



Transcript

Episode #011

**“The one where we talk
ABOUT Gary Vaynerchuk”**

ilovemarketing.com

I Love Marketing Podcast #11

Dean: Hey, everybody, it's Dean Jackson

Joe: And Joe Polish.

Dean: The one and only Joe Polish.

Joe: And the original, yes. We are here, we are here to serve, Dean, right?

Dean: I don't know what came over you at the beginning of the last call.

Joe: Because I said my name first?

Dean: We had our first interview with Gary Vaynerchuk. We had our first guest. We invite him to our home. We invite him to our home, our I Love Marketing home, and then we've started 10 episodes in a row. "Hey, everybody, it's Dean Jackson, and Joe Polish." Then, what do you do the very first time we have a guest?

Joe: I say my name first. Are we going to go back into that Batman and Robin thing again? Do we have to establish some status here, like again? We've already gone through this, and I mean I think it's kind of...

Dean: It was funny, though. It was funny. Well, anyway, let's talk about the call, because we got so much good stuff to talk about from the call, from what he talked about. Because you and I, here we are, we were up in Toronto together when we did that call. So, we're at my house, and I'm upstairs on one phone line, Joe's downstairs on another phone line.

We spent a lot of time talking about it afterwards, didn't we? It's an interesting perspective. And Gary is a fascinating guy. There's no doubt the guy's a genius. He has been right about a lot of things. He has done some incredible things with his business and becoming very famous.

It's a different kind of work style than what maybe you and I have.

Joe: Yeah, totally. Well, definitely what you have. Between you and Dan Sullivan, the founder of Strategic Coach, you 2 are probably the most balanced individuals that I know that take a tremendous amount of free time, while simultaneously creating tons of value in the world for lots of people, making lots of money and just, all the way around, continually staying on the cutting edge of what works in business and what doesn't, and being teachers at the same time as running a business.

There's a lot of people that have big businesses but don't really teach other people kind of what they do and how they do it, whereas you and Dan Sullivan actually do. So, you have different work styles.

Whereas Gary Vaynerchuk, again, very successful guy, very well known, putting a lot of great information out there, and he's like a maniac when it comes to work, self admittedly.

Dean: Oh, he admitted it right on the call: working 14 hour days, 7 days a week, and doesn't need vacation, and loves what he does. For a guy like that, I'll use a word that he always says, it's his DNA. That's his DNA, that he's a hustler and he works just like that.

Joe: Yep. So we've had a lot of interesting comments. One person that goes by the name of Apples, who has commented on our blog, has said a lot of interesting things, some that I don't really, per se, think resonate with me in terms...

Dean: I'm looking at all these comments. I think what we, I wanted to say something, too, about all these comments. I think everybody should know that we allow 99.999% of all of the comments that come to the ILoveMarketing.com website. The only ones that we delete are ones that are obviously spam or just self-promotion links that aren't contributing to the conversation, that says something.

A lot of people say, "Well, why don't you just turn people like that off?" and I think that it's a good healthy discussion to have disparate opinions. I think that I feel good about allowing them, and I feel good about seeing the conversations that it

starts up. I don't really think he is sort of being disrespectful or anything like that. They haven't kind of crossed that line.

But what I'm going to say to Mr. Apples is I'm looking at this comment page for this particular episode, for Episode 10, and there's like 28 or 30 comments here, and there's only one person on this whole page who is anonymous. So, I don't know. We've got Lynn Brown here, we got Jordie with their picture. We've got me, we've got you, we've got John, we've got people; people having a conversation.

I appreciate everything that Apples says, but I think I'm going to say, step up and be a man, be a person. Be a person. Don't hide behind the anonymity.

Joe: Yep, exactly. And we've even discussed maybe even making the comments where people literally can only comment if they do really identify themselves as a real person, for the sole reason that we don't want I Love Marketing to become the Internet in the anonymous way it can, very much, with discussion boards and with posting comments, could have a lot of things that I think happen on YouTube posts, where people are just vicious and say insane things. It can become a cesspool for cynics.

The last thing we ever want have happen is have the discussions become very negative, where people just rant because no one knows who they are. Like you had said, Dean, if anyone disagrees with us or wants to have any sort of bantering back and forth, we're all for it. But we just don't want idiotic comments and things up there, because it doesn't serve anyone.

If they're totally offensive, or totally over the top, we'll remove them. But at the same time, me and Dean definitely have thick skin. We can handle a lot of stuff. It's just that we want this to be a really active, valuable community for people.

I always go back and forth. You look at guys like Seth Godin, who doesn't even allow comments on his blog.

Dean: And then look at our buddy, Tim Ferriss. He's got a healthy comments section on his blog. It's one of the valuable things.

I think it's good, and I think we're creating something great. I think we're creating a nice community here, and I think I'm all for having comments. But I just think it would be nice. Not mandatory, but nice, especially somebody who's got the potential to be a contributor. It's obviously a bright person, who's got some opinions, and is doing something great, saying in one of the comments, "I've made 25:1 on my direct response the past month using their techniques, and I'm not even proficient at it yet."

So, it's somebody who's doing stuff, that would be valuable to hear what they're doing.

Joe: Yeah. And we're going to have a lot of different guests, because people really responded well to this one and there are lots of people that are listening to, ILoveMarketing.com right now.

