a personal conversation between the reader and I. It's like we're sitting in two comfortable chairs facing each other, and I'm telling her about this marvelous new technique for reading faster. I've tried to make the conversation exciting without getting into sales hype, which I believe turn a lot of people off.

I've also made an effort to be really honest, telling the prospect about the negative aspects of the product. But, turning those negative aspects to something good. Like: "Yes you have to work hard, but when you do".

I have rewritten the ad some 30 times to make sure the copy flows smoothly. I've also read everything out loud to make sure it feels like normal conversation, like I'm talking in a natural way. I believe this is one of the reasons people usually read through the whole thing. So many ads talk down to people, which at least stops me cold when I read them. I simply talk to my prospects as a friend. No one likes to be sold. Everyone likes to be informed in a nice, relaxed and personal way.

When the response of the ad have started to go down, all I've done is change the headline and the response have gone right up again. Same body copy and everything. I've always tried to take the most interesting, exciting aspect about the product and put it in the headline. I've always put myself in the customer's shoes - I've made the headline pass the "So-what-test" and the "who-cares-test". I've banned obscure, self-serving headlines.



Finally, the reason people call in is the 16 page report about reading faster, that I've created. Conversion rate is 25% of the people who call in for that report. Of course that's because we have skilled telemarketers standing by to answer questions in a friendly, non-threatening way.

I have no formal training as a copywriter. Jay's marketing techniques work like magic. All you have to do is follow them.

Thank you Mr. Genius.

Jim Nilzon  
Wahlbergsgatan 17  
SE-12138 Johanneshov  
SWEDEN

### 233. Joe Accurso

----- Original Message -----

**From:** Joe Accurso

**To:** Jay Abraham

**Sent:** Thursday, August 01, 2002 4:36 PM

Approximately 10 years ago, my home based graphics design business was turning over \$15-\$20,000 P.A., growth was slow and I needed help.

I attended my very first seminar, conducted by Jay and it literally turned my world upside down! Over the next 18 months I was out of my garage and grew my business to a point where I now employ 3 people and the business turns over \$450,000 P.A. and growing. I can confidently say that without the marketing education I received from Jay, I would not be in business today.

If I was to pin point a single concept that I believe gave me the best benefits and turned my business around, it would be to recognize the life time value of client and what you are willing to spend to acquire the new client.

When I first implemented this idea years ago, we used it with business card orders. We offered 250 cards (low quantity) to new clients absolutely free. It introduced new clients to us and we eliminated all risk to the client, they had nothing to loose and plenty to gain. Our real costs were \$38 per client. The average client would then go on to order 2 lots of 2000 business cards per year (at a retail cost of \$240 x 2 card orders which amounted to \$480) and continue to do so for on average, 5 years, grossing \$2400.

Therefore our initial investment of \$38 gives us an annual return of 1263% for 5 years, try and get that return from your bank!!!!

The good news doesn't stop there, the bulk of them would in the future also order other things like letter heads, brochures, signs etc.

Today eMedia Lounge has a wide range of clients from small businesses to Corporate companies and whenever we take a phone enquiry or send out a package to a perspective client we'll offer something free or a discount voucher to encourage them to take the first step and start a relationship with us. By doing so, we find our enquiry conversion goes from 22% to 80% and that's the difference between a company struggling and a company thriving.

My testimonial is true and provable and you have my permission to use it in your promotional and marketing endeavors. Please visit our web site and see for yourself how my company has grown from nothing to where it is today all thanks to Jay.

P.S. If you'd like to save a truck load of cash next time you need a designer send us an email as the US dollar is worth almost double the Australian enabling you to save on your design.

Joe Accurso

eMedia Lounge Pty Ltd  
338 Moore Park Road  
Paddington NSW 2021  
Phone 02 9331 1455  
Facsimile 02 9331 4177  
<http://www.emedialounge.com>

## 234. Joe Kennedy

----- Original Message -----

**From:** Joe Kennedy

**To:** Jay Abraham

**Sent:** Wednesday, July 31, 2002 5:27 AM

Dear Mr Abraham,

I have already sent you a detailed e-mail about the impressive successes I have achieved by applying your methods which I read in your book "Getting Everything You Can Out Of..."

In the book you promised to send me a tape which I have not received until now. Shortly afterwards, you wrote saying you wanted to speak to me urgently, because my success had impressed you so much. I actually took the trouble of phoning several times. Eventually I gave up, because after some mix ups, you sent me a form to fill out - what has the one got to do with the other?

The only redeeming feature about the whole mess is that I am absolutely delighted with the breakthroughs I have achieved.

So much so I am willing to forgive and forget and will relate my adventure once more.

Again: I have a Website which is run according to the methods recommended by the Internet Marketing Company owned by Mr Cory Rudl.

I also run a private tutorial school specializing in learning disabilities.

In Germany children go to school mainly in the morning. Germany applies a system of continual assessment.

Approximately 20 per cent of any given population suffers from dyslexia and/or dyscalcula (the inability to process numbers accurately).

Consequently, there is a huge market for private tutorials. In the small town of Tuttlingen pop. 35000, there are two chain tutorial schools and 2 or 3 other subsidized organizations plus a myriad of private "over the kitchen table" offers.

Our specialty is the effective mastery of reading, spelling and calculation plus tutorials, so the children can catch up on the work they missed out due to these learning disabilities.

So we are head and shoulders above the competition. But still struggling to maintain constant growth. Every time the competition offered a special we felt it temporarily - after a while the custom came our way again.

This year the competition was making very definite inroads into the market - with a 50 Euro special offer. We were feeling it! Our courses cost more than theirs.

So I decided to apply the principles you advocate.

### Removing barriers and Maximization

- I waived a 34 Euro sign-on fee which is standard in our branch
- Any child could have another lesson - at our cost, if he/she still felt unsure before an upcoming test

- A free 1 on 1 tutorial for any child that failed badly in a test - this happens occasionally
- Free prep courses on the weekends before the final exams
- Supplementary, cost free counseling for parents whose offspring had difficult behavior problems, we excel in this area
- A monthly newsletter for all our clients, which is also sent to former clients
- We also offer high quality, free supplementary courses for dyslexia and dyscalcula as a booster to the main dysl/dysc courses
- I'm developing the USP: Your Child at the Epicenter of Our Highly Specialized Efforts!

I put all of these advantages for the customer in a big, well placed ad in the local newspaper that this specific group reads - on three Saturdays - a month apart.

I also put my prices up 6 per cent.

The results:

During the months March - August 2002 I went from minus 15 per cent turnover, in comparison to the same period in 2001, to an average of plus 16 per cent.

This August I have 93 registrations, a year ago I had 72.

#### Using Barter

August is a poor month for us. Nobody thinks of school, nobody wants to think about school. I offered parents a big discount and for the rest of the month, a tutorial coupon that is transferable and valid until 31st of January the following year. Result: far more parents have left their children registered. Several have said they will use the coupon to send the brother or sister.

I have also been trying to introduce a referral system and am propagating this in our newsletter and communications to the parents. My part-time staff will be offered a juicy bonus in the near future.

#### Costs

My cost ratio for personnel is exactly the same as it was a year ago.

As of writing this I have increased my turnover for August, in comparison to 2001, a whopping 28%.

I am making a lot more money and am investing in further improvements.

I think it's a very fair deal - your book for all this.

All the best,

Joe Kennedy

Creallern.de

Kreatives Lernen, Obere Hauptstr. 10

78532 Tuttlingen

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Fax: 07461 162960

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[www.crealearn.de](http://www.crealearn.de)

## 235. Joe Meyer

----- Original Message -----

From: Joe Meyer

To: Jay Abraham

Sent: Monday, July 29, 2002 3:58 AM

Jay

Good news - Bad news

Good news: I have used a lot of your methods and techniques in our marketing approaches, in fact I use your materials like I should have used my college books in school! Almost every time I work on a marketing piece I constantly "benchmark" something that I have read from you. Thank You. We started Skylight 4 years ago and today it is a profitable company with \$3.0 million in revenue (confidential).

The following are some of the accomplishments we have attained:

1. We were going to shoot a sales channel -TV - when we couldn't prove it's worth. Due to some of your ideas we decided to do one more test and track results more efficiently. We now spend over \$50k per month on TV with a less than 90 day pay back.
2. Direct mail efforts stalled, we re-evaluated our list efforts and messages, a test goes out within the next two weeks. If successful we will drop over 2 million pieces. If not we don't go forward.

Bad News - I don't use all of your ideas to their fullest extent: Why, I am not sure. I think it has to do with growing the organization a little bit more so I can hire the additional staff. Also, any help with a direct sales force and sales support ideas?

Thanks again for all of your info.

Joe Meyer

President/Co-Founder - Skylight Financial, Inc.

[www.skylight.net](http://www.skylight.net)

## 236. Joe Nicassio

----- Original Message -----

From: Joe Nicassio

To: Jay Abraham

Sent: Friday, August 02, 2002 8:19 PM

I am a graduate of Jay's Ex Factor Program, The ULMRL, The Billion Dollar Summit, and the Protege programs. Additionally, I have most of his home study courses.

When I got involved with Jay, I was involved in High Technology. My frustration was, at the time, so many were selling technology, (especially on the Internet), without delivering results.

Jay's philosophies and methods helped me realize that low-tech effective is better than high-tech ineffective.

Jay's ideas were so powerful, I made a mid-life decision to complete change what I was doing, because I could make a huge contribution to business owners as a marketing consultant.

Using the barter techniques I learned from Jay, I bartered my advice for nice, free office space, with DSL and 2 phone lines included at no cost.

Since then, I have become a stakeholder in 3 companies. I am sales and marketing manager at a newspaper. I am marketing director for a truck accessory manufacturer I am also a marketing consultant for 3 pizza restaurant locations.

At the newspaper, it was started in a studio apartment, with one employee...the owner. We first started building a sales force using the principle that you can afford as many commission only salespeople as you want.

We installed a referral program, sales training, direct mail, risk reversal, etc. The paper is now in 19 cities, with a crew of 11 independent contractors.

One of the secrets I learned is the importance of deal making. this is where the details, the specifics need to be worked out, especially regarding CLEAR NEXT STEPS, and BY WHEN's.

Also, I have learned the power of associating with the 7% of people that LIVE with integrity. Life is too short to deal with flakes.

I also discovered something more valuable than money. Appreciation. I wanted to be appreciated for the ongoing benefit I bring to others. Of course, one of the ways people can show me appreciation is the way they pay me.

The most significant value I have received is I get a great feeling of contribution I give others, by increasing their cash flow. There is a ripple effect that creates more reward for the business owner, the

employees, the shareholders, the vendors, and all those peoples families.

The copy techniques I learned from Jay has won me the honor of The "Very Best" Copywriter in LA by Levine communications.

I wrote a sales letter for a sales training company that returns about \$30,000 every time a \$1000 mailing is sent.

One of my clients, a salon/day spa, has increased revenue of \$200,000 (Raw estimate) from a referral system installed.

Most importantly, I have fun doing all this marketing stuff. It's a great outlet for my creative imagination to be applied. And it allows me to help others bring out their magic and wizardry.

RapidResultsMarketing.com  
Marketing Consultant  
562-961-3976



## 237. Joe Trevis

----- Original Message -----

**From:** Joe Trevis

**To:** Jay Abraham

**Sent:** Saturday, July 27, 2002 8:31 AM

Using the mail that you taught me in one of your books has meant the difference of having summer work in my accounting tax practice. I found lists of people that owed tax to the Monster called IRS. The list costs me only 26 dollars. And mailing about \$30 printing Free at the school I work part time. Each mailing I received \$300. And perhaps on going relationships that is not even in this calculation.

I hope this helps.

## 238. Joel Rasmussen

----- Original Message -----

From: Joel Rasmussen

To: Jay Abraham

Sent: Saturday, July 27, 2002 5:44 PM

In 1998, after studying Jay's material for years but never being in a position to fully deploy his thinking or strategies, I found myself promoted to the role of Director of Marketing for a small software company in Silicon Valley. My first challenge was launching a new product that was A) more expensive than anything else in the marketplace, B) more complex, complicated, and non-intuitive than anything else in the marketplace, and C) Developed by a relatively new player in the market without the benefit of reputation or brand loyalty to carry the product.

Faced with this challenge, I asked myself WWJD - what would Jay do? I knew he would educate, he would extol, he would articulate, he would make the offer all about the customer not about him, he would make the deal too good to be true, he would reverse the risk, and he would probably even through in a bonus just for giving it a try. So that's exactly what I did. I worked up my best attempt at a "Jay style" sales letter and prepared to mail it.

The product was actually an ancillary product, a "plug-in", that ran atop another companies software, so we were mailing to their list in a co marketing joint venture. When we submitted our mailing for their approval the other company actually called us to tell us that our letter idea would never work. It was too long, too personal, no one would ever read it, and the 'money back' bit was not only a bad idea, but would mess things up for everyone else who didn't want to offer such a deal. I persevered and we were finally allowed to mail to their database. Most new "plug-in" products would sell, at most, \$80k in their first year, usually after they had been reviewed, demonstrated at tradeshow, and had been on the market for a while. Our product sold \$223k in the first 90 days, and those sales were all sight unseen, untested, never demonstrated, but purely from our letter campaign. We did end up having something like 15 returns, which brought our revised net down to ~\$210k, but I could live with that.

I never did tell the other company how the 'letter thing' worked.

J. Rasmussen  
Austin, TX

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors. The company was nine employees, gross sales of \$2M, in the music production software industry, and cannot be named for nondisclosure reasons.

## 239. John Bingham

----- Original Message -----

From: John Bingham

To: Jay Abraham

Sent: Thursday, July 25, 2002 2:43 AM

Subject: testimonial

Hi Jay,

Don't know if my 'story' is what you are looking for as I have yet to 'reap the rewards' from your teaching, however I'll reply anyway and you may make whatever use of it, or not, as you see fit.

I live in UK and about 18 months ago I received in the post an audio cassette recording of the 'Power Talk' with yourself and Tony Robbins. It Totally blew my mind away!! It wasn't that I didn't believe the examples you gave, (Icy Hot, The Gold coins etc etc) but I found it amazing that simply by putting the business over in a different way the rewards could be so great.

Although I had been running a part time mail order business prior to that for consumer products I immediately saw the potential for a marketing service, especially here in UK, where it seems that businesses as a rule are 'behind the times' when it comes to marketing innovations.

As well as having a full time job, I am rather 'long in the tooth' and not too computer literate so my learning curve has been pretty steep. As a result since the receipt of the original cassette I have been concentrating on learning more, buying your book 'Money making secrets' as well as a number of other tape sets and attending seminars and so on until, finally am almost ready to launch my original mail order business on to the internet on a much bigger scale as well as being well on the way to a couple of other non-related businesses to launch on there too.

As I said at the beginning, your request came a bit too early for me to show positive results as yet but I would like to stress the point that without hearing that original tape and being inspired by the ideas it contained I would NEVER have become involved in marketing my original business in the ways I am now putting into practice, simply 'plodding along' in the same old way. Nor would I have even looked into other ideas for businesses whereas now, having opened my mind the ideas keep flooding in at such a rate that a number I have had to put onto the back burner so I don't diversify my efforts in too many directions!

Anyway, at this stage that's it. As I said, please feel free to use whatever you like. I KNOW I owe it all to you and in a year or so, if you are still looking for concrete testimonials you might like to contact me again!

All the best  
John

P.S. Sorry if I have used a few local expressions but I think you should be able to get the drift of what I have said. Also, if there is anything of interest in the above but you would like more details of any of it, please feel free to ask and I'll do what I can.

## 240. John Corban

----- Original Message -----

From: John Corban

To: Jay Abraham

Sent: Tuesday, July 30, 2002 1:45 PM

Hi Jay,

I am a Business Advisor with a small chartered accounting business in Auckland, New Zealand. We have a team of 9. Our industry is well-established, with a few big players and many smaller firms like ours. There is very little differentiation between the smaller firms, and the traditional chartered accounting work is effectively very commoditised.

I have read and followed Jay's material for just over two years, and was determined to try to implement even one or two of his marketing strategies in our business. This no easy feat, as I am not a business owner, and have no marketing budget to work with.

Last December, with the help of our MD's personal assistant, I managed to get our entire team to commit to a planning session looking at some key issues for our business. We recognised that traditional compliance and chartered accounting work was becoming less profitable, which is a world-wide trend in our industry.

We decided to focus on two key areas:

1. Goal setting; and
2. 3 Key marketing strategies that we thought we could implement on a consistent basis

First, we set ourselves a stretch goal of a 33% increase in fee revenue, recognising that this would take a focused effort by everyone in the team, and some changes in what we did, and how we did it.

Alongside this, we established KPI's and committed to measuring them on a regular basis, and reviewing them at monthly meetings. So far, we are on track to meet this new target.

We decided on 3 key marketing strategies, which were:

1. Joint venture marketing;
2. Active solicitation of referrals; and
3. Education-based selling

We set up a JV company with a firm of insurance brokers. In the past, we would have referred our clients elsewhere. Now we are in charge of the service delivery in a new and more profitable line, in conjunction with our JV partners. This start-up business has already generated our initial annual fee target in less than 6 months.

Everyone in the team is now responsible for asking clients for referrals, and we ask all of our education-based seminar attendees to bring associates in business. So far this year, we have had a 25% increase in our net inflow of new clients.

Education-based selling is probably not unique to our firm - many professional firms around the world adopt this approach. But for our small firm, it is a key differentiator to other small firms in our city. We run regular seminars for our clients, which are designed to:

1. Position ourselves as knowledgeable experts in the different subject areas.
2. Educate our clients and prospects to add value to them and their businesses.
3. Give us low-key cross-selling opportunities.
4. Get clients together to network, share their knowledge and experience, and maybe make new business contacts of their own through our client base.

Some of our events are sponsored by clients or business partners, who can provide host-beneficiary type opportunities with us to our clients, which adds great value to the events, and also helps us keep the costs down.

Jay has probably been guilty of giving us too many ideas through his material, which we can't implement all at once. But our success so far this year has come through the following key lessons, which come through from Jay time after time:

1. Set a clear goal, focus on it and measure progress towards it.
2. Don't try too many things at once - be selective, pick a sure-fire strategy, and tweak it until it really works.
3. Measure activities as well as results, and make adjustments if necessary (lessons 2 and 3 are very closely related).
4. It is possible to grow your business without a Rolls Royce marketing budget if your strategies and tactics are right.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

John Corban  
Inspired Business Solutions  
Auckland, New Zealand

## 241. John Gilvary

----- Original Message -----

From: John Gilvary

To: Jay Abraham

Sent: Friday, August 02, 2002 6:39 PM

### Sales & Marketing Strategies

34210 Gannon Terrace  
Fremont, CA 9455

(510) 796-7828  
top\_mktman@yahoo.com

---

August 2, 2002

Dear Jay,

I've learned a lot from you over the years and implement the strategies and tactics that you teach for my marketing consulting clients. I often ask the question: "How would Jay approach this situation?"

A case in point that will illustrate this follows.

The CEO of a merchant account company (one that enables merchants to accept credit cards) approached me to generate leads for his sales people. His exact order was to "make the phone ring".

This was a good company and at the same time, they had a history of breaking some of Jay's rules. For example, they never ran a legitimate test of marketing pieces; they did a lot of "me too" marketing; and when they had a piece that worked, they dropped it because they tired of it, before the market did.

Another factor that I considered was that the competition all claimed to have "the lowest rates" and/or the "best service". The ones who said it the loudest, or at the right time, probably won the account.

#### **How I Differentiated Them From The Crowd And "Made The Phone Ring"**

I decided (and convinced the CEO) that they needed a two-step marketing plan. The CEO had considerable experience in the industry and knew where all the bodies were buried. He knew what the merchant clients should know in order to get the most out of their merchant account.

For example, there are a lot of practices that leave merchants vulnerable to fraudulent credit card usage. Many times this leaves innocent, (but uneducated) merchants holding the bag and losing thousands of dollars. In some cases, it can even force them out of business.

I had the CEO write a Free Report that explains these things and educates the merchants to the "10 Facts Every Business Owner Must Know Before Getting a Merchant Account". I edited this raw report, wrote the cover letter, the phone script and the card deck copy. We went with a card deck as an ad medium, because it fit within their budget and they had a history with this medium so we could compare the results to previous card deck campaigns.

The card deck was to pull prospects to raise their hands and say "I'm a merchant and I want to get an account". There was a toll-free number to call for a recorded message—where they will leave their contact information. I had a female employee with a good telephone voice leave the outgoing message (that I wrote).

#### **The Results**

Over the first 60 days from when the card deck hit the street, they received over 600 B2B leads. The best card decks from the past only generated a fraction of this response.

The same client has since had me write a number of other pieces for them.

Thanks, Jay, for the education.

Sincerely,

A handwritten signature in blue ink that reads "John P. Gilvary". The signature is written in a cursive, flowing style with a large initial 'J' and a prominent 'P'.

John Gilvary  
Marketing Consultant



## 242. John Gommès

----- Original Message -----

From: John Gommès

To: Jay Abraham

Sent: Wednesday, July 31, 2002 6:58 AM

I must have been one of the first people to use your services, starting with the very first edition of 'your marketing genius etc.'

Although I learned a lot all round, maybe the most helpful (and most surprising) point was about host etc relationships.as a result, we made a quantum leap by sharing instead of being hostile.

An added bonus was that we made many new friends, most of whom I retain even after the sale of our business (we're starting a new one soon!), and that is something money cannot buy.

The bottom line was we built a book publishing and selling business from scratch to sales of \$5,000,000 for an annual profit of \$500,000 in 5 years and we sold out for 'several million'.

Much of this was built on relationships with other people who, like us, traded by mail - after all, how difficult is it to ask a, say, household goods mail order seller to carry your book list and vice versa?

Of course, all this could not have happened without very value for money books and very good staff.

Shareform ltd (the company we sold was Carnell ltd)

## 243. John Hicks

----- Original Message -----

**From:** John Hicks

**To:** Jay Abraham

**Sent:** Friday, August 02, 2002 4:31 PM

Hi Jay,

I want to participate in your project, but just have a few minutes. will do my best.

My name is John Hicks. I operate 3 businesses. The first is a commercial construction company. The second, a commercial sign manufacturing and installation company. The third is an outdoor advertising (billboard) company.

The sign business and outdoor advertising companies that I operate, almost in their entirety, are examples of a technique I have learned from Jay Abraham... back-ending. My construction work is primarily for restaurant, retail, and personal service businesses. I build for these clients and am usually one of only a few people that ever know, up front, that these businesses are about to be built and will soon be operating in, now very vacant, retail spaces.

So, as a contractor, I obtain this valuable information in my regular course of activity. Whether I get the construction work or not, it really doesn't matter. The lead still goes right to my 2 sign company salespeople. I have had many a job where I was under bid on a construction build-out that I would have netted only 20,000 on, only to sell them a sign package (with NO competitive quotes by the way) that I did a much better margin on. My sign business has been great. I cannot quite give away the construction just to get the signs on a regular job, but the hot lead generation is fantastic.

The sign business has been running at capacity for some time now. I get a lot of leads and if I cannot handle the work, I either outsource the work or pass the lead to a competitor. I keep the client happy. I keep the subcontractors and competition happy. I keep a few dollars for myself also.

It works the other way also, which is a surprise to me. I believe Jay calls this technique "packaging". I recently used a sign package as a spiff to get a large construction project to come my way. I was not the cheapest bid, but the spiff pushed them over the edge. They requested I meet the other construction quotes they received to sell the package. Since we were busy anyway, I graciously denied the request. Within a few days, in the mail came the signed agreement on my original terms. The customer saw the advantage of using us as a single source for both concerns and was willing to pay for this. This customer saw my USP as "Super Contractor", the guy who can give us the complete, turn-key package. This same customer also recently acquired 25 million dollars in venture capital and has expressed an interest in continuing our single-source relationship.

Many of my construction clients (the construction is usually where every client enters my circle of offerings) are referred to me by commercial real estate agent friends. These guys feed my family. When they need something cheap, in a pinch, to make a deal, whatever... if it is legal, ethical, if it can be done, and they do not abuse me, I will do it. I believe this could be considered a host-parasite relationship.

Another smaller host-parasite/endorsement plan I have involves a buddy who is a printer. He gets requests for change of address post cards, "we're expanding" notices, etc. all the time. I will

soon have his endorsement, included with his invoice, to these clients for the sign work. I have started endorsing him to every sign client of mine already, and he is just all smiles.

I have actually been informed for years, on hundreds of other brand new, expanding, or relocating businesses. I had never really utilized any of it until just the past few years since I became aware of Jay's study materials. It is a little disheartening to ponder the fortune I have likely turned my head to over these years but it is very exciting to execute just a few learned principles and really see an explosion.

Jay's stuff has been great for me. I am the type that just won't buy into anything. I have never been interested in any of the get rich quick, no money needed, multi-level repo auction hype. I am no gambler either. If I cannot see it working at the early planning level, I do not go forward. Jays principles have always been right on the mark. I have only implemented a few but have seen remarkable results.

All the best,

John Hicks  
8941 Oellig Rd.  
Mercersburg, Pa. 17236-9550  
717-328-3300

## 244. John Holzmann

----- Original Message -----

From: John Holzmann

To: Jay Abraham

Sent: Wednesday, July 31, 2002 7:36 PM

My story has little to do with growing our sales; our firm was already growing at a 100-percent per year rate when I attended my first Abraham "Summit" in the fall of 1995. (Indeed, we had been growing at that pace for four years.) Sales didn't begin slowing down until 1997. When we made the changes I will describe below, our sales didn't noticeably INCREASE, but my wife's and my sense of satisfaction in what we are doing, and our focus, both increased.

I think the thing that most impressed me at that Summit was the idea of falling in love with your customers (rather than your product) and offering a risk-reversing guarantee.

