



Taylor Swift Referrals Gone Mad Getting System

The Power Of Free Part Three Of The Taylor Swift Referral System Series: Systems 5 - 9

It's no secret; people like getting stuff for free. They like samples, freebies, contests, coupons, discounts, bonuses – pretty much anything. If it's free, consumers will love it and they'll love you for giving it to them.

Taylor is a mastermind at giving stuff away to her fans, but she also uses free to her advantage when she builds partnerships with sponsors and advertisers too. It's

a great way to grow a business without spending money to do it. And in Part Three, you'll hear how she stretches her dollars and how you can do it too with concrete "small guy" examples including how a printing business grew by 1200% in one year from just one JV they made with their local Chamber of Commerce. Deals are made between businesses all the time, and you don't have to be Taylor Swift to do it. Here's how.

You'll Also Hear...

- The "can't miss" way Glenn uses lottery tickets and dollar bills in his marketing (and his day-to-day personal life) – to get stuff for free like free desserts at restaurants, discounts without asking, and the best treatment everywhere he goes
- The fastest known way to use free samples to turn a business around in one day – and a quick story of how a business owner did this to finally get customers into his restaurant on a day when he was just about to throw in the towel
- The offer that couldn't be refused: How a simple copywriter accessed the huge list of a popular printing business – thousands of customers over hundreds of industries – for free, and ways you can do something similar
- The free "shoestring trick" a local shoe repair business uses to get customers coming back (so they can sell them on more than just a shoe repair) and how to incorporate this freebie idea into your business
- The real reason Taylor gets on stage with bands like Def Leppard or does lingerie shows with Victoria Secret – the endorsement factor this gives her referral marketing, and how to make something similar happen for your business
- The one main way Taylor is different from her competition – and 2 ways you can show how you're different using direct mail alone

Jay Abraham was once asked what marketing secret he would keep if he had to give up everything else. He answered, "endorsements." Endorsements are powerful marketing tools because they're like having a trusted expert vouch for your credibility. But you don't have to be famous to make endorsements and JV deals for your business. And in Part Three, you'll hear systems for doing that along with other ways you can make free work for you.

Michael: For more interviews like this, go to www.HardToFindSeminars.com.

Glenn: It's like we're on a talk show. Michael and I were just talking to the side. I was researching Taylor Swift and I said, "Based on previous sales for tour tickets, she's predicted to make \$200 million on her world tour for the 1989 tour." Yikes. She's going to be able to buy her next meal without any trouble.

Okay. So, let's chunk it down to where we can apply this stuff ourselves. The next part we have listed here is "Pizza Referral System Grew the Jiffy Print Store by Three Hundred Percent." Now, this comes because I like to talk to bums on the street, janitors. I've had a bunch of these jobs. Not the bum on the street job, but several dozen different jobs. So, I've got a lot of empathy for people who are working behind the cash register or behind a broom or whatever.

Michael: They're the front line. They see it. They see what's going on.

Glenn: They know some of the marketing secrets, so I would not have come across this one had I not found some little part-time flunky who was behind the curtain at a Jay Abraham seminar. Let me tell you how valuable this is. One of my buddies down in Texas, he called me up and said, "Glenn, I found \$850 in cash on the store floor in a 7-11." I said, "Wow. What'd you do?" He said, "I turned it in to the manager and told him to see if he could find who dropped it." I said, "You're kidding! Wow!" I said, "Okay, well, how's he going to know?" He said, "Well, he knows exactly how much." So, the next day some guy came in and said, "I dropped some money in here." And the guy said, "How much?" And he said, "\$851." The guy said, "That's right." He was dressed in tatters. He was a bum. Alright. So, he said, "Who returned the money instead of pocketing it?" He says, "One of my buddies from..." You know, they were both in the military. He says, "Well, I'd like to meet him and give him a reward. You know? Thank him." So, you know, he called him up and says, "It's the guy that had the money. He's a bum. He's here. He wants to thank you." He said, "Okay. I'll be right down." So, Randy rushes over and the bum takes him out and sits him down on bench outside and he looks left and he looks right and he says, "You're an honest man." He said, "There's not many of those left." He says, "In return for returning my money, I'm going to tell you my secret." He says, "I don't look like much, do I?" He says, "But you know down there on the corner of such and such? I own one of those \$200,000 homes." And Randy says, "Wow." He says, "Well, why are you dressed like this?" He says, "Well, you know, I don't want to pay taxes." He says, "I really am a bum. I just found the secret." He says, "I'm going to tell you my secret rather than giving you \$50 or \$100 thanking you, I'm going to tell you how to make \$500-800 a day in 3 hours." So, I've got a product on my website that says, "Street Bum Makes \$200 an Hour Secret" or something, so and I tested headlines and do you know that that headline

beat everything? They all wanted to know how this guy was making, you know, \$500-800 a day.