I just went to a conference yesterday. There was over 1,000 people at it. And I just popped in to see 2 of my friends speak. One was Brian Tracy, who I've known for over a decade. I've had Brian speak at some of my events. I told him about what we're doing with I Love Marketing, he's like, "Absolutely! Whenever you want me to be a guest, be happy to talk about marketing," and how it's impacted his life and his business.

Then also Bill Glazer, with Glazer-Kennedy, Dan Kennedy's company, and I talked to Dan Kennedy, who wrote much of my sales copy the first 9 years of my marketing business, Piranha Marketing, and both of them agreed to do I Love Marketing guest calls, and talk about what their perspective is on marketing.

Dean: Should we tell them the big news?

Joe: Go ahead. I'll let you do it.

Dean: Should we tell them the big news?

Joe: Tell them. Tell them.

Dean: Alright. So you guys know that our, we're having our first I Love Marketing live event in Phoenix on September 21st, 22nd. And we have invited Dan Kennedy to come and speak at the conference. So if you're a Dan Kennedy fan, as both of us are – because literally, we could have virtually anybody come and talk at the workshop – I think that this is probably the most fitting person that we could have, just simply because he's somebody that both of us sort of were influenced by independently before we even met, and was really the guy who, I think, has kept his finger on the pulse of exactly what's been going on in direct response. He's been a big pioneer. I'm very excited about that.

And I'm happy that he is excited about it, and he doesn't really get excited about things.

Joe: No, no. And we're going to have a phone call with him in a couple weeks. And, yeah, we're going to do an interview with him for I Love Marketing.

So we're going to bring some really cool perspectives and unique perspectives. We're going to talk to people about things that you're usually not going to hear them talk about in certain formats.

For instance, so we just did Gary Vaynerchuk. And Gary is the social media freaking technology crazy madman who is just interacting with thousands of people a day, hundreds one-on-one. That takes a tremendous amount of time, and there's a tradeoff for that.

Then we have our friend Tim Ferriss, who wrote a couple of major bestsellers, starting with *The 4-Hour Workweek* and his latest book, *The 4-Hour Body*, of which both me and you, Dean, have done interviews with him on those books, independently.

This is a true story. He will be listening to this. There's a guy named Howie, who actually is a really sharp fitness dude in Arizona. And I met him through a young guy named Anthony Mink, that I've been doing some work with and hanging out a bit with.

Basically, I met this guy in a gym, LA Fitness. And I was working out this morning at LA Fitness, and he comes up to me. And I'm talking to a guy who's in my building, one of my tenants. His name is Tom Incledon. He's this nutritional dude. This guy comes up to me. I hadn't seen him since the first time I met him a couple weeks ago. He says, "Listen to what I'm listening to." He puts the headphone up to my ear, and it's you talking. He was listening to I Love Marketing podcasts.

He goes, "I've been listening to all the episodes. This totally has changed my whole perspective on how I look at marketing. I just never quite understood it before." I love that word "perspective."

We want to give people not just our perspectives, we want to give people different perspectives, because everyone that's listening, you're going to hear and interpret things through your own experience, through your own business and the application of it. So, we want to introduce to you all kinds of very smart people.

So, the complete opposite of how Gary Vaynerchuk works, would be like a Tim Ferriss sort of message.

Dean: *The 4-Hour Workweek*, yeah, yeah.

Joe: Yeah. So guess what?

Dean: Like setting up a muse, yeah.

Joe: Yeah. So the next episode after this one is going to be with Tim Ferriss. So, you can stay tuned for that one, because that will be an upcoming I Love Marketing episode with Tim, talking about marketing. And we'll ask him about work and all that, and then we'll see if him and Gary Vaynerchuk were to get into a fight, who physically

would go down first. Maybe we can do a live stream, Gary Vaynerchuk versus Tim Ferriss celebrity death match.

Dean: We'll get them in the Octagon. We could do it as a sideshow. Maybe we could do it as a sideshow in September.

Joe: Yeah. Here's what's funny. I actually think Tim is the one that introduced me to Gary.

Dean: That's probably true.

Joe: Originally, yeah. So they're friends also, so that's all good.

Alright. So, Dean, let's get into it. Let's talk about it.

Dean: Okay. So, I think that there were some different opinions on the message board here, in the comments. One of the things was that people maybe felt that Gary kind of – I'll use Apple's words here – "Funny thing is he pretty much GV slapped 80% to 99% of everything Joe and Dean are teaching. Basically, he said, 'Direct response, push marketing will die very soon,' but you guys did not at least play devil's advocate."

I don't believe that he was talking about direct response marketing dying. I think, when he is talking about push marketing, I don't look at direct response as push marketing, because we look at it as attraction marketing and relationship marketing.

Everything we've been talking about is attracting people. We've been talking about finding the target audience. We've been talking about offering them a consumer awareness guide, and we've been talking about using education to market with people. And that is a valid model. That's not going anywhere.

The vehicles that we have available to deliver those kind of messages, to get in front of our target audience, are increasing. There's a lot more opportunities for it. But there's still something about being able to have a uniformed government employee deliver something right to somebody's front door for 50¢. There's something about that that's very appealing, especially in such a digital world.

Sometimes, having something analog breaks through where all the electronic noise doesn't. It's a visceral experience to hold a direct mail package in your hand, to hold something physical.