I thought both of those ideas not only "made sense," but they matched--to a higher degree than I have seen expressed anywhere else--Jesus' command to "do unto others as you would have them do unto you." Since our firm is rather blatant about its Christian commitment, I didn't see how we could do otherwise than to latch on to both of these ideas.

I would like to describe our risk-reversal guarantee here.

First, however, let me say a bit about our business.

We were, at the time, a mail-order catalog house that supplied homeschoolers with curricular materials. (Today we are still a mail-order catalog house that markets the same kinds of materials to the same audience. However, slightly less than 7% of our sales are made via mail; just over 90% of our sales are made online; the rest come by fax.)

A bit more about us: we have put together what we believe are "the best of the best" books on the market today and coordinated them into an engaging unified program that inspires and informs both the children and their teacher-parents. Though 95 percent of our sales are to people living in the United States, we serve customers in over 130 countries around the globe. Our average sale involves over 40 books, weighs over 30 pounds, and costs several hundred dollars. (NOTE: Those are standard retail prices; 95 percent of our inventory consists of the same kinds of books you can find on Amazon.com!) Those books will be used with one or more children over the course of a full school year: about 36 weeks (not including vacations).

As we wrote our 1996 catalog, we wanted to offer some kind of risk-reversing guarantee, but what? And how? Our competitors offered (and still offer) a 30-day return policy: "Any item may be returned in resaleable condition for a full refund." What could we do?

We realized if we offered a full, unlimited, satisfaction guarantee, we could wind up in some serious hot water down the pike. Many homeschool

families are living close to the edge financially, and we didn't want to become their "bank" if the economy turned sour (or their personal fortunes declined): "We've decided to quit homeschooling. Here are all your books back. Please refund us our money."

We decided to make our offer serious enough to permit a true customer to get an honest, risk-free trial, yet, to the extent possible, to escape abuse. We offered 8 weeks risk-free: "Buy a Basic Curriculum package and use it for eight weeks. If, within that time, you are not convinced it is great for your kids and you, return the entire package, used books and all, via an insured carrier. We will refund everything you paid us. We request that you answer two questions: 1) In what way did our program fail to meet your definition of great? And, 2) How could we improve our program so you would be convinced it really is great?"

Before I talk about results, let me note something that this guarantee in itself altered in how we market our programs.

We realized that different people have very different ideas about what a great educational program should look like. Their opinions are based on teaching METHODOLOGY, on CONTENT, on STRUCTURE, on PACE, STYLE . . . you name it, they have opinions. And because we're talking about their own precious children's education, they care PASSIONATELY about what they purchase. There are few silent neutrals. Everyone has a strong opinion, and they are vocal.

We decided that the only way we could possibly protect ourselves from more people than necessary returning their goods is if we thought long and hard not only about why they OUGHT to purchase from us, but why some people ought NOT to purchase. (It's part of that "loving your customer" idea: we don't want to waste their time, emotional energy and money any more than we want them to have us waste the same things with them.)

So we wrote two articles in our catalog. The specific numbers have changed over the year, but in this year's catalog we include "30 Reasons Why Parents Say Sonlight Curriculum is GREAT for Their Kids AND Them!" and "32 Reasons NOT to Buy Sonlight Curriculum." These two articles help "dimensionalize" the benefits our prospects may expect to receive in ways we couldn't have expressed them otherwise.

The latter article--the "negative" one--has sparked more comments, both positive and negative, than anything else in our catalog. We have a lot of very happy customers tell us that they KNEW they wanted to buy from us the moment they read "Good Reason #\_\_\_ Why NOT to Buy." We have also had a number of angry prospects write to say: "How DARE you tell us not to purchase!"

In some ways this latter response is rather humorous. In others, it has protected us, I'm sure, from some disgruntled types. Having all those good reasons NOT to buy stated clearly for all to see has also protected my wife's and my emotional balance. We can say with perfect calmness: "We're sorry your unhappy with your purchase, but as we told you in Good Reason #\_\_\_, . . ."

What is the result of "loving our customers" (or clients) and providing a risk-reversing guarantee?

We have had a number of people say, enthusiastically: "I know I can recommend your program to all my friends, without reservation, because if they don't like it, they can always return it." We have had a number of people say these things about themselves.

As I said above, we have experienced no measurable increase in sales as a result. We simply have the anecdotal evidence that some people are buying who otherwise might not.

Beyond that, I am happy to report that our return rates are exceptionally low: barely one percent of all sales.

I've been tempted to increase the risk-free trial period, but then I realize there's little reason; today, six years after we first offered it, none of our competitors has stepped up to the plate to try to match it. They continue to offer their standard 30-day return policies.

I hope my "testimony" here might be of help to someone else who worries about offering a risk-reversing guarantee.

Sincerely,

John Holzmann, Co-Owner  
Sonlight Curriculum, Ltd. -- The International Home School Supply  
Company.  
Discover a new world of education at [www.sonlight.com](http://www.sonlight.com).

8042 South Grant Way \* Littleton, CO 80122-2705 \* USA  
Phone: 303-730-8193 24-Hour Fax: 303-795-8668

## 245. John Orr

----- Original Message -----

**From:** John Orr

**To:** Jay Abraham

**Sent:** Friday, August 02, 2002 11:54 AM

# CASE HISTORY

## The Writing Consultancy

At The Writing Consultancy, we write all sorts of things for business people. That includes advertising, direct mail, ghosting articles, videos and speeches for conferences, car launches, and so on.

We've been involved with Jay Abraham for some time now – and that sort of surprises a lot of people. Because they think of us as experts in getting response - which we are - and which we were before we discovered Jay.

But the fact is we get more growth and faster growth with him than we would without him. He's sort of become our own Marketing Department, leaving us free to get on with working with our clients.

No one that we know of has his breadth of vision. We have used Jay's tapes and taken part in his phone in seminars. For us the results have been astounding. It's difficult for me to put my finger on one particular aspect of his work that been most effective simply because right from the start we followed practically all of his suggestions. Here are a few highlights:

- The very first time we followed his suggestion about Lapsed Clients we picked a project worth \$3,500. The call took all of two minutes.
- By forming Strategic Alliances, we have added a conservative \$60,000 a year to our income. Initially we had to go out and look for people to join with. Now people come to us.
- Educating Customers sounds simple, but we reckon it is the most effective marketing tool we have. It's now the backbone of how we market ourselves. Indeed we rarely use the word sell when we talk about our clients. We don't talk about what we can do for them, either. Instead we talk about what they can achieve, if they do certain things.
- This education process demands a Frequency of Contact which is another of Jay's recommendations. This keeps our clients interested, up to date and aware of what extra success is out there waiting for them.
- In turn, the frequency of contact makes it easier for us to Cross Sell and Up Sell – except we don't use those phrases. Rather we talk about the additional opportunities that are open to them.
- We've formalised how we get Referrals. We've also turned Jay's Risk Reversal concept into something which we don't just use to get new clients, we make it a part of every project we do.

The result is that we have quadrupled the size of the company in just three years. It could have been a lot more than that. But we will only hire the best people and we then spend a lot of time training them - we've decide to move at a pace we are comfortable with.

However, we do anticipate further significant growth continuing for a long time to come yet – regardless of what the Western economies do.

So which of Jay's marketing strategies works best for us? Quite honestly, we don't think like that. We use them all. Sometimes we use two together. Sometimes the way we actually implement a particular strategy affects its effectiveness.

The important thing is that they all work all of the time to some extent or other. And, when you use all of them together, you get a far more powerful result than if you simply use one on its own.

One more thing that we have got from Jay is something that he may not even know he offers. Let's call it Commercial Generosity. Jay trusts you. He gives a lot away up front. Sure he charges for the rest – but even that turns out to be a bargain. We reckon that every \$1 we've spent with Jay has resulted in a minimum of \$1,000 worth of income – and that figure is still going up.



## 246. John Rydell

----- Original Message -----

From: John Rydell

To: Jay Abraham

Sent: Tuesday, July 30, 2002 4:54 PM

Subject: Our success story

Hi Jay:

Here is our most recent success story. Thanks for all that you do!

After carefully studying a number of your materials, we decided that we should create an online business that helps network marketing salespeople better succeed with their businesses.

We quickly created a custom solution that gives these salespeople: Customized email autoresponders, a customized email address, a special contact manager, tools to help their downline, a custom web address, and more.

Starting from scratch just two months ago, we now have roughly 550 members each paying \$25 per month for our service. That's \$13,750 in monthly revenue and we've just begun. Our total expenses are less than \$1,000 per month. Even if our customer base never grows, we'll have ongoing revenue of \$165,000 per year indefinitely! (But trust me, we won't stop now!)

Concepts from you that we used in this business:

- Good headlines are critical. (Used in our email messages.)
- Performance advertising.
- Create an annuity of monthly revenue stream.
- Referrals (We pay a small monthly commission for each referral.)
- Joint Ventures (worked with an existing network marketing company.)
- And much, much, more!

Our statement is true and provable and you have our permission to use the testimonial in your promotional and marketing efforts.

The Rydells

ConcordeSuccess.com

A small (but growing) internet company that makes real profits.

## 247. Jon Boyd

----- Original Message -----

From: Jon Boyd

To: Jay Abraham

Sent: Thursday, July 25, 2002 5:48 AM

Jay,

Here is a specific benefit we received from the PEQ tapes:

Our office is a real estate Buyer's Brokerage.

We have a unique niche in the market and we are profitable. We have one of the highest ranked Buyer Brokerages in the country because of our team and our focus.

One of our biggest challenges is training our agents to improve our level of service and minimize the difference in service a buyer receives between two agents. (Improve the average and minimize the variance as you and Demmings would teach.)

We typically have meetings twice a month with all of our Home Purchasing Agents and I have always had difficulty getting the team interested and getting them to adopt what I taught.

I had a dramatic improvement to that challenge this last six weeks because of the workshop idea that Chet Holmes teaches in your PEQ series.

Doing workshops in the meetings now has frankly made a significant and noticeable change in the attitude of the Purchasing agents, but more important it has allowed me to use their creativity and knowledge to improve the office position on the various topics we discuss.

The first time I used your "Workshop" format one of our people, who is typically more of a problem creator than a problem solver, had two significant contributions. This was exciting enough to me as the leader that literally chills went down my back!

In the meeting workshop since then the response has been similar. The agents enjoy the meetings more, they seem to learn more, and they have contributed to the office knowledge base in dramatically improved ways.

I thank you and Chet for this insight!

"My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

Jon Boyd

Broker/Owner

The Buyer's Agent of Ann Arbor, Inc.

1908 W. Stadium, Ann Arbor, MI 48103

734-662-6240

## 248. Jonathan Kelly

----- Original Message -----

From: Jonathan Kelly

To: Jay Abraham

Sent: Wednesday, July 31, 2002 10:38 AM

Well we run a very successful lingerie retailer. If you tap in the word "lingerie" into google.com we are consistently in the top 10 results (currently #4 as I write) from 3.65 Million results. Now in fact we were a traditional lingerie retailer before selling over the Internet and this is where we have had the best success using one of your techniques.

We had been having some success running posters and displaying some of our lingerie at two of our local health and sports clubs, but wanted more visitors of course! In this case having read some of your examples we decided to have a special offer just on Berlei sports bras. The bras normally retail at £25 each, and we decided to offer one per member of the sports clubs at just £9.95 each.

Now this in fact meant that we would be losing around £3 per bra, but we did manage to get our supplier to assist towards this as a special promotion, but even then when we were never going to make any money from selling these bras at £9.95 each.

However.....

We had an excellent response to the promotion. Most women members of the health clubs needed at least one sports bra, and could not resist the offer. Once they visited our retail store and saw the huge selection of lingerie 4 out of 5 purchased at least one additional item - and in fact our "average" order value for these customers was nearer £35 than £10. Many of these customers have since become regulars, and yet more have recommended us to friends and family. Furthermore the health clubs are very happy to work with us in future because this was seen as a "special offer" just for members of the clubs - and therefore reflected well on their "negotiating" skills.

This was a no-risk campaign for us. The most we could lose would be £1 or £2 per sports bra, and we knew even for this to happen they would need to visit the retail shop! Compared to the "easy route" such as advertising in a local paper this was a great campaign. It is now 12 months later so we are set to repeat the promotion again.

I do however still feel guilty as we now have a great mailing list of customers, but I never seem to quite find the time to send them more regular special offers. We only mail once or twice a year when this should be nearer 4 to 6 times per year I think (although keeping a large database tidy is hard work).

Hope that helps.

Jonathan Lumley-Kelly.  
Director of B2G Limited.

<http://www.b2g.ltd.uk>

## 249. Jonathan Zilberman

----- Original Message -----

From: Jonathan Zilberman

To: Jay Abraham

Sent: Wednesday, July 31, 2002 7:11 PM

Hi Jay,

Here's my little case study:

I used to go to a hairdresser almost every fortnight. For some reason I stopped. Anyway, I pass this business almost everyday and for some reason (I guess after reading your work), I thought I could help them to increase their profits.

So I set up an initial meeting with owner and started to chat with her about her business. After a lot of discussion, I asked her if she ever tried to add-on sell or up-sell her customers. You know, telling the customer things like "Take a bottle of this hairwax and use it everyday. You'll look great" or "You know, a colouring would do just wonders for your hair". She said she had tried that in the past but thought it sounded too much like a fast food restaurant. I explained to her that offering her customers more was a way of adding value to their lives.

Anyway, I told this hairdresser to try and add-on sell or up-sell her customers, for atleast a week. Well, the next week I came to see her, I was shocked when she told me out of 20 people she tried to up-sell/add-on sell, she sold 9. I asked her how much profit this brought this business and she said about \$150. Now this hairdresser has a workload of about 160 jobs per week. I explained to her that based on her results, if she tried to add-on sell/up-sell all those customers, she could have additional profits of almost \$1,200 per week, just by uttering a few simple words. She was excited.

What's more interesting is the fact that she said she didn't mind add-on selling/up-selling and would happily continue doing it in her business.

Hope this helps Jay.

Kind Regards,

Jonathan Zilberman

Position: Marketing Consultant

Company: High Performance Marketing

Size: 1

Phone: +61 412 233 034

Address: PO Box 2171

Caulfield Junction

Melbourne, Victoria, Australia 3161

## 250. Jose Dominquez

----- Original Message -----

From: Jose Dominquez

To: Jay Abraham

Sent: Friday, July 26, 2002 3:54 PM

Jose Dominguez - Director of Student Employment

Name of business: The Evergreen State College

Type: Higher Education - Public 4 year college

Size: 4100 students

Jay, Your marketing principles and strategies have really worked for me in the public sector. I gladly offer my testimony below to you. I am considering a move to start my own enterprise and enjoy the financial freedom your concepts can bring me. You have given me and continue to give me a priceless marketing and business education.

Testimony:

At first I wasn't sure how Jay Abraham's concepts would work in my professional circumstances since I am a state employee. To use Jay's ideas effectively in state government would truly be innovative. I read the "Adopt and Adapt" report Jay published some time ago and that inspired me to apply Jay's other marketing principles (from Jay's books and tapes) to my field.

One strategy in particular (optimizing the existing customer list) was partly responsible for making my operation a success. As the director of student employment at a public liberal arts college part of my professional challenge is to connect college students to employers in the surrounding community. With rising education expenses it is becoming more important to students that they find part time work while they are trying to get a degree.

When I started this position the number of active employer's that hired students was a meager 34. Many of the employers that worked with the college with had become inactive because of neglect. I desperately needed to reverse this trend. I was fortunate that the college had records of all employers it had worked with. It is imperative that all businesses and organizations keep customer records (contact information at a minimum) because this is the necessary element to nurturing the client's lifetime value to your business.

I immediately implemented Jay's strategies for optimizing the existing client list. I made a list of all the employers that had ever hired a student or posted a job with the college in the past. I personally called and sent mail to each one. I needed to rekindle relationships because it really does take more time, resources, and effort to acquire new clients than it does to profit from existing clients. My "profit," so to speak, is job opportunities for college students.

My message to employers was that the college appreciated their participation in the student employment program and that we were honored that they had either hired a student in the past or expressed desire to hire students. I told them that my office was committed to

helping them find qualified help for their current or future employment needs and that we were available as a technical resource whenever they had questions about hiring college students.

The letters I sent reinforced the positive relationship we had with them in the past and reminded them that they could post their "want ads" with us for free (they benefit from not paying classified advertising costs and a large highly qualified applicant pool). I changed the content of the mail from very impersonal bureaucratic fluff to a more personal conversational style. In a matter of 8 months the active employer list grew from 34 to 104 off-campus employers who provide job opportunities for students.

I consider myself very fortunate to be able to use Jay's strategies in a more restrictive environment that is less entrepreneurial than the private sector. The results have added tremendous value to my employment and operation. Using Jay's strategies in this way has given me a priceless education in implementing innovation to the public sector.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

## 251. Joseph Schufle

----- Original Message -----

**From:** Joseph Schufle

**To:** Jay Abraham

**Sent:** Friday, August 02, 2002 5:00 PM

Hi Jay,

Here are 3 examples which illustrate several of your principles.

If you recall our meeting in New York at the CEO Club, I work with a consulting firm , VSA Consulting Group Inc., doing Breakthrough Projects with entrepreneurs. I am the only consultant extensively trained in your principles. The first example is how one idea opened up a whole new niche for marketing my services.

- 1) Principles: Break-even and Host/Beneficiary - A client David Reid, got on the membership committee of an exclusive club in the Wall St area. He thought that having business related seminars would help bring in potential members. Since I've been called "The King of Networking", he asked if I would do a seminar, pro bono, on effective networking as the kick off seminar. He would do the mailing - I just had to show up. We had over 20 people for the seminar and one of the attendees, a lawyer, asked us to come do the seminar at his firm for a fee of \$3,000. Another attendee brought us into the accounting division at American Express. I had never thought of my networking seminar as a stand alone product I could market. Another attendee was inspired to start his own monthly networking events which have become so popular they now generate 150 to 200 people and have led to several more clients. You never know what will come out of doing pro bono work. Also part of you over all process can be turned into a seminar or profit generating product.
- 2) Principle: Quantify your results - A client, Marine Spring, who worked as a consultant doing team building workshops in the hotel industry wanted to increase her fees but didn't know how. She knew her clients loved her, but had never analyzed what their ROI (Return On Investment) really was. We figured out that her work typically reduced employee attrition, a very big problem in the industry, by 50%. Costs to replace and train a new person ranged from \$20K for the front desk to \$50-60K for a manager. Her work with food and beverage teams typically doubled or tripled their sales. She figured that the savings/profits to each hotel from just these 2 areas was a million dollars over 2-3 years. Armed with these numbers, she was easily able to increase her daily rate from \$700 to \$3,000. Her personal income increased by over 800% in one year. Most businesses never take the time to fully figure out the full benefits clients get from using their product or service. Even intangibles like "satisfaction" can be measured on a scale of 1-10 or 1-100. Knowing the numbers gives you the leverage to get out of competing on price and into competing on value.
- 3) Strategy of Pre-eminence & work with a coach:- Tom Judd , a nationally known painter, wanted to increase his business. The way most artists relate to the galleries and reps who market their work is "What have you done for me lately? Why aren't you making more sales?" etc. As employees at best. By starting to relate to them as valued customers or clients, he started to ask "How can I help you with your sales?" Out of that question came a practice we called "Shuffle the Deck" where he would exchange what hadn't sold in Santa Fe for what hadn't sold in St.Louis, Atlanta for Seattle, etc. This gave the galleries something new and different every few months, leading to new sales each time. He also started a news letter where he would write about the process of creating art, other artists, materials (like wallpaper designs) and events that were influencing his work. He also started to think about the buying criteria of purchasers, and what they were getting from his paintings. By seeing that collectors have not only an esthetic reason for buying but also an



investment incentive, he was able to raise his prices over 150% (that's all profit-no increase in cost of materials, etc.). His sales increased over 200% in a year and a half. He figured his ROI from hiring a business coach was 1,340%. For every dollar he spent he got over \$1,000 back. What other investment can match that? Working ON your business is your best investment. Think of your business as a marketing business and everyone you deal with, including vendors and employees, as clients, either internal or external, for life.

Jay, the biggest benefit I've gotten personally has been a way of looking at business both from the macro view to the micro view, much like a camera with a zoom lens. I'm now able to analyze a business from so many different dimensions, and to zoom in and out that I sometimes scare myself. Even on vacations when I've sworn "NO CONSULTING" I find myself suddenly taking notes on customer service or strategy. For better or worse, I am Abraham-ized. My life is forever altered.

My company is VSA Consulting Group, Inc.

I can't share revenue figures other than to say in the 7 figures.

You can reach me @ 212-316-0819.

Our web site is [www.vsacoach.com](http://www.vsacoach.com)

## 252. JP Maroney

----- Original Message -----

From: JP Maroney

To: Jay Abraham

Sent: Thursday, July 25, 2002 9:44 AM

I own a human development and professional training company. We offer both live presentations and audio/video programs, including a monthly subscription for our employee development system.

On idea I have implemented is a long-copy sales letter based on the model you share in your book, *Getting Everything You Can From All You've Got!* (I've read and re-read at least 15 times -- it's marked up, highlighted and tattered), and also in the articles on your web site, [www.abraham.com](http://www.abraham.com). Most speakers average 1-2 spin off speaking engagements for every live performance. I have used a letter as a follow-up to meeting attendees. It offers a lot of value, including free books, and a special fee. With this letter, I have been able to generate 5-6 spin off speaking engagements from one single presentation -- at least 3 times the average.

I also have used a similar letter to my "house" list of potential speaking clients. I sent the letter to 112 prospects and sold 7 presentations -- better than a 6% response. You have made me brave in writing longer and longer copy -- explaining the key benefits from every angle, positioning the opportunity in a way that they can't say "NO." Oh, that brings me to another...

RISK-REVERSAL: I now offer a 100% Satisfaction Guarantee on all my live presentations. (In fact, we do the same on all our products now) And I put it in writing. Wow, that works. Suddenly, they realize they have nothing to lose -- I will refund the speaking fee, or if they wish, present another seminar/workshop, etc at no additional fee. I tell them that at the end of my presentation, they (the decision maker) and I can review the audience rating sheets and they can then determine if the presentation was more than worth their investment. I believe it makes the prospective client think, "If he's good enough to offer that guarantee -- he's good enough for us!" At least that's my perspective. One more...

We currently have four host-beneficiary relationships going, and are currently negotiating with seven other organizations. I don't want to get into our business model, but it has worked very well for me. Put it this way, host-beneficiary relationships will feed us somewhere around \$250,000 this year, and probably three to four times that next year. Jay, you are a master. I look forward to attending one of your live events in the future.

My next step, in addition to expanding and re-using the ideas that have worked, is to work on increasing our back-end. We have a number of books, audio and video products, and I have relationships with other producers of items I believe our market would benefit from. I'd like to see our back-end multiply the lifetime value of our customers.

ONE MORE THING...

Jay, you have all these contacts. All these people who believe in your concepts. Why not create a way to facilitate host-beneficiary relationships among people who already agree with you? I don't know how it would be done -- a searchable database, etc., but it would be cool if I could say, for example: "I'm looking to build a host-beneficiary relationship with companies who sell to and market to training managers, hr managers, sales managers, owners of companies with 25-100 employees..." or whatever. Make sense? In other words, it would eliminate having to explain and sell the concept of host-beneficiary, they would be receptive, and it would be a matter of finding the right match. That's it -- a "Host-Beneficiary Matchmaking Service." Just a thought...

Looking forward to reading the other success stories / case studies!

Regards,

JP

People Builders Training Systems

## 253. Judith Kaye

----- Original Message -----

From: Judith Kaye

To: Jay Abraham

Sent: Thursday, July 25, 2002 4:30 AM

Dear Jay,

Your mindset, which I got through the Results corporation, through various publications and through you directly has certainly made me think differently about business.

My advertisements have a "What's in it for you, dear customer" edge. I no longer list what items or services we have to offer, instead I think of the problems the customer may be trying to address and talk about how our services can help him achieve what he wants.

That mindset has also helped me develop services for clients that address their needs, which others may not have developed, probably because they did not do the analysis I needed to do even for writing the WIIFM advertisements.

At the moment, I am setting up a new business unit - Business Burwood - managed and virtual offices in Sydney, Australia. (Our web address is [www.businessburwood.com](http://www.businessburwood.com) ).

I know that people want to.

1. Look and sound professional when working from home, and mostly wish to appear to be working out of an office. They want to do this for a modest fee. Our virtual office/business image packages cater to that need, from telephone answering by a personal assistant, with message taking or call forwarding, through hosting a business address and providing offices and meeting rooms by the hour.
2. Overseas and interstate clients may wish to appear to have a branch office in Sydney. Our virtual office/business image plus personal assistant services help them do just that, even if in reality they are on their yachts or in their offices in Manhattan.
3. They want a friendly yet professional work place. They do not wish for impersonal or plasticised assistance. We spoil our clients with friendly, professional service.
4. People want to keep their office costs down, and don't want the hassle, time wasting and legal implications of hiring staff, replacing staff, buying office furniture and equipment etc. Our managed offices give them a fully furnished office, with reception services, 21st century office equipment and as much or as little other services as needed. The cost savings are great, and it allows people to concentrate on their core business, whilst we manage their office and administration.

5. People would like to put fun and friendship into business. We have Business Burwood Partners through which we have regular functions. People do not need to feel isolated.
6. People would like to make marketing easier. We encourage and facilitate the creation and use of referral circles for Business Burwood Partners.
7. People would like help with their problem solving. We encourage and facilitate the creation and use of Mastermind groups.