Alright. So, the importance of this cannot be tallied. So, I'm chatting with this guy. He says, "Eh. I'm helping my uncle in his Jiffy Print store." Alright. So, I kept in touch. You know, I get his phone number and his name. He seemed pretty smart. He was there learning marketing with the rest of us except he didn't have to pay. He was being employed at minimum wage. He was hired from one of these places that you call up and say, "We need help to move boxes and stuff." So, come to find out, we're chatting back and forth, so it was the real following. He says, "Well, my uncle got sick and I'm running the Jiffy store." He says, "I took a Jay Abraham idea and I've tripled sales." I said, "Oh." He did more than triple, he doubled and doubled and doubled. I don't know where he is now, but he had to hire a bunch of people. But, basically, he's in L.A. He's surrounded by high rises. You have to customize all this stuff. That's the key and the details will kill you. So, he went to the largest pizza place that was delivering. You know, he was talking to the owner or the manager. He says, "When do you deliver the most pizzas? When is it busiest?" He said, "Well, what's amazing, a lot of people seem to work past five on big projects. You know, they've got deadlines. So, we're delivering pizza at night a lot. We've got a big shift--more than the morning shift." So, he says, "I'll tell you what. Who do I talk to? I'd like to give you free printing. I'll print all your boxes, I'll print all your advertising, all your signs--anything you want--in return for tossing one of my flyers in on top of every pizza you deliver, you know, to these office buildings and stuff. Just as a test." And the guy says, "Well, let me talk to the owner." So, the guy had it figured. He had spent thousands of dollars on printing, what the heck? He said, "Sure, we'll do it." He says, "But the thing is going to get covered with grease." "I don't care." Okay, so you've got a greasy flyer in on top of the...Alright. Well, it turns out he knew human nature. Again, Taylor Swift, number one is getting inside the minds of her customers, right? So, this guy knew that people who are working late on a deadline, get hungry. So, he throws his offer and he tests different offers. He starts taking off like crazy. People call up and say, "Hey, we're working on such and such on the 50th floor and there's 17 of us and we're starved. Give us 20 pizzas and soft drinks and pretzels and, what else?" He goes, "Okay." So, he comes to find out that he's got a massive business by joint venturing. Didn't cost him anything except printing for the store. Now, I talked to

him later and he says that he wants to license the idea, so he's talking about getting paid for doing no work. To just come in and set it up for Jiffy Print owners that are in a similar situation to his. So, I don't know how many millions he's got now, but it's probably nice.

Now, one of the other things that Taylor Swift is doing, well, we already mentioned, she's got her sponsors paying for advertising. I didn't mention this. She's supposed to make \$200 million for her 2014 tour. How much money do you think she's paying for this?

Michael: Zero.

Glenn: You got it. She's got Keds, Sony, probably a couple more, paying for anything in order to slather their name across everything and they've got their names on her bus. I doubt she paid for that. Now, I did read a big article. Do you know that there's one company that's making hundreds and hundreds—maybe half a billion a year—they design all of the tour fireworks and 3D stuff and they put them up on wires and out over the audience and do all kinds of crazy stuff. It's got to be special because now that the superstars are not making money because their material's being stolen.

Michael: It's got to be an event like going to the circus.

Glenn: Yeah. So, they have to make it a huge, massive event that people can't see without coming there in person. So, anyway, I thought this was a good example of a way to do a little joint venture.

