

# HMA

**HIDDEN MARKETING ASSETS**

# *University*

**INTERVIEW SERIES**

**How To Harness The Power  
In Your Next Big Idea:**

**The Amazing Story Of  
“The Caribbean Richard Branson”**

Dear Student,

I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://HardToFindSeminars.com).

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

*Michael Senoff*

Founder & CEO: [www.hardtfindseminars.com](http://www.hardtfindseminars.com)

## Copyright Notices

Copyright © MMVIII - © MMXIII by JS&M Sales & Marketing Inc

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher. Requests for permission or further information should be addressed to the Publishers.

Published by:

Michael Senoff  
JS&M Sales & Marketing Inc.  
4978 Gaylord Drive  
San Diego, CA 92117  
858-274-7851 Office  
858-274-2579 Fax  
[Michael@michaelsenoff.com](mailto:Michael@michaelsenoff.com)  
<http://www.hardtfindseminars.com>

Legal Notices: While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein. You must test everything for yourself.

Any perceived slights of specific people or organizations is unintentional.

## **How To Harness The Power In Your Next Big Idea:**

### ***The Amazing Story Of "The Caribbean Richard Branson"***

Flying anywhere can be a hassle, but flying into St. Barth's can be ten times the hassle. The reason why is because air travel to St. Barth is severely limited and flights after sunset aren't allowed at all. So unless you had an extra \$1200 to charter a private plane your shit out of luck. You would be forced to stand in line at the airport, drag your luggage behind you while you make your way through customs – only to discover you were bumped off your flight. Meanwhile, the rich people with the money for the chartered flights have an agent to take their luggage and passports through customs while they drink leisurely in a lounge and wait for their air-conditioned vehicle to take them straight to their plane.

Now most people only complained, bitched and griped about this common scenario. But Terrance saw opportunity. So he decided to charter planes himself and sell out the seats.

That way, his clients could get all the amenities of a chartered flight while only paying for the seat they sat in. And in this audio, you'll hear how Terrance took that simple idea, applied business principles he learned from my HMA and Art Hamel audios, bought another business with no money down, and was able to build his company up in just seven years from idea to amazing. Thirty percent of St. Barth's travel is now done through him – and it's only growing from there.

And in this audio, you'll hear his story, along with all the entrepreneurial steps he used to get there including...

- Steps for knowing your target market including their needs, wants, desires, and fears
- The guarantee Terrance gives his clients – and the one business-killing sentence his prospects will never hear him say
- How Terrance sucker punches his competition every day just by picking up the phone
- The one area of business Terrance still needs to work on – that he figured out in real time while on the phone with me
- The Art Hamel tactic Terrance used to get 100% owner financing of a profitable travel agency even after the owners insisted they only wanted big-money (and in cash) for the deal

Listen to hours of free marketing consulting interviews, case study training at  
<http://www.myfirstthmaclient.com>

- "Real-life" insight into pricing your product or service for market – and a quick look at why you should never be afraid to charge a premium price for a premium product
- All the details about how Terrance upsells his clients and how much he charges for his services
- Why you live and die by word-of-mouth and how Terrance quickly built his reputation and USP – "if you want to bypass the crap, go to Terrance"

The best part of Terrance's story is that even though he's considered a "virtual airline" that could not operate directly out of the airport, he recently negotiated for a presence there – he'll soon have his own check-in counter and agents. They actually had to re-do their restrictions because Terrance was doing so much business there. If you apply simple "Richard Branson-like" entrepreneurial steps to an idea, your success will be almost limitless. And in this audio, you'll hear exactly how Terrance did it using information he found at [hardtofindseminars.com](http://hardtofindseminars.com).

Michael: Hello, this is Michael.

Terrance: Hi, Michael, its Terrance.

Michael: Terrance, how are you?

Terrance: Fine buddy, I'm doing great. How are you doing yourself?

Michael: Very good. Good to hear from you, I'm glad we finally connected. We got our times down right, so right now its 5:15 there?

Terrance: Ya its 5:15 on my end, exactly.

Michael: Ok, so we know we're four hours apart, it's only 1:15 here. So have you had a busy day?

Terrance: Yes, indeed. Well it's a good day. A very productive day, I had a couple of good meetings today. Things are working out, I had a good meeting this morning with the airport management. My company Air St. Maarten, we're trying to get concession from the airports to officially provide VIP services not only to our clients but to other clients as well.

Michael: That's wonderful. We're not going to do the interview now, but I just wanted to say hi and I do want to get an idea of what you would like to see this interview to accomplish, so I want to get a little bit better idea on Air St. Maarten. So who do you see listening to this interview? If you could

pick your ideal prospect, we could put this interview in front of their ears, who would you like to listen to this interview?

Terrance: Well, definitely all of St. Maarten, St. Barts lovers. St Barts lovers are addicts. They got to get their St. Barts fix. They love St. Barts, they love everything about St. Barts, they want to know how to get there, they want to know when they get there, what to do, all that stuff. And my focus is on how to get there. If I were to write an e-book, that would be the name of the e-book. How to get to St. Barts.

Michael: Has it been hard to get there in the past?

Terrance: Yes. It still is, actually. And that's the good thing about it.

Michael: It is still hard to get there. So are we talking about people from all over the world who want to vacation in St. Barts?

Terrance: Yes, exactly.

Michael: And how did St. Barts get so popular? I never have heard of it until my wife watches a show called The Housewives of New Jersey and I bet that's part of it because a couple of the housewives, they fly into St. Barts and it's just a big deal.

Terrance: Yes, it is. St. Barts is like the South of France, Cote d'Azur. St. Barts is actually the St. Tropez of the Caribbean. The same way that people love going to St. Tropez in the South of France and Monaco and those places, it has that allure and the Governor in St. Barts, he was able to maintain that high level of exclusivity. And because of that, wealthy clients go back fifty years ago to Rockefellers, the Vanderbilts and all those high net worth families. They all have property in St. Barts so they would all come down and it would be the exclusive getaway back in the day, so people started discovering St. Barts and he was able to maintain that exclusive image.

Michael: How was he able to do that?

Terrance: By indeed limiting access. One example is the airport closes at sunset, so if you're not in by 5:30 in the afternoon at sunset, you're out. I've had clients literally throw money at me to get them into St. Barts at night and it is simply not possible. But now the general is not the governor anymore, he is the President of St. Barts, I have his number on speed dial. I tell them, look even if I call Bruno, his name is Bruno, if I called Bruno

right now, he will never, never, no way, no how, no matter how much money you offer open the airport to get you in at night.