Your idea of referrals and of masterminding has also helped my thinking. As you can see, I included it in the Business Burwood concept, and also use it in myself. Due to this, I see people as allies, and it is a much nicer atmosphere to work in than seeing them as threats or enemies. People react to this and help and co operate. I have a great team all putting in their special talents, and delighted to help move forward together.

So there it is. You have put the fun and friendship into business, Jay, and I do enjoy it.

Judith Kaye  
Business Burwood  
Sydney, Australia

## 254. Just Communicate

----- Original Message -----

**From:** Just Communicate

**To:** Jay Abraham

**Sent:** Friday, August 02, 2002 6:06 AM

Hi Jay

Thank you for fantastic emails, books, enthusiasm and presence. Here's my story...

I have collected a number of your works over the past few years, but until relatively recently I hadn't used the principles or the power of your approach or message - why?

Well. I spent fourteen years of my life in a marriage that wasn't right for me or the lady I married, but I had been raised with the belief that 'When you've made your bed, you lie in it', and I did. All this did (as well as make me unhappy) was deplete my energy and my power to influence my own or anybody else's life in a positive way.

Just over four years ago I made the transition from self imposed victim to self energized victor, and I set about fulfilling my potential in a whole new way. It was like someone had switched on a light and stuck my ears back on because I could see and hear things that had been passing me by. Logically I knew they were right, but I really hadn't heard them in my heart, and so that hadn't resonated in my energy levels and my existence.

Now here we are just a few years (and quite a few challenges) later, and my life is incredible, and getting better everyday, and the greatest joy is, that I get to share my understanding with others through the training and seminars I do. So how have I benefited from your particular techniques?

I would like to give two fairly simple but powerful examples.

1. My own consultancy & training business had its 'feast and famine' periods, and I needed to set myself apart from the crowd and increase the take-up rate of my prospects. Being a great believer & promoter in doing the ordinary things extremely well, I utilised your guarantee principle in my negotiations in a variety of ways.
  - a. I offer a money back guarantee of my proposals do not achieve the benefits identified.
  - b. I negotiate various methods of payment with my clients, based on results.
  - c. I barter with the currency of time, effort and skill rather than just money.

The effect has been fantastic, not only do I secure much more business, but I never reduce my chosen rate of pay - in fact it has gone up without complaint, because I not only add value, but I am prepared to be judged by results - walking the walk.

This simple process not only affords me the opportunity to honestly and sincerely operate with total integrity, but it definitely keeps you on top of your game - where you should be.

2. A good friend of mine who I hadn't seen for a few years arrived unexpectedly at my home last year to my great surprise and pleasure. During our reminiscing and catching up on the lost years, he informed me that he was currently preparing a new venture. He was opening a small restaurant in the centre of our local town, but he had a

problem. The cost of getting the building sorted and furnished etc. had gone way over budget, reducing his potential advertising budget to zero. I suggested to him that he go to the local radio stations and offer them free meals at his restaurant to the value of £2,000 +, to be taken at anytime they wanted in return for £2,000 + worth of radio advertising. At first he didn't realise the simplicity, benefit or potential of this, and responded that he couldn't afford to give away £2,000 worth of food away. When I calmed him down and we calculated the actual cost of £2,000 worth of food over goodness know how long, he was staggered at the potential. He left with more enthusiasm than he had arrived, and he is currently in negotiation with a number of local Radio stations and relevant local businesses with this plan.

When I spoke to him last (which was in fact yesterday believe it or not) he was up to £4,600 worth of advertising and marketing and was seriously energised, just like his restaurant will be. I asked for nothing when I offered this suggestion, because he is my friend, but he has requested that I visit the restaurant whenever I wish at absolutely no cost. So will I entertain my clients there or not - what do you think?

These are just two examples of the simplicity and power of the principles and approach that you promote, which I hope are satisfactory for your collection. May I just take this opportunity to thank you for your continued proof and living your truth, as I recognise and respect in full measure the true integrity of those actions. I'm sure that this opportunity will be taken up by great numbers of people, and that the final result will be simply dynamic, and I sincerely hope that I am fortunate enough to receive the finished collection.

My wish for everyone is to achieve excellence in all that they do, sincerity in all that they experience and peace in the integrity of their actions.

Regards

JC

**Just Communicate**

37 Ribble Drive

Barrow-upon-Soar

Loughborough

Leicestershire

LE12 8LJ

T: + 44 (0)1509 415900

F: + 44 (0)1509 415328

M: + 44 (0)7740 717429

## 255. Ken Foreman

----- Original Message -----

**From:** Ken Foreman

**To:** Jay Abraham

**Sent:** Thursday, July 25, 2002 10:12 AM

The best and most useful lesson (for all it's simplicity) that I learned from listening to Jay's materials and reading two of his books is the concept that there are really only three ways to grow your business.

1. Increase the number of clients
2. Increase the average amount of sale per client
3. Increase the number of times clients return to buy

Since my problems with my legal practice tended to stem from the fact that it had evolved into one of high volume/low paying cases I immediately focused on the concept of increasing the average amount of sale per client. I have no doubt that by applying Jays' techniques I could have substantially increased the number of clients and to a lesser extent the number of times they returned to buy, but I did not want to add additional staff at that time.

Using Jay's guidelines and insights on price vs. value I immediately raised most of my fees. For one particular type of case that I have a great deal of expertise in but which I find very stressful I raised my fees by 50%. As Jay promised I saw little or no price resistance when I was able to present my services in terms of value. What small drop off I suffered in volume was more than made up for by the increase in fees, the reduction in operating expense, and the reduction of stress from trying to provide the highest level of representation to people who really couldn't afford the time and resources involve. All told I would say that since implementing this, my gross firm income has increased by approximately 15% while greatly reducing the stress and operational headaches I was facing.

You've got to keep in mind that because of Bar rules I am far more restricted in the marketing, sales and referral weapons that most small businesses would be in using many of Jay's methods.

Just as an aside I also lifted from Jay's book a quote regarding clients v. customers which has a prominent place on the cover and first page of one of my client handouts. I'm enclosing a copy in case you're interested.

Kenneth Alan Forman  
Attorney at Law  
1175 NE 125 Street Suite 217  
North Miami, Florida 33161



# ***Getting the Most From Your Lawyer***

***A client's guide***

\*\*\*\*\*

**customer** (noun): A person who purchases a service or commodity

**client** (noun): A person who is under the protection of another

Source : Websters Dictionary

\*\*\*\*\*

Welcome to Kenneth Alan Forman P.A. You are our client and we agree with the definitions listed on the previous page. We are not here to sell you a product. We are here to protect you. And in order for us to effectively do just that, we must work as partners.

You must tell us the results that you are seeking, and in return we will guide you through the quickest and best methods for legally achieving those goals.

Here are a few guidelines for making the most of our partnership.

## **PROVIDING US WITH INFORMATION**

A wise man once said “Knowledge is Power.”

To that we would add that it becomes “Power” when it is relevant information, provided in an organized and timely manner.

It’s a fact of life that in our practice we need an awful lot of information in order to serve your interests . We may ask for this information orally. We may ask for it through letters, or through our client questionnaires. However if we do request it , please be assured that we need that information as quickly and accurately as you can provide it to us. If you do not understand our questions or instructions please just ask us for help and guidance.

Providing us with incomplete or inappropriate information will only slow down the processing of your case. Again, if you’re not sure about something, please contact us. We’re here to help.

We also ask that you be patient with this process. We would not be asking for this information unless a Court or government agency required it for the successful completion of your case. We are asking for information only because we are trying to help you. That information is of no use to us, other than as a means to serve your interests.

## **DOCUMENTATION**

It’s very common for those who are new to the legal process to believe that they have to document every statement they make. Please be assured that if a particular document is needed for your case we will advise you of that necessity.

If we do need such documentation please send it to us as soon as possible, and please make sure that it is as complete as possible. If you have documents or information that we have not asked for, but which you believe would be helpful or relevant to your case, please call us and advise us of that document or information, and how you think it applies to your case. Again, partnership is the key to a successful and happy attorney/client relationship.

If we do not request specific documentation please do not send it to us. Sending us documents that are not requested or needed by this office will only slow down the processing of your case.

## PHONE CALLS

### A Quick Story:

When Mr. Forman first started practicing law many years ago he worked for an excellent attorney with a very busy practice. This attorney was almost always available to immediately take phone calls during office hours.

He managed this highly unusual feat through two methods:

1. He almost never went to Court or directly handled the cases himself. The actual handling of the case was done by Mr. Forman, leaving the other attorney free to handle those phone calls that Mr. Forman was not available to take.
2. If the attorney was in conference with a client, he would take phone calls anyway, allowing himself and the client to be constantly interrupted. It was not unusual for this attorney to allow as many as 10 or 12 interruptions during a half hour consultation.

This is not meant as a criticism. Mr. Forman learned a lot from that attorney. However, some of the things that he learned involved how not to do things.

Please be assured that if you are having a consultation with Mr. Forman you have his full and undivided attention. He will not take phone calls during the time that you are meeting with him except in 3 rare circumstances:

1. If a judge is on the phone.
2. If the office staff determines that the phone call involves an absolute emergency.
3. If a member of Mr. Forman's immediate family is calling with some sort of pressing matter.

Please be assured that even in those unusual situations Mr. Forman will complete the call as quickly as possible in order to return his focus to your questions and concerns.

Since the vast majority of the hearings and trials in our practice are handled personally by Mr. Forman, you also won't see him constantly stepping into the hall to take cell phone calls. All his focus will be on you and your case.

We consider this a basic and obvious courtesy that we owe to all our clients.

Now obviously, this method works both ways. Many times you will call, and Mr. Forman will not be able to take your call immediately because he is extending the same courtesies to our other clients.

We have found that the best way to serve you is as follows:

If Mr. Forman is not available because he is in Court or assisting another client, please leave as detailed a message as possible. We have found that when our clients leave detailed messages with the receptionist, one of two things usually happens:

1. The receptionist is usually able to transfer the client to one of our highly trained and experienced legal assistants who can in most cases answer those questions right away.
2. On those occasions where the appropriate legal assistant can not answer your question, a detailed message allows him or her to be able to catch Mr. Forman during the few quiet moments he might have that particular day, in order to get a quick specific answer for either Mr. Forman or the legal assistant to convey back to you right away.

Please remember that we work on a “team” basis at this firm. Not only do you have Mr. Forman working for you, but also his staff of legal assistants. All of us have a great deal of expertise in the handling of cases such as yours. Please make use of our many years of training and experience.

### **THE FAX MACHINE**

Please do not fax documents or letters to our office unless we specifically request that you do so.. If you believe that you must fax something right away because you feel it is an emergency please first contact the legal assistant working with Mr. Forman on your particular case. They will be able to advise you whether to fax it, mail it, or bring it in to the office.

If you do fax something to us, please be sure to include a cover sheet designating the date, your name, phone number, fax number and the name of your intended recipient.

Once you have completed the fax please follow up with a phone call to the intended recipient in order to make sure that he or she received it.

### **MAIL**

We have found that the most effective way to handle the enormous flood of paperwork and information that flows through this office daily, is through the U.S. Mail.

Please be sure to send all mail to our main office in North Miami, even if you are one of our clients who resides in a different county, state or country. If you are mailing to a specific individual in the office please clearly mark the envelope to their attention. In this way we can quickly and accurately route your letter to the appropriate individual.

Please also keep a copy of whatever you mail for your own records. Please feel free to call our office a few days later to confirm receipt of the mailing.

### **OFFICE APPOINTMENTS**

It’s our policy that any client who requests an “in office” consultation with Mr. Forman, is scheduled for the next available appointment.

If you need such an appointment you merely have to ask the receptionist to schedule you. It is not necessary to make the appointment directly through Mr. Forman.

At the time that you schedule the appointment, please identify yourself as an existing client and please give us the name that is on the file. For instance, if you are a woman who retained us when you were single, but are now married, please give us both your married and maiden names. Or, if you represent a business client please provide us with both your name and the business’s name.

You’ll notice that when we schedule you for an appointment we request a telephone number where you can be reached. Please provide us with any phone numbers where we can reach you, even if we already have those numbers in your file. In this way we can avoid putting you on hold while the receptionist looks up the number in your records.

If you are going to be late for your appointment please call and advise us as soon as possible. We will try whenever possible, to “juggle” Mr. Forman’s schedule if you can reach the office

reasonably close to your scheduled appointment. But, we can arrange this only if you call and advise us that you are running late. If we do not get advance warning that you will be late, in most cases we have to reschedule the appointment to another date and time.

If you need to reschedule your appointment please contact the receptionist as soon as possible. We will be happy to reschedule you for the next available date that is convenient to you.

Obviously, due to the nature of the work that we do here occasionally we have to reschedule your appointment or ask you to wait, because something comes up suddenly on Mr. Forman's schedule. Please be aware that we take these appointments very seriously, and as a general rule we will ask you to reschedule only because:

1. Mr. Forman had an emergency come up
2. Mr. Forman was suddenly scheduled by a Court to appear at a hearing
3. Illness
4. Mr. Forman is in Court and the hearing is running a lot longer than anticipated

Your patience and understanding in those situations is greatly appreciated.

#### **A WORD ABOUT COURTESY AND RESPECT**

This firm is dedicated to helping people.

The vast majority of our clients are under a great deal of stress. Some of them are in outright crisis. This stress effects our clients and it often effects us too because we care about solving our clients problems. We strive however to all times be courteous and attentive to our clients.

If you feel that any members of our staff have treated you discourteously or disrespectfully, please advise either Mr. Bahia (Office Manager) or Mr. Forman. In return we ask for the same courtesy and respect from our clients.

**ONCE AGAIN WE THANK YOU FOR COMING TO KENNETH ALAN FORMAN P.A.  
WE HOPE THAT YOU FIND THESE TIPS HELPFUL SO THAT WE CAN GET YOU  
THE RESULTS THAT YOU NEED, AS QUICKLY AS YOU NEED THEM.**

## 256. Ken Johnson

----- Original Message -----

**From:** Ken Johnson

**To:** Jay Abraham

**Sent:** Thursday, July 25, 2002 5:24 PM

Dear Jay,

CMS is a direct marketing service bureau firm serving the Catalog Industry. CMS processes mailing lists, develops and maintains marketing databases, provides mailing list rental fulfillment, analytical modeling and e-processing for our catalog clients. CMS also owns Prefer Network a second generation collaborative database which in one year has grown to be the second largest collaborative database with 76 million catalog buying households. Abacus is the largest (but it is a first generation collaborative database). CMS, not including Prefer, has positioned itself over the years to be number 2 in marketshare in this industry. FYI I was also a past Ernst & Young Entrepreneur of the Year in Minnesota and the Dakotas.

I have read and used ideas from Jay Abraham since early 1995. I most benefit from reading success stories from other companies (exactly what you are doing now) and choosing what I think could best adapt to our business. I rarely look at how our competitors do things to try and compete better with them. As Jay has taught, I want to be different from our competition, that way if a catalog company likes what they get from CMS, they can't get the same thing from anyone else. We also have a breakthrough that is getting 30%+ increases in revenue for our catalog clients. I can't talk about that anymore as we are in the process of applying for a patent and anything we say becomes public domain and may prevent getting a patent approval. So please don't mention anything about this if you reproduce some of this other data. That's not what I am writing about here.

The success story I have deals with measuring "marketshare" of all the companies that provide address integrity, merge/purge and mailing list processing for catalogers. There are 85+ companies nationwide that provide this service. The smallest company may only have one catalog client that it serves to the largest that services over a hundred catalog clients. CMS is the only company in the country that only process for catalogers - others deal with banks, insurance companies, publishers, non-profits, etc. The top 10 companies process 71% of all the catalog titles. CMS process about 10%. No other company has been able to figure out how to measure marketshare of all the service bureaus, not even the DMA. We have.

Because we know we now have a 10% (actually 9.9%) marketshare, all the data is then based on a 10% sample of all catalog mailings - statistically significant. So here is how we developed this process.

All our catalog clients rent or trade their customer lists to other catalog companies. CMS manages these list rental files. These lists are all sent to the companies that process the mailing list. A little less than 16% of all the catalog titles are processed by the catalog company itself. This information allows us to identify every competitor who does this kind of work for every catalog title in the country. We can then identify prospects and when we make a sales call, we know who our competition is. Through other research, we know our competitors strengths and weaknesses and how to effectively compete with them. Judge for yourself from the attached graphs, how we have been able to grow in marketshare even in the most recent tough economy. Also note the steady planned growth - we have not wanted explosive growth even though it could always be a little more.

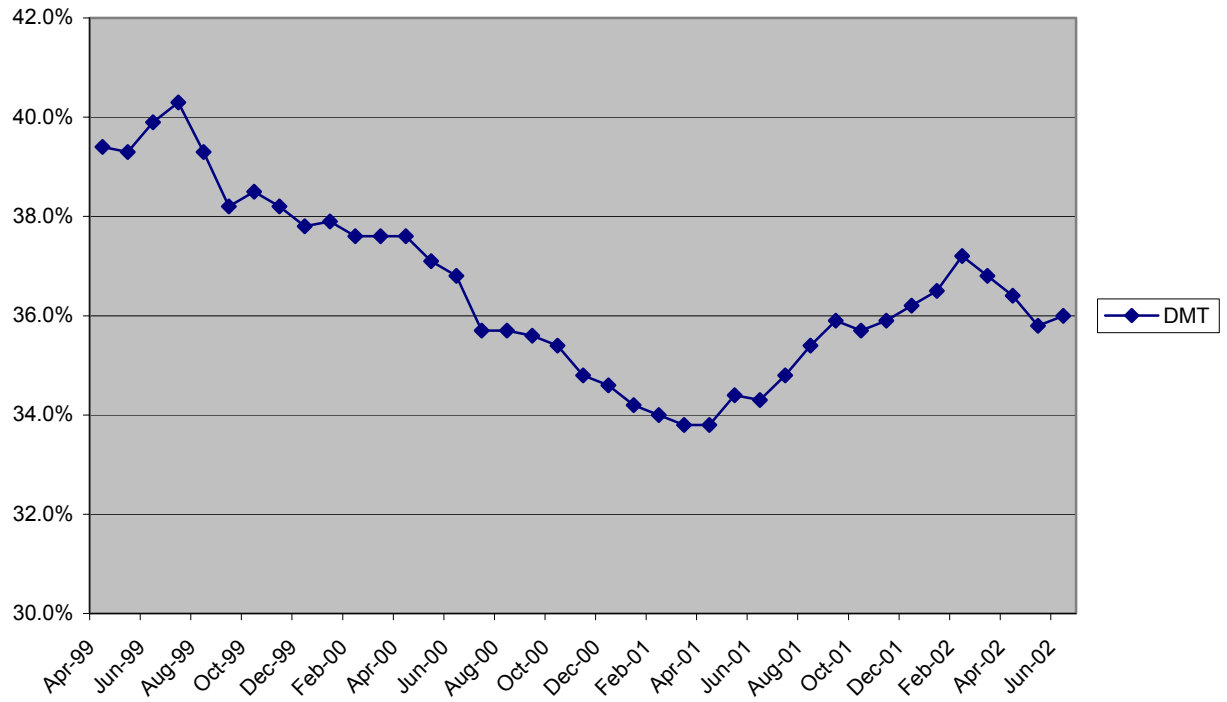
The data that is compiled from list rentals for the catalog and service bureau also contain a planned mail date. This allows the ability to eliminate multiple list rentals for the same mailing. Each month a rolling average is compiled for the previous 12 months mailings to get a more accurate picture of marketshare. I do not have measurable results that show the difference this has made to CMS, but in addition to the other benefits mentioned, it is also a simple means of watching your competition. Every time a new catalog surfaces, we know it, who their vendor is and also have staff that calls and researches the new catalog titles.

If you would like to learn more about our company that what I told you, you may check our web site [www.cmscms.co](http://www.cmscms.co) - the marketshare report through June 2002 that I have referred to is attached.

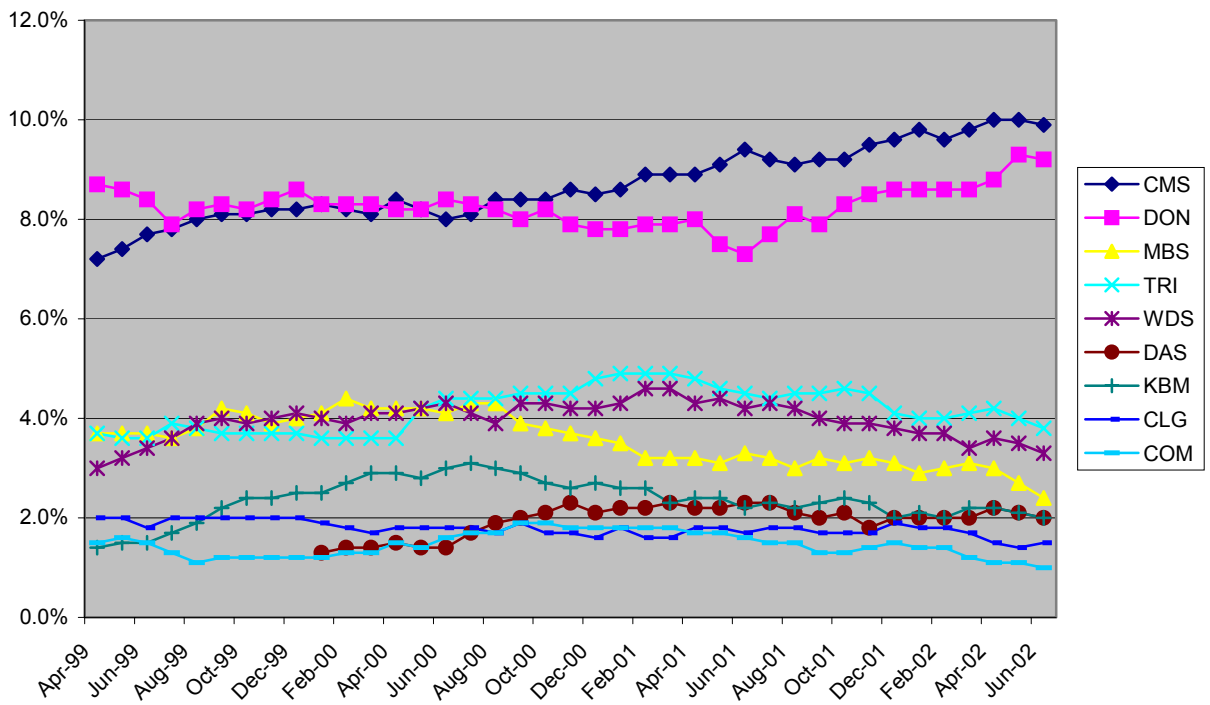
"My statement is true and provable and you have my permission to use my testimonial (with the exception of references to our planned patent) in your promotional and marketing endeavors."

Ken Johnson, CEO

DMT Marketshare



Marketshare





## 256. Ken Lawrence

----- Original Message -----

From: Ken Lawrence

To: Jay Abraham

Sent: Tuesday, July 30, 2002 10:01 PM

Jay,

Attached is a testimonial from the results of a trade show we participated in. I hope this is the type of write-up you are looking for.

Sincerely,

Ken Lawrence

Applied Control Engineering

Jay Abraham

The Abraham Group

27520 Hawthorne Blvd, Suite 263

Rolling Hills Estates, CA 90274

Dear Jay:

About three years ago I purchased "How To Get From Where You Are to Where You Want To Be" and have been a Jay Abraham marketing student ever since. Your program has transformed an electrical engineer into a sales and marketing manager for a systems integration company with 70 employees. We sell system solutions and engineering services to help our industrial customer base automate their manufacturing processes.

Besides our direct sales engineers, the biggest lead generation for our company has been from a pharmaceutical trade show that runs in New York. The show registration, travel and expenses for sales and support engineers can easily add up to over \$10,000 dollars for the three days. Since this takes a large chunk of our marketing budget, we need to optimize every opportunity to bring potential customers into our booth.

Our trade show booth display is old, but still in good shape. Our booth shows all the vendor logos of hardware and software companies we integrate into our projects, but never tells the prospect what we can do for them. Our management was very content with our booth and was extremely hesitant about changing the display. I used your message "it's all about the customer and not about us"; our customers need to hear what's in it for them if they use our services.

They gave me permission to add some graphics panels and a whopping \$2,400.00 budget to work with. My approach would have been to go out and get a professional marketing company involved, which of course couldn't happen on the allotted budget. Instead of getting discourage, I used your "think like a marketing genius" techniques

and put together an internal think tank to develop a message to our customers that would clearly and concisely get across our message. The team included an owner, sales, project engineering and myself. We met a couple of times over a two week period to iron out the message and format, thus saving thousands of dollars in consulting fees the owners were not willing to spend. We spent the allotted funds to have two color graphics panels manufactured to our booth specifications.

Now we had a trade booth with an attractive display and message, but I wanted more. I used your strategy for identifying hidden assets and contacted some of the vendors whose names we so prominently displayed and asked them to supply some of their hardware in our booth. Of course they were eager to comply and offered more than I could possibly use. I selected one vendor who offered a display with blinking lights and animated color graphic displays nicely packaged in a box to help draw prospective clients into our booth. We had people coming from five and six aisles away to see what the lights were doing and thereby asking questions about what we did and letting us respond with how we could serve them.

I'm always thinking about your Parthenon philosophy and applied it to our trade show experience. I have a relationship with the owner of another company that provides solutions similar to us but in a different area of the business. We provide solutions and services for the manufacturing process, while they provide solutions and services in the packaging and warehousing side. The trade show PR group publishes press releases on their website and posts these releases in the news room. I approached my friend and told him about the show and that an alliance would be beneficial to both our companies. He wanted to target business in the pharmaceutical industry and this gave our company an opportunity to offer more value to our customer base, while supplying his company with our services. I had no budget left at this point, so he had his marketing department write and publish the joint press release.