Now, this is not in my referral list. I'm going to pop a new one in here. This is something for you copywriters. You want to stay home and make a bunch of money? Here's how to do it. I give you the guy who lives on an island. It takes me two weeks to send him a letter. I have to go across on this ferry and sometimes there's ice frozen so the ferry's not going. Anyways, this clown's a marketing consultant with a twist. He specializes in working for print shops and Jiffy Print places. He comes in and says, "I'll tell you what. I'll write you a couple letters. You can stick them in with the invoices and you'll have a bunch of people flooding your store because they will have an idea that they have to mail to their customers that requires printing, envelopes, postage, you know, and all the stuff that you do."

Run your sales up. "Oh, cool." Alright. So, they do something for free and the guy says, "Okay. I want to do more." So then, he has a series of diddlers he said they go in three's. So, the newsletter's an idea that he sends out to somebody. Say, a plumbing company. You mail it out to your customers and it also explains a concept that they can use to get more business. Okay, but to do that, they have to put a door hanger on thousands of peoples' doors, right? Guess what? Printer gets money to do the door hanger. Okay. So, the printer's happy; the plumber's happy because he's making money hand over fist and the consultant, at the end of every one of these newsletters, there's an offer and he's okayed it with the printer. He says, "Okay. Sure. Fine." If you want to get a free report with some more information on how to do this, call this number and ask for this free report. He's got a name of it and a couple different things. Alright. So, what he's doing is accessing the printer's list of customers, especially the ones that bought printing and they say, "Wow, this really worked." So, I want to go to the source, so they come hunt him up and he finds consulting jobs. And as you know, printers are doing printing for...They might have 50,000-100,000 customers all across hundreds and hundreds of industry niches. You've got what you want. You can do all this with a phone and typing. If you don't know how to write up the newsletter or whatever, email me and I'll dictate something for you. It's Rentaventer1@gmail.com. You can email me and we'll have some fun. I need a source of new content. We'll change your name to Geraldine and you work in Peru or something. Nobody will know it's you.

Michael: That's funny.

Glenn: Isn't that clever? He's a character because he's living on this crazy island taking a ferry to the mainland. I thought it was brilliant. You have to have empathy to do that. In order for Taylor to get all this stuff for free, she's thinking of ideas that she can use. She's maybe being paid \$10 million by Sony, but she wants to use that to promote her music, too, and they want to give away her stuff because it's usually popular. So, win/win. I will guarantee you, they're not the ones inventing 3D apps and these concepts.

Michael: You mean Taylor and her team?

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Glenn: So, go to the next one on our list. Chamber of Commerce. Now, I have a problem with Chamber of Commerce. I'll tell you right up front, but this is a brilliant way of using the darn people. I've been to about two dozen Chamber of Commerce meetings and, for me, now, this is me. I'm looking for millionaire entrepreneurs, business owners. Not too many millionaire entrepreneurs show up at a Chamber of Commerce meeting or a Lion's Club either or BNI. I've been to 50 of them or so. I've got to go to something different. But, this woman decided she wanted to start a print shop and I think that she told me that her husband started it and he was going bankrupt, so she took over. And, she had this friend who was in charge of a couple Chamber of Commerces—like a franchise. So, she said, "I'll tell you what. I will give away to you all the printing for the Chamber of Commerce flyers and the correspondence and the mailings—everything we do. I'll do the design, too. For nothing. All I want you to do is pay the cost. Now, the reason why is, my husband did this. I'm trying to rescue this. I can help you and you can help me," and she showed him what she could do. He said, "Wow." "Okay, good." Now, here's another example. This is the concept of endorsement. Remember I told you Jay Abraham? If you had to give away and keep one?

Michael: Yes.

Glenn: Okay, so Taylor appears on stage. I've only seen her twice and I can't remember the band. I'm not one of these rock and roll guys with the long hair and they don't bathe and they're screaming into the microphone. Anyway, she was singing—I do remember the song, *Put Some Sugar on Me*, I think was the name. Or, *Sugar on Me*. I don't know.

Michael: *Pour Some Sugar on Me*. Def Leppard.

Glenn: You're right. There you go. Thank you. She was on stage with Def Leppard. Now, Def Leppard are pretty radical and she's on stage with her little dress, you know, mini skirt and she looked like a Girl Scout and she was trying to shake her hips a little bit, but she really doesn't fit. But what is she doing? She's on stage in front of Def Leppard. How many customers—fans—do you figure they have? It's got to be millions.

Michael: Huge.