Michael: So this was done on purpose to keep that exclusivity so it doesn't become overcrowded?

Terrance: Exactly, so you know they don't allow cruise ships to dock in St. Barts. While we have six cruise ships docking in the harbor, you have like 12,000 people in one day on the island just overrunning the city. He doesn't allow that. He owns the local airline company over there and for you to operate into St. Barts, you've got to follow strict rules and regulations. You got to abide by strict rules and regulations, so pretty limited options. You can get to St. Barts by air or sea but if you're not in by a certain time, you're out.

Michael: OK, so your website, Air St. Maarten, the first virtual airline offering flights to and from St. Maarten and the rest of the Caribbean, in St. Barts your specialty?

Terrance: Yes, that's my niche market. I would say 30% of my business is into St. Barts, so we have a very nice market share. It's a very lucrative market for us because what we guarantee clients is that we will get you to St. Barts no matter what. That's the guarantee we offer them, so if we don't get them into St. Barts by air, we'll offer them transportation by sea. So even though we're called Air St. Maarten, basically our sole purpose of Air St. Maarten is to get people into St. Barts no matter how -by sea or air and of course, during the day, that's not problem because the airport is open but at night, again the only option is to get into St. Barts at night is by boat.

Michael: Let me ask you this. OK. My kids are out for winter vacation. My wife and I are talking about doing a vacation. We were looking at tickets to Cozumel or Cabo San Lucas. Let's say I approach her and say, honey lets go to St. Barts and let's say we were going to do it ourselves and I've never met you and I'm going to do it the traditional way without Terrance and without Air St. Maarten. What am I going to experience in trying to get to St. Barts without your help?

Terrance: Ok, you can contact any of the local operators and because of the fact that you only look at what they can offer you.

Michael: Let's say I'm starting in San Diego, so the first thing I'm going to do is go look for airline tickets from-.

Terrance: Ya, from San Diego to St. Maarten.

Michael: Ok, am I going to find them?

Terrance: Ya, you're going to find flights that to San Juan to St. Maarten. You're not going to find much connections to St. Barts, but you will definitely find connections to St. Maarten or San Juan and then indeed, the question is how do you get from those islands into St. Barts? And then when people go online and they start searching for flights to St. Barts, that's where they also find my website. And they find all the other airline companies that actually own aircraft; they will find their airline website as well. Well when they contact these airlines and they don't have any options available to fit your itinerary, you still have to continue to shopping around. What I offer people when they end up on my website, what I offer them is that I have access to all options to get to St. Barts. So I don't tell you, oh I'm sold out, or I'm booked out, go away. I tell you oh, hold on. Let me check what I have available.

Michael: Let me stop you there. Let's say I'm looking on my own, I find flights into St. Maarten but then I'm not going to see online information on how to get to St. Maarten to St. Barts on my American Airlines or any of the big carriers that I'm going to, so I'm going to be like, well how do I get to St. Barts?

Terrance: Exactly.

Michael: And I'm going to go online and type in "travel to St. Barts" and I'm going to come across other websites and your website.

Terrance: Exactly.

Michael: How are you positioned in the Google ranking search engines?

Terrance: Well if you search on the keywords "flights to St. Barts" or "charters to St. Barts", I'm going to come for sure in the top ten results. So that is where I really try to position myself in terms of offering flights to St. Barts. If you're looking for "travel to St. Barts", I just typed in and I'm not seeing my website in the top ten results. What you're seeing in the top ten results or even for that matter, in the top three results, what you're seeing is all forums. Travel guides, you're seeing St. Barts guides, you're seeing Fodor's. You're seeing Barts online, you're seeing TripAdvisor. You don't see any travel sites, but if you type in "flights to St. Barts", and I'm going to do that now in Google, now you're seeing the local St. Barts commuter airline and you're still seeing all those forum and TripAdvisor sites. OK, let me just type in now "charters to St. Barts" because that's where we make all



our money, with the charters. I'm still seeing TripAdvisor, I'm seeing forums, I'm seeing Charterworld. I'm seeing St. Barts forum. I'm seeing Tradewind or Tradewind offers flights from St. Juan to St. Barts. I'm seeing St. Barts commuter and now I'm seeing my website as well.

Michael: So if I'm going to start shopping around....

Terrance: But that just tells me, Mike, that I need to improve my ranking.

Michael: That's ok.

Terrance: I've not been in it for a while because I've been busy with other stuff, but I need to get some articles on my site to get those key words back up again. All these TripAdvisor sites, they're now dominating the top ten results now.

Michael: Ya, they are and they're the big boys, so I'm searching for "flights to St. Barts". I find your website. I type in a date of when I want to travel to get in or I call you, so let's take for example, my family. I want to get there and I've met you and you're going to make it easy for me. How are you going to make my trip easier, compared to me shopping around with other online charters and online flights to get from St. Maarten into St. Barts? Where is the differentiation? Why should I be looking at using you to get me to St. Barts compared to anyone else?

Terrance: I've read your HMA stuff, so I know what you're talking about. Probably my answer to that question would be try to really get down into stuff like USB and all that stuff.

Michael: Tell me just as a person who maybe wants to come to St. Barts with my family, this Christmas holiday season time. How are you going to make my life easier, where are you going to save me time and frustration if I'm going to try and do it myself and I've never ever tried to fly to St. Barts or St. Maarten for that matter.

Terrance: Firstly, we tell them, when you're travelling down to the Caribbean, it's an adventure. The first thing you have to understand and appreciate is that it's all an adventure. You do in that adventure is that we take out the insecurities involved. Most of the time, it's going to be the first time that you're ever coming down to St. Maarten to get to St. Barts, so what we find is we offer them good connections when they arrive into St. Maarten and we can offer them good connections to St. Barts and we can offer them a hassle-free transfer through St. Maarten to St. Barts. Because that's very important that the transfer, or transit, is hassle-free. And that's

because once you arrive in St. Maarten with your family, you meet me at the counter or my agent at the counter, we take everything from there. We take your paper for immigration, we get your luggage for you, we transfer it down to our aircraft, put it in the aircraft and within 12 minutes, you're in the air on the way to St. Barts. And that is basically what we offer clients. Clients that have already been through St. Maarten and know the hassle involved, transferring through St. Maarten, they really appreciate what we're saying when we tell them we can offer them good connections and hassle free passes from St. Maarten. They really appreciate us and that's what they report a lot.

Michael: How about cost? Are you able to save me money?