The show was back in April and in this business you generally see results three to six months down the road. We expected fewer leads due to the situation with the economy, but that wasn't the case. We had about the same amount of leads as last year with a smaller show attendance. The leads were higher quality and have resulted in substantial new business for us.

One client that was drawn by our message on the graphic panel displays has contracted our company for \$100,000.00 just for design support on a new production line. The implementation and support contracts starting next year are easily worth a million dollars. The press release about our alliance caught the attention of a major pharmaceutical contract manufacturer who has since qualified our two companies for some major project work later this year. These types of projects could easily be worth over \$200,000.00 per project. We have provided two proposals for projects to the alliance company worth \$250,000.00 that they are expecting to get. The potential for this relationship for us alone is worth about one million dollars in engineering services a year. I know of at least two new opportunities with pharmaceutical companies that have started a dialogue for project work with us. We are also increasing our average

transaction value with a number of our existing customers, because they learned about additional services and capabilities that we displayed so well on our new graphic panels.

In the manufacturing sector of this country there is definitely a movement to send our manufacturing infrastructure overseas. For a local service company like ours, this means a shrinking customer base and tighter competition in our region. I'm counting on the marketing methods and tools I've learned from your programs to keep us growing and will continue to use your marketing materials and philosophy throughout my career. Since your email, I have started "How To Get From Where You Are To Where You Want To Be" over again as a refresher course.

The information I have provided is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Best regards,

Ken Lawrence  
Sales & Marketing Manager  
Applied Control Engineering

## 257. Kendall F. Smith

----- Original Message -----

**From:** Kendall F Smith

**To:** Jay Abraham

**Sent:** Friday, August 02, 2002 1:30 PM

### Testimonial to Jay Abraham's work

I've been studying Jay's work for at least ten years now, and it only gets more interesting. I really can't overstate how much influence his mindset has had on the structure and fabric of my business. After a while, it became my goal to "Abrahamize" my own business mind (and the basic ideas even translate to non-business efforts as well.). Doesn't matter what you're aiming to accomplish, a correct mindset and a proper effort are necessary elements, and I've enjoyed Jay's incisive teaching on these matters.

It's hard to be specific about business successes with Jay's help, because I've been tuned in for so long now, everything I do is permeated with his helpful insight. It would be hard for me to imagine operating a business without the Abraham mindset.

Many Thanks to Jay -

Kendall F. Smith

KitchenDance - a small company located in Hemet, California - selling kitchenware and gifts. (And other entirely different businesses are being developed.)

## 258. Kip Lytle

----- Original Message -----

**From:** Kip Lytle

**To:** Jay Abraham

**Sent:** Thursday, July 25, 2002 10:26 AM

Hi Jay!

Thanks for the opportunity to provide you with my testimonial. As I count your teachings as one of the main reasons for my business success, I've actually meant to send this to you for years, but have just never done it.

We first met in 1993 or 1994 at one of your 3-day seminars in California. At the time, I was working for a small non-profit association in Denver, CO (responsible for marketing their credentialing program). I received an ad for the seminar, approached the association's Executive Director about attending, and received an immediate and definitive "no"! Not being a person who is easily discouraged, I asked him if I could find some way to attend for free or at my cost, if the association would pay my way - he agreed (probably thinking there was no way I would get that done!)

Well, to make a long story somewhat shorter, I was able to convince one of your staff members that it would be to his (and your) benefit to allow me to attend the program in exchange for working the audio recording systems (although I'd never done audio before in my life)!

Here is a letter that I mailed to you outlining some of the results I had achieved to date after attending your program.

Dear Jay:

First of all, thanks for the tremendous value you have brought to my business. I first became acquainted with you and your methods during one of your 3-day workshops in California. I was lucky enough to be able to convince one of your staff members that it was to his benefit to allow me to attend your program in exchange for working the recording systems. That was a great 3 days that has forever changed the way I look at marketing and sales!

Since that first encounter three years ago, my wife and I have expanded our manufacturing business (we produce a line of knitwear for the ballet market) several times -- from a "hobby" business barely grossing \$50,000 per year, to projected sales during 1996 of \$300,000. While we are still very small (me, my wife and 3 employees), it is unlikely that we would have succeeded at all without implementation of your principles.

Your August 1996 issue of "Business Breakthroughs" asks for specific examples of innovative ideas we've used. Here are a couple we have and continue to use successfully in our business.

1. Risk Reversal. We began using risk reversal last Christmas by offering new retail distributors the opportunity to put our product line in their stores for 30 days (during their busiest season) before making any "buy/return/exchange" decision. Last fall we mailed this offer to approximately 2,500 retail dance shops in the US and closed approximately 60 on the offer (a 2.5% closing ratio).

We're doing the same this year, but with a little different twist, in that we are asking the new customers to prepay their orders, but with the same 30-day "you decide"

feature. We've also added a "better than risk free" component to this offer by including a report we have written featuring 7 no/low cost ways these business owners can profitably impact their business. There hasn't been any negative effect to asking for prepayment, and we've opened 14 new accounts in the first two weeks!

2. Strategic Alignments. During the past year, we have successfully offered our customers products from two different and unrelated companies. With very little effort, we have added nearly \$10,000 in gross sales to our business.
3. Post-Sale Follow-up. We are beginning a campaign of sending sample post-sale follow-up postcards to all new accounts, as well as to any old account who hasn't ordered from us in a while. No results are in yet, but I can't help but believe that people will better remember us for this simple act.
4. These and other activities and techniques you have suggested are helping our business post sales growth over 100% this year! In fact, our business has already outgrown our one year old manufacturing equipment, requiring a doubling of our production capacities!

The rest of the letter goes on outlining some problems - in fact, you used our company as a "mini-consultation" for the October 1996 Supplement to Business Breakthroughs.

Just a note - I was really sorry to see you end Business Breakthroughs in 1998/99. It was my most eagerly awaited monthly publication, and I have kept and still re-read every issue I ever received - dating back to the premier issue in 1995!

I'm glad to have this opportunity to tell you, as Paul Harvey says, "the rest of the story"!

We continued utilizing your sales and marketing techniques almost exclusively during 1996, 1997 and 1998, growing our business to a point where we were serving over 700 retail dance shops in 15 countries, and generating nearly 1/2 million dollars in annual sales.

In May of 1998, we were approached by the 2nd largest dance shoe manufacturer in the world. They were interested in expanding their product line, had researched all knit wear manufacturers in the US (based on feedback from their current customer base), and decided that they wanted to buy our company.

We danced back and forth, and after being assured by their owner that Beth and I would have an important role and say in the decisions necessary in running the knit wear division of their company. We agreed to sell our business (LytleWare) in October of 1998 for a high 6-figures price (1.5 times gross sales).

The company then hired us back (in the same location) to run the knitwear manufacturing division...

And paid us a generous rent on the building we had just purchased the previous year!

Three income streams from the same transaction! I'm not sure exactly which "Abraham Pillar of Marketing Success" that relates to, but I know it is one of them!

But the story isn't complete yet.

We believe that LytleWare was successful for 3 or 4 duplicable reasons:

1. We offered a high quality product

2. At prices equal to or below the majority of our competitors
3. With guaranteed 7 day delivery - we usually shipped orders same day or next day (quite an innovation in our time and market niche - accomplished by maintaining inventory of all SKU's offered - something no other competitor had done before us).
4. And, we utilized an aggressive, unique (for the market niche) and successful, educationally based sales and marketing program that included advertising in every dance magazine, direct mail, the concept of pre-eminence, consistent customer contact, added value (special reports, etc.), and more of the concepts taught by Jay Abraham.

As we moved forward with the new owners, it became apparent that their intent was to try and fit our product line into their existing (and boring) sales channels and methods (independent representatives visiting accounts 1 or two times per year).

Their type of sales/marketing worked well for their product line - dance shoes - a requirement or staple if you will, that every dancer has to have.

However, Beth and I knew that it probably would not work with knit dance wear - a product usually purchased if mom had any money left over after buying the staples.

Over the next two years 1999 and 2000, we begged, pleaded, demanded, cursed, and prayed for them to listen to and implement the sales/marketing/customer service ideas that had allowed us to grow LytleWare exponentially over the past 3 years.

Unfortunately, the owner decided that he knew best how to sell our product line and didn't implement any of the programs we had successfully utilized.

As a result:

1. Product quality stayed very high
2. Prices stayed equal to or below the majority of our competitors
3. Delivery suffered due to his decision to try and reduce inventory carrying costs slightly by adopting a "just in time" inventory system that never allowed us sufficient time to produce inventory...delivery times slipped from a guaranteed 7 days to 3-4 months
4. Our aggressive and successful sales/marketing/customer service program was reduced back to the "industry standard" of independent sales reps calling on the store owners 1-3 times per year, with no value added at any point along the line.

You can probably guess the outcome of his decisions:

Sales in 1999 were less than 1998  
 Sales in 2002 were less than in 1999  
 Sales in 2001 were less than 2000  
 He closed LytleWare in May of 2002.

An unfortunate and unnecessary ending to what had been a very successful company.

However, being a survivor and chronic entrepreneur, I am currently continuing to utilize the skills and techniques that I have learned from you over the years on my newest venture - manufacturing and selling a line of low level healing lasers.

These devices are really miraculous products - instantly relieving pain and inflammation while re-energizing damaged cell walls which allows for much faster healing.

We are putting the finishing touches on our information-based web site, and while it isn't "public" yet, would welcome any feedback you might have time to give -

<http://wowapipublishing.freeview.ca/default.html>

We fully expect this company to surpass \$1 million in annual sales during 2002!

Jay, much of my business success can be directly attributed to the sales/marketing/customer service techniques I have learned from you since 1995. Most of the books, reports and tapes I have purchased from you over the years are "dog-eared" from constant use. My only regret is that circumstances have not allowed me to attend your recent PEQ and Elite 100 courses.

However, I know of a guy who is pretty good with audio recording that has some time available, and would be willing to pay his own way.....!!!

Thanks again!

Sincerely,

Kip Lytle  
Business Wizards, Inc.  
Former Owner of LytleWare Enterprises



## 259. K.S. Lim

----- Original Message -----

**From:** K. S. Lim

**To:** Jay Abraham

**Sent:** Wednesday, July 31, 2002 9:18 AM

Dear Jay,

I am not a great writer & cannot express myself well. However, I do have something to share. You have taught me many things & some of these are so simple, yet the result is tremendous.

One e.g. is risk reversal. Our company never agree to give guarantee because we are concern that our customers may not be honest & make unreasonable claims.

We produce wear parts for rock crushing equipment. After hearing & learning of your risk reversal technique, we gave a verbal guarantee that if our product has pre-mature failure, we will replace 100% these wear parts. Initially, I thought this will be a great risk as our margin is only 15% to 20%. However, as it turn out, only 3 customers out of 150 made any claims & some of them were justified cases. On the other hand, our sales actually went up by 35%.

More important, it make our product develop a higher quality perception. This perception has helped maintain our sales even during the current slowdown. Thanks to you.

Regards,

K. S. Lim

## 260. Linda Shorb

----- Original Message -----

From: Linda Shorb

To: Jay Abraham

Sent: Thursday, August 01, 2002 11:30 AM

Dear Jay,

I love your newsletter. I am grateful that you make available so many good ideas.

One of your basic concepts in your marketing is tracking the sales. How did the customer find us? What prompted this sale?

My accounting program would not let me track sources. But I could print out a sales report based on salesman. Now, every mailing, every magazine article, every magazine ad has a "salesman" code.

The program does the cumulative figures and I spreadsheet the monthly totals.

Based on these records I decided to increase my Internet presence by adding a shopping cart. Sales that are DIRECTLY attributed to the shopping cart for last year were 20,000.00. The initial cost was 1500.00. So I received at least 18,000.00 high profit retail sales that I am sure I would have never received without the shopping cart. The results this year are just as good.

Thank you,

Linda Shorb

October Country

Manufacturing and distributor of Muzzleloading supplies to gun shops across the country

208-772-2068

## 261. Lou Farris, Jr.

----- Original Message -----

**From:** Lou Farris, Jr

**To:** Jay Abraham

**Sent:** Sunday, August 04, 2002 10:00 PM

We are in the real estate settlement services industry. Several years ago we were in a position to direct a significant amount of work to vendors in a particular type of industry that provides a service needed in the sale and or refinancing of real property and our state law prohibited us from being in that type of business. In addition federal law prohibited us from taking compensation from the referral of business to that type of vendor or any other type of vendor. So we did the following:

- We directed a very good portion of the business that was able to be directed by us to one selected vendor in that industry.
- Because of volume the vendor gave very attractive pricing and a quick turnaround time for the service, which all was passed on directly to the consumer by us.
- The vendor outsourced the portion of their work which could legally be performed by us and it was work that they rather not perform anyway.
- We had an existing employee perform the work that was out sourced to us when she was not doing other higher priority work.

This arrangement worked out to be a win, win, situation for everyone and it was all, clean, uncomplicated and legal:

- The consumer received better pricing and service.
- The vendor got more business and could concentrate more on their core business because they were able to outsource the none core work to us.
- We allocated an unused resource, the free time of an employee, performed a service using that time and got compensated for performing the service.

This arrangement produced a very nice income stream over the years, unfortunately the arrangement was ended by factors which were not in any of our control. But it was great while it lasted.

Jay, I took concepts and ideas gained from your material to develop the arrangement.

Thank you,

Lou Farris Jr.

## 262. Luis Arauz

----- Original Message -----

**From:** Luis Arauz

**To:** Jay Abraham

**Sent:** Wednesday, July 31, 2002 7:28 AM

Dear Jay,

I learned about you a year or so ago and was blown away about how you think. I had been looking for a business where I could use my skills and be professional, but where I didn't have to worry about a college degree.

After absorbing all the articles on your website and your book **"Getting Everything You Can Out of All You've Got"** (Which gets better every time you read it.).

I went through Ebay and got the video of your life story. I don't understand how people could be bored from hearing your life story, I got more ideas out of those tapes than I have out of most seminars or speakers.

I saw many similarities, correlations, and resemblances between your early life to how my life is. So I just felt it in my bones that I could do the same.

I was hooked I got everything I could get my hands on that you did and everyone else you recommended.

I wanted to be able to use all the information I've learned to help businesses, I wanted to be a Junior Jay Abraham. But I didn't know if I could. Then I received your mentor/protege seminar and also the protege reunion tapes. It was like a lightning strike to my head and the light bulb came on.

I've done my best to copy and systematize what you have done, to use it with clients. I am pumped up juiced up and motivated. I talked to everyone, offered my services to every business I came in contact with (amazing how clueless business people and even marketing "professionals" are about marketing.). I made good friends with people through the net who are also big fans, I've gotten 3 clients so far all on contingency, not total set ups but the are funded.

I only want to work with 8 clients at a time (following Harry Picken's advice). So I am currently looking for 5 more clients to work with.

It's so much fun doing this. I love seeing prospects faces when I explain to them my USP which is

**"I guarantee to increase your sales and profits or my services are FREE"**

And then explaining how contingency works, it totally blows them away.

Knowing you has given me so much power in my professional and even in my personal life, the tape series "**Your Secret Wealth**" is so underrated. It is 10 times better than anything Tony Robbins puts out.

Thank you for being the incredible teacher, fabulous mentor, and inspiring achiever that you are. You have opened the door to alternative worlds of possibilities handed me your patented Jay Abraham 3D/Xray CatScan goggles and said "Go Gettem". And now I am.

I expect to one day be able to work with you and thank you in person.

Thank you again Jay and please thank your staff for their incredible support. but being the person you are I am sure they already know how great they are.

All Success,  
Luis A. Arauz  
M4 Consultants

## 263. Mangla Sachdev

----- Original Message -----

From: Mangla Sachdev

To: Jay Abraham

Sent: Friday, July 26, 2002 1:37 AM

Dear Jay Abraham,

I am a 23 yr old from Scotland, UK who started a business part-time from home. I call myself a Profit-generating Consultant based on your ideas, books and tapes. I specialise in Marketing, PR and Publishing all the while taking your words of wisdom and ideas as my mantra. My company the Publicity Workshop started like this -

I started at the age of 21 and spent over £400 on your program - How To Get From Where You Are...

At that time starting with nothing it was a big risk for me to spend £400 on your program rather than get some advertising going to announce that I was in business, but something made me do it. I had to see if the promises you made could really work for me. And prior to this, I had never heard of you.

I got it, I read it all. It took about 3 weeks to finish all volumes while making notes enough to write my own book. I sat down and thought my whole business through. I was so impressed by your ideas and concepts I wanted to do everything you did. I completely changed my business plan, applied for a £1000 grant and went in more motivated than ever showing my business advisors how my company was going to change the small business market in Scotland forever. (I like dreaming big)

I had problems, I won't lie to you. Not everyone was jumping in queue to come and meet me and hear how I could change their business. I started writing articles about my experiences in starting out and my marketing ideas for new home-based businesses. I gained respect in some publications and I now actually get paid to 'advertise' my business.

In the first 18 days after I wrote my first article, I had £400 worth of business. I was doing this all part-time as I still wanted to complete some courses I had started.

I left school at 16 from London as I went to get married shortly after that in Singapore. I'm married to a doctor and lived with him with too much time on my hands. I read everything on business and marketing before moving back to the UK. Nothing in any of those books gave me the motivation and confidence to start my own business.

Your program while helping big million dollar businesses also helps the small home-based business. A home-based business that now has a dream and chance of success. I recently read just the first volume again and attracted 9 new clients and I banked £1900 in one month. I know that everytime I read your work and listen to your tapes new ideas for

generating clients will be revealed and the same ideas used for my clients will also generate an increased profit for themselves.

I haven't made it big as yet, but am on my way because I now have the time to concentrate all my time and resources to my business and follow in-depth every single concept you teach.

This may not be what you were looking for in terms of a successful case-study. I can't show you how I made a million in the first year of business, only because I didn't allow myself to. If from today I follow and read your books again I know that in a year or in 18 months time I will have a much more successful case study to provide to you.

Thank you so much. You gave a girl with limited education in today's world a chance to dream of running a successful business.

Mangla Sachdev  
Publicity Workshop  
16 Curlew Gardens  
Dunfermline  
Scotland, UK  
KY11 8GF

## 264. Marc VanUnen

----- Original Message -----

From: Marc vanUnen

To: Jay Abraham

Sent: Monday, August 05, 2002 8:42 AM

Dear Jay,

Thank you for your E-mail. I went through the PEQ program, but it was actually a mailing from you called the "Ultimate 100" that got me thinking about the "Dream 100" concept that you have been teaching in the PEQ program.

I am responsible for all the pre-marketing efforts for a new compound in development in Erectile Dysfunction. Therefore I am responsible for the interaction with the top researchers and physicians in this field. They shape the opinions about future drugs. When I received your mailing to be part of the "Ultimate 100" I felt very flattered and I was thinking if I could translate this to my area of marketing, this would be a great initiative and leverage great results

I set down with my team and identified the top physicians in the field of Erectile Dysfunction based on publications, speaking engagements, media highlights, academic position and patient referral patterns. Most of these physicians are real 'prima donnas' and like personal engagement. Knowing this, we went one step further and we assigned top managers in our company to contact these physicians at least once a month. Recently we have had a minor set back from the FDA, which we needed to communicate to our top opinion leaders right away. Since we had the "Dream 100" in place this proved to be an ideal platform to do this. The result was quite amazing, as the news was fairly negative and instead of a big backlash, which occurred with our competitors who were in the same situation 3 months earlier, we received a lot of encouragement and positive feedback from the contacted physicians. They felt that they were involved with our brand and company and were appreciative to be kept abreast of latest developments. It helped us do a great amount of damage control and this concept alone has paid off handsomely.

Regards,

Marc



## 265. Marcus Santamari

----- Original Message -----

From: Marcus Santamaria

To: Jay Abraham

Sent: Friday, August 02, 2002 7:03 PM

Case Study Pandora/ask the market

The best part of a decade ago my partner and I stumbled on some Jay Abraham tapes. A former university lecturer had leant to my partner. We had never heard anything like Jay's concepts at the time and we felt like we had discovered the secret keys to the kingdom.

At that time we had the distribution rights for a micro fiber-toweling product. The fiber was especially wound to soak up water really fast. This gave it a great application in the beauty market as a hair towel. Hair drying time was reduced in half with a nice soft gentle texture that didn't pull the hair.

We had a national distribution of the product through the personal care and beauty areas of the major department stores in the country. So we had this wonderful product and national distribution and really wanted to use our new Jay Abraham knowledge to leverage that position. When I think back to the time we had a lot of energy but hadn't fully grasped the Jay Abraham concepts. Non the less they still served us well and we had a great time.

We had received great feedback from the department store consumers in regard to their appreciation of the product. We figured it had to be a no brainer that the hairdressing market with a direct contact and advisory position with the consumers could retail the product like crazy. So we ordered a table (not even a booth) at the country's biggest trade show.

While talking to some hair stylists before the show I noticed one stylist had a really sleek looking equipment bag. All the other just had an assortment of storage ranging from fishing tackle boxes to back packs. So the guy with the sleek case really made an impression.

I decided a storage product might be a good product in this market. I did a catalogue search and found a company in Hong Kong that made camera cases. I remembered Jay's advice to test the market. So I asked Hong Kong to send me a couple of samples, which they did. The cost of the samples was about \$100.00

We took the two cases to the trade fair along with our towels. We made a point of honestly pointing out the test saying, "look we think you stylists may like these cases. We can make these cases available if you like them but they won't be available for 8 weeks."

The stylists went absolutely nuts for our cases. We repeatedly heard "the most exciting new product at the show." We took pre orders for around 100 cases at an average of \$125.00 each. That gave us forward order sales valued at \$12500.00 and a profit of close to \$7500.00. We

had enough sales to meet the minimum order and the profit margin meant we could afford to look for distributors and expand the market.

We then started to make modifications to the designs to meet the specific needs of the hair stylist equipment. We then had a unique product and not just a camera case straight of the factory floor.

We gambled on the success of the original designs and took them to a trade show in the USA. Since then we have created a small but consistent business niche market and have distributors in Australia, New Zealand, Canada, the USA and Norway. Not bad for an initial market test that cost \$100.00

Incidentally the hair towel completely failed to make an impression with the stylists and flopped as a retail product in hair salons.

company, Pandora Luggage Solutions  
size 3 people  
type Design and marketing  
contact Marcus Santamaria Marcusintas@yahoo.com  
www.pandora.au.com

I look forward to seeing the other cases studies.

Best Regards

Marcus Santamaria

## 266. Maria Paz

----- Original Message -----

From: Maria Paz

To: Jay Abraham

Sent: Monday, August 05, 2002 5:21 AM

Hi Jay!

It's not August 2 anymore!!!

I'm not sure whether to believe that the August 2 deadline is a real one, or if a publishing deadline of some kind actually exists. You can probably ascertain from that last line that I am certainly a Jay Abraham disciple. :-)

Unfortunately, I don't have many marketing vignettes to share. About a year from a half ago, I was consumed by a need to buy a house in the Bay Area. Problem: San Francisco has one of the most expensive housing markets in the United States. This necessitated finding a new income stream. I drifted from one MLM opportunity to another, and tried in vain to find a website to buy. I finally selected Pre-Paid Legal as an MLM, and tried to find marketing materials to study. And study I did. I listened to tapes as I drove to and from work. I attended every seminar that was conducted in the Bay Area.

Why go through all this pain?

Because I learned early on that every business absolutely, irrevocably needs marketing and sales to survive. I scoured Ebay, trying to find tapes, books, transcripts written by the pundits. Not very surprisingly, but with serendipity, I found one of your Marketing Bootcamp Tapes.

And thus starts my journey, my trip in learning Abraham marketing. I bought a 1987 tape set. (It was almost shocking to realize that marketing methods from more than ten years ago are still applicable today.) Mac Ross was wonderful and Kendrick's discussions NLP were simply amazing. The bootcamp chronicled in those tapes lasted for five days. By the time I had listened to all 46 tapes, I felt as if I had gone through the whole experience myself.

Among the tons of marketing lessons that were taught, your main USP shone through: You did not encourage your proteges to go out into the world and charge fees for their marketing services. Instead, you encouraged them to barter their services, to only ask for percentages of profits. That, ultimately, will decrease the barriers of potential clients. That has to be the hottest hot button ever created! After listening to that tape set, I decided to become a marketer. A real one. Listening to you and your speakers figuratively pulled me and my backside off the couch, out the door and into the marketing world.

But there's a catch to this story.

Well Jay, I only listened to your tapes six weeks ago, and I only officially started my marketing business on July 9, 2002. Yes, this all took place less than a month ago! Listening to those tapes provided enough information that I posted a FREE ad on the Web, got twelve leads, converted three of them and sent out my first report last night. Isn't that almost unbelievable? I followed your steps-- offering to barter my marketing with local businesses and I converted a whopping 25% of my leads. I sent them an educational e-mail to determine their interest level. When a lead was very interested, I offered to speak to them over the phone and interview them. I asked many, many non-threatening questions and coaxed them to tell me about the nuts and bolts of their business.

This must process must be very familiar to you by now. I sent my first marketing plan to a client last night. While I'm nervous about his reaction to it, I know that I outlined the main premises of marketing in the report, and that these principles have been tested by yourself and all your strong proteges.

Thank you, Jay. I never thought I would become a marketer, but here I am, one month after listening to your materials. This trek has only begun.

Sincerely,  
Maria Paz  
Kintegrity Marketing  
[www.katrinapaz.com](http://www.katrinapaz.com)

P.S. My statement is TRUE and you have permission to use this testimonial for your own marketing endeavors.

## 267. Mark May

----- Original Message -----

From: Mark May

To: Jay Abraham

Sent: Friday, August 02, 2002 8:44 AM

I am a residential letting agent and have been for the last 9 years. I had a problem getting my head round a business proposition, I didn't know why I had a problem with it.