Glenn: Yeah. So, she's borrowing their stage. I'll be you will never find Def Leppard on a Taylor Swift stage. That's just not their thing. Am I right?

Michael: You're absolutely right.

Glenn: Yeah. But she's smart enough and chameleon enough, she can get on there. So, I think she also did a...What's the name of the company that does something secretive? All kinds of radical clothing?

Michael: Victoria's Secret?

Glenn: Victoria's Secret. Yes. I was just doing some research in our break. She did a Victoria's Secret launch. Of course, she's wearing clothing. The other girls are wearing see-through stuff, but, again, that's got to be a massive niche that maybe she doesn't get in front of all the time.

Alright. So, the point here. Here's something: every one of you has got a Chamber of Commerce, a BNI referral group, Lions' Club, you name it, right down the street from you. You're surrounded by them. This lady didn't have any money. She said, "I'll work for free," and the guy stood on stage and said, "Viewers admiring our flyers or our logo or this or that or the other, Mary did all of this for us and you really ought to call her." Somebody was talking to him and said, "We really like your logo." "Call Mary." So, she's being endorsed by two or three Chamber of Commerces. So, she's got a massively successful Jiffy Print store that is based on existing Chamber of Commerce referrals.

Michael: Yes. And that's something any of the listeners can do with their own product or business.

Glenn: Yes.

Michael: Great, great analogy.

Glenn: Well, whatever you do. Let's say you do a website. Most Chamber of Commerce websites suck. You know, if you're doing lighting. The only person making money in the Chamber of Commerce is the smart dude and he's the only one I want as a customer. The guys are up there eating. He's the owner of the restaurant. He's got a Chamber of Commerce. He's got Lions'

Club. He's very smart to host those things. All those people eat. All I have to do is join up.

Okay. So, the next one is something else that everybody can do. Now remember, we talked about Taylor Swift giving away songs. Alright. So, that's what she has to give away. I come in and I walk past and I say, "Well, I haven't been in to one of these in 20 years, so I went in to a shoe repair store." So, I said, "I've got some of these old shoes out in the car. I took them off because the soles had started to come off. Can you fix these things?" "Yeah. Bring them in. Let me look." I thought it was going to be real expensive. I figured, "Well, I like these shoes. The uppers are fine." It was like \$50 bucks. Sure. Fine. He gives me a shoestring. He says, "Get you some shoestrings here you can take home." When you press this button it lights up. You press this button it flashes. So, I think mine were red. He says, "What color do you want? I've got red. I've got yellow." Alright. So, I get out to the car and open my thing up to look at my shoestrings and I only have one. So, I go back in and say, "You only gave me one." He laughs and I'd been sharing marketing ideas. So, I tell him some stuff to put on his window, referral system, stuff he can stuff in the box and he's already got one. He says, "Oh, I'm way ahead of you." He says, "You've discovered it. Most people get home and then they call me up and they come back because I only gave them one lighted shoestring and they need the other one." Okay. So, he's got these LED things. He said he started years ago and he's given half of the shoeshine kids have come in for the rest.

Michael: That's brilliant. So, the idea was to get them back in.

Glenn: Yeah. He says, "Little by little I discovered that I could put stuff along the wall." He had all these little signs. "You can buy this." "Half price for that." So, he's got all these up sales that you have to stagger through before you get to his desk, you know, to where he's fixing your shoe and he says, "If I can get them back again, they buy something else." So, it doubled and tripled his bottom line.

Alright. Now, I've got a brother that is managing Kroger Food Stores down in Atlanta. Now, this is something that they do on a regional basis. Do you have Kroger's out there?

Michael: Not in San Diego, but in Atlanta.

Glenn: Okay. Well, maybe it's a national food chain then. I thought it was maybe just this town. But, he says, "What we do is call up and order a semi-trailer truck of Coke and one of Pepsi and then we put up signs and we run ads in the newspaper or online that says, "You buy one case of Coke, you get the second one free. Or, you spend so much and you get a free six-pack." You know, you have various things that they do. And he says that it's hugely successful. They sell a tractor trailer...You know how much a tractor trailer would be. Geeze. And, it's mainly carbonated bubbles and water.

Michael: Sugar.