Terrance: No, because we charge a premium price for our service because in fact we offer you value for your money in terms of getting you through St. Maarten as quickly and as hassle free as possible. We charge a premium price for that because basically, if you're looking for the cheapest option, the cheapest option is that you do everything yourself.

Michael: So your clients generally are quite wealthy and money really isn't an issue, is that correct?

Terrance: Isn't an option and that is exactly the case. I get calls from secretaries from personal assistants, their boss and his family want to come down to St. Maarten to go to St. Barts. They've heard about Terrance Ray, they've heard about the Air St. Maarten, I was recommended. I get a lot of referrals. CEOs or those wealthy guys, they'll talk to each other and say "hey, when you go to St. Maarten, call Terrance. He can get you to St. Barts easy". I get a lot of referrals that way. So I have secretaries or personal assistance will call me up and say I have so-in-so, he's coming tomorrow with his family, they we'd like for someone to meet them and take care of their luggage and take care of the transfer and get them to St. Barts as quickly as possible. We heard you're the guy to call.

Michael: OK, Terrance. Do you have competition, anyone close to doing what you're doing at the service level that you're currently executing for your clients?

Terrance: When I started out, I had pretty much the market cornered. Now a lot of my competitors have discovered that service element. That is very important so now they also look into focus on providing that extra, additional service, so you know we've got to keep two steps ahead of the competition and you know we do that by maintaining a personal relationship: the newsletter and the emails and all that stuff that you talk about. But basically by having a personal conversation with the clients when they call

us, we actually talk to them on the phone. If you call my competitor right now, you have a big shot that he won't even answer the phone. It will ring and reach the answer phone system and you know, it's very hard to get someone personal on the line and they keep referring you to the website, so its personality, personal contact is the main problem for those guys and customer service is really the crucial element in distinguishing yourself from the rest and one of the things we kept hearing from clients and I think I work it into my USB, someway somehow. But to give you an example, American Express is one of our biggest clients. They book a lot of flights with us and the reason why they do that, they say, was because I was the only one in the Caribbean who actually answered his phone when they called.

Michael: Absolutely and that's very important.

Terrance: One day I was driving on my way to the airport and I got this call and I answered it while I'm driving – you know, you're not even allowed to be on the phone down here while you're driving. It's against the law, you can get a fine for that, but hey- nonetheless, I answered the call and it was this agent from American Express and she was really in a bind, she had this high net worth client that they booked the flight into St. Maarten with a private jet and he was supposed to connect to St. Barts but the flight was late so they would miss the connection, so before he's even landed in St. Barts, she was trying to find an alternative for him to get to St. Barts because he didn't want to wait not a minute in St. Maarten, he wanted to get to St. Barts as quickly as possible. So she was calling around and no one was answering the phone and finally she called me after searching online on the internet and I answered the phone and she was like, oh my god- someone really answered the phone! She told me the problem, I said well I am on the way to the airport, I can meet him and get him on an aircraft to St. Barts in twelve minutes. And she like, really? She was like- it was unbelievable, she couldn't believe it. I actually did that, she was really blown away and she told me after that she told all her colleagues at American Express at her department about me and she gave them my number and so since then, they started calling and made a big client ever since.

Michael: Hey Terrance, wonderful. How many people come to visit St. Marten and St. Barts a year, is there a special season that its more heavier travelled than others? When is the season?

Terrance: This month, December is what we call the crazy season, that's when we get most traffic into St. Barts but its high season for us is actually from mid-November from Thanksgiving until the end of April. That is

basically the high season for us and then you get some traffic in the Summer of course. We have the hurricane season down here in St. Maarten and the region from let's say end of August 'til October, that's more or less the hurricane season down there for us, so we don't get much traffic during those months, which is of course understandable. But during the high season, we make enough money to last the whole year and December is just one of those months where you work day and night, basically. But you make enough money to last the rest of the year and that's the season when you get all these jet set clients, all these famous athletes, all these famous actors and actresses coming down and they all want to get to St. Barts 'cause that's the place to be. You don't count if you're not in St. Barts, or be seen in St. Barts and that's what it's all about. They want to get to St. Barts because they have to be in St. Barts to be seen in St. Barts.

Michael: So how long of a flight is it from St. Maarten to St. Barts?

Terrance: Oh 12 minutes. It's a 12-15 minute flight, it's really a commute. It's a hop, a skip and a jump and you're there.

Michael: And what does it cost, about?

Terrance: It costs just as much to fly from New York to St. Maarten as it does from St. Marten to St. Barts and people are literally blown away by that.

Michael: So about, how much in US dollars?

Terrance: Oh its about \$350 now.

Michael: \$350 to go from St. Maarten to St. Barts. Is that round trip?

Terrance: Ya that's roundtrip.

Michael: And that's just the expense of flying with JetBlue from New York to St. Maarten and back. OK. Are you able to make some good profits on that?

Terrance: Ya because what our specialty is, what I call a shared charter, shared charter is where I charter the aircraft and I offer that exclusive primary charter service with all the amenities of private charter, but the people are not paying for the whole aircraft, they're only paying for the seat that they occupy, so we get a lot of clients that love the fact that they can brag to their friends that they flew into St. Barts on a private charter and then people are like, wow- you really flew on a private charter, that's so

great! But they didn't really pay for the whole aircraft, they got the service of a private charter but they only paid for the seat that they occupy.

Michael: I see. How did you come up with this idea, is this something new within the industry down there?

Terrance: Yes, because when I did some research back in 2005 in this market, you had two options to get to St. Barts. You had the option of charter the private jet, private plane, you don't fly jets to St. Barts, only turbo props. Commuter aircrafts, which you can charter privately and then the aircraft is yours for that flight, or you fly commercially and flying commercially is you know, you're just a number and they just plop everybody in that little aircraft and fly them over to St. Barts as quickly as possible.

Michael: And you'll pay the same price about?

Terrance: You pay the same price, it's a hassle, you stand in line, you're going to be waiting, you're going to be schlepping your luggage behind you, you're going to stand in line at the immigration. It takes a while to clear immigration and then you've got to go and check in, you know- another wait and then you hear the flight is full and then you've got to wait until the next flight.

Michael: And how often is this occurring with the regular commercial flight?

Terrance: That's an everyday thing. When I started servicing this market, I started Air St. Maarten back in 2003, when I started servicing the St. Barts market in 2005, that was an everyday thing. The aircraft would be delayed, people would get bumped off of flights and then they have to hassle with the luggage and so I realized hey- if we offer the same service and amenities of a private charter, because when you fly a private charter, the agent meets you, gets your luggage, clears you to immigration, puts you in an air conditioned vehicle, drives you down to the aircraft, puts you on the aircraft and you're gone. While unfortunates are still in the terminal building, standing in line, trying to check in. While you already are in the air flying to St. Barts and a half an hour later, you are on the beach, or next to the pool drinking a cocktail. And those guys are still in St. Maarten waiting to get on a flight.

