



Transcript

Episode 017

“The one about getting  
attention with fun”

[ilovemarketing.com](http://ilovemarketing.com)

- Q I'm Dean Jackson. He's Joe Polish, and this is the I Love Marketing podcast. Everybody, it's Dean Jackson and Joe Polish, the smartest of the two. Were you expecting that?
- A I was not.
- Q What are your thoughts on that? Seriously. The listeners, the ones that have been listening to us from day one have constantly, probably having agonizing debates in their mind of who is actually smarter, you or me, and I'm just curious. What do you think?
- A You know what I love? I love Tim Ferris has had the most diplomatic answer I've ever heard, because you asked him at the end of our interview, "So, Tim, who do you like better, me or Dean?" And his answer – do you remember what his answer was?
- Q No, actually I don't.
- A "I dislike you both equally."
- Q That is kind of funny, actually.
- A Perfect.
- Q Actually, I guess you're probably smarter than me. You're more level headed.
- A Go on, you're smarter. No, no, you're smarter.
- Q You're right. I agree with you totally. So, what are we going to talk about tonight at I Love Marketing because our raving fans want to know.
- A Let's talk about super happy fun marketing.
- Q Super happy fun marketing. What are you talking about?
- A Sometimes I like to do fun things in marketing that are – because I think that – and I'm being very careful with my work that I'm not saying humor, because a lot of times people try and use humor in marketing. It is that, but it's not exactly that. It's using fun, using something that is unusual that somebody wouldn't expect, that still is on point and on message, that you're still using good marketing but you're doing it in a fun and unusual way that's breaking through the clutter of all the serious looking stuff that you see.
- Q I'm predominantly a very miserable person, so, I'll do my best to see if I can be fun tonight.
- A Maybe you could learn something tonight about being fun. But I think that if anybody knows you in person, has been around you and has been in your environment, you use pattern interrupts and you use fun in just who you are. Being around you is a pattern interrupt sometimes.

Q That is true.

A Like tonight, nobody expects people to say, “the smarter of the two.”

Q Actually, one of the things that we have trademarked at Elf Marketing is the lucrative and fun words. Elf business is lucrative fun, or you can have a half business which is hard and lame and frustrating. And one of the things of being a business owner, in and of itself, and I really believe this to be true. Many entrepreneurs will deal with more on a mental level from nine to 10 or eight to nine, Monday morning, than many people that are not in an entrepreneurial business or position deal with on a mental level in an entire work week at times. Not always, but a lot of times. So, it’s really difficult work, and people that are entrepreneurs, they really sign up for something that requires a tremendous amount of creativity, effort, ingenuity, resourcefulness, responsibility, obligation, and if you’re going to sign up for that sort of position, you’ve got to make it fun because one of the ways that you can actually gauge the value of relationships is how often the people laugh together. If you ever go to a dinner and you’re in a restaurant and you see a couple or - it could be a man and a woman, or it could just be two people together, or several, and they’re not laughing, they’re not smiling, they’re not even really talking to each other. You just know it’s probably miserable, and you extrapolate that into business. I mean I want to spend as much of my day laughing my ass off and joking around, within reason. Part of it is don’t take things so darn seriously, and lighten up quite a bit, and at the same time, you know, even when things are great, don’t over-exaggerate it, because you obviously want to stay level-headed. And I think sending your business, so you’re having a constant amount of fun, not only for yourself but for your clients, for your vendors, for your employees, I just think its good business. So yeah, I’m all for talking about fun.

A Good. I’m sure you’ve done some fun stuff. I’ve got a couple of examples here of using this kind of fun stuff. We’ll put them up on the website at [ilovemarketing.com](http://ilovemarketing.com), so they can go and look at them. One of them was an ad that we also used as a postcard for reverse mortgages, and this was – I don’t know what year it was, but it was right when reverse mortgages were all the rage. Everybody was doing reverse mortgages. A little more difficult now than it was then, but where I got this idea was actually from a testimonial or a comment from somebody who had gotten a reverse mortgage. It’s almost like the idea for these seniors of having all this money tied up in their house that they can’t access was like having their money buried in the back yard. Having a house that’s 100 per cent paid off, is just like having all that money buried in your backyard. You can’t get at it, it’s not doing you any good. So, I took that idea and I got a picture, and took that literally, got a picture of a guy out in the garden with a shovel...

Q Hold on a minute, Dean. This is going to be really funny now, but your voice is cutting out a little bit, so if you’re on some sort of weird phone, it’s not very funny for the listeners for you to be cutting out.