Joe: Well, you know I'm getting ready to mail out talking cards, with Paula Abdul talking about my \$25K Group, and how valuable it's been to her. And it's going to be an actual mailing that we're mailing, and people are going to open up a card and it's going to be Paula Abdul talking to them. That's going to be very much analog. That's not going to be online. That's going to be an impact that nowhere near could be created online in the same way.

Do I know it's going to work? No, I don't. But in the real world it's called failure; in the marketing world it's called testing. So I'm going to test it, and I very much doubt, with the right list selection, that it's going to fail. I believe it's going to work very well.

First off, Gary is not an expert in direct mail and he's not an expert in the things that we're an expert in, anymore than we can claim we're anywhere near an expert in his particular area. That's why we want to bring different opinions and different skill sets here, because it rounds out people's knowledge and education.

I think one of the greatest things to take from Gary is just really pushing people into paying attention to things that could be very beneficial and valuable. Do you have to do it? Some of the things that Gary says, yeah, you're going to be left in the dark.

Here's the deal. I think me and you, Dean, as an example, we would still continue to do very well if we never had a Twitter account or a Facebook account, and didn't even have a website. Me and you truly know how to make money, without even a website.

Dean: Well, we made a lot of money before we had websites.

Joe: Oh, yeah, of course. Yeah. Technology is important, but psychology is infinitely more important. And if you don't understand the psychology, you can really go on a lot of weird paths with technology.

The biggest danger with people that are just constantly online and thinking that they should be talking and building a brand, it's like, "What the hell are you selling?"

Gary Vaynerchuk has a wine business. He actually has a product that can be delivered, and great service that can be delivered with the great product, just like Tony Hsieh does at Zappos, just like a lot of people do.

If you're a startup business owner and you really haven't even solidified what it is you actually sell, then you've got to get clear on that before you just start going out and talking to everyone to build a "brand."

I get really leery when people talk about brand-building, when they don't have any substance. It's useless to build something that doesn't have any substance. People can occasionally point to weird things that happen, that just happened to take off, that you can't make any sense of.

But I wouldn't count on that. I would really look at real tangible substance, real products and services, a real need in the marketplace that people want, and then tying in great communication, great delivery, great lists. And it doesn't matter if you do it online or offline, the point is who's your community, who's your audience, who are your prospects, and how are you communicating to them. There's a comment right on the very first comment from Apple, from Steve Moghan.

Sorry, Steve, for butchering your name there. But it says, "Hi, Mr. Apples. I didn't see GV (as in Gary Vaynerchuk's) materials contradicting Joe Polish and Dean Jackson. I think GV's approach is the ultimate education-based marketing, in his case daily education about wine. I also see the consumer guide as a way of serving potential customers. Once again, I don't see a problem. In general, I see both approaches encouraging us to think what real value can we give our customers or

potential customers if we can provide value, especially in terms of education. Then, we're positioning ourselves as experts and our customers will pay for our expertise and products."

Some of the very first I Love Marketing podcasts, we really talked about positioning, because marketing really is a positioning game. And like you had mentioned earlier, Dean, it's attraction marketing instead of pushing it on people.

Back in 1992, I gave away my first free room of carpet cleaning in order to give something away for free. Now our friends like Eben Pagan talk about moving the free line, and Seth Godin wrote a book a few years after that called Permission Marketing. We were doing permission marketing, and they were many people long before us, decades before us, that were doing permission marketing. But that's not typically what ad agencies and brand-building organizations or PR companies focus on. It's a completely different thing.

That's why so much of our communication is built around that. And just like this podcast. This podcast is education-based marketing. And someone commented – it might even have been Apples – in a few episodes prior that said, "Oh, yeah, here's the setup. Here's really what these guys are doing. They're just setting it up so that they can sell a conference."

I thought that was a kind of a comical comment, because I will assure you, all of our listeners, that, first off, we teach marketing. So, to say that you should read a book or you should invest in this or invest in that, occasionally we're going to do that, because that's how we learned.

Both me and Dean have spent a fortune on our education. But it's always come back to us many, many times. It's been the greatest investment in the world. So, taking the time and your attention to listen and learn is very crucial. If there's other things that we can recommend that will help you, like stuff for free, like read the Gary

Halbert letter that we posted or listen to this podcast, we're going to obviously do that.

If we have a conference like we're having on September 21st and 22nd in Phoenix, Arizona, we're going to say, "Hey, come to it."

But I'll tell you, I've been doing sold-out conferences for the last 15 years, long before I Love Marketing ever existed. So we're not doing this podcast as a setup to try to sell somebody something, as a setup to try to launch a product. None of that at all.

We're going to continue to always just share what we consider really useful, valuable, cutting edge advice on marketing effectively. Hopefully, you'll find some of our conversations back and forth amusing too, not just like all technique and tactics. But for the most part, I think I'm funnier than Dean on certain days, but he would argue with that.

Dean: You know what I always say to people? I always say to people about that, because they always comment how we have a good rapport, a good dynamic on the podcast, because we've known each other for a very long time. I describe it that we have the perfect balance of respect and disrespect for each other.

Joe: Yeah, exactly. Exactly. People need to freaking lighten up, man. There's so many uptight people on the planet too. I really think the people you love, you should go out and at least diss them a little bit. I mean scare them, jump out from behind the closet or something. But don't be cruel. Just a little bit of irritation.

Dean: Let's talk a little bit about how and when you believe and I believe that Gary's approach to things is. And, let's define. What are we calling Gary's approach? I would call Gary's approach a high-touch, one-to-one type of relationship that he's building. He's building real relationships with people.