Michael: That is the advantage of a private charter, it's like how the rich people travel.

Terrance: Exactly, what happens, Mike, is that I know that not everybody could afford that, so what I did, I started taking an economic risk. I said ok what I'll do-

Michael: Let me ask you, before you go into that, how much is a private charter going to cost someone, about?

Terrance: Right now it's about \$1200 to charter a nine seater aircraft, it's a twin engine aircraft and it can take on average six or seven passengers plus luggage.

Michael: And that's roundtrip?

Terrance: No, that's one way. Plus taxes. Taxes right now is about \$21.

Michael: Let's say my wife and myself and my two children want to get a private charter. Is that \$1200 divided up by the number of passengers?

Terrance: No you pay for the whole aircraft. A private charter is you pay for the whole aircraft, so the \$1200 for the whole aircraft and you can put all your family plus all your luggage on that one aircraft.

Michael: But if I'm a rich person and I have my secretary book me a private charter, the planes happen to have 12 seats so I'm going to be flying my wife and my two kids and myself and it's going to cost me \$1200 each way.

Terrance: Exactly.

Michael: Alright so now, you said you saw a need and you realized that everyone could not afford a private charter, continue.

Terrance: When I really realized that was a market, I would get calls and people would say, "hi Terrance I want a private charter, I want to pay the full price, but its only me and my wife and my two kids. And you've got four seats left over, can you sell those seats for me or can you find someone who would be willing to share the cost of that charter with me"?

Michael: And this was happening over and over again?

Terrance: Yes, I kept getting those calls. And you would see those people online on forums and they would advertise, hey- I got a private charter flying on this day at this time, you want to share? And I kept getting those inquiries and I'd say hey- that's what triggered my attention, hey, there is actually maybe a market here.

Michael: How long ago was this?

Terrance: That was back in 2005.

Michael: Ok. The minimum seats on these private charter planes are what? What's the minimum occupancy for a private charter?

Terrance: Oh, one person. Minimum, you have two types of aircrafts right now that we fly into St. Barts. You've got nine seater aircrafts and you've got sixteen seater aircrafts.

Michael: So there's no four seater aircrafts or five seater aircrafts?

Terrance: There are, but not much operating commercially. You have small owners, private owners that own their own private aircraft that are like four seaters or five seaters.

Michael: But they're not doing a commercial business, transferring people?

Terrance: No, if they're transferring people, they're doing it as a private service.

Michael: OK so that's what's available- a nine seater or a fifteen seater.

Terrance: Ya- sixteen seater.

Michael: Sixteen seater, ya. Ok. Continue.

Terrance: So if you are one person and you want to charter the aircraft, it's you and the pilot are sitting basically and you're flying to St. Barts, you know. And hey- if you have the money and you don't care, you just care about getting to St. Barts.

Michael: And so with their private charter, they're going to treat you well because it's a high price thing. They're going to take your luggage...

Terrance: The agent is going to meet you on your inbound flight if you fly in on JetBlue, the pilot or the agent is going to meet you, he's going to get your luggage, he's going to take you through immigration because you already filled in the forms; they're done for you, get you down to the aircraft and put you on and within ten or fifteen minutes, you are on your way to St. Barts. That goes for the private charter.

Michael: Got it. I'm glad I'm asking you this because a lot of people don't know this. I didn't know this.

Terrance: So what happened back then is that you know, I said ok, I'll take the risk. Ill charter aircraft and I'll say hey, I got a flight at four o'clock from St. Maarten to St. Barts and I've got 8 seats on the flight and if you pay me \$300, I'll take you along on that flight.

Michael: Do you pre-pay for the private charter?

Terrance: Yes, we do. Yes. Well now, after so many years in business, we have a pretty good relationship with all our operators, we work on an invoice basis but basically when I started out, it was cash up front. I had to book the charter and pay it right away to secure a charter and then I would go out and try to sell the seats.

Michael: I got you.

Terrance: What I did back then is I would be trolling those forums, all those travel forums where people are chatting with each other and I'd post a message like, hey you want to get to St. Barts, I have a seat available on a flight, I've got a shared charter. And that's how I basically started back then.

Michael: And that was in 2005.

Terrance: Ya.

Michael: And people were responding?

Terrance: Ya. Exactly. It really took off in October 2006. It really took off because at that time, here in St. Maarten the new airport terminal build was under construction and because of the construction work going on, there were a lot of delays with flights and there were a lot of hassles and problems with the flights because of all the construction work that was going on. And that's when it really took off, that service, because you know- people going to the old terminal building and in order for them to get around the construction work and all that stuff that was going on, so if you book a private charter, you could bypass all that crap and get into the air as quickly as possible and that's when my shared charter service really took off because people heard about, hey- if you want to bypass all this crap, just call Terrance and you get onto one of his charters.

Michael: So one cannot fly into St. Barts after 5 o'clock.



Terrance: 5:30/quarter to 6.

Michael: Alright, is there any other way you can get them to the island?

Terrance: Ya, once the airport closes after sunset, the only other option is to take the ferry. There's a ferry service leaving at 6:45 and that can be a 45 minute journey or even an hour and a half journey, depending on the weather. If the weather is good, go smoothly. If the weather is rough or whatever wind is against you, it can take up to 90 minutes for the ferry boat to transfer to St. Barts.

Michael: And what does that cost?

Terrance: Oh that's a pretty low cost thing. It would cost around \$80, but if you can stomach it, a lot of people really can't take it.

Michael: And how many people can go on the ferry?

Terrance: Oh the ferry can take about 100 or 120 people.

Michael: Ok, so you book those for your clients who don't make it in on time.

Terrance: Ya, you book it on my website as well, you can request the ferry service- economy class or business class.

Michael: Are you making money on that?

Terrance: Ya, just a regular commission. We get like 20% commission on that and then we have add a service fee on top of it for transfers. If we have to transfer the client from the airport to the dock, we charge an additional fee for that. So you know, we upsell. We upsell by offering a meet and greet and transfers and all of that. We add on some stuff on top of that to make more money.

Michael: How many flights are going into St. Barts per day during the high season, like currently?