I took this one idea from the 'Nine Drivers of Upside Leverage & Exponential Business Growth' - #5 Relationships, and I was then able to focus on that problem so that I could address specifics.

This is what I did.

Each Friday morning I meet with a group of members of the BNI Windsor Chapter for breakfast, there is usually 25 to 30 members and visitors there and I had a 10 minute presentation slot to fill.

My problem was - an estate agent colleague situated about three hours driving time from me in Kent had opened an office in Spain and had started selling Spanish properties in the UK as second homes. He wanted me to take on 30 or so properties in my area and split the commission.

Now I have no experience of property in Spain but I do know about the time-share scams out there and so do a lot of people. With a few starter questions I got my BNI colleagues to express their views and concerns. I was astounded at the contacts and experience that they had to pass on. My 10 minute presentation lasted 20 minutes.

I am now in a position to fully evaluate the time, costs and effort for me to start up this operation in my area alongside my existing business.

INVALUABLE.

This happened today, is true and witnessed by all the participants, you have my approval to use this in any promotional material you may think fit.

Kind regards  
Mark May

## 268. Mark Steffenson

----- Original Message -----

From: Mark Steffenson

To: Jay Abraham

Sent: Friday, August 02, 2002 4:17 PM

Jay,

I finally decided to respond to your request for a success story even though I do not really have a case study to provide. I will leave it to your judgment as to whether this deserves a copy of all the case studies you collect. I am very interested in seeing that. I love case-studies and use them when possible in my current job. Anyway here is my story.

I have owned the Mr. X book for a couple of months now and have been reading and studying it whenever I get a chance. I have not had the opportunity to implement any of the ideas or techniques in that book but having come into contact with your material, ideas and philosophy has done two extremely valuable things for me so far.

The most valuable return I have experienced is in my self-confidence and trust in my instincts when it comes to Marketing and Sales.

I do not have a formal "business background". My parents are very artsy and anti-business. I studied music in college. However after college I knew I did not want to pursue music as a career and went out into the world to "find myself". Needless to say I have a good variety of experiences.

One thing that has been very consistent with all of my jobs has been constant frustration with how the various businesses I have worked for have been run and marketed. I always felt that they did not provide enough customer service, did not capitalize on their current customers enough and were not very willing to try new ideas to increase business. This was true for the small family owned business all the way up to the very large Fortune 10 technology company where I am now working. Any suggestions I would make concerning customer service, marketing ideas, creating value were always rejected by those with Business degrees. I thought maybe I was missing something by not having studied Business and Marketing in college.

After reading your material however I feel vindicated. My simple, common-sense instincts do have value and now I have the confidence to go out and work with businesses to help them grow. I know now that I do not need to have a degree to be successful, in fact I know feel it is an advantage to not have that type of background. I think it will be easier for me to work creatively outside of the "Standard Practices" of marketing.

This leads me to the second item. For some time now in my current position as a Software Sales rep I have worked with a program we have involving a subscription for our software. This subscription allows users get technical support and to install updates to their software throughout the year. However for the large majority of these customers

the only time they hear from our company is when the subscription is up for renewal and we want their money. Many of them were sold the initial product and the rep never contacted them again. We make some attempt to upsell and crosssell at that time but we have really not established enough of a relationship with them to be effective. Also most of the contacts we have at these customers are lower level Technical people or people in the Purchasing department who have no decision making powers. I have mentioned to several of my managers and their managers that we should do things to enhance the value of the subscription and would get comments on how "that is not practical", "not likely to happen", etc.

Well very recently we had a new Director come into our Division and had one-on-one meetings with everyone. Armed with my new-found confidence in my marketing genius I told her point blank that the company was missing a real opportunity to really maximize on the current customer base. I suggested how we should use the subscription program to offer additional "services" to build relationships with these accounts. We could offer as part of the subscription a "free" site assessment where we assess their infrastructure for possible inefficiencies or problems. Or we have a tool we use in our sales process that uses structured interviews with key decision makers and influencers regarding their technology strategy that highlights areas where the actual goals and measurements of various departments are in conflict with each other. This is why so many technology projects fail. I suggested we package this as a "free service" and this would give us access to decision makers while providing a lot of value to our customers. While I am not holding my breath that these ideas will go any further up the food chain, I was able to gain the attention of this new Director by pointing out an area where we could possibly make better use of our assets. I am working on a proposal for this just in case and it has renewed my interest in what had become a pretty routine job.

Jay, I look forward to implementing more of the ideas I get from your materials in the future and am eager to make more money so I can purchase even more of them. As I read your book I am constantly making notes because the ideas are coming so fast. It makes it hard to concentrate on what you have written.

Take care and Thank you,

Mark Steffenson  
Andover Creative Advertising (name picked but no business plan yet).  
1 Henderson Avenue  
Andover, MA 01810  
978-804-8855

## 269. Marty Sacks

----- Original Message -----

From: Marty Sacks

To: Jay Abraham

Sent: Saturday, July 27, 2002 6:06 AM

Jay,

I've easily made thousands of dollars learning and applying the thinking and the skills that I have learned from your tapes and book.

However, I want to tell you a brief story about how I first used your principle of leverage to make \$500. This is not a lot of money by most people's measures (I'll keep it anyway!) but it was significant for me because it was 10X what I paid for your set of "Secret Wealth" tapes that I had - at that time - just purchased from Nightangale-Conant.

Here's the story:

I'm pretty well known in my industry and regularly get calls from executive recruiters looking to place me in new positions. While the opportunity they present may not fit my situation, I usually know somebody else they can call who would be interested. I've helped a number of people I know move their careers ahead this way. I'm humbled that I've been in a position to do this.

After hearing your tape set, I realized that I was providing a service to these recruiters. I was helping them get their work done. They were enjoying the benefit of my relationships built over many years. So, following your advice, I negotiated an arrangement with one recruiter that if the person I recommended took the position he was looking to fill, I would get a commission for helping him get \*his\* fee for the placement. When he won, I won. Your "risk reversal" strategy was also in play here because the recruiter risked nothing until my suggestion (in the form of a person to place) worked out to the benefit of his client.

You taught me how to leverage my skill and understanding.

Thanks!

Marty Sacks  
National Sales Director  
Baltimore, MD



## 270. Marvin Downs

----- Original Message -----

From: Marvin Downs

To: Jay Abraham

Sent: Friday, August 02, 2002 10:56 PM

I have a small, one man operation -- buying empty Ink and Toner Cartridges, having them remanufactured and selling them at a healthy discount from new ones.

I started about 2 1/2 years ago using materials I had gathered from Jay Abraham through the past years. I started testing various ways of getting customers and prospects. My research indicated that over 99.5% of businesses had printers of one sort or the other.

I found my best prospects were smaller businesses and offices -- partly because there are many more of them. And partly, because they don't use enough to attract the larger suppliers.

Many are owner managed so they are attracted by the savings they get.

I spent a year and half researching suppliers, ways to approach prospects etc. As these things evolved, I have reached a point that at least I can feel that I have a technique that is working.

I make cold calls, briefly explaining what we do -- leaving a folder containing information about us. This year I made up a 5 1/2 X 8 1/2 calendar with information about the recycling business on the back of each month. After a few weeks, I decided to make a perpetual calendar -- Remove past months and add new ones for about 14 - 16 months total. (I had a customer come in and when I asked him how he heard of us, he said "I service medical facilities and I keep seeing these calendars, so I thought I would give you a try")!

I always get the name of the person in charge of printers. Also the person's name I see when I call -- sometimes it the same person in small offices. That evening I send the person I spoke to a Thank You Note. And, do they remember you.

We put these names in a data base and are testing various ways to contact them -- mail, phone etc. Presently, it looks as though a monthly postcard is working. I am working on other plans to be more effective.

One idea is to hire someone at a lower wage and then give them the profit on the first order from a customer they get and a percentage commission on follow on orders from that customer.

Our sales are running about 3-4 times over a year ago month, so something is working!

Marvin Downs

Shake A Leg Enterprises, Inc

7037 Ralph Road, Rockford, IL 61109

saleg@earthlink.net

## 271. Michael Feldstein

----- Original Message -----

From: Michael Feldstein

To: Jay Abraham

Sent: Wednesday, July 31, 2002 10:23 AM

Back in the late 1980s, when baseball cards were all the rage, I put together a baseball card continuity program called the Baseball Card Society. Each month, we would send a selection of cards valued at \$25 that we felt had the best chance to increase in value. We put together a great sales letter, an advisory board with Whitey Ford and Yogi Berra, and a knowledgeable baseball card dealer who was in charge of choosing the selections and buying the cards.

We did a test mailing...it did marginal. Deep in my heart, I knew that the concept was sound, and that the program was appealing, and that I could reach the right target audience. So I didn't want to give up on the idea. Instead, I arranged to spend a weekend in Los Angeles with Jay Abraham to discuss how I could jump-start the program and make it a success.

What he taught me was absolutely brilliant--and turned a marginal program into a huge success almost overnight.

He suggested that we make a deal with The Sporting News and the Baseball Digest to sell the program under their name, in exchange for an ongoing royalty. So, in effect, we became the Baseball Digest Baseball Card Society and the Sporting News Rookie Card Club, and promoted the program under their name to the magazine's mailing list and in its publication with on-page ads.

We immediately tripled our response rate with the endorsement. Furthermore, Jay taught me a wonderful bargaining chip for buying on-page ads: we guaranteed the Sporting News and Baseball Digest their "hard cost" for producing a page in their magazines (about 20% of the rate card), against a royalty on sales. That way, the magazines couldn't get hurt because their production cost was covered--and they still had the upside of making money on royalties. I have successfully used this with other publications since, even some who previously swore that they don't do per-inquiry deals (guaranteeing them the hard cost is the key).

I could share other Jay Abraham stories with you--and how he successfully helped me leverage my marketing efforts geometrically -- but the story above is the one that stands out the most.

Michael Feldstein  
Marketing Director  
Boardroom, Inc.  
Two Stamford Plaza  
281 Tresser Blvd., 8th Floor  
Stamford, CT 06901  
203-973-6279 (phone)  
203-967-3767 (fax)

## 272. Michael Morales

----- Original Message -----

From: "Michael Morales" <fruitree@execpc.com>

To: <apgi@abraham.com>

Sent: Friday, August 02, 2002 1:16 PM

### ***Michael Morales - Strategic Planning***

**Business / Real Estate / Finance / Marketing / Business Communications**

816 W. National Ave. Suite 19  
Milwaukee, WI 53204

414/ 941-6288  
414/ 645-0504 fax

Dear Jay,

I am very happy to write this testimonial for you, describing how your work has influenced me and contributed greatly to my income as a Strategic Planner and Business Consultant.

In this letter I am going to describe a principle I learned from you and I will give specific examples on how I coached two of my clients to increase their sales and get more customer satisfaction, even while raising prices! The principle has to do with the balancing of: 1) quality of service, 2) speed/ timing of service, and 3) cost of service.

### **Client # 1 (Saw and Tool Sharpener)**

My client has sharpened all types of tools (for industrial, construction, garden, workshop, kitchen, etc.) One of his regular saw blade customers complained that they had to throw away \$300 drills that are used to cut through cement and concrete when they want to put new metal hand railings on the outside of buildings. They would break pretty often and each time they'd have to replace them with new ones. Each time it broke, their job profit would be reduced because their cost of doing the job went up.

My client said he thought he could figure out a way to put new cutting tips into the broken drills so that they would work as good as new. His customer said he'd bring over a broken one and let my client work with it. If he could repair them, they'd use his service instead of throwing them away.

After a few days my client called me up and told me the whole story. He also told me he figured out a way to do the repair so that it would the drill would last just as long, or longer. It would also cut just as sharp as a new one. My client's problem was, he wasn't sure how he should price his newly discovered "profit center". I suggested letting the client set the price, but in a very unique way.

I found out from my client that it took several weeks to order and receive new drills of this type, and that \$300 was the best price the market offered for new drills. If my client could get them done just as fast (or faster) and they would last just as long (or longer) and if they cut just as sharp – well they were at least as good as new. I suggested that my client charge \$125 for a drill repair and that there would be a 5-day turnaround time. For a 2-day turnaround time he would charge \$150 and for same day service (if brought in before 10 am) the charge would be \$175. As a bonus, they could get the price down to just \$100 if they pre-paid for 5 sharpenings (5 x \$100) and they would get a 2-day turnaround on each sharpening. Both my client and his customers really liked this.

We extended this pricing idea to all of his tools so that he wouldn't feel rushed all the time. He used to do everything the same day but I told him that he couldn't continue to do this when he improved his marketing because there would be no way to handle the increased business and give everyone same day service. I made a very attractive, easy-to-read sign for customers to see when they walk in so that they see the "pricing policy", instead of customers being personally offended because they might think he's just

charging THEM extra for speedy service. He used to feel nervous and anxious when he personally had to tell them the pricing (before I made his pricing sign).

## Client # 2 (CPA)

A client of mine who ran a 1-person CPA/accounting firm used to complain to me every "tax season" because she'd be worn out, working till 11 p.m. or midnight during March and April of each year. She'd complain to me "Why do they all wait till the last minute to bring in their tax information?" She'd finally had enough and decided she wanted to give up complaining about this. I asked if she would mind working hard and late, if they paid her more money. She lit up and said, "No", she'd really like that, but they wouldn't pay her more. I said I had an idea.

It was interesting because we successfully completed at least one marketing campaign a year, but she never took my suggestions about eliminating the complaining about the "procrastinators."

Here is the suggestions I made and which she took action on: I said that people like incentives, they like to be lead and given direction. They also like a good deal. I wrote a letter for her to go out to all of her clients and the basic information was this:

***Hello \_\_\_\_\_***

*As you know, the tax law has changed again. There are some new benefits for you and some benefits you had in the past have been eliminated or reduced. To help fight inflation, I have decided to keep my basic fees for my services the same as last year. I always want the best for my clients.*

*What I need to do is to balance my tax season so that I can give everyone the absolute best service. Instead of slow periods between January and March 15 and then a heavy period between March 16 and April 15, I want to spread my work out so I can be sharp and effective. This way I can determine the best tax solutions for you.*

*I am actually going to lower my fees by 10% for whoever brings their tax work in between Jan 2 and February 15. February 16 to March 15 will be my normal fees. And for those who come in after March 15, there will be a 50% "emergency surcharge" (which is in addition to my regular fees). Believe it or not, I'd rather have everyone come in during the 10% reduced fee period. That way I can give more time to your tax returns and I can schedule them all over the several month "tax season".*

*Looking forward to seeing all of you soon. I also have a \$25 "thank you bonus" for each and every referral client that comes in because you recommend me.*

Jay, as you taught me, people generally have the same patterns and don't change them (unless we give them "ethical bribes" to motivate them - but some will almost never change). We found that the people that tended to bring their tax papers in early, kept coming in early and got the 10% discount. The ones that tended to wait till the last minute, continued to wait to the last minute - and they paid the 50% extra, without complaining because they were offered the opportunity to pay 10% less, rather than 50% more. They could see and accept the consequence of their choices.

That's it Jay. Thank you for everything. You have my permission to use this testimonial and if you need documented proof of the above stories I will be glad to provide them.

***Positively,***

***Michael Morales***

***"Discovery is seeing what others see... and thinking what no one has thought." We discover.***

## 273. Michael Rath

----- Original Message -----

From: Michael Rath

To: Jay Abraham

Sent: Friday, August 02, 2002 3:46 PM

My Company - Quest For Health is involved in the health-care industry, and includes the development and distribution of a software program for practice and patient management. Development of the software solution for practice management started back in 1989 and is based on Filemaker Pro, a database development package from the Apple computer company.

When I originally started in practice as a health-care professional in 1979 in the field of Acupuncture and Chinese Herbal medicine, I was faced with the realization that my training was finally going to be put to the test and that the health of patients was in my very inexperienced hands. It took at least five years of clinical experience before I was anywhere near comfortable with my skills and knowledge. As I gained further skills I started to think how great it would be if what I knew could be duplicated and presented to newly trained practitioners in an easy to use expert system covering all aspects of patient management and practice management as well.

In 1989 I decided to computerize my practice. I wanted to be able to keep patient records and use a health appraisal questionnaire system that produced a bar graph showing a patient's state of health and imbalances within the various body systems. The program was very basic but worked quite well in my practice.

As time went by I kept on developing the package and included a billing and stock control system with a cash book and budgeting, a marketing campaign system with mail out and email capabilities, a large database containing technical details of health-care products, treatment protocols and dietary regimes and further refinements and additions to the diagnostic assistance program.

So finally by 1997 I had a powerful and versatile software package that did almost all of the things that I only dreamed of back in 1979 when I first started in practice. I had stopped full-time clinical practice and was distributing a range of professional-only health-care products to practitioners and their patients. I decided it was time to take my software to market and set about contacting other health-care distribution companies and practitioners in order to generate sales. I put together a demonstration copy of the program and sent many copies out and waited in eager anticipation of receiving lots orders. The orders were disappointing and very few and far between. So I put the project on the back burner for another year.

In 1998 after attending a marketing seminar run by a graduate of Jay Abraham 's training programs, I met with another major distributor and asked him if I could send out a mailer with his regular mail out to his 5,000 practitioners. Happily after seeing the mailer based on what I had learnt at the seminar, he agreed. This time I sold 75 programs within a couple of months. I was absolutely amazed.

Unfortunately I had only applied some of the principles learnt and of course sales once again dropped off. I became disheartened and once more concentrated on the other parts of my business and in the process; I lost contact with most of the clients who had bought my software.

Fortunately I met another graduate of Jay's training, who has become a personal friend, and was given further invaluable help and knowledge. Denis helped me to create a marketing letter that was sent to all previous purchases of the software for feedback on their experience, problems and suggestions. We had over 50% respond to the letter. The results were a real eye opener. A fair percentage had not used the software from a lack of support and training, others had problems with some aspects of the software's operation and a small percentage was reasonably happy with its operation.

Being in Australia where the distances between my clients and myself are often many thousands of miles. Providing support was difficult as I was trying to explain over the phone to inexperienced clients how to operate and fix their program. In most cases this was unsatisfactory for both the client and myself with frustration and short tempers resulting.

I joined up for Jay's email newsletters and started receiving information that was vital for me to address the client support and marketing issues. Ongoing contact and support, with feedback from my clients is now an important part of my business practice.

I really started to look at and analyze all the various problems that I had been having and went looking for solutions. And as Jay tells us, if you want to see how to do something well, see what the experts are doing.

The problem of generating sales from demonstration versions of the program was solved by using research from a marketing company in the USA whose brief was to find the best way of helping to make a buying decision for software. Most potential clients did not know how to use the demonstration program without some training and so the demonstration software only convinced these people that the program was hard to learn and difficult to use. Which is exactly the wrong message and untrue. Filemaker Pro based database solutions are very intuitive and easy to learn.

The research company said to produce a book with lots of pictures and example screen shots. Everybody Can Read a Book!! Where previously less than 2% of persons expressing interest in the software who were sent a demo program went on to purchase the software, now over 80% who view the on-disk electronic book take up the offer to purchase. The most frustrating part about this was that I had heard of this marketing research BEFORE I sent out the demo programs back in 1997. Jay's marketing training has made it possible for me to see the advantages of using marketing experience from experts.

To further address client concerns and provide the kind of training and support that would delight my clients I set up a support system using a software program, PC Anywhere. This program allows me to operate a client's computer and software for training and support anywhere in

Australia and overseas from my office here in Brisbane. It is just like having me sitting in their office beside them. The days of frustration are now a thing of the past.

The program now comes with on-disk hyperlinked 500 page training manual with lots and lots of screen shots and simple step-by-step instructions instead of a training video as previously used. The manual can also be printed out as a hard copy.

Clients are much happier and more good quality referrals are coming from satisfied clients. The software has recently been chosen to run the Naturopathic Department of the Southern Cross University in Lismore Australia. The university searched the world for 2 years before choosing HealthQuest to run their Naturopathic department for clinic, patient and student management.

Program sales are increasing, past clients are upgrading and I now have many more happy clients. I am beginning to see my goal being achieved to be able to provide practitioners with the business building, practice and patient management skills that I could only have dreamed of when I started back in 1979.

The important messages I have learnt with Jay's training were - Don't make assumptions - ask - check - test. See what the experts are doing, duplicate them and do it even better. Test a marketing idea to see if it really works before embarking on a major Campaign. Provide information in a way that is relevant to the client and easy to understand. Keep in regular contact with clients, providing information that is valuable to them in order to maintain and improve your relationship with them. Seek feedback about what concerns and delights them about your service or products. Use feedback on concerns and improvement suggestions from clients to improve products and services. Keep up with marketing training and network with other like-minded persons in order to keep on track and focused on reaching goals and maintaining gains made.

Quest For Health  
Software Development and Sales  
Health-Care Product Distribution  
We are (at this time) a small business of 5 people

Michael Rath  
ND DipAc DipCHM  
QUEST FOR HEALTH  
55 Snow Wood Drive  
Eatons Hill Qld 4037  
AUSTRALIA  
Tel:61 7 3264 7945 Fax:61 7 3264 7946



## 274. Michael Roualdes

----- Original Message -----

From: Michael Roualdes

To: Jay Abraham

Sent: Wednesday, July 31, 2002 10:08 AM

Obviously your concepts work and work well otherwise you wouldn't have had as much success as you've had and I wouldn't have had as much success as I've had - because I use what you teach.

I first tried your concepts on a broadcast fax I was doing for my printing company CGI. I had put together various samples and I designed each of them according to what you teach. They had headlines, benefit bullet points and requested immediate action. They didn't ask for a sale - all I wanted where the names of people who bought printing so I could mail them a sequence of materials to convince them to use our printing services - so I asked if the person wanted a special report we created call... "Direct-to-press full color printing, Find out what conventional printers don't want you to know." The report would explain how to save 21-48% on their next printing job, while getting it printed in half the time. We even made it easy for them to respond by just faxing back the ad.

The problem was I had what I thought were four great faxes. I was having a hard time deciding which one to use. Then I remembered your ideas on testing. I picked the best two and did a split run test. I faxed approximately one thousand of each, for a total of 2000 faxes. The results were amazing. Fax A got one response. Fax B got 27 responses.

If I had just sent out fax A, I would have lost money on the broadcast fax and been very reluctant to try other faxes in the future. But by testing I found a fax that was 26 times more effective and my broadcast fax made money. That became my control and I tested other new faxes to try and beat it.

Now I've sold my printing company and started a marketing company teaching printers how to market better. I've used what I've learned from you to create marketing systems that take very little time and money but produce consistent results.

I teach printers how to prospect better using special reports and incentives. I teach them how to convert more inquiries to customers using a sequence of special materials I've designed for them. I teach them to use newsletters to stay in contact with customers. I teach them how to reward regular customers and I teach them how to make their most important customers feel special and appreciated. All based on what I've learned from you and your materials.

Thanks for all your help and ideas.

Sincerely,

Michael Roualdes

Office: 760-598-3158  
Fax: 760-598-3308

P.S. My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

## 275. Michael Shierloh

----- Original Message -----

From: Michael Shierloh

To: Jay Abraham

Sent: Thursday, August 01, 2002 9:58 PM

### Abraham Inspired Success Story

Michael Shierloh

Castle Consulting Group

[www.castleconsultinggroup.com](http://www.castleconsultinggroup.com)

My Business: I own a consulting company that provides larger companies with step by step communication and leadership strategies that will typically save clients \$30,000 to \$45,000 per month in previously squandered employee time.

The Abraham Concept: Revering my Service

As Jay says, if you do not revere your product or service, your customers/clients certainly will not.

When & Who and The Decision: Four years ago I signed a contract with one of the Big Four Accounting firms (one of the honest ones). This was shortly after listening to Jay speak about revering one's service/product. After listening to this, something shifted in me. Ordinarily, I would have thought, "Great, I just signed a nice contract." Instead, revering my knowledge, skills, commitment to providing a huge level of value to my client and wanting very much to contribute to this company at the highest level possible, I did something that, for me at that time, was quite different and extraordinary.

From a place of revering myself and the services of my company; I made a very simple decision. I said to myself, "I will provide so much value for this firm that I will naturally become their "Go To" consulting choice. A simple statement/decision, yet one that I put all of who I am behind.

With this decision driving every strategy, tactic, conversation, choice of wording, negotiating decision, things began to happen.

The short version is this: my small consulting firm has now trained over 300 mid and upper level managers and leaders of this firm, and have just signed a contract that will have us working with 100 more. In addition, I am in conversation to work with leaders from areas of the company that have previously been out of my reach. This will represent a pool of another 4500 people to train. Ya @#%##@\*& Hoo! They are great people and a joy to serve.

“Yea, Yea, Michael”, I can hear you saying, “that is all well and good, but tell us how much money Jay’s concept of revering your service has made you in these past four years?!! That all I really care about.”

Well, that is the same question that I would ask.

The answer is six hundred and sixty eight thousand dollars (\$668,000). One concept, one client.

## 276. Mike Fry

----- Original Message -----

From: Mike Fry

To: Jay Abraham

Sent: Thursday, July 25, 2002 9:36 AM

Dear Jay,

It's my pleasure to list a few of the many impactful results you've had on my life.

After going to my first event you suggested that I needed better packaging and more themes for my fortune cookies.

So I created 3 different themes. One called Power Quotes, one called Good Luck fortunes and one called Insult fortunes.

I packaged them into bright gold tins and made great 4 color labels.

I auditioned for QVC next and got chosen to be on their national showcase. Out of 50 companies they featured from Indiana I was only one of 3 that actually sold out on air. I sold out in two minutes thirty two seconds and made \$10,200.

I also have learned most of my copywriting ability from you, and I'm sure it will be worth hundreds of thousands of dollars in my lifetime.....