Joe: Yeah, I think he calls it social equity. I think there's a lot to be said. In other ways, you can say goodwill. You would have loved this, Dean. When I was walking through this

conference, I'm not kidding you, I had at least 40 people come up to me in the span of 3 hours and say, "I've been listening to I Love Marketing. I love it."

Now we're in a concentrated group of marketers that were at InfusionCon, because they use InfusionSoft software. And I was the second direct marketer ever in the country to ever use Infusion, so I've funneled a lot of money into their original development of this. And I still don't even know how to use the software, which is funny, because my team, my staff, knows how to use it. We use a bunch of different sort of things, but Infusion is one of the things that we use.

And all these people were coming up to me and saying how much they love I Love Marketing, which is super cool. So, hello to all of you guys and gals.

But basically, he calls it social equity. I look at it as goodwill. And a lot of people, when I was talking to them, I just tried to be friendly.

But, here's my point. When people like know you, like you, and trust you, even if you've never met them – like a lot of people knew me, but I didn't know them – what I realized is when you're really nice and pleasant and you talk and you take the time to say hello, that's not just like another casual conversation. This is someone that you really look up to.

So, if I ever go to a book author or someone that I've read their work, I admire them, they've given me an idea that's helped me, and I engage them – and it could be at a distance, through email, through a phone call or in person – and they're very pleasant and they respond back, I think those people remember it. They remember it at a much different level.

So, Gary is trying to do that – not trying, he does do it very effectively, day-in and day-out.

Dean: Absolutely. Yeah. And he's there, and you can see it. You follow his Twitter and you see that he is constantly in communication with people everyday. He is constantly tweeting all the time, all hours.

And that's one way. That's his way. That's his DNA.

I really loved the book. I loved *The Thank You Economy*, because he really talks about the whole progression. And you look 100 years ago, when he's talking about Bob the butcher being the family butcher, and everybody walks down to Bob the butcher, and he knows exactly who you are, he knows what you like, and he goes out of his way to make sure that he sets aside exactly what you like, or prepares it, cuts it just the way you like it, because he knows that if he doesn't that you're going to go down to Bill the butcher, and he's probably lost you.

I think that what Gary is saying is that it's coming back around to that. Like now, since Twitter and Facebook, literally it's only been in the last 4, 5 years that we've even had the possibility of being so connected to our friends, to our neighbors, to the people that we know and influence. You do see it happening. You see people talking about remodeling their kitchen and taking pictures of it and showing all the progress of it on their Facebook page. And if that contractor ever did anything wrong, you know immediately that that's going to get aired on their Facebook page.

Another example he uses is you know that when Betty buys a new pair of shoes, that she just got them from Nordstrom's, because she puts it right up there in her status.

So, there's not really anyway to fight it. It's happening around you, whether you're going to skillfully engage that, whether you're going to be somebody who participates on that level and takes advantage of it. And I think that the message that Gary is saying is if not you, somebody's going to. It might not be your style to do it, but somebody's going to do it. It's an opportunity.

But I don't think it's for all businesses. I've been thinking about this a lot, and whenever I'm thinking about things like this – I was drawing in my journal here – I look for polarities. So, I really always look for context to see the system that's at play underneath any situation.

So, when I'm looking at this, I drew some polarities here. And by polarities, I mean just a straight line with one extreme on one end and the other extreme on the other.

On the polarity of the frequency of purchase, for instance, depending on your business, if you are in a restaurant or you're in a convenience store, or you're in something, there's quite likely the opportunity that somebody is going to purchase your product daily. That's the ultimate frequency there.

But if you're like somebody who was on one of the comments of our earlier episodes, are in the casket business, somebody's only going to buy one casket. And you don't know when that's going to be. It's not really that comfortable to continue talking about it early on. It's not something that you'd want to have like a daily communication with your casket vendor.

Joe: Exactly.

Dean: Joe, I noticed in your Facebook picture there, you're looking a little peaked. How you feeling?

Joe: How would you describe peaked?

Dean: Peaked, meaning pale. You're looking a little drawn.

Joe: Oh, you're trying to be funny here. I thought you were actually...

Dean: You're looking a little sick. I mean could you imagine. How are you feeling, Joe?

Joe: I'm sitting here being all serious, and you're just trying to be kind of funny and it's not a funny subject, you know?

Dean: But that's one polarity. And you look at it, carpet cleaning, somebody may get their carpets cleaned once every 6 months. Some people may get it done once a year. Somebody might buy a house every 7 years. Somebody might buy a car every 3 years. They might send their kid to college one time.

So, there's lots of variables, even just in the frequency of purchase, that are going to determine how you approach that.

Joe: Yeah. And what I will say also, too, just speaking from my own kind of way of going about doing things, I don't ever want to have to set something up where I'm constantly at the beck and call of email and electronics. Because I believe, for me, it's extremely unhealthy to be staring at a computer screen all day long. I think your brain functions better when you can disconnect.

There are times where I will take free days for a week or 2 weeks at a time. I remember. Oh god, how many months ago was this? Not last year. I went to Bali for over a week. Prior to that, I went to Vietnam with Tim Ferriss, on vacation for 9 days, with Tim and several other just great people. And I went to Galapagos for 10 days. And the entire month, I literally did not go online except for during the week.

First off, in Galapagos for 10 days straight I didn't even look at a computer screen, because I didn't want to. I wanted to be completely disconnected.