Terrance: Each operator is allowed to do 20 flights per day, maximum. So that means each operator can do about 10 flights going and 10 flights back and right now, out of St. Maarten there are three operators operating on that route. So you're talking about a maximum 60 flights per day and even that might sound maybe a lot, I don't know. But even that isn't enough.

Michael: I see, where is your office located?

Terrance: We're actually located not at the airport because we're not a real airline company. We don't own our own aircraft, so based on that criteria, we're not allowed to operate at the airport because they're considering us an agent or a travel broker or tour operator. And travel agents and tour operators are not allowed to operate at the airport because of protection for the airlines and all that stuff, all those rules and regulations but it's just a load of bologna.

Michael: Yes, I understand.

Terrance: So we've been operating in this market since 2005, like I said, and that's why I had a meeting this morning actually, they called me in and one of the topics we discussed is that I said hey, even though we are a virtual airline, we don't own our own aircraft, we get 30% of the business into St. Barts comes through Air St. Maarten.

Michael: 30%?

Terrance: 30% of the traffic comes through Air St. Maarten, so that's a pretty high percentage, so that means that every 10 flights into St. Barts per day, 3 are Air St. Maarten clients. So I said, given that number, you know, it's time now that you guys recognize that Air St. Maarten is a reputable company. It provides a good service that there is demand for and it's about time now that Air St. Maarten have a physical presence at the airport. And you know, Mike, they agreed with me.

Michael: Good! So what's going to happen?

Terrance: I have to send them a proposal within a week, outlining exactly what my needs are and what my requirements are and then they'll get the answer on that basically what one of my needs is that I have a physical presence at the airport with signage, you know- there's a counter that actually says "Air St. Maarten", you can go to that counter and check in with Air St. Maarten. How it's done now is because we don't have a whole aircraft, we charter, some contracting to third parties, the existing airline operators when they charter their aircraft, we tell them to go and check in at their counter. You can imagine the risk involved in that. One of the major risks involved with that is that I will lose that client. If they figure hey- if Terrance is booking with St. Barts Commuter or Terrance is booking with WinAir, maybe I can save some money by going directly to these airline companies.

Michael: Is this occurring sometimes?

Terrance: The lower end of the market of course, they're all just shopping around for the best price. But because of the shared charter service we provide, that is really our niche service. No one else does that because no one else takes the economic risk that I take by booking an aircraft, paying for the aircraft and then trying to see if I can sell the seats. No one else does that. Everyone goes for surety and surety is hey, you want a flight, you pay for it. What I do is I book the flight and I say hey, do you need a seat on my flight? And I offer that to clients and that is really a niche service. No one else does that and because of that, I don't run much risk of losing a client to these operators because basically, they're not paying for the whole aircraft, they're paying just for the seat and they're getting the service of a private charter. But if they were to go directly to the operator and charter the aircraft themselves, they would have to pay for the whole aircraft and they would have to pay upfront including taxes and if they're looking to share with someone else, to cut costs, they would have to go out and hustle to get someone else to share their flight with them. And that's the hard part.

Michael: Ya, you're like a carpooling service.

Terrance: Ya, exactly.

Michael: You're a carpool from St. Maarten to St. Barts in the sky, that's all. Share a ride. It's very simple.

Terrance: Share a charter, ya.

Michael: Share a charter, it's probably a good URL for a website, too.

Terrance: Yes, I've got it!

Michael: You have a Shareacharter?

Terrance: Yes, I do. Shareacharter.com.

Michael: Terrance, what did you buy using and studying Art Hamel's stuff? What URL did you buy or what business did you buy?

Terrance: The travel agency business, is that what you're referring to?

Michael: Ya, is that what that is?

Terrance: That was how I found you actually and why I ultimately bought the Art Hamel product is because of the fact that it didn't start growing, so I figured to consolidate the business and to guarantee and get more clients and get more bookings for my shared charter business, it would help if I actually owned a travel agency that is booking flights to these islands, including St. Barts. And one of the travel agencies on the island, one of the biggest as a matter of fact, the owners were looking to retire and they wanted to sell and they were asking for the grand prize. They were looking to get a lot of money out of the deal and being realistically speaking, I would have said no. What you asked is not possible. So I came up with the option of hey, why don't you see if you can work a deal where I pay you a deposit and then I'll pay you the rest of the money from out of the profit? And initially they were like no, we want our money upfront. And then I bought the Art Hamel product and Art really goes deep into getting owner financing and all that stuff and what you should say and how you should approach it and what you need to do to get a deal like that made and I really studied the course and I really learned all the key words to use in negotiation and discussion and I kept hammering those points over the years and ultimately, it paid off.

Michael: And so they finally called you and said we're ready to sell, we'll do it?

Terrance: Ya, exactly. Exactly.

Michael: And did they have a pretty big book of business that came along with it?

Terrance: Ya, well I can tell you the agency does about \$5-7 million dollars annually, so that's a pretty solid chunk of the market and it's like a supermarket- high volume, low profit margin but its consistent and its guaranteed and then when you combine that with my air charter business, it's a solid basis to have for my charter business because I can leverage the name and the brand and reputation of Let's Travel to get more business.

Michael: I see so is that what it's called? Let's Travel?

Terrance: Yes, that's the agency name.

Michael: And so you're handling all of that, that's your business now and you're handling all that clientele?

Terrance: Ya, exactly.

Michael: How many employees do you have handling the calls and the scheduling and everything?

Terrance: Right now, one because we do everything web-based, so the rest I have backend where we processing the reservations, sending out the confirmations, processing the payments manually because of the financial issues involved with process of payment manually, so we don't allow people to pay online with their credit card. You have the physically sign an authorization form and send it to us. You know how that works. I sometimes use the same, the Echo sign system.

Michael: Very good, did you learn about that from me, the Echo sign?

Terrance: No, actually I was using that before I got it from you. When I got it and you sent for me to pay for the I think the Art Hamel stuff?

Michael: The HMA stuff.

Terrance: Ya, the HMA stuff. No, actually with the Art Hamel stuff.

Michael: Oh we did do it with the Art Hamel, that's correct.

Terrance: I could see that you use the same system that we also use for our clients so that is an important element.

Michael: Let me ask you this- what's inhibiting you from taking payments like PayPal or electronically online, is it just where you're located?

Terrance: That too, the main problem with using PayPal is that to get the money out of the PayPal account is a hassle because we're talking about thousands of dollars and the way PayPal is set up right now is that I can go to my ATM machine and take the cash out with my ATM card but there's a daily limit to that, I think it's like \$500, the daily limit is.