A That’s not very funny. Can you hear me now?

- Q Yeah, I can hear you. You're talking about this funny ad, this testimonial, and this guy is getting ready to deliver to you the premise that you needed to construct an effective ad, right.
- A Yes. So, here we are. We've got a picture of the guy out in his back yard. You know how you put captions on pictures up on the upper left hand corner, and says "Hot diggedy." Because you can imagine if somebody found money buried in their back yard that's probably what they'd say, "Hot diggedy." So, we had a headline, what color ...
- Q Honest to God, I don't think I would say "Hot diggedy."
- A Wouldn't you? If you were a 66 year old guy.
- Q Maybe. Perhaps.
- A That's funny.
- Q I'm just going to go along with it. Hot diggedy is the word. We should take a survey. We should literally go out and survey 100 people that are 66 year old and see what they would say.
- A I'll tell you exactly where I heard that first ever uttered. We were delivering thanksgiving hampers one year to seniors, people who had – it was from a shelter. They were delivering these thanksgiving hampers, and in them they had all grocery things in there. There was this old gentleman, and we went to the door and he delivered this hamper, and in it they've got – there's some bread and there's some soups and there's some turkey, there was some bacon and all this stuff, but the guy, this one guy, he lived on Bleaker Street, that's the name of the street, in Toronto, Bleaker Street. I'll never forget it, because we delivered this hamper, and it was in an apartment building. And they have this ticket or this coupon or receipt or something that they give you when you come to the door. They know that this is coming and they've got the coupon or the receipt to give you. And when you do it, you close the door and then you have to check it off on your notebook there, and we give the hamper to this man and he closes the door, and you could hear him, put it right down, and he opens it right up, and this guy is maybe 70 something year old. He opens up this hamper, and from behind the door you hear him say, "Hot diggedy. Bacon." He was just so excited about the bacon. And those words struck me forever, hot diggedy.
- Q Now – and I guess you're going to put a copy of this ad that you're going to talk about on the website.
- A It's up right now.
- Q So, people have got to understand that are listening right now, this is a completely different context if you've seen the ad that you're hearing us talk about hot diggedy.
- A Absolutely. So, it looks like a newspaper article. Wauchula Retiree finds \$152,000 nest egg buried in the back yard, and that we've got - Wauchula, that's a town in

Florida. “With rising taxes and insurance rates, many Wauchula retirees are finding it difficult to stay in the home they love while on fixed retirement incomes. Most retirees who have lived in their homes for several years have built up substantial equity that’s just sitting there trapped. New reverse mortgages allow seniors to access this equity to get a single lump sum or monthly payment they never have to repay as long as they continue to own and live in their home. One senior described it as finding a nest egg buried in the back yard. For a free book with all the details about how reverse mortgages work, just call 1800 for a free 24 hour recorded message.” And that ad is completely a pattern interrupt. You can run this kind of ad in a local newspaper. I think this ad to run cost about \$65 or \$85 for the guy to run it, and every time he would run this ad, he would end up getting 10 or 12 people who would call on the ad, and he would get three or four appointments from that. But he went through this whole process of everything that we’ve been talking about so far of using, selecting a target market, using compelling advertising that gets somebody to call you, you using a consumer awareness guide, and then having the next step for people to get together with them on an appointment. But it’s done it in a fun way. And so that’s kind of an interesting pattern interrupt for people. It’s not a typical type of photo that you would see in a serious financial matter type of ad. You don’t see a guy out in the back yard with a shovel saying “Hot diggedy.” So, it breaks that pattern, because the first thing, if you look at the formula that’s ages old formula, attention, interest, desire, action, the first thing you have to get somebody to pay is attention, and this is really what that pattern interrupt is about.

Q Totally. And I do want to make the distinction, and you can check out the ad at [ilovemarketing.com](http://ilovemarketing.com). We’ll post it there. But there is a difference between using humor, obviously, and pattern interrupt. And you will see that this ad is really not funny, it’s more just interesting as heck. Let me ask you a question, Dean, about writing copy like this. It’s a very small amount of copy but it tells a story. You’ve got “Wauchula Retiree finds \$152,000 nest egg “buried” in back yard.” And then it says, “Wauchula, with rising taxes and insurance rates, many Wauchula retirees are finding it difficult to stay in the home. While on fixed retirement incomes, most retirees who have lived in their homes for several years have built up substantial equity that is just sitting there trapped. New reverse mortgages allow seniors to access the equity to get a single lump sum or monthly payment. They never have to repay as long as they continue to own and live in their home. One senior described it as finding a nest egg buried in the back yard. For a free book with all the details about how reverse mortgages work, just call this pre-recorded message for 24 hour, or just call 1800 blah blah for a 24 hour pre-recorded message.” Now, you are talking three very short paragraphs with a headline, and a picture, a big picture. This is the use of a good picture and the caption right above says, “Hot diggedy,” right above this guy with the shovel, for people that are just listening to us and they’re not looking at it. How do you think about writing copy like that? Because in an ad like this, the only purpose of this ad is to get people to call a pre-recorded message and get a free book.