Dean: How did you feel?

Joe: Oh, unbelievable. For the entire month, I didn't work. I literally did not work. I went online in between, to like find restaurants and things like that, but I wasn't checking email for an entire month.

I think it's awesome. Were there things that were missed? Were there opportunities? Yeah, of course. But, so what?

Dan Sullivan has this great thing like if you go out swimming in the ocean, as an example, and you're out there for a while. And you come out of the ocean and you're

walking up on the beach and someone comes up to you and says, “How was the swim? How was the surfing?” whatever you’re doing. You don’t say, “It was really great, but I missed a lot of the ocean.” You’re never going to get the whole ocean.

That’s the challenge with going into like responding to everyone and trying to reach and touch everyone.

Gary Vaynerchuk, it’s in his DNA. I think a lot of people are not well-served to be online all day long and trying to communicate with a lot of people and a lot of businesses, like your saying.

Most of my professional carpet and upholstery cleaners, and there’s many of them that are listening to this podcast, they do not need to be online all the time, communicating with everyone, having a giant Twitter following. If they like it and it fits, great. I have a couple of people that, the Michaelsons, as an example. I always say their name wrong. They’re fantastic with Facebook. They just do so much business and everything through Facebook. And they do an awesome job, and they love it. It totally fits in with what they do and how they do it. But other people don’t.

I think everyone should write this down and take everything that we said, Gary Vaynerchuk said, and put it up against your own business, your own life experience, and your own behavior, and your own DNA of what you are good at and what you’re not good at. And it’s the Peter Drucker quote that is, “There’s nothing more useless than doing really well that which need not be done at all. There’s nothing more useless than doing really well that which need not be done at all.”

I was talking to Frank Kern a while back, about Twitter and Facebook. He was saying that, “If you’re going to pick one or the other, you’re better off picking one and doing one really well, than trying to do 2 of them half-assed.” I tend to agree with that.

Dean: Yeah, I agree with that, too.

Joe: Yeah. So whatever you're going to jump into, first off, know that if you're going to pick a platform, you're going to actually use the platform, and it's not going to use you. Most people don't use email, it uses them. Most people don't use Facebook, it uses them.

So, I would recommend you use the stuff and you utilize the stuff. Don't become a prisoner of it. And you can become a prisoner of it, and some people want to. They want to live in that world. I don't want to live in that world, to that extent.

Dean: You look at Gary, everything about what Gary has done has been daily videos, daily Tweeting, constant Tweeting, being engaged, getting, going everywhere, every conference, meeting everybody in person, being on all the media.

And it's like we said, it's not work for him. He's not having to discipline himself to do this. It's in his DNA. He has to do that. He is compelled to do that.

And certain people are like that. And I think you know whether that's you or not. The more important thing, I think, what you were saying, was when you have interactions with people, they're going to remember that if they know you, like you, and trust you.

Tim Ferriss has built a very successful, a very rabid following with doing a twice-a-week on a blog, and sometimes once a week. Not blogging every day or multiple posts during the day. He'll talk about this when we talk to him. He chose quality over quantity, in terms of doing less frequent posting, but more meaty articles.

Even before we started doing the I Love Marketing podcast, I've built a very successful business on a weekly podcast. I have had one of the very first podcasts, back in 2005, when it first all started, started the Marketing Monday podcast and built a very successful business on a once-a-week podcast.

I think you really get into doing what you're doing, and focus more on adding value. I think that's the bigger question: can I add value to somebody? If we talk

about those polarities again, and talk about somebody who's doing something daily, who could consume something daily or weekly or monthly, I think you want to have more frequent communication with somebody like that.

But if you're in a business where they're only going to consume your product once, like a casket, then it may make total sense to have a consumer's guide to buying caskets. And have that as you've got one communication with people, and you're going to educate them and lead them to making the right decision. You're not going to have a daily, the daily casket video.

Joe: Exactly.

Dean: I've got a couple more of these polarities that help kind of distinguish these things, because I really have been thinking about this, about when it makes sense and how to know when it makes sense.

So, the second polarity that I have is the timeline; the timeline being that very short timeline on one end, now, an impulse purchase. Somebody's going to make a decision, they're going to look at your product and they're going to buy it right now, versus a decision that, on the other end, may take them years to decide on what they're going to do. Or they research things or they only do it infrequently.

Might be something like buying a house. Some people start that process a year or 18 months ahead of time, before they actually do anything. I imagine parents start shopping colleges years ahead of time. You kind of target towards a certain thing.

I think when you look at your business and you start to think, "What is the life cycle or the buying cycle? Is it now, or is it long-term?"

Another one would be, on one end, is it a local business that people who are consuming the services or products that you offer, are they consuming them within 5 miles of where you are right now? Or are you serving on the opposite end of the spectrum, a global market? Building what Hugh MacLeod would call a global

microbrand? Where you're located where you are, but you've got people buying your product from all over the world.

And then the final one I had was price. Is it a low-price item that's maybe a \$1 or a couple of bucks or under \$20, all the way up to a high-price item, where they might be spending \$1-million for a custom home.

All of those things, I think if you kind of look at that, it kind of can help guide what makes the most sense in how frequently or how you should communicate with people.

Joe: That's what I'm trying to say. That is exactly what I'm trying to say.

Dean: Yeah.