Glenn: Yeah. And sugar. In one of my many jobs, I used to set up some of these fast food things. You'd have to set up the little taps. The CO2 and the syrup and I got to talking to one of the guys that was delivering the things and he said, "We have to have a special truck." He said, "The Coca-Cola eats through metal."

Michael: It sure does.

Glenn: Yep. I'm sure they're not advertising that. Coke sales are falling. Did you know that?

Michael: No, I was unaware of that.

Glenn: Finally figured out that maybe it's not so good for you. Anyway, so, on our giant retail level and the giveaway a case—how many people buy one? You could say, "buy one, get one free" various permutation tests to see which one works in your area. You wouldn't think a "2 for 1" would outsell "buy one, get one free", but it changes based on what you're selling and where you are by a big number. I've got a buddy who is consulting with a couple girls who started a sandwich shop and the "2 for 1" offer outsold the "buy 1, get one free" by 3 times. Three times. You know, you'd think, "Same thing." Nope. Not for sandwiches.

Michael: I've got a little story. I saw this on a cable show and it was about food science and there's something on every fast food menu that doubles the sales of French fries. Can you guess what it is? This was based on some Stanford Research that putting this item on a fast food menu would double the sales of French fries.

- Glenn: Well, I do know the phrase, "Will you have some fries with that?" has multiplied their fry sales by many times.
- Michael: Well, that will, but that's a phrase, but this is a...
- Glenn: I don't know.
- Michael: The menu item is a salad. So, if you have a salad that is one of the options next to the fries and the onion rings...
- Glenn: So, if you put a salad on the menu, people buy more French fries?
- Michael: That's exactly right. Compared to not having a salad on there.
- Glenn: It would be counterintuitive. I wonder who came up with that?
- Michael: The Stanford research and they have the technical name for it. I think, essentially, by offering someone a healthy alternative...
- Glenn: Then, they feel happy and confident enough to eat something they shouldn't.
- Michael: That's exactly right.
- Glenn: Wow. Okay. I'll remember that one. We'll use that somewhere.
- Michael: Yeah. Continue

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- Glenn: This is why I built my company on masterminding. Every time I do business with a client, I'll call a couple people and say, "Okay. We've got to mastermind this. You're going to make money in this business and that business and here and we're going to flip it around and you can sell it to your list and we all join in. We're going to have a different mastermind for every client." Okay. So, this is a fun one. Giant Chair Referral System. Now, Taylor is different. As you know, I spent the last month going through thousands of articles and videos and all kinds of stuff and in one of the articles, she said, "I looked at what everybody else was doing and I decided I didn't want my grandchildren to say, "Taylor, is that your nipple?" She's casting

dispersions on some of her...Lady GaGa doesn't wear much sometimes. Miley Cyrus wears less than much. Katy Perry? She's got some really avant-garde tour things that she wears. Just really amazing. They're trying to top each other. So, what does Taylor do? She keeps her clothing on and just wears fashionable things and everybody says, "Wow. Taylor is great." Okay. So, this guy's got a furniture store and if you've been driving around, what signs do you see in furniture store windows? "Going out of Business!" "Ninety Percent Off", stuff like that, right?

Michael: Correct.

Glenn: So, this guy is going like crazy. Now, it all came about because the local town council came to him and says, "Your sign breaks our rules. It's too high. You know, it flashes and it's an eyesore. We've got this city statute and if you don't take it down, we're going to arrest you, fine you and throw away the key." So, he stomped away. He was mad. So, he thought and thought. At first, he got a trailer and put some furniture on it and parked it at the road. Then, it would rain on his furniture. Then, he would put a roof on top and it blow down. So, finally he got it together and he put together this giant chair. He put some 4 x 4s together. He has a workshop in his garage. So, he's got this 15 foot red—you know, he painted it red—anyway, when he was talking to me, he was just glowing. He says, "You know, there's no law against putting a giant chair out by the curb." He said, "They bitch, but they can't get me." He's just exultant. He won. But, he says, "I've got people coming." He says, "Do you know what they do when the give directions in my town? They say, "You go two blocks the giant red chair and..." He's now the focal point.

Michael: Yeah. That's brilliant.

Glenn: Oh. He says, "You know, I've expanded. I've leased the place next door to my left. I've had to lease it and now I've got another store to my right." Anyway, he's a happy camper just because he's got a giant chair.