Michael: Why can't you hook your PayPal account up to your bank account?

Terrance: Because we're international, we're in St. Maarten, St. Maarten doesn't have that system like in America or in Europe where you can link your PayPal account to your bank account and have the money transferred, we don't have that option down here in the Caribbean in St. Maarten with PayPal.

Michael: I see. So the only way that you can get your money out is through the daily limit of the debit?

Terrance: Ya, and then I will still have to manually transfer- in my case, Mike, I happen to have because I used to live in Holland in Europe for many years, so I still have bank accounts in Holland, so I was able to link one of my European bank accounts to my PayPal account so I can transfer the money to my bank account and then I can use my ATM card down here in St. Maarten to withdraw the money, but that's not convenient for if someone pays you a thousand dollars or a couple thousand dollars for a charter, I'd have to literally go to the bank, the bank ATM machine about four or five times to get all the money out, so it's not convenient while if I use the manual process down here, I get the money on my account the next day.

Michael: I bet you can set up an account and link your PayPal account up with one of these big investment companies like Etrade, you know like, a trading account.

Terrance: As a matter of fact, I can go to the US and set up like a corporation over there, open an account. That is possible. But you know, there is some bureaucracy involved in getting that done. Then, I still have the issue that I would have to set up a link between my US bank and my local bank that if I authorize the money to be transferred down to St. Maarten, that its done as quickly as possible.

Michael: But its working for you right now.

Terrance: I would love to also make the whole process, Mike. The problem is, is that if you automate, you run the risk that you get charge backs and all that stuff because the minute these fraudulent people know that you have that option and they try to use a false credit card, you run into that problem. So because of the fact that we work with a lot of referrals, we work with a lot of high network clients-

Michael: Trust is already built in. Ya.

Terrance: Ya, and it's not inconvenient for them to have their secretary fax us an authorization form because you know, that's their job. It's not an inconvenience for them, per se. But I think what we will definitely look to speed up the process is in confirming reservations. If you put a request now on the Air St. Maarten site and we now- its almost closing time, we're already closed technically speaking. So my colleague who needs to go home just now, if you submit a request now for flight or charter, its only until the next morning when she's back in the office, we will send out a confirmation. So that part can be automated even more than it is now. That's why I told you about those guys - Con and Rez, I send them the letter via FedEx. I did it on Monday. I still haven't had a response yet.

Michael: Oh the software you're trying to get.

Terrance: Ya, that software. If I can get that software, Mike, it does everything I need. It does everything. At least what the demo shows, I did a demo, I tested the demo and it does what I need and for some reason, I will call these guys, I will email, I even got a friend of mine to try and get in contact with them and no deal, no response, nothing.

Michael: There's no other software that does something similar?

Terrance: Ya, but its quite expensive. It isn't really worth the investment from that perspective. These guys, if I can get the software license on the source code from these guys, I don't know who wrote it or what happened to that company or what happened to those guys, but if I can get my hands on that software, it will be best.

Michael: OK, did you confirm if the FedEx letter has been sent and signed for?

Terrance: No, I've been so busy I didn't even...

Michael: So tonight, go on FedEx and type in the tracking number and see if someone signed for it and see who the name is. OK so this is good. So I asked you at the beginning, who is your ideal prospect that you would like to listen to this recording?

Terrance: Well, like I said- first of all, St. Barts lovers. Those are the people who travel to St. Barts every year and they come down every year so they know the deal and they are looking for the fastest and the most convenient way to get from St. Maarten to St. Barts or even from St. Juan. It can be four points to get into St. Barts and then I'm looking at secretaries, I'm looking at personal assistants, I'm looking at VIP concierge services. I'm looking at high net worth individuals that know about St. Barts or heard about St. Barts and have the money to spend and want to come down and go to St. Barts. Those are my target clients. When a boss tells his secretary, hey we're thinking about going down to St. Barts, can you arrange everything for us? She goes online and she starts searching because getting the flight into St. Maarten is not a problem. But getting from St. Maarten to St. Barts, that's where the search part and that's my ideal client. She's going to call me and she's going to say, hey my boss and his wife and kids are coming down to St. Maarten, can you get them to St. Barts? So I would love for that type of client to listen to my recording and hear exactly my story and get to know me, Terrance Ray, and get to hear

about the service I provide so that he or she would know hey- next time I'm booking a flight for my boss, I'll call Terrance first.

Michael: Do you have any relationships with any businesses down in St. Barts? Any hotels or establishments that would have access to a client list of all their customers? Look, the names are all in there.

Terrance: I hear you, I hear you. That's the joint venture partnerships you're talking about. To tell you the truth, honestly Mike, I've never explored that options. The hotels, they will call us. If its high season, they will call us and say hey- we have guests staying at the hotel. They have flights booked to St. Maarten, they need to get to St. Barts, can you help them? And they would refer the clients to us or they will send us an email with all the information and we would take it from there. But we don't have any concrete established relationships with hotels and I'll tell you the reason why that has not happened yet, is for the simple reason that we are a broker. So when I charter an aircraft, I'm paying a certain price to the operator. I don't have much room to play with the price because it's not my product. I'm just a reseller. When hotels have pushed me to do a deal, they say let's do a package/flight, whether its charter or not, plus accommodations and all that stuff, I don't have much margin to play with for the hotels. Because of that, we've never really done any type of joint venture deals with the hotel because most of the hotels, they're looking for package deals. They're looking to offer packages to their clients. Accommodation or villa, or luxury suite, plus transfers.

Michael: So are the hotels down in St. Barts, their concierge services, when their customers and clients say I need to get back to St. Maartens, what are they doing? They're working deals for themselves, right?

Terrance: No we have not established anything. They're just simple calling us and they're saying we've got guests staying at our hotel and they're a lot of high end hotels in St. Barts and they're saying they need to get to St. Maarten, can you send a plane for them, arrange a flight? And we don't give them any percentage, they just refer the clients to us and give us the client's credit card, send us the authorization and we charge the credit card for the flights and they just transfer the clients to the airport, because they provide the service as part of their package, check the clients in at the airport and then we take it from there. But we don't have any joint venture deals or any partnerships with any of the hotels right now and in the past, I have stayed away from that because I didn't want to make any promises I could not deliver on. The minute you talk partnerships, that means they want a cut.



Michael: You're right. I was just curious.

Terrance: It is something, every year I keep saying to myself, I need to re-explore joint ventures because of the fact that these hotels, these resorts, these properties, these villa operators, they have the clientele. They have the database, they have access to the clientele and if we can do some type of joint venture together, it would be great.