Joe: So, Dean, what I would like to do, I'd like to actually comment on a couple. What's the other polarity? I don't want to get you off track here, because I'm really good at that.

Dean: No, that's it. That was all. That was all. So, frequency. Are they going to buy, is it a daily frequency or is it a once in a lifetime thing. The next one was the life cycle or the buying cycle. Is it right now? Or is it 2 years from now? The proximity. Is it local? Or are you serving a global market? And the price. Is it low price or high price? Where do you fit on that?

So if you look at something like wine, Gary does the daily videos. You've got something that somebody might consume probably not daily, but weekly maybe. It might be something that there is a very short buying cycle. They decide they want something, they're going to buy it right now. They're not going to kind of weigh all their decisions on a \$30 wine purchase. They might buy something impulsively like that.

He is serving a multiple state market. Some states he can't ship to, but all within the United States, basically. And I would say a moderately-priced item.

Joe: Yep. There's a lot of impulse buys, too. You look at things like Groupon, that developed a system to bring to many, many people what, obviously, the clients of Groupon, the businesses that offer specials in order to acquire a customer for an unbelievable price-based offer, Groupon actually created a very successful model of delivering.

Dean: It's local, it's local businesses. You get them everyday. You know what the one was today? It was pretty interesting, because I had to click through to take a look. In Winter Haven today, the offer was for 75% off at Mattress Firm. Do you have Mattress Firms in Phoenix? Or is it a Florida company?

Joe: Yep.

Dean: You do have Mattress Firms?

Joe: We, I'm almost positive we have Mattress Firms here, yeah.

Dean: Yeah. So there's 6 location in, between Winter Haven and Lakeland, and it's 75% off. But here's what it was is you could buy a \$200 gift card, I guess is what it was, \$200 towards a mattress, for \$25.

Joe: Wow.

Dean: Now that's interesting, isn't it? For, no, it was for \$50. You could buy a \$200 gift card towards a mattress for \$50. But the offer was 75% off, which it was. So you're thinking, "Oh, are they selling mattresses for 75% off?" But they sold a portion of it lower-priced. Let's say the lowest priced mattress might be \$400. They're giving somebody \$200 of that for \$50. They're going to apply that to the \$400 mattress, the lowest-priced mattress. So, they're going to have to pay an extra \$200. So, the worst-case scenario is that they're going to end up selling a \$400 mattress for \$250.

But on the other end, somebody might buy that \$50 and buy a \$5,000 Tempur-Pedic bed.

Joe: Yeah, exactly. It's a client grab methodology. What's kind of interesting about Groupon and how smart it is, I think it's the fastest billion-dollar business in history.

What they did is they provided a vehicle to bring in a boatload of clients. They basically have done the initial marketing for a tremendous amount of people, based on lifetime value of a client. They have made a fortune doing it, and they've also helped really build a lot of businesses.

But here's the cool thing, too, which a lot of people don't understand. We talk about the power of words and copy. Groupon actually has copywriters on staff that put together the right way to convey and communicate the offer. It's all about offers. It's all about copy. It's all about the list.

And list happens to be the Groupon list. And a lot of it is impulse buys. And the follow-up is very good, because I've bought one thing – no, 2 things, actually. I had my assistant, Eunice, actually buy a yoga thing for me, which I ended up giving away.

But actually, I do yoga quite a bit. So everyone out there, if you really need to know.

Dean: That's what keeps you so sexy and trim.

Joe: Oh, totally. I can put my legs behind my head. On Paula Abdul's... I'm going to just namedrop and try to make it sound like I'm actually saying something, but it's just purely my insecurity is causing me to namedrop. Paula Abdul, we were out dancing in San Francisco one night, me and Paula. And we were out with – who else was with us? Gayle, and Eunice. And I don't dance. I get embarrassed by dancing publicly and stuff, but I'm with Paula Abdul, and I'm like, "Sorry, we have to dance."

And so we're out dancing at this club...

Dean: Embarrassing enough just walking around.

Joe: I'm amazed none of this ever showed up all over YouTube and stuff, because there were cameras and pictures everywhere. It's bizarre. I don't even know how that happened. But I'm sure they're out there. I just haven't seen them.

But anyway, at the end of the night, I showed Paula some yoga moves. I actually put my freaking feet behind my head, which looks absolutely ridiculous. And she took a picture of it, and I've actually shown this in presentations, the picture, because I'm like, "What the hell, I might as well make myself look like an idiot."

But that's what comes up on her phone when I call, is that picture of me with my feet behind my head. I just thought I needed to say that.

But prior to that, what the hell were we talking about so I can get back on track? I just had an ADD moment. Do you remember?

Dean: Groupon. Well, it was Groupon.

Joe: Well, we were talking about Groupon but... Oh, okay.

Dean: And you bought yoga, you bought yoga through Groupon.

Joe: No, no, okay. Yeah. So I got yoga. See, I say, yoga, and it just goes down the frigging...

Dean: You got to see what I live, do you see what I go through? Do you see what I go through? Imagine spending an entire week with this guy.

Joe: Bright, shiny objects, boom.

Dean: Welcome to my world.

Joe: Yeah, exactly. So, the other thing is I bought like gift certificates for an online organic food place, and I have not used these things yet. And this was like a couple months ago. And Groupon did a great job of following up to remind me to use the stuff that I bought. I thought, "Man, that's really great," because so many of these things people don't use, and that's why a lot of it, it's breakage. It's non-usage of some of the things

that people use, so they still collect the money. But they made a point to remind you to use your gift certificates. So I thought that was super cool.