Michael: Yeah. I know in Atlanta growing up, there was a place like that. It may have been a Kentucky Fried Chicken, but when you're giving someone directions back then, before Google maps and the smart phone, you'd say, "Go up to the giant chicken." But that's brilliant.

Glenn: Well, he's selling the same furniture as everyone else, but people love the giant chair and they come in and talk about it. What it does is, it get people to like him immediately and when they come in say, they've all got the same problem. You know how Mrs. Field's got started? Same reason, right? She failed.

Michael: I thought she started giving free samples?

Glenn: She was forced. All her friends said, "You have wonderful cookies. You need to start a little shop." So, she started a shop. Went bankrupt. So, she had a bunch of cookies made, so she went up and down to other places that had a little business and just gave them away and when she was packing up, they came in and said, "Hey, we want some more cookies." "Whoa! What?" And it was the impetus, the beginning of it. And, of course, I've used this in a bunch of places. If you can give away...If you can sell it, if it's really great, at a restaurant, another referral system. Just anything. Just got to be good. Oh, yeah. I also did this with a barbeque. Oh, this is funny. Remember I told you I talked to people who have got all kinds of wacky jobs?

Michael: Yes.

Glenn: His job is delivering these big tin can dumpsters. He drives the truck. Do you have any friends that drive dumpsters?

Michael: My garbage man named Diego.

Glenn: Oh, so you know Diego? Good for you. You need to talk to Diego and find out what else he's doing. These guys are often doing multiple jobs because they finish with the trash in the morning and then they go to other stuff. Anyway, Roger is delivering dumpsters and he said, "I've just going into partnership with a guy. He's bought a restaurant and I'm in manning the till and doing a little bit of cooking." He said, "I need help. You know, we don't have any business." Surprise. So, I said, "Well, what's the best selling item you've got?" He's got a pork roll thing that you put in a sandwich or a roll. I said, "Okay. What's close to you?" He said, "Well, I could hit the guys on the first tee at the golf range." The public golf range is right next door. I said, "Okay. Get a tray. Put a bunch of your pork rolls on there. Oh, and you've got to wear the big, tall white chef's hat and the white apron in the outfit."

Michael: Make it memorable.

Glenn: "Do I have to?" I said, "Yes. You have to."

Michael: Just like Mark Twain, right?

Glenn: Yep. So, he goes toddling out to the first tee. You have a bunch of guys there. By the way, have you seen the new golf club that has a spigot in it for beer?

Michael: I have not, Glenn.

Glenn: I was looking through some of these high-end catalogues. It's not cheap, but it has beer in it. They know who they're dealing with. So, he's giving pork rolls to these guys. He said, "Wow. About 50% of the people I served pork rolls come rolling in the driveway and saying, "Wow. That was so good. We want more." That works. I said, "Now, you've got hire some little flunky and put the hat on him and the apron and the big chef stuff and tell him what to say," or her, better yet. Make sure it's a pretty girl. Find some college co-ed and send her over with the pork rolls. So, I have to call back and see what he's doing. But, anyway. He said, "We've got people in the restaurant for the first time." It's wonderful.

Okay. For you guys who want to do copywriting and make a bunch of money. Now, I was at a \$25,000 even and I was talking to somebody. I said, "What do you do?" He said, "I have a computer store." Another one of those. You know, it's like selling rocks. I said, "Well, how are you doing?" He said, "Well, I just hit upon an idea that's revolutionized my sales." I said, "Okay." So, I gave him a couple things that other people are doing around the world. He said, "Okay. Here's what I'm doing." You know, trading money ideas for money ideas. So, he said, "I had this great offer. I slaved over it. I put together a special deal. You know, this special software. You could hit a button and you could log it into your house from your cellphone. You can control the temperature and a bunch of..." Eh. Anyway. So, he mailed this letter and it bombed. So, he mailed them again and it bombed. Mailed them again. So, he said the fifth time, he was frustrated. He was working on it and finally, crumpled it up and threw it away and bing! He had an idea. So, he uncrumpled the letter, stuffed it in the envelope and he said he did 50 and he got 80% response. So, he had his mail shop, "Can you crumple

letters?" and they said, "What?" Anyway, he mailed it to a 10,000-15,000 list and it pulled 80%.