But using your techniques I formulated an email about my fortune cookie techniques and placed it on various web boards. I made it compelling but true and factual.

In 3 weeks I had a company from England respond and ultimately that led to a \$40,000 profit. This was because I simply knew that to say and how to say it effectively.

On another occasion I couldn't get through to an important contact that had a huge candy company. At one of Jays programs someone mentioned they sent \$100 to a prospect about trying to buy an hour of their time(a Jay technique)--Well I decided to make my version even better and I put \$200 in a letter and asked to buy an hour of this persons time.

The gentlemen called me when he got my letter. Gave me 3 hours of his time. Made a phone call on my first visit that got me into a chain of 4 stores and as I'm writing this he is now helping me with some expansion I am working on.

A very, very good use of \$200 and now access and friendship with a major player who just retired with \$60 million from selling his company.

I don't know of anyone else that has had such profound and measurable results in my life.

Your friend and student,

Mike Fry

Fancy Foryune Cookies

## 277. Mike Leahy

----- Original Message -----

From: Mike Leahy

To: Jay Abraham

Sent: Wednesday, July 31, 2002 10:22 AM

In 1995 we were running out of money as a very small business. I was certain based on Tony Robbins' recommendation that Jay's book -- priced at more than \$350 -- would help even a tiny business like my own. I vowed that the very next time we had money in the bank it would go to buy that book. My wife held back her skepticism, and when the day came she bit her lip as I nearly emptied the bank account for... a book.

What got me to purchase the book was the back-to-back multiple page letters from Tony Robbins and from Vic Conant. Both men have my greatest respect, and it was clear that this promotion was a wonderful host-beneficiary relationship. I wanted to know more about how it was done.

I began devouring the book and immediately set out to have my market competition (we make software for professional chess players) put his approval on a multiple page letter that would be sent from him to his own customers promoting our complementary product.

The results were a record sales month. It cost about \$1,000 to mail the many flat envelopes with high quality letters, and it yielded over \$18,000 in sales where our average month had been \$7,500 over the past three years.

So the cost of the book and mailing (\$1,350) netted not only an immediate spike of over \$10,000 in additional sales, but the backend sales to these new customers continues years later. These are customers who never would have considered that my company had a product they also needed until their trusted vendor endorsed us.

The second most effective idea from Jay's book also endeared us to all of our customers. It was the simple idea of sending handwritten thank you notes. We had customers calling us dumbfounded, telling us that they had bought houses and cars but had never received handwritten thanks like our notes. And they often immediately ordered more electronic chess books!

Warmly,

Mike Leahy

"The Database Man" <http://www.bookup.com>

## 278. Mike Grigsby

----- Original Message -----

From: Mike Grigsby

To: Jay Abraham

Sent: Thursday, July 25, 2002 8:31 AM

Dear Jay:

What a breathtaking task: to provide tangible and quantifiable evidence of how your techniques have helped me. It is like being asked to quantify how my religious upbringing and spiritual journey has affected my life! Let me attempt to confine my wonderful experience with your organization to something more descriptive...

When I started working for Timberline Software in 1985, I was young and my career was just starting. I was hired as a customer support representative recruited from another company, and paid \$7 an hour. Customer service was a disaster. After six months, I was nearly a senior representative after all the turn over.

Customer Support was merely a "conflict containment" department, a pressure cooker and sounding board for angry clients. Timberline Software has a phenomenal product line, but it was early in their growth and a time when few software companies existed, let alone understood how to service customers after the sale.

Customer support was also a drain on company resources—clearly an expense center, as most customer support groups were. After a period of time, new management was brought in, and a couple of us were promoted to assist in revitalizing our department. To boost our dismal turnover rate, we started offering some software training, consulting, and report writing to give our staff some time off of phones. We also made a little money with these services. Most of our revenue came from maintenance fees to help offset the continued development of the product, and some revenue came from support fees, though most of our support was free for new customers.

Being able to provide more revenue to offset our cost-center brought us hope, but we didn't know how to market intangible services—non-physical products! After receiving materials for some time from Jay Abraham, we wondered if it might be the spark we needed to get our department running. The Vice President of Customer Support secured approval for what was then an unfathomable amount of money to attend Jay Abraham's program.

Two of the managers went to the program and brought back all kinds of tapes, books, and case studies. While I wasn't the one to be doing the marketing, I read a few case studies and listened to a couple of tapes, and my entire world changed!

I suddenly realized that marketing was my calling in life. I was a creative person who would rather be painting or sculpting, but also loved business. Jay's new marketing paradigms were the key to unlocking who I was, what I thought, and where my life would take me. I finally understood how to meld together art and business.

For the next several months, I devoured Jay's materials. I read every word, studied every sentence, and spent every lunch and minute in the car listening to Jay's vast collection of tapes—often several times if it was a key concept / opportunity.



Suddenly, the other managers gave me the lead for implementing Jay's concepts. While the company previously focused on getting revenue from new customers, it became my mission to service the hell out of existing customers with new products, new levels of service, and more revenue.

A snowball effect occurred: we increased our fees—initially at the groans of our customers. That allowed us to provide better pay to our customer support employees, who stayed longer, learned more, and gave far better service to the customer—which in turn allowed us to raise fees even more, keeping skilled employees longer, and providing even better service, year after year.

We recognized that some customers couldn't afford huge support fees, so we stratified our programs to provide levels of service at varying costs. This actually brought on many more customers because they didn't have to choose between all-or-nothing. We even carried this theory out with our maintenance plans—a sacred cow in our industry, where clients all paid the same fee schedule to get new product updates.

We took our fledgling training programs and formalized them, providing a standard professional look and feel to each. We honed our teaching skills, researched adult learning issues (in fact it became the thesis for the college degree I earned while working at the company).

With both training and support offerings, we would *never* have achieved profitability had we not implemented testing throughout all of our marketing! Combining market research and testing of programs and offerings, we were able to find out what people wanted. For instance, some people had no computer skills, and needed a full week of training to learn a product. Others understood the basics, but needed only a two or three day advanced class. Students were always required to fill out an evaluation form that included a) specific feedback that continually improved our course content and offerings and b) a feedback section that allowed us to use testimonials in our marketing material! This was particularly powerful because clients often knew each other, and if it was good enough for others, it was good enough for them.

Training revenue became so significant to the company's bottom line that we even built beautiful new classrooms and training labs in unused office space. Soon, the problem was how to schedule all of our training courses, and the classrooms were filled throughout the week.

With training and support becoming huge products for the company, and revenues quickly rising into the millions of dollars, we needed a more formal marketing program. I was offered a brand new position in the company: Director of Marketing, Customer Services. I was able to devote all my energies to using Jay's concepts in building our marketing materials and working with a small group of telemarketers and class administrators.

We tested everything! My direct marketing schedule was filled with brochures and other production items, but before any mass mailing went out, I always built in a test marketing time of 3 to 4 weeks to perform an A/B/C/D split to find out exactly which marketing pieces worked and which ones did not. The test usually went to 5-10% of our database, and there was almost always a clear "winner", and usually the piece that we didn't think would do well!

Our testing was usually between two very different looking marketing pieces, such as a fancy brochure versus a more intense "Abraham-style" letter. The rest of the split was between the headline or copy in the piece. It was always amazing how much difference a single headline or even color of paper would affect the results.

In fact, I always use—even to this day—the infamous Abraham mistake of misspelling a word early in the piece: usually in the first paragraph, but sometimes in the headline itself. That was

always good for at least two or three people who would call to tell us, and the telemarketing staff always closed those friendly sales.

One time I thought I was going to lose my job over a piece I tested. After doing the marketing long enough, I always wanted to see what we could do to top our response and conversion rates. President Clinton had not been in office long when he initiated a payroll tax change. This meant our old payroll software tax tables would be out of date and useless. My goal was to see if I could raise over \$1M from this change by getting non-subscribing customers to buy our maintenance plan. People thought I was nuts. I did my usual test, one with a letter, and one with a one-page neon orange paper and huge headline on one side, and white on the back with the details of our offer. The orange paper out pulled the letter by 7 to 1! So I pressed into play the orange letter.

Three weeks after the letter went out, the senior VP of the company called me into the President's office to reprimand me for using "scare tactics" to force customers to subscribe. While his point was valid, fortunately the President of the company already saw our "sales thermometer" on the wall, showing we already exceeded our \$1M revenue goal by quite a margin.

The moral of the story is always to use a sales thermometer—it shows staff how hard they have to work, and others how hard you are working.

Not long afterwards, I achieved my goal of providing half the company's revenue from customer services—about \$9M. It was an important goal because, like so many other companies, our original focus was on new customers and not new revenue. It was also the ultimate test for a marketer—how to sell the intangible. In a few years, we took a money-losing department with high turnover and poor customer service, and turned it into a revenue generator while building staff *and* customer loyalty.

Throughout my career, I have used Jay's techniques to continually bring success to my projects and companies!

I certify that the statements in this testimonial are true to the best of my knowledge and recollection. Timberline Software is a publicly held software company and certain financial information may be publicly available for verification.

Best regards,

Mike Grigsby  
Managing Director  
Technology and Business Strategies Group  
at MikeGrigsby.com

## **279. Morton Guyot**

----- Original Message -----

**From:** Morton Guyot

**To:** Jay Abraham

**Sent:** Friday, August 02, 2002 9:59 PM

### **Success story**

**This information can be used as a model / template for any business.**

**Client's Business : Colour for me (choosing the right colours to wear matching your skin type)**

Lady client lived in Melbourne, Australia. She had no idea of marketing or Leverage. She was earning \$100 per week. All she had was a business Card and a brochure.

Some ideas I gave her:

### **WRITTEN WORD**

- Write up and design book on colour co-ordination
- Publish own book (Ghost write book)
- Produce own newsletter
- Submit articles in newspapers, magazines, web pages, ezines
- Have own calendar as promotional give away
- Produce own Colour co-ordination chart
- Design own brochures
- Promote joint venture with /insert in self improvement books/courses, business magazines, woman's magazines, fashion /clothes shops, cosmetic shops.
- In writing tell the "reasons why" client should buy /use your Services.
- Lead them by their hand
- Have better than risk free guarantee
- After first sale /transaction within five days send letter to client thanking them, reselling them of the value of your company and reassuring them of their wise decision of purchasing your product or service.

### **FILM /video**

- Training film/video for own staff / use train organizations
- Set up own film production company
- Have own cinema for training purposes
- Produce self improvement videos / colour coordination
- Approach television stations promo on their show

- Contact prices at theatres
- Contact special interest groups / clubs to do classes for their members
- Also breakfast /lunch / dinner / SWAP (salesman with a purpose), Toastmasters, Public speaking groups.
- Set up own satellite television station / channel

### **AUDIO CASSETTE / CD**

- Promotional
- Self Training
- Organization training
- Set up cassette production company
- Self improvement tapes
- Radio stations (promote product to)
- Set up own radio show /
- Be guest speaker on radio show

### **WORKSHOPS (in /at)**

- Create /have skin care / make up
- Doctors /chiropractors /new age / Alternative therapies
- Wardrobe expansion
- Fashion parades
- Clothes Factories
- Menswear/woman's clothes shops
- Clothing related businesses / manufacturers
- Colour psychology
- Psychologists, medical centres, optometrists
- Hypnotherapists
- Coffee get togethers
- Organize own for clients
- Dinner nights
- Lions clubs, Toasmasters, singles clubs, sports clubs, business clubs
- Leverage self by training staff / others to give workshops and Earning a % of every sale

### **PROMOTION (Testing all components)**

- Look in Yellow pages under index for business most suitable for colour consultancy (also can do online /cd)
- Corporate Business,Defence forces, essential services
- Small business
- Identify markets, age groups, colour of people, different languages
- Identify cultures

- Anything pertaining to colour
- Schools ,children's schools, colleges universities, model/modeling schools
- Direct mail (lead generation, direct sales, third party endorsements, Database marketing to own clients.
- Adapt letter for each business (include brochure)
- Follow up with phone calls for appointments
- Interview with person concerned
- Arrange seminar/ etc
- Newspaper /magazine advertising
- Pick magazine that has demographics of target client
- Get advertising rate cards
- Pick magazine and design ad
- Follow up leads
- Presentations in hotels
- Cold selling ....choose target
- Endorsements: get companies to endorse you / your business/ your Product to their clients /database by letter with their letter head, Voice, audio cassette promo
- Telemarketing for lead generation
- Telemarketing for direct product sales
- Telemarketing for market research
- Public Speaking
- Ezines
- Press release
- Promotion through manufactures rep
- Reposition self as the expert in your industry
- Have Sale commission staff
- Upsell initial purchase (better or added deal)
- Consignments (leave your product at other peoples business)
- Consignments (Have other person's product at your business)
- Your own Web site promoting
- Your product /service being promoted by other web sites

## **ADVERTISING**

- Telephone book
- Supermarkets
- Cinemas/theatre
- Suburban newspaper
- Letterbox drop
- Free sample giveaways
- Business cards
- Fax send outs
- Fax on demand
- Inserts in credit card /department store monthly statement mail

- Inserts in business /special club mail outs
- Inserts in newsletters /magazines , ezines
- Recorded messages

### **COMPUTERS**

- Colour Software programs
- All admin on computers
- Computer answering phone
- Computer cold calling by phone
- Set up own computer business

### **SELF**

- Your own learning processes
- Public speaking course
- Communication /negotiation course
- Make up course
- Figure analysis course
- Marketing Jay Abraham Course
- Sales course
- Web site promotion
- Learn time management

### **BACK END (making money after first sale)**

- Subscription to your newsletter, insider club, consulting
- Subscription to other person / business service
- Endorsed mailing of other person's product / service to your clients
- Sell kindered products to your clients

Cheryl went from \$100 a week to \$5,000 a week within 12 months by applying the information above.

Morton GUYOT  
The Marketing Wizard  
Sydney, Australia

Self in business and sub contract various services as required.

## 280. Muriel Hart

----- Original Message -----

From: Muriel Hart

To: Jay Abraham

Sent: Tuesday, July 30, 2002 12:19 PM

Dear Jay,

My first Abraham experience was in 1995. I looked around the ballroom in Los Angeles, astounded that 500 people had actually paid \$5000.00 for this experience. My astonishment compounded when I realized that probably two-thirds of the group were repeaters. Didn't they get it the first time?

I was there because:

1. I was tired of hanging on by my fingernails (economically speaking that is).
2. I had a wonderful mailing list I knew I wasn't using well.
3. Jay offered a completely risk free first day to evaluate the program, as well as financing options.
4. The Abraham material I'd been receiving for years was provocative and useful.

I stayed for the whole weekend. Jay changed my whole approach to my business. This is what I learned:

- Revere your business.
- Cherish your customers
- Applaud your vendors
- Think innovatively

It didn't happen immediately, but slowly, as I implemented more and more of the concepts I learned from Jay (and yes, I became one of those repeaters) I realized what a genius he is. Risk reversal, direct mail, the offer you can't refuse, special events, the USP (that only took us four years to get right) the back end, referral systems, lifetime value of a customer, host-beneficiary relationships--we used them all. Probably the most valuable asset was learning how to write headlines and good copy. Many, many of our customers say they sit down and read every word when their monthly KC flyer comes.

So from \$400,000 business when I first attended at the end of 1995, Kitchen Classics met our goal of over a million in sales before the turn of the century-1999.

This summer I wanted to fill our July cooking classes. We offered 30 classes with 687 individual spaces available. I did a special July offer of \$27.00 per class, any class, and we end the month with only 10 spaces left unfilled in a total of 2 classes. The rest of the classes had waiting lists. Other cooking schools in town have been canceling classes for lack of attendance.

Thank you for the tools, Jay.

Muriel Hart



## 281. Murray Denby

----- Original Message -----

From: Murray Denby

To: Jay Abraham

Sent: Sunday, July 28, 2002 4:09 PM

Dear Jay,

ARCHITECT DOUBLES SUCCESS RATE ON PROPOSALS

I first became introduced to your material about 18 months ago. So when your latest book came out I was one of the first people in New Zealand to buy it.

The first area of my business that I started to work on using your principles, was my proposal or quoting system. For years I had written out quotes for services on one page, using as few words as possible. My potential clients really didn't know exactly what they were going to be getting for their money - they knew at the end of it they'd get a house built and it would be "architect designed", but really they had no idea about the actual steps we would go through together.

Now of course we're not just talking \$49.95 here - these are big sums of money, thousands of dollars, for proper professional fees. So it was a great leap of faith for them to engage me, and depended greatly on my skills at selling to them in person. Architects are (sadly) not trained in this area, and I was achieving a success rate of only about 40%.

Then I read your book, especially your section on educating your customer as to WHY they should be using your services or buying your product. So I decided to start at the beginning and really look at how I educate my clients early on about what's going to happen when they do business with me. I already have a great system for including them and their ideas in my design process, but they never found that out until we actually started to work together.

Now my proposals are 4 pages long! I describe in detail exactly what I'm going to do for them. I break the services down into stages and tell them what happens in each one. They can see that there is a lot of work involved and that I'm going to be looking after their every need, from the design concepts, through the Building Permit stage, Kitchen and Bathroom design, colours, lighting, finding reputable builders, sorting through construction costs, and then keeping tabs on the actual building process.

There's quite a bit of reading for them to do, but they all read it carefully. And they love it! Some of them have worked with other architects, and they say things like:

"We had no idea what the other guy was going to do, so we didn't know if we were going to get a great service or a lousy one. With your proposal, we KNOW it's going to be great"

"Thanks for taking the mystery out of the whole process for us"

The other aspect I've added to my proposals since reading your book is Back End services. I've added Interior Design and Landscape Architecture to my list of services, having done a deal with 2 colleagues. We can now handle the entire project from start to finish.

As I mentioned above in my headline, my success rate for getting proposals accepted is now 80%. In fact it's probably higher - last week I received a call to go ahead with a project that I wrote a proposal for over a year ago - they were so impressed that they kept it all that time.

The other great spin-off from doing this, is that it's really made me examine my process. I've improved my overall service in so many small ways just from having to describe what I do. For instance, I've developed an outstanding system for finding out information about my clients dreams, ideas and preferences for their intended home that virtually guarantees that they get what they want when they use my services. They can't believe that their architect cares so much about what it is THEY are trying to achieve with their living environment.

And the result of all this? Well it's sure helped my bottom line. But more importantly it's changed my whole business from being "A Consultant working for his Clients" to "A person bonding with and helping other people achieve their dreams". Now THAT is something worth working for!

So, thanks to you I've certainly learned the value of Educating My Clients.

Kind regards,  
Murray Denby  
Architect.  
RENOVATION STUDIO Ltd  
Auckland, New Zealand.  
ph (64) 9 378 1829

## 282. Lisa Monette

----- Original Message -----

**From:** Lisa Monette

**To:** Jay Abraham

**Sent:** Friday, August 02, 2002 2:12 PM

Dear Jay,

Thank you for this opportunity to reflect on what methods I have learned from you and how they have improved our business.

I started my own makeup and skin care business three years ago. After many years working as an executive and trainer for top national cosmetics companies along with working side by side with celebrity artists, I decided to create my own unique opportunity. Its unique, its exciting and clients are buying like crazy whenever we are with them.

I have studied with some of the best in the last 15 years (Tony Robbins, Chanel, Make Up For Ever, Mary Kay Ash, Lifespring, Landmark Forum, etc., etc.) I have worked with clients for ABC, NBC, National Figure Skating Champions (special for the Olympics and the US Nationals, went to the Emmys and have been written up here locally in Newport Beach).

When I got hold of your book "Money Making Secrets of Marketing Genius Jay...." back in 1997, I used many of your strategies to start my company. I then went on to buy various tape series from you. As a result I decided to focus in on one part, the three main strategies to grow your business.

I train prospects who want to make money as professional makeup artists. We sell my brand of over 165 products. We offer a turn key operation along with our certification to give them confidence in our line, on techniques and on how to grow the business. We are now servicing a variety of clients. Salons; Spas, TV, Video, Bridal, etc., etc. I even invented a seminar called a CMW.. "Celebrity Makeup Workshop" which is generating more sales and referrals.

In my new artist training we have a goal session. That is where I constantly go over your strategies of attracting new clients, increasing the size of sale and training them how to have the client buy more often. I know this sounds so simple, but most independent contractors I've worked with (I did a million in sales when I was in Mary Kay back in the 80's) have a hard time to focus and to followup, so your ideas and strategies gives me clear strategies to expand with our specific business.

I have my artists write out ideas on all 3 of those strategies. We then have a monthly business breakthrough style meeting to share with each other what works and what is missing. We practice by role playing. We give examples of fears that stop us and strengths to run with. I have developed a success guide to add ideas to and in the future turn into my own written manual.

Just like anything, you do need to have a coach in your corner (when I get my business to the size I want, my dream is to be able to afford your live training's!!!)

I have always been a dynamic trainer and speaker, but as most of us right brain individuals, we need to have strategies written down to really crank out!

Last summer after listening to one of your tapes, I did a mailing to my then customer base of 150 clients. (I have personal clients who use the products and I have my wholesale clients who rep our line). It cost me about \$100 for the postage & printing, it was very simple with lots of ideas for

the clients to look beautiful for the summer. I generated close to \$1,000. That's because most of my profits goes right back in and pays my bills.

After 3 years though, I have gone from \$12,000 in sales to \$26,000, to this year on target for \$70,000. I know I can create a million company that makes a huge difference to women. We save them time and we educate them...

Thank you for allowing me to share my small story that is turning into a powerful fortune for my people, for me and for all our families!

Create the most beautiful day with O.L.A.!!!  
Lisa Monette- Creator of ON LOCATION ARTISTS  
"We bring out the celebrity in you!"  
949-640-9263

Direct sale makeup & skin care business. Independent contractors who purchase our startup kits, come to our training's & workshops and have the opportunity to earn unlimited income, grow as an artist and be on the ground floor of one of the most upscale motivational makeup businesses! We are at 20 (i was very picky the first 2 years about only recruiting experienced artists, now I realize I only want committed people who are trainable, giving and team oriented, so I now have opened it up for all types).

You have made me realize that million dollar businesses or thousand dollar types, it does not matter, we all have to implement what can benefit the clients. My new challenge now is to handle the growth I've created so that we can expand even more!

Thanks again, I hope to meet you someday soon!!

Lisa Monette

### 283. Neil Maxwell-Keys

----- Original Message -----

From: Neil Maxwell-Keys

To: Jay Abraham

Sent: Friday, August 02, 2002 1:40 AM

Dear Jay,

I have only very recently been introduced to the Jay Abraham methodology. Around two months ago I purchased a tape set from Nightingale Conant called "The Marketing Mastermind System" and this was the very first introduction I have had to Jay.

We run a specialist recruitment agency called MK Recruitment and we specialize in recruiting personnel to work onboard some of the world's most luxurious cruise ships in various different departments. We basically earn a fee from each cruise line company for every qualified person that we recruit for them.

After listening to all 6 cassettes I decided to think about which of Jay's strategies I could implement immediately that would have an instant and positive effect on our business.

One thing he said that really hit home was something so obvious that I almost feel embarrassed to say that we haven't done this already! He said that every single business should have at least one (preferably several) systemized referral generating systems in place. I immediately began to think about how we could do this and increase the number of qualified candidates we recruit.

I had an idea straight away. The candidates that we were currently processing to work onboard a cruise ship (these are people that we had already spent money on advertising in publications to recruit) - of course, they would know other people with very similar work experience, background, etc as themselves (i.e. work colleagues and friends). So why didn't we just add a few extra lines as a "P.S." on the bottom of each letter that we were sending them (that we sent them anyway, so the extra cost was zero) asking them if they knew of any other people with similar experience as themselves that may be interested in working onboard a cruise ship?

We did this and the result was immediate. Our results show that the number of people that we recruited jumped by over 50% just through this one referral generating system and we haven't even offered any kind of incentive to them for doing this. Once we stated this on our literature our candidates were actively asking their colleagues and friends whether they too fancied the once-in-a-lifetime opportunity to work onboard a luxury cruise ship, as a favour to us for getting them such a sought after job!

Basically we recruit people by placing classified adverts in local newspapers throughout the country. These adverts cost us around £100 each. From each advert we get around 50 positive enquiries. After vetting and then interviewing each person we will end up recruiting an

average of seven people from this ad, which equates to around £1400 in revenue. Now that we have a referral generating system in place and the people who enquire and candidates we recruit are referring friends and colleagues we are now recruiting around 11 people from each advert that we put out. This means that our revenue has gone from £1400 per advert to £2200 per advert from doing nothing more than adding precisely three sentences to the bottom of each letter!

Although this is only a very small success story it has had a very profound effect on our business. Not only are we happy with the much improved results and increased revenue it has brought us but our clients are delighted with the increased number of people we're sending through. And this is only the beginning. We plan to use as many more of the 93-referral generating systems Jay talks about that we can get away with!

Business Name: MK Recruitment  
Size: Operates part-time with two employees.  
Business Type: Specialist Recruitment Company, recruiting personnel to work onboard luxury cruise liners throughout the world.  
Contact: MK Recruitment, 43 Mainwaring Road, Wallasey, Wirral, CH44 9DN.  
England.  
Tel: +44 151 512-5218

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavours.

Kind regards,

Neil Maxwell-Keys

## 284. Neil Phillips

----- Original Message -----

From: Neil Phillips

To: Jay Abraham

Sent: Thursday, July 25, 2002 1:03 PM

Well where to begin really.

I first heard about Jay Abraham as I was receiving tapes from N Conant. At the time I was working for a very large American bank in the UK, I bought the tapes as I was running a part time horse racing news letter (don't ask), anyway I used a few Jay techniques to attract more clients (risk reversal, testing price and adding a back end etc) and these worked remarkably well and gave me about a 3 fold increase in subscribers. However during this time I moved to Austria, sold on the newsletter, and to be honest forgot all about Jay until two years later when I move to Spain to work in a stock brokers I was playing around on the internet and looked up Jays site registered there and eventually got an offer for some products which I bought at the cost of about \$1000 which although seemed slightly expensive I justified as I had already earned more than that through my previous endeavors, so for me the risk was already reversed.