A You just hit on it right there. You just hit on it. The only purpose of this ad is to get them to call that phone number. So, one of the things that I always start with – and this is one of my mental tricks, is I imagine that I am the most powerful wizard in the world, and that just by the power of suggestion, I can have anybody do anything I

want them to do. And I start out the space for any postcard ad, letter, email, by filling it with the command that I have for them, as a wizard. So, the command, if I could get away with just saying "Call 1800," that's what I really want them to do, right. So, I start out with that as the core premise of what I'm doing, and most people, Joe – it sounds so simple, and I'm going a little bit overboard to make the point, that most people when they're writing ads, don't have in their mind the command that they want somebody to do. I think if most people would look at the – that's why you can use short copy. If I start with the premise that I'm the most powerful wizard and I can just say "Call this phone number." That's all I need to put on the ad, then I just go that's the naked truth of what I want to do in this ad. Now, how do I dress it up just a little bit? What do I have to do to get to that point? I have to get somebody to look at this ad, and if I look at the context of where this is going. If I look at the context of this being in a local community newspaper, why do people look in the community newspaper? What are they looking for? They're immediately drawn to the pictures because it's their community and they might know somebody in the pictures. So, their first look, who is that guy? Hot diggedy? What's he saying there? Wauchula retiree finds \$152,000 nest egg buried in the back yard. There is so much going on there that even just in that, we've got their attention enough that they're going to be interested to read and start reading.

Q Totally. It's such an important point that I do not want people to overlook it because time and time again, one of the biggest mistakes I see people make is they're trying to get their message to accomplish too many things. Marketing is a process, not an event. And there's a process you're taking people through, read the ad.

A One step at a time.

Q Exactly.

A So what most people do is they try and sell beyond the next step. There's nothing in this ad about why you should choose me to get your reverse mortgage, or why you should meet with me. None of that. The only thing is call and listen to this recorded message so you can get a free book. There is nothing about – it's all giving.

Q Which is great because you're usually such a taker.

A I know.

Q You are.

A Usually on about the third move, then I start. I've learned enough to know. The funniest thing is knowing that either you look at this – you said it earlier, that you look at it as a process, and I know that I can be just completely focused on my target audience, on giving them something. Because I know that when they do that, that I know two or three moves from now what's going to happen, and what that phone call is going to set into motion, because I know that they're going to call, they're going to listen to that recorded message, and the only purpose that I have when they're listening to that recorded message, if I put on my wizard hat, and I can command somebody when they call that phone number to go ahead and leave your name,

address, telephone number and email address here after the beep. If that's all I said, and I'm the most powerful wizard in the world, and somebody hearing that is compelled to do it, I win. I would start with that first. You would start with what is the recorded message that I would like to hear? You begin with the end in mind. I'd like to hear somebody saying, "My name is Joe Polish and my address is this, and here's my phone number and here's my email address."

Q Let me break this down a little bit too. I know we're supposed to be talking about fun things, and I'm being all serious now, however, I think this is really instructive. I understand, obviously, because we've been doing this type of marketing for years, and I'm trying to think about someone that really is not yet in tune with this psychology of what you're wanting to accomplish with an ad like this, but long before Seth Godin ever wrote the book called *Permission Marketing*, we were doing permission marketing, if you want to call it that. So, in this particular case, instead of saying – you're trying to sell something here, but you were basically having them say it's okay to sell me because the moment someone request a free book by calling the free recorded message, and then you send to them, they've actually given you permission to send them information, and they ask to be sold, in a lot of ways. You just go and ...

A They've raised their hand, and they have said – when you're going into a general population, you're going into a publication that there are going to be all manner of people reading that ad. There's going to be kids reading that ad. There's going to be housewives reading that ad. There is going to be young men reading that ad, and then there's going to be retirees, and that's our target market. So, you have to first of all get them to raise their hand and identify themselves as somebody who is interested in what it is that you have to offer.