Michael: Well, you know it doesn't have to include money. You are above and beyond the logical choice for the high end client. Your experience and the traveling from St. Barts back to St. Maarten is superior and all these hotels want to only offer the best service, they don't want to send their high end clients on some dumpy, commercial commuter. Ideally, you want to be positioned as the only game in town. The best of the best. So how do you make this experience meet the expectations of the super wealthy and famous? What are you doing to live up to that with your travel?

Terrance: Well, basically from an operational style in the business, is that because we have such a good relationship with the operators and they know we give them guaranteed business every year, we tell them- now listen guys, you know my clientele. You know these are high end clients, they're very picky. They're very conscious of the service that they're getting. So don't mess up, if there's a problem, call me right away so I can deal with it. If I have a charter scheduled at 1pm, you make sure you're there on time; you make sure your agent is there on time, you make sure the pilot is there on time. If you're going to be late, call me up and let me know in advance. These are the things we discuss with our operators. And you know, after so many years of working together, they know the drill. They know the deal, they know the drill, so they know they have a client from Air St. Maarten book with them, they're going to make sure everything goes smoothly and it took years to build up that relationship and get that quality from them, but it works because they know we're giving them guaranteed business and because of that now, we've reached the stage that we can book clients with these operators and walk away because we know the client is in good hands. They'll go the distance to make sure our clients are taken care of.

Michael: You said it's only a 15 minute flight, did you say?

Terrance: Yes, 12-15 minutes exactly.

Michael: Alright, so you don't have to worry about keeping them all comfortable on the plane, it's only 15 minutes. You're not serving dinner and breakfast or any of that stuff.

Terrance: No, if someone wants a bottle of champagne onboard to celebrate with his wife or whatever, sure we can arrange that.

Michael: Do they do anything unique like when you go to Hawaii, you get off the plane, I think they used to put a lei around your neck? Anything unique that stands out?

Terrance: No, they don't like that stuff.

Michael: They don't. They just want to get there.

Terrance: A lot of our clients, they're coming in incognito. You've got Richard Gere, you've got Denzel Washington. They're coming in and they want to be low profile, they want the mass hysteria of people screaming and shouting. They try to operate low profile and we provide that service for them, we're not telling the whole world, hey we have Richard Gere flying with us to St. Barts, it's all discrete and they love that stuff. Anything that draws attention to them would be a no-no, so that's how we try to operate our services as discrete as possible and they love that.

Michael: Throw around some famous names of some of your clients who have flown.

Terrance: I told you about Richard Branson, right?

Michael: No you didn't. Tell me about Richard Branson.

Terrance: It's in the email!

Michael: You sent me a lot of emails, I may have overlooked it.

Terrance: Ya, the email I sent you with all the background information about myself, about Air St. Maarten, that has everything that you would need to really read about what I do and to really prepare for the interview.

Michael: Ok, I'll go through that one again.

Terrance: Marcus Chait, Richard Gere, Richard Branson, Timothy Dalton (famous James Bond actor, former James bond actor). We've had models, Kate Moss, we've had Denzel Washington. We have Robert DeNiro and the list goes on and on in the email I also talk about Antonio Banderas who did Puss 'n Boots, Melanie Griffith, his wife, and kids.

Michael: Besides getting them over to St. Barts, where else and what other services are you providing. Are you recommending hotels, are you taking care of any transportation to the hotel? Anything else?

Terrance: No, in St. Barts, the hotels...

Michael: They do all that.

Terrance: So if you have a client book one of the top hotels and they're trying to arrange the transfer themselves, it's frowned upon, so we don't offer that because it's already taken care of from that end and as I said, we really focus on just getting them from St. Maarten to St. Barts. Just get them into St. Barts. That's what we really focus on. And the hotels, because of the upscale service that they provide, they provide all these additional amenities to the client. So once you get them into St. Barts and they get off the aircraft, we get the luggage for them, we bring them out, we hand them over to a porter or a concierge officer or agent and they take it from there.

Michael: This definitely gives me a much better idea of what you're doing. The benefits, the reason why someone should choose you, so this has been real helpful. So why don't we end it right here and let me get back with you and then we'll schedule the time for the interview and we'll do it.

Terrance: Ok I'll send you that email again.

Michael: I have it, I have it. I've got all your emails right here in a folder

Terrance: It's a lot but you guys keep saying, the more you write, the more you sell.

Michael: You're doing great. You really are.

Terrance: I need to expand my reach. Like I said, when most of these clients end up calling me, they're calling me after they've made all the arrangements to get to St. Maarten and then they realize that hey, we're stuck. We can't find a good way to get from St. Maarten to St. Barts and then they call me. If they would call me in advance and say, "hey Terrance. I'm coming down in May. I live in California and I need to get to St. Maarten and then from St. Maarten to St. Barts, what would you recommend I do?" Then I would recommend, ok fly to New York. Connect with JetBlue to St. Maarten. JetBlue arrives in St. Maarten around 1:30, I'll have an aircraft waiting for you and by 2:00pm, you're in St. Barts next to the pool, sipping cocktails.

Michael: So they're calling you once they're in trouble. They believe that there's going to be seamless travel and service to St. Barts from St. Marten, but they're mistaken.

Terrance: Ya, exactly.

Michael: They're not educated about that.

Terrance: No, exactly.

Michael: They think once they're in St. Marten, that they're basically there.

Terrance: Exactly.

Michael: This has been happening over and over and over and over again.

Terrance: Ya, exactly. And that's maybe what makes St. Barts so unique, is that its actually so hard to get here and that makes it worthwhile, that's why people are prepared to pay good money to get there and get there as quick as possible.

Michael: So when JetBlue is taking reservations to fly someone to St. Maarten, they don't really know that the ultimate destination for that client is St. Barts because it's never mentioned?

Terrance: No, exactly. Exactly. Or if its mentioned, the agent will say, well we can get you to St. Barts at 1:30 on JetBlue flight 588 and from there, you're on your own.

Michael: Wait, does JetBlue offer a flight to St. Barts?

Terrance: No, let's say if they would mention it to the agent, they're on the line with JetBlue they're saying, hey I need a flight to St. Barts and JetBlue will say well you know, we can get you to St. Maarten. We have a 9 o'clock flight leaving JFK to St. Maarten, we'll get you there at 1:30.

Michael: So Terrance, you need to go to JetBlue. Can you imagine going to the airlines and setting up a relationship with even the smaller airlines, maybe you can get integrated with them and be the preferred go-to guy for getting their clients?