So, the point is, and how this relates to everyone out there, it's still about offers, it's still about targeting. Not every single technique and methodology is going to work for you, just like the Peter Drucker quote. You want to pick the things that are going to be effective.

And one thing I wanted to spell, and we're going to say this and it will probably be redundant, but me and Dean – and Dean, if you disagree with anything I'm about to say, by all means, pipe in – are big proponents and believers of spending money on advertising that works.

People brag constantly in this new social media world that, "Oh, I don't spend any money on advertising. Advertising is dead. No one would do this, no one would do that." You're going to spend time, money, and energy, and attention to generate business. And if you want to take the social media route, you don't do any PR, you want to go out and organically develop relationships and grow your business and all that sort of stuff, and you're never going to buy banner ads, and ad words, and you're never going to run an ad on TV or radio or whatever, that's nothing to brag about.

If you can spend \$1 and it will bring back \$5, and you can do that, and you can do that using robotic marketing methods that we've been teaching on prior episodes...

Dean: Why wouldn't you?

Joe: Yeah, it's crazy. And to brag about it, like you're smart because you don't spend any money on advertising, is kind of idiotic, in a lot of ways.

There are people that I see, they really want to grow their business, and they'll spend hours in front of a computer, trying to interact with the least-productive sort of clients, when you can simply do a targeted direct mail campaign or run an ad online or offline and drive a tremendous amount of business that is attracted, well-positioned,

educated in advance, and they show up on your site or calling you pre-interested, pre-motivated, pre-qualified, and predisposed to give you money.

Any method that you can do that's ELF, easy, lucrative and fun, you should do it.

I'm not one of these people that's ever going to say, "Advertising is dead."
Please. It doesn't make any sense.

Now, maybe dead for your business or whatever, but I've yet to see a business that that actually applies to.

Dean: Right. Are we going to have to go to the Yellow Pages again?

Joe: Yeah, yeah. We'll have to do the Yellow Pages roulette again. Yeah, absolutely.

So, what I want to do, Dean, I want to first of I want to acknowledge the people that have given us comments on this, on the episode 10 with Gary Vaynerchuk. That was John Hawes, Marcus Stoltz, Tracy Wilkerson, Robert Bridge, Lynne Brown. We've got Kate Austin.

Dean: I was reading Lynne's comment, that Lynne agrees with everything that Gary said. I think that there's something about – and I keep using Gary's word, DNA – this is either in your DNA, that it resonates with you and you want to be out communicating with people all the time, connected to people all the time, or you don't. There's nothing wrong with that.

There's lots of rooms. If we had the polarity, if we had the polarity of being constantly in communication with people and being instantly connected, we'd have Gary on one pole, and we could have Dan Kennedy on the other pole, who doesn't have a cell phone, doesn't go online, doesn't go on the Internet, uses a fax machine to communicate with them.

Joe: Yep. I'm one of the few people that have Dan's home number, and he prefers fax. That's how he communicates. Yeah. So, what the hell?

Dean: That will be interesting, that will be great too, when we have Dan on an interview.

Joe: Yeah, so basically, our event, if you want to actually come to our event, at the time we're doing this podcast, we don't even have a sales letter. Our own existing clients in Piranha that we've gone out to and stuff, we've got over 125 people registered right now. We will totally sell this thing out.

The price point, and I will say it, should I say the price point, or just leave that out of here?

Dean: Let's surprise them. I think that the best thing for people to do, right now, is to go to ILoveMarketing.com and leave their name and their email address to get on our notification list, because we'll send out everything to everybody, with all of the information over the next few weeks here.

Joe: Okay. By the way it says, "Want mouth-opening marketing ideas by electronic mail?" and there's that very handsome fellow, in black and white, with his mouth open. And then it says, "Your name and your email. Get the love." And just click the "Get the love" button and then you will be on there.

And, me and Dean promise you we will never turn I Love Marketing into a blatant sales pitch, where all we're trying to do is sell people something. What we want to sell you on... No, let me say that in the right context.

What we want to sell you on is the belief and understanding of direct response marketing as being the most effective way that you can grow and build your business and that. Our goal is to give more valuable information away for here for free than what most people would charge for, and many people have told us we absolutely have done that with the episodes that we've posted.

Also, those of you on Ed Dale's list, thank you, Ed, for sending out a blast about this podcast and telling people. And thank you, Frank Kern, because our friend Frank Kern notified a lot of people on his list about it.

And then Phil Brown, and then we've got Richard, and who else? We've got Lynne Brown again here. We got Jordie. And look at you, Dean, the very handsome fellow. We've got John and Jessica. So, yeah, I really appreciate everyone making the comments. Please let us know.

And Dean, we need to wrap up here in a few minutes. I want to let a sane individual like you actually guide people into the what to do next, and what we're going to talk about on the next episode. And any other words of wisdom and pearls that you want to share. I want this to be really good, whatever you're going to say.

Dean: Yeah, perfect. Well, we got a couple of minutes. We've been talking about Twitter and people saying that they've never seen anybody make any money on Twitter or turn it into anything. So, I'm going to turn people on to what's right in the middle. It's happening right now. Kevin Smith is the filmmaker. You've probably seen him around over the years. He is the filmmaker that made Clerks, and Chasing Amy, and Jay and Silent Bob, and Zack and Mary Make a Porno, and all these movies that you've maybe seen.