The usual day for me in the office involved speaking to people on the phone trying to get them interested in my service. Now the idea of phoning up people to send money to someone they don't know in a company that they might have not heard of is a difficult one no matter how well regulated the business is, so I was looking in all honesty to try and make this a little easier for me.

So I adopted a process of trying to add one new Abraham technique each week the sort of idea that Tony Robbins called "CanI", constant and never-ending improvement.

The first idea I used was to develop a formalized referral method. This was in two ways:

1. First I sent a letter to all my existing clients asking if they were happy with my service. About 95% of them told me they were and that they thought that I was doing a great job for them. So I sent a letter to these people telling them that if they wanted to keep me as their broker they would have to introduce me two people of at least the same quality as themselves (I stole that line from Paddy Lund the Australian dentist). Not a single client refused this with a little sweet talking from me. Of these names there was about a sixty percent conversion over a period of months which increased my business about 110%. These people up front were told that in order to become a client of mine they would have to give me referrals with similar results. All told each tier thereafter increased my business about 60-80%, which was very nice. This alone allowed me to move in to a lovely villa with my own pool and tennis court, so I was doing well.

2. The next strategy I used was the host beneficiary relationship. I contacted accountants and lawyers to ask them to introduce my service to their clients, and for each client that came on board I would pay them a percentage of the commission (some of these agreed to do this but asked me to pay money to charity, which was fine to me). In the first 2 months I got about 10-12 such relationships set up and these produced more leads than I could service so I started to pass my leads onto the guys in my office who were not doing anywhere as good as me under the condition that they would adhere to the agreement I had with the host and also pay me a percentage of commission earned. To cut a long story short I was keeping about five brokers in super qualified leads, each person paying me a residual income each time they traded, so the money was coming thick and fast. Eventually I passed on my client base to another broker friend and concentrated on just setting up these relationships as I was making more money from them than on the actual broking side. Eventually I decided that I wanted to move back to the UK so I had an NCND drawn up with the company that would pay me a reasonable percentage of the commission earned and have now moved back to the UK. Each and every month since then I have rec'd a high 5 figure sum which keeps me in style.

I am in the process of looking at buying or starting another business shortly as I need a challenge but rest assured I will be using Jays techniques again. They have been invaluable to me in my business life.

On a final note while in Spain I used to drink in a bar with a friend who was a painter and decorator and was struggling to find business. I gave him a copy of Jays book how to get etc and gave him a few pointers and sent him on his way. As it were I had an email from him recently to let me know that he had used "his bible" and now he has 5 people working for him and was looking to double that by the end of the year. So I guess it proves the ideas are universal.

NP



## 285. Nelson Coupland

----- Original Message -----

From: Nelson Coupland

To: Jay Abraham

Sent: Wednesday, July 31, 2002 11:05 AM

Our business is to supply and install windows. Since we usually do a whole home, repeat business is minimal so we went after referral business.

The reason our business has grown every year for the past 11 years, and actually doubled in the last two years, is that we continually ask our clients "Are you still a satisfied customer?"

We do this by sending out questionnaires with pointed questions about product, installation, service, etc. Customers receive a questionnaire 1 week after installation and then 1, 5 and 10 years later. Clients continually respond with "they still look as good as the day they were installed"; "great investment...saves me money on heating/cooling"; "really appreciate the follow-up"; and "the most amazing thing about my windows is ... yadda/yadda".

When we get testimonials like that, it really says something ... especially "they look like the day they were installed" and "great investment".

We run an ad in all the local papers every week with the customer comments and how old the job is ... and here's where word of mouth really shines. Everyone has heard (or read) all the good comments about our business.

There is absolutely no better advertising than the word out of your client's mouth. We make sure everyone knows what our clients are saying ... (however, we make sure there is nothing negative for them to say by staying with it until the job is perfect).

It takes time and effort but it works.

My husband and I have grown our business from 2 to 18 employees and we're looking to hire more. Our success is a direct result of helping clients with their problems, making sure they are 100% happy, following up on a regular basis to ensure they stay happy, and then advertng to everyone we know what our happy clients are saying.

PS. The customer has the option at the bottom of the questionnaire to let us know if they don't want their name used in print, but to return the questionnaire regardless. Rarely does anyone tick off "do not use my name in promotions". This covers our backside if anyone were to complain that we've printed their comments - so far no one has complained. I think people like to see their name in print especially if it is positive.

## 286. Niall Cronnolly

----- Original Message -----

From: Niall Cronnolly

To: Jay Abraham

Sent: Wednesday, July 31, 2002 9:16 AM

Dear Jay,

Although you sent his email out probably as a mass email, I know that you are sincere. I completed reading your book, "Get Everything you Can....." and it is those principles that I have applied.

I am not fortunate enough to be able to afford your other courses yet, however I should be able to afford them soon, with the way things are going!

As I read your chapters, (I know this sounds corny) I felt a kind of revelation come over me. I began to see things in my industry that needed improvement and moreover, I began to see glaring holes in my (small) company's daily life.

I am pleased for three reasons to have a case study to share with you.

1. I am happy to report that one of your concepts has worked almost immediately, with a tangible result (i.e. cash profit). And I am "chomping at the bit" to get moving on a few other concepts.
2. The other concepts that I implemented will most likely shake up the industry I am in. And improve it for the better, I hope.
3. I would love to get a copy of specific examples people have used for success so that I can see how to adapt them in my company to set my company apart from all other companies out there.

### My Case Study

Eagle Investigative Services is a full service private investigation firm. It is a relatively new company, being about a year in it's current existence. We have three full time employees, including myself.

The private investigation industry has a fairly "seedy" image. In our research of the industry and our competitors we found that this was the case for a number of reasons, however there were overriding factors that contributed to the current view of the industry.

So, in reading your book, I came across a number of principles that I felt I could implement immediately.

1. The first principle we implemented was the principle of viewing our clients as clients, instead of viewing them as customers. People need help when they call a PI. There is usually an emotional problem and fear is almost always present. Most regular consumer clients are one-time purchases, and so other companies would usually try to milk whatever they could from their customers. We adopted the approach of going above and

beyond the mark on every case. We provided discounts, didn't charge for phone calls, performed duties that we didn't charge for. We let our client's know about these things that we did in a way that would show them that we cared about the outcome of their case. We were able to nurture a \$150 sale into a \$15,000 sales using this principle. We also now receive 1-2 client referrals per week from clients who are not just satisfied, but who are sure that we will treat their referral with the same dedication for perfection that they received. Up to this point we had never received a referral. This is a first for the private investigation industry. Just ask any attorney.

2. The second principle we applied was to offer a "loss-leader", or incentive to try us before trying the competition. We did this by taking "seemingly" expensive services and making them very accessible to our clients. Example: GPS vehicle tracking is a service by which you can track a vehicle and monitor its location remotely. Most people don't have access to this kind of technology and indeed, it's a fairly new concept. PIs have traditionally capitalized on this by charging in excess of \$1,000 and usually closer to \$2,000 for this service.

We adopted the following approach: We now rent the units out for a very low weekly fee. We will also provide the rental service for free if the client also needs manned surveillance. By using the GPS device we can use 1 agent on surveillance, saving the client considerable cash. Without the tracking device, usually it is necessary to have 2-3 agents, which is very expensive, typically \$50-75 per hour per agent.

ALSO, having 2,3, or even 5 agents does not guarantee success. It is easy to for a subject get lost in traffic, or worse still notice they are being followed. The GPS device eliminates any possibilities of losing the subject of an investigation.

So, our clients could see real savings upfront before ever committing to our services. And when we explained to them how they could benefit by getting better results for their investment, they were eager to discuss the case with us since we were clearly able to show we were sincere in our desire to get results, as opposed to getting case.

Other agencies in the city are annoyed with me for advertising this and so that tells me I am doing something right.

3. The third principle we applied was the risk-reversal principle. No other agency offers a guarantee, and while you can never guarantee the outcome of an investigation, you a guarantee certain aspects of how you conduct the investigation.

We provide a risk free guarantee to all of our clients. We promote it at every opportunity. We guarantee the quality of our service, and we guarantee it in writing.

I have been able to measure this specifically. I am able to turn twice as many shopper calls into appointments by offering this guarantee. This I can measure exactly since I am the one that

takes the incoming phone calls for the company. Two days after we decided to implement a guarantee we landed a \$1500 contract we wouldn't ordinarily have landed, and every day I see more appointments being scheduled.

We are still fine-tuning this guarantee, but I firmly believe this will be what sets us apart from our competitors. Other agencies have said we are fools - I know this because our clients tell us. They only see the word guarantee, not the principle, and so they will always see it as a foolish notion, which is great for us!

4. The fourth principle is using direct mail. Last week I sent out 100 pieces of mail advertising to attorneys. I handwrote the address in blue ink and stuck a real stamp on there. I got Office Depot to make a self-inking stamp for the return address. The offer I made was not a spectacular offer, however, it was a good offer, and I wrote the letter based on some of your copywriting tips. So far I have received 10 inquiries, and 4 clients. I consider this to be a great response.

I have made some good friends as a result of getting new clients using your principles.

I also plan to implement your host-beneficiary principle and I am in discussions with an attorney on how to present it so that it will be accepted, and put into practice. I have also an idea on a simpler variation of the principle that I think will work better given the legal arena's disdain for selling or anything close to it.

We have implemented a referral system also. We pay \$100 for every referred client. We pay this to people who are not our clients. We have had several referrals and have promptly paid the people who referred the clients. Most people don't want the money, but are pleasantly surprised when it arrives.

And so things are starting to improve from a slow, rocky start. We now have a steadier cash flow but not predictable as yet, since the direct mail portion is just starting.

You also saved me money - I dropped our newspaper advertising almost completely, since I was not able to measure the effectiveness. I didn't notice any drop in sales. I kept one ad in one newspaper because it brings us consistent clients. I have no idea why this one local paper is successful but I wish I did. I've thought about it, and have not been able to see why this particular paper is a winner for us.

So I expect things will only get better and I am excited about it. I'll be truly ecstatic when I get the direct mail portion up to speed so that I can eliminate slow-periods.

I thank you for writing your book. It was uplifting to read and absorb and know that everything you present can be implemented to achieve success.

I don't write very well, so feel free to edit as necessary, if in fact you wish to include any of my ramblings.

Please do not hesitate to contact me directly should you require any further information.

Kind regards,

Niall Cronnolly

President

Eagle Investigative Services - The Problem Solvers

Phone: 770-318-3155

Fax: 770-234-4246

[www.eaglepiservices.com](http://www.eaglepiservices.com)

## 287. Nik Tipler

----- Original Message -----

**From:** Nik Tipler

**To:** Jay Abraham

**Sent:** Thursday, July 25, 2002 4:07 AM

Dear Jay,

I have to say I was totally inspired by your book "Getting everything you can out of all you've got" and I am sure it has influenced my mindset and the way I now operate. I part own and manage a high quality precision engineering company based in the U.K. and other than my new mindset and focus I thought you would like to here of a specific occasion where I used a combination of your ideas to get a great result.

We were in the market for a new sink EDM machine tool and had the opportunity to purchase a sophisticated robotised version, this was more expensive than I initially wanted and so I got to thinking (a good thing to do every now and then) on how I could get this machine for less cost to me.

The solution I came up with (thanks to Jay) was a combination of Barter and Host/Beneficiary arrangement. I agreed to pay £100,000 for the £115,000 machine, the outstanding £15,000 would be payable through a referral scheme, for every customer they introduced we would pay 10% of revenue generated from the customer until the £15,000 was paid off.

It hasn't worked as well as it might (partly down to my lack of aggressive follow through and a change in personnel at the supplier) as after 6 months they are yet to introduce anyone to me BUT I still have a £115,000 machine and have only paid £100,000 for it!!!!!!

Thank you Jay you are a true leader and inspiration.

*Nik*

Nik Tipler  
Managing Partner

*Wines - The Subcontract Specialists*

Tel: 01732 740542

Visit our website - <http://www.winesweb.com>

## 288. Nonto Mkhize

----- Original Message -----

From: Nonto Mkhize

To: Jay Abraham

Sent: Wednesday, July 31, 2002 7:34 AM

Hey Jay,

I'm very happy to relate to you how East Coast Radio has made its way to success in just 5 years.

### History

This radio station belonged to the South African Broadcasting Corporation (SABC) and catered for the white listener predominantly then. Then when the ANC took over the government there were a few radio stations which were disposed off. Known as Radio Port Natal (RPN) then, East Coast Radio was bought by a Black Empowerment company in 1996 under the umbrella company - Kagiso Media.

The station started off with a listenership of some 300 000 white listeners and have since brought about change which have seen it grow in leaps and bounds. We currently have a listenership of one and a quarter million listenership week come, catering for the upper income group and LSM 7 -10.

The core target audience we cater for is age 25-49 and have a feeder market of 16-24 which choose us and later become our loyal listeners. Our footprint is only limited to the region KwaZulu Natal (state), hence we are a regional station.

### Programming Format

The format of the station is adult contemporary (AC) and we provide up to date, entertaining and witty programming. The music we play is the hits, of the 80s, 90s, and onwards. We have the most fantastic measure of determining our listener expectations in terms of music by conducting call out research and also auditorium music testing. Above all this we have international consultants which are available to give the station any trends they pick up on the international front and make sure that we cater for them in time. We also pride ourselves with a team of young and energetic managers who always aim high and strive to drive our strategy for growth in everything we do. Our motto is: POSITIVE MENTAL ATTITUDE and every staff member is a brand champion and take ownership of the brand in their own way. This in turn ensures that everyone is a brand custodian and the brand personality is maintained at a high level.

### News

Our newsroom boasts a team of diverse journalists which bring in their cultural diversity in bringing the most informative and current news. Our focus is regional news then national and thereafter international news. The composition of our news bulletins is always around 30% international versus 70% local news content.

### Web Extension

Taking our innovative edge seriously, we have introduced the web site which attracts advertisers like nobody's business, yet it is. Our website was voted the 38th best radio site by the Radio Ink magazine, need no introduction, check it out on [www.ecr.co.za](http://www.ecr.co.za).

#### Ad Revenue

Our advertisers love us, we have the Ad Index to show our popularity and there is a bold expectation in the manner in which we provide solutions to clients' needs. It is encouraging to know that we get this kind of feedback albeit the limitations of the available LSM 7 - 10 of the different race groups available in KZN.

#### Product diversification

We are one of the few stations which pioneered Non Traditional Revenue (Eventing) and have proved to be famous and successful in bringing our brand and our jocks in touch with the public. We now have major calendar events which we take part in by virtue of our location on the coast, ie. the Dusi Marathon (canoeing), the Comrades Marathon (long distance running), the Easter Fiesta, Vodacom Beach Africa (surfing tournament), December Beach Festival as beach events. What more can I say about this station which flies its flag high .....

Please request my permission if you intend to use the above details for any publication.

Nonto Mkhize  
Marketing Executive  
East Coast Radio  
Tel: (031) 570-9434  
Cell: 082 55 9495 2  
[www.ecr.co.za](http://www.ecr.co.za)



## 289. Ozer Tayiz

----- Original Message -----

From: Ozer Tayiz

To: Jay Abraham

Sent: Wednesday, July 31, 2002 11:41 AM

Hello Jay,

I've received an e-mail from you requesting success stories with tangible results. Well, here is mine:

"Example of direct marketing your self"

I'm shifting careers. I've graduated from Middle East Technical University, Ankara, Turkey, Civil Engineering department, in 1997. However, I've never loved Civil Engineering, and I was quite dissatisfied from the jobs I've had. I've always been more keen on computers and high technology, then I've been with brick and mortar. Plus, here in Turkey, there are 8000 Civil Engineers where the need is only 2000 engineers. The lack of proper education planning leads to an inflation of highly skilled workers, and mostly, underemployment.

Well, I was fed up with this frustration, and in July 2001, I've quit my job and decided that I'll shift my career to IT no matter how hard could that be. Also be reminded that, we're having the greatest financial crisis of our history, and therefore I had to be able to find a job competing with thousands of people, without any prior working experience at any IT business at all.

First, I've tried "normal" job searching methods. I've become an MCSE in Feb 2002, to be qualified as an IT worker. I've wrote my CV, I've collected data of IT companies with open positions, and have sent them my CV, only to recognise that no one didn't care. All the jobs I've applied had some experience requirement, and preferred Computer Engineers.

There I was stuck with a problem. I believed in my self, I know I'm a very skilled, intelligent, and capable individual that can provide solutions to any IT problem, be it technical or marketing, but unable to find a job to even prove my skills. I must also add that my "marketing" skills are based extensively on reading a lot of stuff from the internet, does not matter if it's free or paid, I pay for knowledge when it's worth it. And I must admit that one single book that I cannot read for 15 minutes without having a brilliant marketing or business idea spinning in my head is Jay Abraham's "Stealth Marketing" book.

Then I've just realised that my job seeking was a simple direct response marketing campaign as well. All I had to do was treat it like the marketing campaign it is, write my "cv cover letter's as powerful sales letters, have a list of IT companies in the city, and send them my letters.

Man, did it make a difference? You bet. The first time I've set those faxes to 30 random companies only, I've generated a response of 5 meeting requests, 3 of which resulted in job offers in one week. Notice that I've been sending 40-50 cv's a month for the last four months to employee-seeking IT companies, with one or two meeting requests, and no job offers. If only I have not wasted that time, using "usual" stuff...

So, whatever it is that you want to do, even if it is to find a simple job, the marketing knowledge Jay gives simply makes a great difference. It is marketing that powers the world and makes things happen. Be bold, have your claims of high performance and guarantees (I had my free trial month in my offer) is, and strive up to fulfill your promises. Even the best products, people, ideas, skills, will mean nothing if you cannot market them to other people effectively. Before this experience, I thought marketing was only for "products", but now I see marketing as the driving power of life.

Well, this is not much of a success maybe, I'm sure there are tons of other people who's already made millions using Jay's marketing knowledge, but it is such an enlightening and empowering experience to be able to choose my job in this economic depression, that I had to write it.

Hope it helps,  
Ozer Tayiz

## 290. Padraic Deighan

----- Original Message -----

From: Padraic B Deighan

To: Jay Abraham

Sent: Thursday, July 25, 2002 6:41 AM

Jay, in response to your request for testimonials, I can honestly state that your methods have changed the lives of myself, my staff, and our bottom line.

Prior to exposure to your guidance our dermatology centers were doing very well. However, we have since created new standards of excellence and continued to grow the businesses exponentially. For example, in 1996 we were doing \$1.1 million in our NJ location. We are now doing \$4.25 million in that location - and this is without hiring new physicians - this is true growth!

Our NJ locations were independently judged #1 in their class by a pharmaceutical company analysis. Our medical director was chosen as the director of a network of national practices, and I was chosen to run the network. We have since replicated this success in Pennsylvania, Texas and Southern California.

We have created pillars of revenue that flow outward from the traditional doctor patient relationship. We now offer aesthetics and plastic surgery.

Patients are cross-educated on all of our services. We utilize direct mail to our existing patients and targeted new ones. We actively, formally and creatively seek referrals. This has proven to be our #1 source of new patients - 700 per month!

I realized that dermatologists are at the forefront of anti-aging remedies. We leveraged this situation with the aestheticians and plastic surgeons to offer complete anti-aging, medical and cosmetic dermatology as well as aesthetics and plastic surgery. Our data base of 50,000+ patients in NJ alone has proven invaluable as well. I never recognized the value of data base marketing.

In conclusion, we have benefited tremendously by your guidance. Generally, I would have to say that I benefited by focusing "on the business" instead of "in the business". Specifically, the pillars of revenue, referrals, direct mail, asset leveraging, cross-selling, and host/beneficiary theories have had the most profound impact. Today we are an \$11.0 million dollar company and we control another \$4 million in dermatology practices! We are just beginning to explore the opportunities that pharmaceutical and cosmetic companies may have in working with us.....

Padraic B Deighan MBA, JD  
President & CEO  
DermAmerica Inc  
1000 Main Street Suite 103  
Voorhees NJ 08043

856-751-5647  
856-751-5912 fax

## 291. Patrick Cheong

----- Original Message -----

From: Patrick Cheong

To: Jay Abraham

Sent: Thursday, August 01, 2002 8:10 PM

Hi Jay,

Thanks for the invitation.

Just on the concept of testing ideas.

Without a product, I ran a three lines classified ads on business opportunity column. The idea is on how to prospect better. Wrote a couple of headlines and tested one and the response generated was 25.

The classified ads cost \$51.00 and it generated 25 responses.

After the 25 responses, tried to look for a product to market to them. Wrote a copy and mailed to them but no sales.

Follow up with telephone calls after no sales and found that the product is a mismatch and what they want is a system.

Now is working on coming out a system that the market wants and will test to see how many sales can be made from there.

Sorry, this is just a small case but hope you find it useful.

Though is just 25 responses but it generate some excitement and it really demonstrates that testing is the way to grow.

Thanks and regards  
Patrick Cheong

## 292. Paul Hartley

----- Original Message -----

From: Paul Hartley

To: Jay Abraham

Sent: Wednesday, July 31, 2002 9:23 PM

Paul Hartley  
41 Franklyn Rd  
Tawa, Wellington  
New Zealand

Dear Jay,

From 1995 to 1998 I ran a memory improvement business called Memory Magic. After three years of hard work, frustration and sparse profits I quit. Earlier this year I discovered Jay Abraham. I read one of his books and all his articles on his web site. After reading the material it gave me the inspiration and more importantly the marketing knowledge to give me the confidence to restart my business. I have dozens of Jay ideas to put into practice, but so far three of his ideas have made a huge difference to the business:

1. The first and most important lesson I learnt from Jay was to fish where the big fish are. Fortunately I kept copious and detailed figures of my marketing activities with my first failed attempt. Learning from Jay I studied my results and found where the big fish were. I discovered a large portion of my business was from sales people. Like many first time entrepreneurs I didn't have a target market and tried to sell to "everyone". This time I am concentrating on sales people, this time I am concentrating on the big fish.
2. The second point I learned from Jay was to test everything. The fantastic part about this was I had already done the testing but didn't have the skills or knowledge understand or apply the lessons. Studying my successes and failures of the past I learnt:
  - a. Doing a memory demonstrations increased sales 10 times
  - b. Invite only, limited seminars were three times more profitable than advertised seminars
  - c. Memory seminars were 5 times more profitable than motivational seminars. I now always do memory demonstrations, do invite only seminars and have stopped doing any motivational seminars.
3. The third Jay technique I have found invaluable is the referral generating tips. Previously at the end of the memory seminar I nonchalantly mentioned that I would like referrals. This resulted in an average of one referral for every two people attending the seminar. I repositioned the referral as if I was doing the clients a favour by offering the course to a friend and promoted referrals heavily. I also offered a free book to anyone who brought in at least three referrals. My referral rate has quadrupled and considering referrals are on average four times

more profitable than cold calls this is an extremely invaluable technique. After I have dealt with the referral I give the referrer a call to thank them and inform them of the outcome. This has resulted in more referrals.

Currently I am working part time on the business by myself but it has shown great promise. Thanks to Jay Abraham I am earning more working 10 hours a week than when I was working sixty hours a week. I am planning to go full time next year and expect to earn over \$100,000 profit in the first year. When I go full time I will concentrate on developing some more of Jay's techniques into my repertoire including generating publicity, direct mail, building a back end, developing joint ventures and bartering. Jay has given Memory Magic a second wind. I don't think anyone should go into business without reading, studying and thoroughly understanding Jay's material, it changed the course of my life.

Thank you Jay for the inspiration, hope and strategies

Paul Hartley  
Director Memory Magic, New Zealand

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

## 293. Paul Madsen

----- Original Message -----

From: Paul Madsen

To: Jay abraham

Sent: Monday, August 05, 2002 12:31 PM

Testimonial:

In your recording, "Your Secret Wealth," you encourage us to "make lemons when life gives us lemons." I know that is not your original phrase but you constantly encouraged us to relook, repackage, refocus on things and see them differently.

Well, as a headhunter for many years who specialized in the placement of Information Technology professionals, I was perplexed in late 2000 and early 2001 when so many of the technology professionals I know were laid off and on the job market. The oversupply of talent took away most of my client opportunity. Finally, the heavy flow of unemployed and laid off workers to me convinced me to "bottle" my knowledge as a headhunter and teach these folks how to market themselves.

The manifestation of this became my book, "Laid Off & Loving It! How People Like You Conquered A Career Crisis." (ISBN 0-9713836-0-X). It is selling well on Amazon.com and other national distribution outlets are falling nicely into place. I have gotten several checks from Amazon.com so far but I just recently got one for several hundred dollars. This represents PASSIVE income for me because I followed your advice of looking at things in a different way.

The book has led to a talk radio show and now I am also in the process of doing joint ventures with people like Jay Abrahams and his success-oriented "army." Therefore, any readers of this (including YOU, Jay) who want to earn extra passive revenues with me by representing my product on their web sites (or in their personal networks), well, let's Just Do It! I would be happy to pay YOU ALL a percentage of the profits -- why should the "big name" retailers get all the proceeds? Just contact me at: paul@americasjobcoach.com to learn more!

Thanks Jay for the inspiration!