Terrance: Well here's the thing. The airline industry, all these airlines they work with each other through codeshare and interline agreements and all that stuff. So if you don't have your own aircraft and you're basically a

travel broker, they're not inclined to do business with you because you're not an airline operator. You don't have your own aircraft, so you try to do a code share or interline agreement with you but you don't have your own aircraft you have a lot of issues of reliability, you have the reliability factor that hey- you don't have your aircraft, so how can you guarantee that service to St. Barts?

Michael: That's true. Alright, well scratch that. I don't have an understanding of that industry.

Terrance: That's ok, that's ok.

Michael: Can you still find customers on the forums where they're looking for sharing a charter?

Terrance: Ya, exactly.

Michael: Do you do that still?

Terrance: Ya, I don't have much time as I used to before because I'm pretty busy now. I'm a grown up, Mike, I'm living in an adult world. When I'm a kid back in 2005, and I used to be home on my computer all night, all day, ya- I would troll those forums and I'll be chatting with those guys and be emailing back and forth with those guys.

Michael: I see.

Terrance: But just Sunday, I was on one of the forums and I was chatting with some guy who booked a charter from Antigua, they were from England and they're flying into Antigua with British Airways and they needed a flight from Antigua to St. Barts and they chartered an aircraft, but you know- its expensive, it's like \$3200 for an aircraft from Antigua to St. Barts, so they were looking for other people to share the aircraft with so that they could share the cost, so I said hey ok, I'll buy four seats from you and I'll resell those four seats to my clients. So ya, sometimes when I have time, I get on the forums and I chat with the people and end up making these deals with them.

Michael: Very interesting.

Terrance: Its marketing as well because the next time, they're going to call me first and say hey Terrance, we're coming down and we need four seats, can you get us on a shared charter to St. Barts and I'll take care of that, so that's how it works and these guys will end up booking with me every year.

Michael: So what kind of money can you make if you fill up one of your charters?

Terrance: Oh man, haha.

Michael: How often are you filling them up?

Terrance: Not often enough in the low season but in the high season December, like I said- it's a crazy month. December, January it's really crazy and then we've got flights back to back and they're all full and then you make a couple thousand dollars per flight, you know, and you're in the money.

Michael: You're going to make some good money this December.

Terrance: Oh ya. This week alone, Michael, I've got charters back to back this week.

Michael: What's the limit?

Terrance: 60 flights a day so 20 per operator.

Michael: Once you max out the daily limit you've got to put them on a ferry or a boat. Are you going to max out your limit on charters?

Terrance: Oh ya, before Christmas, on Christmas, days after Christmas, before New Year's, after New Year's, man it's crazy.

Michael: Are these all yours, are these all your people?

Terrance: No, this is everybody. Everybody. Lots of fighting and scrambling to get a slot and to get the aircraft.

Michael: So do you have a supply problem? So you can't necessarily get everyone who calls you on to a charter, is that correct?

Terrance: No, listen Michael. Right now if I had the money, I would buy at least one or two extra aircrafts to use. I've got more pilots than I have got aircrafts.

Michael: So paint the picture for me. Its December here, are you not able to fill your demand?

Terrance: No, we have to end up putting people on the ferry.

Michael: And there's no money in that.

Terrance: No, exactly - the money is in the air charters.

Michael: So what do you make on each customer that you can get on a charter, per seat?

Terrance: Listen, we use a nine seater, if I fill up a nine seater aircraft and let's say I'm paying a thousand bucks for that aircraft and let's say I've got six passengers plus luggage and I'm charging each passenger \$300. That's \$1800 I'm making on that flight and I'm paying \$1000, so my profit is \$800. I'm up-selling meet and greet and VIP and all that stuff.

Michael: What is this VIP and this meet and greet stuff, what is that?

Terrance: That is when we have the agent meet the client on arrival. Once they get off the aircraft, we have an agent meet them at the door of the aircraft. Escort them into the terminal building. Put them up in the business class lounge, take their luggage tags, go and get their luggage. Check in their luggage for their transfer down to the aircraft, clear the immigration, take the passport and clear them through immigration, do all the formalities while they sip the drinks in the business class lounge and once all of that formality is taken care of, we come back, get them, put them into an air conditioned vehicle, drive them down to the aircraft, put them on the aircraft with their luggage and the pilot takes off.

Michael: So this is an upsell.

Terrance: Ya, exactly.

Michael: And how much extra is that?

Terrance: Its \$125 per person and it goes up to \$500 up to 10 passengers and that's on each leg, so if they're doing round trip its double.

Michael: Ok so \$125 per person two times, there and back. Is that correct? So its \$250 plus the \$300 for the seat.

Terrance: Ya, exactly. And the seat is one way. So if you're doing the round trip, its double. Twice as much.

Michael: So you have to make sure you're going to charter one of

those planes. To break even, you gotta fill at least four seats, right?

Terrance: Ya, exactly.

Michael: So anything above four is profit.

Terrance: Pure profit.

Michael: So at what point will you charter the plane, once you have four?

Terrance: Once I have a couple, two people, I will reserve the aircraft and once I have four people, I will pay for the aircraft. So it's guaranteed and then if I still the rest, its pure profit. And here's where it gets really lucrative, Michael. If I have on a certain day on a certain time, more demand than I can put on that one aircraft, I can call the operator and say hey- instead of a nine seater aircraft, give me a sixteen seater aircraft. I'll pay more for that, of course. It's like \$2200 for the sixteen seater aircraft. But if I sell all the seats, I make like \$8000 profit.

Michael: So how many times do you think you're going to do that this December?

Terrance: This December, I already have like six sixteen seaters scheduled. I'm working on two more. If I break even on those eight flights alone, I'm making almost \$25,000.

Michael: Wow, ok that's great. You're never really going to get hurt unless its totally off season and you're having a hell of a time getting charters.

Terrance: Even in the off season, I have an on opt-out option that if we cannot get the minimum amount for seats, that I transfer them to a commercial flight and I give them free VIP services.

Michael: You don't lose anything on that.

Terrance: No, exactly.

Michael: Ok, very good. Alright Terrance, this has been very interesting. I've got enough information. Go do your thing, have a good evening, I will get back with you by email and we'll set up a good time.

Terrance: OK great. Thank you. Thanks for calling, Michael. Bye bye.

Michael: Bye bye.



Listen to hours of free marketing consulting interviews, case study training at  
<http://www.myfirstmaclient.com>

That's the end of my interview story with Terrance, I hope you found it helpful. For more great interviews like this, go to Michael Senoff's [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com).