Michael: I wonder if this guy originated it because a lot of this 3D direct mail people use a little tin garbage can with a crumpled up letter in it. They take it a step further with a lumpy mail.

Glenn: Maybe they got it from him. This is not a new idea. I got that in like in 1991.

Michael: Is that from an Abraham seminar?

Glenn: I was with a guy at lunch at an Abraham seminar. Yep. Now, of course, I have a friend that owns an advertising agency and 7he delights in mailing pumpkins and watermelons. No box. No packaging. I actually asked the post office lady here close to me—out in the country. I live next to Boring, Maryland. We're out here. So, I look out the window, I might see a fawn or a groundhog or a fox or, you know, any kind of varmint. I said, "What happens when somebody just slaps stamps on a watermelon?" I said, "I've got a guy that does that and he says that it's treated like Federal Express." She said, "You're right. We're afraid it'll smash, so we get it there immediately." So, he'll mail a watermelon and call up and say, "Hey," it's a cold call, right?

Michael: Not any more.

Glenn: Did you get that watermelon I sent you? "Ah! I've got the guy who mailed us a watermelon on the phone!"

Michael: That's funny.

Glenn: He's very wealthy. He started in PR and then he got into advertising specialties. I don't know what the heck he's up to now. Okay. Anyway, you can use that idea. Now, while I'm at it, here's another one I'll throw in for the books. Another guy stood up and said, "We had a catastrophe in my direct mail. We mailed a whole bunch of letters and they left off the first page. It's like I've got thousands of people calling the office," and he says, "I've made \$200,000 in the last week."

Michael: Oh, that's brilliant.

- Glenn: So, he's got his money back from the letter shop, but now he leaves the first page off and he said he had to look and see what he did. He made some kind of special offer on the first page and then he referred to it at the top of the second page and everybody wanted to know what the freebie was.
- Michael: Give me a couple more of these cool things to mail that really get attention. Can you think back?
- Glenn: Well, I've got some crazy ones. I do know I mail lottery tickets.
- Michael: What's the headline? When they open the letter, they see the lottery ticket, what's your headline?
- Glenn: Well, often they aren't answering my email, so they bought something and I'll say, "Okay, as you can tell I've taped or stapled a lottery ticket." Even if I email, I say, "I've emailed..." I do lottery ticket sales letters online. I just use a poem or some headlines or something that is a lottery ticket. You know, money making. This is Gary Halbert—a dollar bill letter. That thing that has been mailed has probably made a billion dollars, his dollar bill letter. Phraseology, which I wrote down as soon as I found out what he was doing. Got in my head. Thank you very much and then it says, "As you can see, I've stapled a \$1 to top of this letter. Why? You ask. Why did I do that?" "Well, two reasons, one reason, three reasons..." As many reasons as you've got. Number one, I wanted to grab your attention. Okay. Two, this is really topical and important. Number three, this is guaranteed to make you rich—In Gary Halbert vernacular, "This is going to make you rich out of the park. In fact, it's so good that I've got a 100% money-back guarantee for an entire year." Then, you put some bullets or whatever and they want to know what it is.
- Now, I've got a mentor that you've interviewed. He's big in event selling, vacation timeshares...
- Michael: Ben Gay.
- Glenn: Ben Gay. Thank you. Often, I'll buy somebody a book as a gift and he'll initial and send them a letter. He taught me his little system. He says, "Glenn, I've actually made over \$100 million by sending thank you note cards after people buy a book." "Oh? How did that work?" He probably didn't tell you the story. He sent some guy in Europe who bought something, a series of

banking notes. You know, every time he bought something, he sent them a personal note. And, the guy called up and said, "I got this thing that's about to go public. I'd like to get you in on the ground floor. You know? How many shares would you like?" He probably spent \$10,000-15,000 because it sounded good. He said, "That made \$100 million."

Michael: Wow.

Glenn: And the guy called me because he liked me because I kept sending these personal thank you cards.

Michael: That's what Joe Girard, the Guinness Book of World Records for the most cars sold did.

Glenn: Exactly. He's got a whole slew of those things. He'll stand up at a baseball game and throw his business card with special offers out in the crowd like confetti. He's a character. So, that's one.

Michael: This is the end of Part 3. Please continue to Part 4.

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