Paul Madsen  
402.895.8610  
Omaha, NE



## 294. Paul Meggison

----- Original Message -----

**From:** Paul Meggison

**To:** Jay Abraham

**Sent:** Thursday, July 25, 2002 2:59 AM

Dear Jay,

Thank you for all the help you have been to me over the last 6 years. My big success is as a sales rep for a company I joined 4-15-02. Using your concept of addressing the un asked question asking them, "What is in it for them?" Just that one question and the answer helped to uncover a problem they had with the supplier they were using. Plus it helped to show them my interest really was in helping them just as your interest really is in helping us. And then elaborating in detail all the benefits of using my new company and their services. I had the biggest sales the fastest in the entire 17 year history of this national company I now work for. Please feel free to use this info any way that helps you.  
Keep up the good work!

Paul M, St. Pete, Florida

## 295. Paul Rodden

----- Original Message -----

**From:** Paul Rodden

**To:** Jay Abraham

**Sent:** Thursday, July 25, 2002 7:05 AM

Hi Jay,

Thanks for the email, I have only recently been exposed to your mindset, through your friends monthly audio magazine, Tony Robbins's Power Talk.

I have used plenty of your ideas from your book, "Get all you can out of what you have got", and applied the headlines approach to entice clients to stay and capture there imagination on my sales letters and website.

I also look at clients, as you do as, people that I protect. My company has only been going three weeks, people are giving me personal recommendations after recommendations. This did not happen when I worked in Life Assurance, it is working with all my new Clients with this new approach. I am now a Personal Development Consultant.

Such personal introductions are; at the gym where I am a member I was telling the sales guy that he should be piggy backing his business on to other organisations, such as poster and free health checks for clients that have been referred to the gym from the poster that they have now placed in local Doctors Surgery. This has a double edged effect: they are now taking on clients from local doctors, they had never done this before and also, I am running a sales course for all the consultants. £2000 pounds with of business from exactly what you have taught me.

Not bad for the first week on implementing the concepts and for my new business.

Wishing you all you can be in life.

Paul Rodden  
Rodders

## 296. Paul Sowinski

----- Original Message -----

From: Paul Sowinski

To: Jay Abraham

Sent: Monday, July 29, 2002 7:15 AM

Jay,

The most profound action-idea I've got from you is "up-selling". I have been using this tactic religiously for almost 2 years and it has changed my business. Overall, this single strategy has made me well over \$10,000. And these are just small upsells and upgrades of \$5, \$10, \$15 and \$20 each, but the beautiful part of it is that over half of my customers upgrade and go for the larger unit of purchase. I love it because everyone involved benefits and they get a much better deal. I have used this tactic at trade shows and have paid my entire staff's salary from the trade show strictly on upsells and add-ons alone. That was the first time I really seriously used it! And when my business hit hard times about 1 year ago, it was up-sells, add-ons and upgrades that kept profits at an even level.

Thanks Jay!

And also, the PEQ with Chet Holmes is beyond fantastic! I've been diligently studying it for the past six months and am just starting to really grasp it and understand and implement it. It is really amazing. Thanks again Jay!

Sincerely,

Paul Sowinski

Top-Notch Computer Supplies, Inc.

(Notice company name change to more reflect the nature of our business, formerly NPWORLD, Inc.)

586-725-5074 phone

586-725-5176 fax

## 297. Paul Stewart

----- Original Message -----

From: Paul Stewart

To: Jay Abraham

Sent: Wednesday, July 31, 2002 11:41 AM

Hi Jay

I didn't think I had a success story for you until today.

I currently work as a self employed business adviser looking at finance, business strategy and marketing for clients. I recently began consulting to a firm of accountants and we are currently in the midst of our first marketing campaign.

During the last government budget there were changes in tax laws that made it appealing for sole traders or partnerships to incorporate. It is conceivable that savings of £3000 per annum can be made from becoming incorporated.

We have written a short sales letter to a very targeted audience of 226 existing clients about this possible saving, inviting them to telephone for an appointment to ascertain whether they qualify for the savings.

I introduced risk reversal into the offer so that the meeting with the client was absolutely free. Usually an accountant will charge for his time. By providing a free meeting the accountants will eventually get paid by undertaking all the necessary work to set up the company and close off the old business and resolve tax issues.

To date the accountants have 70 confirmed appointments out of 226. I have not been provided with the numbers who have telephoned to express no interest through either retirement plans, closure of business within the next year etc. which means they do not wish to incorporate for such a short time.

The statistics are excellent and think with more follow up, the final conversion figure will be in excess of 50%. There will be continued follow up by mentioning incorporation when undertaking year-end reviews so hopefully the figures will eventually be nearer 75%.

Also with the accountants I have introduced risk reversal in their letters to clients seeking marketing or strategic planning. We have only sent 2 letters so far and have a 100% take up. The letters basically say that we will do a strategic planning session on the business and the customer can set the fee after delivery of the sessions and the required follow up has been undertaken. The client can also take up to 1 year to pay either in quarterly or monthly installments. Also the marketing has been offered on a results basis only so that we must perform otherwise we don't get paid.

Trust these small stories are useful to you.

Regards

Paul Stewart

## 298. Peter Perreca

----- Original Message -----

From: Peter Perreca

To: Jay Abraham

Sent: Wednesday, July 31, 2002 7:47 AM

Dear Jay,

I am writing this letter to share the recent developments in my business as a result of the PEQ home study course I purchased.

After watching the videos and listening to the CD's in my truck on the way back and forth to work, I finally understood and was able to transactionalize what had been up to that point only conceptual thoughts.

I immediately put into effect the following procedures and polices. I did a complete review of all my companies' procedures. I instituted weekly workshops focusing on our core activities.

We are in the automotive aftermarket, specifically engine machining and crankshaft grinding. I developed through workshops the procedures for handling the work and dealing with the clients (formerly called customers).

All shop people are now trained in the seven steps to every sale. When a client comes in the door they are first greeted with a friendly smile then walked through the shop, while being shown the shop we explain the equipment and at the same time tell the history of the company. Also during the tour we are setting up a very high buying criterion that other local competitors cannot match.

Then the customers are taken through a menu of the services that we offer (seven things to sell all customers). By doing this we have increased the average sale from \$120 to \$400-\$1000 per client. This sounds like a lot but it was actually easy once we understood the concept of fiduciary responsibility.

We now make sure that every client is sold everything that he needs to complete the job and nothing less, acting as a consultant instead of a salesman we now understand and can articulate a complete solution to his problems.

My people now sell more parts and services and we were able to broaden our offer even more by setting up two strategic alliances. The two additional profit centers (pillars in our Parthenon) are out sources that I initiated with a heat treating company and a company that does engine balancing. I offer their services on my menu and we are selling them to forty percent of all new and old clients.

I now actively look for strategic alliances at every opportunity.

We also instituted a formalized referral procedure where we ask the clients names of people like themselves and give them literature to take. Our referral client percentage has increased by thirty percent.

We also joined a trade organization to strengthen our position as the industry experts and purchased software that allows us to give each client exact specifications on there particular job. This helps in setting us up as the industry experts and is something they appreciate and will pass on to other people.

Outside of our company I am negotiating right now to partner with one of our competitors who only grinds cranks and does not have the full service shop I do. By partnering (the details have yet to be worked out, but I am making it very attractive to him). We will control the market in our area, and his clients will increase my parts sales by 50%.

Understanding the concept of lifetime value of a customer (which no one I know in small business seems to understand) was pivotal in my pursuit of this competitor. The money he leaves on the table with each of his clients is enough to make it more than worth my while to make him a generous offer.

I also am in the process of procuring a client database from another acquaintance that operates a multi store auto truck parts business. I am writing a sales letter that he will endorse to his clients, which introduces my services.

I also am doing the same with one of my hard parts suppliers who does not have a machine shop, therefore we are not in competition. This will add 5000 names to my data base.

The mailing materials are in the works (sales letter and brochures) and follow the easy formula laid out by Chet in the presentation on effective brochures. I am amazed how easy it is to develop these materials and how powerful they are.

I feel that for the first time in twenty years I am truly being proactive as opposed to reactive. I am astounded at how many people (me included) never even thought about the concept of proactive vs. reactive.

The PEQ program has truly transformed my business, I was losing money and thinking of going out of business but in only four months with the implementation of only a few core concepts we are profitable this month for the first time since last fall.

The most exciting part is that through the policies and procedures I can build the business into something that will have value and that I will be able to sell as a turnkey operation.

Jay this testimonial is true and provable and you have my permission to use it in any way you see fit.

Thank you for the opportunity to share my experiences with you.

Peter M Perreca

Crankshaft Specialist Inc.  
1016 University Dr.  
Pontiac, Mi. 48342  
1-866-858-2683



## 299. Rick Anderson

----- Original Message -----

From: Rick Anderson

To: Jay Abraham

Sent: Friday, August 02, 2002 1:58 AM

Dear Jay,

I've been studying your materials avidly since purchasing your "Mr. X" book about seven or eight years ago. I don't really have the big success story you said you're looking for. I'm not a big company that went from a million to ten million a year. In fact I own a few small businesses that were grossing less than eighty-thousand per year when I started using your ideas. It's been hard work but the growth has been steady and The lifestyle I'm able to afford for my family has greatly improved.

I'm writing this because I suspect that among all your superstar cases there are lots of smaller entrepreneurs like myself that are struggling and frankly aren't in a business that's likely to make a quantum leap from a hundred thousand to millions in revenues. At least not in a short time. Sometimes it's hard to identify with those kinds of numbers.

Rather than one big success story mine is more about a bunch of smaller successes that have worked together to produce steady growth for me.

One of my businesses was a small advertising agency. As I was young and had no real credentials I typically took on very small clients. These clients wanted miracles on next to nothing budgets. I grapple around with many marketing concepts but couldn't always get my clients on the same wavelength.

After working with your educational materials the concepts became crystal clear and focused. Concepts such as "the only three ways to grow a business" and "lifetime value of a client" were infinitely easier to explain to clients.

Of course your concepts also helped me create more effective advertising for my clients leading to more business. One client had me on a monthly retainer for almost two years. I helped her start a practice and grow from startup to almost \$200,000 in just over a year. I started with advertorial style ads in the newspaper. Because this was a small company the ads were only about four by five inches with a headline, body copy and contact info. Interestingly I met with the client the morning the ad first ran. She expressed concern about this "ad" that didn't look like everybody else's ad. By the time we'd finished our meeting about an hour later she'd had three clients call in from the ad. The ad continued to run successfully for months before it started to run out of steam.

This same client asked me to put together an ad for another of her practices. Again I went for the editorial look. I composed a headline based on the principle's form Jay that read, "Local physician develops new procedure that cures bladder problems in less than thirty days without drugs or surgery" (subhead) "Tests show 92% complete cure rate." The body copy went on to first describe the problems of incontinence in ways that everybody with the problem could identify. The copy then explained how the clinical tests were done and who was a candidate along with the contact info. Again a small ad but the results were huge. I don't remember the exact numbers but the return on investment was tremendous. Somewhere in the neighborhood of 17 to 19 times cost. An interesting side note was that the ad was only supposed to run for a few days. The newspaper mistakenly ran it for a couple of more days and my client called me almost

desperate to stop the ad because schedule was full and her receptionist was constantly on the phone answering replies to the ad.

I think that what has been most valuable for me from Jay is the "marketing mindset" he instills. Reading his materials and listening to his tapes has made it easy for me to see marketing opportunities. Many of his programs cover the same ground but each time from a slightly different perspective. The repetition of ideas helps them become a part of my subconscious. My biggest failing is that I don't apply them nearly as much to myself as I do to my clients. Alas, the cobbler's kids have no shoes. However...Developing this mindset has dramatically increased my income.

When I started my agency I figured to charge about thirty-five dollars per hour for my consulting time. I was thrilled when I could get a client to hire me for \$150 per month. Tuning into Jay's "marketing mindset" has changed things a bit. Before Jay I couldn't even get a client to buy a marketing plan for \$500. I always had to tie everything to something tangible like a brochure or an ad layout. Now I can go to a client and I immediately start to identify areas in their businesses where they can get additional leverage.

Jay's concepts are so ingrained now that the ideas just bubble up when I'm talking to the clients. Plus... I can now make the concepts clear for the prospective clients. The concepts truly "wow" them and they are much easier to close. The net financial result is that my hourly rate has jumped by a factor of ten within a few years and where I couldn't get anything for just consulting I now have the confidence to ask for and routinely get \$5000 for the basic marketing plan plus a \$1000 monthly retainer for ongoing consulting. In addition to that I get additional revenue for specific projects such as brochures and commercials. I realize I'm not in the league with Jay or the other marketing giants...Yet! Still... it's a big leap for me.

I think one of the biggest compliments I ever had was from a business manager who'd heard me speak and wanted me to help a client of his that was struggling. We met to discuss his client and how I might help. In the middle of our conversation he stops me and asks, "How long have you been studying Jay Abraham?" It seems he'd attended a Jay Abraham seminar and really felt he knew my stuff, "Jay Abraham style." I was flattered by the comparison.

So there you have it. The above with the use of Jay's principles has really grown my business. For the little guy who can't quite relate to the dollar figures mentioned by the big guys rest assured these principles work well for us too. And now that I've grown from the tens of thousands to the hundreds of thousands in income maybe I can start eyeing the millions.

Rick Anderson  
Creative Image Advertising  
4530 S. Pine  
Tacoma, WA 98409  
(253) 473-5456

### 300. Roger Herod

----- Original Message -----

From: Roger Herod

To: Jay Abraham

Sent: Friday, August 02, 2002 10:13 AM

Dear Jay,

I'm Senior Vice President with Organization Resources Counselors, Inc, and have been an "avid student" of your marketing principles since 1994. ORC is a very old established human resources consulting firm, with 12 offices worldwide and total revenues of just over \$30 million. My primary responsibility has been to run ORC's Chicago office, which we opened in 1991. The key focus of the Chicago office's business is to provide expatriate consulting and data services to about 300 multinational clients in the Midwest for employees being sent on different types of international assignments. Our clients range from companies such as GM and Ford to very small clients who are just beginning to expand internationally.

Traditionally, the company's marketing focus was somewhat "scattergun". We would develop products and services and then try to go out and sell them to our clients. There was no clear message as to whether we were a consulting firm or a vendor of products.

From the opening of our Chicago office in 1991, we had already begun to take a very different marketing approach in the Midwest- much more customer focused, heavy cold calling programs, developing services to meet clients' needs, etc. In 1994, we purchased the first of many of your books and seminar materials and began to apply your marketing principles to our own homespun efforts. Some of the ways we have done this successfully are as follows:

1. Establishing a clear USP: "ORC is the only worldwide firm providing both consulting assistance and data services to support multinational companies' international assignment programs."
2. Moving to a consultative selling approach. We train all our consultants in this way: "Always start meetings with prospects by asking them to tell you about their company, programs, key issues, and objectives. Don't fall in the trap of describing your services until you find out whether they're even relevant."
3. Educating our clients and prospects through regular informational regional seminars and breakfast meetings, which we carry out in conjunction with other complementary and non-competitive service providers, such as tax, relocation, and law firms. This allows us to share expenses, client, and prospect lists. We have strict rules that absolutely no selling is allowed during the sessions, which creates a very comfortable environment for our clients.
4. Conducting surveys on specific international assignment issues among our clients and prospects that we are targeting. This provides valuable information and market data both to us and the

participants, and has proved a very successful way for us to develop relationships and arrange meetings with companies that we had no prior relationship with.

5. Developing complementary "add on" products and services to meet our clients' needs. Our range of data services had previously been narrowly focused on traditional expatriate assignments. As our clients increasingly have employees on a wide range of different assignments, we have developed and introduced data services to support a much broader range of their needs.
6. Focusing on building long term relationships rather than trying to make quick sales. This clearly gives us a competitive advantage. For example, the President of one company I visited in Germany commented: "You're the first consultant who visited me and didn't try to sell me something." We want to be perceived as true partners with our clients, interested in finding out their needs and issues, and creating solutions for them, rather than a vendor.

As we've clearly integrated so many of your marketing principles into our business approach, it's difficult to say exactly how much of our business growth is directly attributable to your ideas. However, if I look at our consulting revenues, which have grown from \$300,000 in 1994 to \$1,000,000 in 2001, I would estimate that at least half the increase is the result of applying your marketing concepts and strategies.

You have my permission to use my testimonial in your promotional and marketing endeavors, as well as my sincere thanks for your inspirational help.

Roger Herod

Senior Vice President  
ORC, Inc.  
Triangle Plaza  
8750 W. Bryn Mawr Avenue  
Suite 460  
Chicago  
Illinois 60631-3508  
Phone: 773-272-0630  
Fax: 773-714-8879

### **301. Sailesh Kumar**

----- Original Message -----

From: Mr Sailesh Kumar

To: Jay Abraham

Sent: Wednesday, July 31, 2002 10:29 PM

Dear Mr Abraham,

I am an interior decorator specializing in wall coverings. About 5 years ago, I attended your seminar and to my opinion changed the entire way I started looking at business thereafter. In figures we have grown our business by 413% since then.

One of the most important lessons that we have applied to our benefit is the 3 ways to grow a business. Most remarkably the addition of product line to the same customer. However, looking back I think we could have grown by another 1000% had we actually applied and diligently followed through.

Another fantastic lesson that I learnt was the lifetime value of customer. I think we grew our business by 30% by just applying this principle. We gave extra incentive for our customers to buy regularly. While academically I can understand why business grow and fail, I have yet to put all the ideas to work.

One of the most important area that I acknowledge we saved greatly was the headline and institutional advertising choice. I can safely state that we have saved in excess of 30,000MR by putting the right ad.

As a bonus, your language improved my vocabulary and listening to your lectures was like enjoying a blockbuster movie. I have always kept the cassettes in my car and almost everyday I listen to the tapes and then go on a journey of ideas but unfortunately without much action.

I truly enjoyed the program and many of the communication you send us via e-mails and though I have not gone to Harvard or done any professional course, I have spoken to many who have. They have "missed" the Jay Abraham Harvard.

Thanks and kind regards.

sailesh

Metro Carpets and Furnishing.

KSD 9 Jalan Mertang,

Taman Setapak,

53000 Kuala Lumpur.

Malaysia

tel 603-40218889

## 302. Scott Alliy

----- Original Message -----

From: Scott B. Alliy

To: Jay Abraham

Sent: Wednesday, July 24, 2002 1:46 AM

Jay,

The most important thing that your material has taught me is to clearly (not abstractly) identify your talents and resources and the talents and resources of those whom you know and or have known or interacted with in a personal or business situation.

Using the talent identification checklist I have clearly identified myself as being most talented and superior to my peers in the area of Internet business development.

In the past 6 months I have created web businesses including the Online Business Ethics Association <http://www.obea.biz>, FindaSeminar.com <http://www.findaseminar.com> (and 26 other FindaEvent related Websites).

In the last week I created DomainsAvailableNow.com. I have already received a bid of \$100,000 for just one of my Domain names. My success in this venture will be closely related to the application of another of your success strategies which is understanding of the importance of creating value. I own 85 Domain names and I list several hundred more on Domainsavailablenow.com. The cost of each of these names that I buy is fixed the value however is determined only by my ability to find the buyer who values these names more than anyone else?

It is important to note that I have zero formal training in HTML programming. The fact that I personally am able to create these Internet Businesses is a testament to my ability to read and digest motivational and educational materials like your own and to truly accept and clearly understand my abilities.

A good question for your readers is "How much profits are your losing by failing to understand your true strengths and abilities and the value they present or by choosing to do business with customers with average interest in your products and or services instead of narrowly and specifically identifying the best customer for your products and or services that places the maximum value on what you offer and consequently will pay the most for it"?

To prove the benefit of clearly understanding the concept of Value consider that I have just received a bid for \$100,000 from a potential buyer of my domain name Photosquick.com, a name that I paid \$10 for 2 years ago.

Jay, keep up the good and honorable work. Your message is being heard and your ability to articulate success strategies in an understandable manner is truly appreciated by myself and others who "get it".

One last favor, you mentioned once I "get it" you will begin to see opportunities everywhere, you were right now how do you turn it off? On second thought never mind I'm having too much fun improving my own life and truly making a difference in the lives of the people that I touch in a positive way and on a daily basis.

Sincerely

Scott B. Alliy MCSE  
President  
Online Business Ethics Association

### 303. Scott Heidbrink

----- Original Message -----

**From:** Scott Heidbrink

**To:** Jay Abraham

**Sent:** Friday, August 02, 2002 11:26 PM

Jay,

Wow... I've learned so much from you over the years... and yes, I admit, sometimes I get very lazy and "forget" to implement what I know (too wrapped up in the business of running my business). But over the last seven months, I have rededicated myself to marketing and have had a chance to apply your techniques to my own business and to my clients (I am a freelance copywriter / marketing consultant), and that has helped me multiply my success.

One thing I learned, going back to the MasterMind seminar I attended, was to focus on building "pillars" in my business. I have been working primarily in the automotive industry for the past 22 years. But over the years, that business has fluctuated and created a major paradigm shift. Back 22 years ago, when sales dropped, the manufacturers stepped up their marketing efforts - and I had more projects to write. Today, when sales drop, they introduce interest rate subvention programs and cut back on their spending (to fund the monies they are losing with their sub-prime interest rates).

That being so, I started diversifying - building new pillars. One new pillar, I started working in the wireless field, which has boosted my business by 8%.

In addition, I started offering more services - like turnkey newsletters (where I do all of the interviewing, writing, design and fulfillment - sending out the newsletter via e-mail and fax). That one addition helped increase business by 12% per year.

So right there, I was up 20% -- pretty good, but I'm not done yet.

Using your techniques, I looked at who I was doing business with and their frequency of purchase (i.e., how often they called me for a job). Using that knowledge, I refined how I approached my clients. I used to rely 100% on telephone contact. Now, I use a combination of telephone, e-mail and snail mail. This 3-pronged approach helped me re-activate a major client, and hence increased my business logarithmically (by that, I mean an increase in the order of another 12%).

So in the last year, stepping back and taking a close look at my business, then focusing on which methods to implement, I am targeting that by year end (December 2002), my net income will be up more than a third, which is phenomenal growth, as my business had been stable (actually, stagnant) for the past three years, showing no growth over that time.



And I'm even more excited, as I have been modeling some of the techniques you and Chet Holmes have been sharing in your recent L.A. meetings, and that is starting to help boost my business, too.

Thank you for your motivation,

Scott Heidbrink  
S & K Creative Services  
P.O. Box 13536  
Palm Desert, CA 92255-3536  
760 772-1120  
760 772-1509 - fax

### 304. Terry Eberhardt

----- Original Message -----

**From:** Terry Eberhardt

**To:** Jay Abraham

**Sent:** Thursday, July 25, 2002 1:43 PM

EBERHARDT PHYSICAL THERAPY AND WELLNESS CLINIC

Success Story

I have my on PT clinic and I have been reading Jay's works for many years but I have now done the PEQ and working on the PEQ II and from one of the ideas that I got from the course was to grow my business exponentially. I have used a form of electrical stimulation for 20 years that greatly decreases pain and inflammation. I am now a distributor for the Alpha Stim 100, and all my patients have asked if they could take my machine home to treat themselves and now they can. With great changes in technology the unit now cost \$800.00 and most insurance companies will cover the cost with a M.D. script. The old machine cost \$8,000.00 and now I can send out letters to all my old patients as I have done and in two weeks of sending out letters to about 200 of my 2000 old patient we have sold about 8 units that cost me \$250.00 if I buy them 25 at a time which I do. So you can see this is a great way to get in touch with my old patients which some need more PT and some just need a Alph Stim 100.

Thanks for the idea, it is working well!!!!!!!!!!!!!!

Terry Eberhardt

### 305. Tyler Cobb

----- Original Message -----

From: Tyler Cobb

To: Jay Abraham

Sent: Wednesday, July 31, 2002 4:41 PM

Jay,

As per your request, I am sending you my case study on how I've implemented some of your strategies into my own tanning salon business.

My wife and I own a small in-town tanning salon that we opened from scratch. The salon itself was only 1,000 sq. ft, but it's clean, with good tanning beds, it has a good location and the place looks great.

One of the first things we did was to create several different packages with which to sell tanning sessions. I learned from you to make it easy for customers to do business with you, so we did. We created tanning packages for every possibility, people that tanned frequently, for those who did consistently but not a lot, and packages for those who tanned occasionally.

By first identifying their needs as far as frequency, we were able to direct them toward the perfect tanning package. For us, this meant selling a larger package instead of individual sessions, or less sessions.

The next thing we did was to set up a formalized referral program where members got rewarded for referring their friends. This worked great because anyone with a tan in the winter in New Jersey, obviously goes to a tanning salon. So we simply rewarded our members for recommending us. Of course, proximity has a lot to do with this in our business. Since in our area, there are many tanning salons, it basically worked well for referrals that either lived or worked nearby.

We immediately started a database keeping records of clients names, addresses and phone numbers...as well as what tanning package they had purchased, and recording their visits so we could observe their frequency.

Now when go through our records, if we see someone used all of their sessions and they haven't been back in a while, we send out some coupons for coming back. For those who still have time with us, but haven't been in lately, we simply send a note reminding them they have time and maybe they'd like to get that healthy glow back.

We also learned from you about back-ending, so we also sell some weight loss supplements here. You always ask, "What do you know about your customers?" Well we know that ours like to look good based on the fact that they come in to get a tan, so we figured staying lean would be something they might be interested in. It definitely adds to our bottom line. We also sell lotions for before and after tanning, as well as small jewelry items out of a showcase.

We then have special new member discount coupons distributed at several other businesses to their customers for our salon. We reciprocate in an appropriate fashion. Each location might have their own preference on how they like to be compensated.

Each strategy works to some degree in increasing our business. The bottom line is we stay fairly booked year round.

Well there you have it, we implemented upselling and packaging, direct mail to our customer base, back ending and joint ventures. I'm sure we could always do a better job at all of these by testing, but we do the best we can.

I hope this was what you were looking for. Let me know if I can be of any other help to you.

Your friend,

Tyler Cobb