Well, on his latest movie, he made a movie called Red State, and Red State is what he's calling a horror movie, a psychological horror movie kind of thing, which is about a group of people who are very similar to the Phelps family from Westboro Baptist. If you see the people who, they were just in the news again today, they're going to picket Elizabeth Taylor's funeral. They're the ones that picket all the soldier's funerals and kid's funerals. It's a hateful group, that they're out promoting and picketing all of these things with signs that say, "God hates fags," and all kinds of hateful things that they're out doing.

So, Kevin's movie is about a group of kids that fall into a group like this. The movie, if you have been following everything online, premiered at Sundance. And Kevin Smith has been doing something very interesting here. He has decided to self-distribute his movie.

So, typically, he did a great talk at Sundance about the state of the movie industry, and he's really using social media to completely reinvent the way that movies get distributed. So, he tells the story about how the math of the movies work. He spent \$4-million, low-budget, to make this movie. And he was talking about how he could sell that movie right there at Sundance, for probably \$6-million, maybe \$7-million that night.

What a distributor would do is they'd put \$20-million into advertising that movie and running "coming soon" trailers, and newspaper ads, and all the things to let people know that the movie's out there.

And now, all of a sudden, his \$4-million movie needs to make \$26-million just to break even, before it's even been out to see anybody.

So, what Kevin had decided to do was bypass that whole industry, and he's got 1.8-million Twitter followers. This guy is a Twittering fool. He tweets constantly. It's something as a lesson to kind of observe here, because here's a guy who's on tour right now. He's taking the movie all across the country at big theaters. He started at Radio City Music Hall. He's working his way across the country. He is going to end up in Los Angeles at the Wiltern Theater.

But to watch somebody who's making money with Twitter and turning over an entire industry, it's a something wonderful to see happening. And there's a lot of lessons to be learned from it. He's much more like Gary Vaynerchuk, as far as his DNA goes. It's all about the conversation. It's all about being in communication with his audience.

If you want to follow along with that, we'd love to hear your comments on it. You can follow Kevin Smith at [Twitter.com/thatKevinSmith](https://twitter.com/thatKevinSmith). There's a lesson. There's somebody who this little tour here is going to gross them over, I think, \$1.5-million or something like that, for the month of March, doing this tour with \$0 advertising, all on Twitter and getting out there and his podcast.

You've watched the video, right?

Joe: Yeah. People should watch the video, because I it's really fascinating. I think he's a really sharp dude.

Dean: I'll put the video, I'll put the video up on the blog for us.

Joe: Okay, yeah. Do it. Do it. It's really cool. And someone actually videotaped it, sitting in the audience, and then posted it online at Sundance.

Let me also mention one of the things within a week of putting a free recorded message on my Twitter page, someone called the free recorded message and bought \$3,000 worth of stuff from my company, Piranha Marketing.

So, if you want to see my Twitter page, and how to have a free recorded message on there, just go to [Twitter.com/JoePolish](https://twitter.com/JoePolish), and you will see the silly pictures of me. We just put up a new background. But there's a little post-it note graphic that has a free recorded message.

If you actually look at that, you will see how we actually use Twitter to get people off of Twitter, to call a free recorded message, if they really want to. If anyone wants a really cool Twitter page done, we can do that. But we're not like 99Designs. We're more expensive. But we actually have a design company called Piranha Marketing Design. It's PiranhaMarketingDesign.com.

I'm not giving you that just so you can buy something. But if you want to actually see what it is we've done, go to that site, click on clients, and then click on Paula Abdul, and you can see her Twitter background. It will take you right to her Twitter page, which has 1,894,628 followers as of right now. And on the left-hand side of Paula Abdul's page is where you can buy Paula's music on iTunes, on Amazon. You can friend her on Facebook, and you can get involved in nonprofit thing that she does, and that's all right on the Twitter page.

So, there are these response mechanisms, and you can see examples of how we've actually incorporated direct response marketing and response mechanisms into the design of some of our clients. That will give you an example. But, yeah, that's it.

That alone, if you're on Twitter or any sort of social media, you can pick up ideas just from doing that. And follow Kevin Smith, yeah, a very sharp dude.

So, Dean, any final thoughts?

Dean: If you want to see a Twitter page from a guy that rarely tweets and has 11,000 followers, you could go to The Dean Jackson.

Joe: The? As in the?

Dean: The Dean Jackson. [Twitter.com/TheDeanJackson](https://twitter.com/TheDeanJackson). I like the page. I'm looking at it right now. It's great.

Joe: It's pretty funny, huh? Yeah.

Dean: I'm going to redo mine, yeah.

Joe: Yeah, well, we'll do it for you, gratis, just because you're such a handsome fellow.

Yeah, so stay tuned, because the next guest episode we're going to have is with Mr. Tim Ferriss, and we're going to talk to him about marketing, and how he does marketing, which you're rarely going to hear the type of things that we're going to have Tim reveal on the next episode of ILoveMarketing.com.

So, if you're on iTunes, go check out our page, if you actually want to see some of the videos and stuff that we post. And if you're going to make a comment, man up – and that applies to men and women – and identify yourself. And if you're going to say anything negative, then identify who you are as a real human being.

We appreciate all of you listening. And, until next time, have yourselves a wonderful week. Thank you.

Dean: Thanks.