Q Exactly. And the challenge is why would this not be effective? Because let's go back to the wizard thing. I'm a wizard, I can ask and command anything I want. Why couldn't you just command them to buy your stuff? Why do you have to have them call a free recorded message, and why are you multi stepping this thing? Marketing defined as the quickest path to the sale, why can't you just sell quicker? And I'm playing devil's advocate here of course, but I'm asking you why couldn't you do all that stuff? Explain to me why someone has to go – why do we have to take people through this process, setting up a pre-recorded message and requesting them to leave their contact info and then follow up with them with a free book, and then the free book is of course going to use education based marketing, so we have to write that whole free book and everything. Why do you have to do all that stuff? Why can't you just flat out write an ad like this and so on?

A We could put them under our spell. We could cast a spell on people, and I mean that's essentially what's happening. It's like we've got this opportunity to – you realize that you can only do one thing at a time. The purpose of your ad can only be one thing, and you know that the very first thing that you need to do, out of all the people that are going to be reading this, we need the ones who are our ideal prospect to raise their hand and identify themselves to us, so that we can give them the information that's going to – you always like to say how it predisposes somebody and

educates them to be predisposed to doing business with you, and it makes selling easy and mostly unnecessary.

Q Let me point out what I was saying to people too, because there is always this argument. I've got to write a report. That's going to take time. I've got to figure out what's going to work. I have to write this book. There's logistics. I've got to get their contact info. Oh my God, we have to do direct mail. Here's what most people do, and this is what most carpet cleaners do before they ever start using my stuff – and I say carpet cleaner, you can insert any business into that term. Because here's what I used to do before I knew how to do this sort of marketing which is ELF Marketing, Easy, Lucrative and Fun. There is a set up stage where you do have to write the report. You do have to use compelling sales copy. You obviously have to become a student of marketing to learn how to get this stuff done, or you need to spend a lot of money to get really awesome copywriters to get that stuff for you. Now, here is what happens if you don't have this for you. People will typically be lazy because they won't have a report, and they'll just run an ad saying, "Here's what we can do. Call me." And then the people, if they're lucky, call you, and most people won't call because calling someone is threatening. This is a very non-threatening way to get people to raise their hand without ever having to talk to anyone, without having to be worried that someone is going to try to sell them something; that they can get free, valuable, useful information without any risk or phone call fear whatsoever. But what usually happens is people are like, "Call me."

And then they have people call them and they have to spend all this time one on one talking to people, and that is infinitely more difficult, totally unscalable, totally unleveragable than putting the time and effort into getting a really good marketing piece, that you simply can allow people to request, for free, and send it to them and can and clone yourself in. So, people that don't do this, not only are they not saving themselves any effort, their effort is about 100 times more extreme in the long run because their advertising is infinitely less effective. The amount of time that they spend. So, the marketing that me and Dean have been teaching on I Love Marketing – and again, if you've not listened to the first episodes, go to the very beginning. I think all of the calls that we've done contain tons of nuggets and stuff. It's not just the most effective marketing and the most fun marketing that we know, but it's also time management marketing, and if you started thinking of this type of marketing as time management marketing, once you write that report, you can communicate that to sometimes dozens, hundreds, thousands, tens of thousands, and sometimes millions of people, depending on how big your business is, and you don't have to do it one on one. You don't have to hire a sales staff. This is a robot. This is totally robotic ELF marketing to do this.

So, I don't know anything that actually is more fun than having that sort of system. But again, most business owners are too lazy to learn this sort of marketing. They undervalue this sort of marketing, so they don't do it, and finally, they actually have a marketing mindset. They don't even understand that this is canning and cloning themselves, and so they default back to all of these manual marketing efforts instead of these robotic marketing efforts, and they try to accomplish too much. They go straight for the sale. So, we're not suggesting adding more steps, we're just



suggesting you've got to have enough steps in order to get people properly positioned so they're pre-interested, pre-motivated, pre-sold and pre-qualified to do business with you, and you want to screen people. You want to only attract the people that best fit what it is you're offering, repel the ones that aren't, and spend your time with people that actually are right fit clients and prospects. And if you construct and develop advertising that baby steps them through this process, there's just no better way to do it that we're aware of. That's all I'm trying to say.

- A Well said. That's one example of something fun that you could do. And I think ultimately, if you can get your message across, and you can have fun, that's really one of the best things that you can do. I always love it when people smile at least about your advertising. They're smiling about it. It's kind of a fun thing. I'm going to show you another example, and this one, I have never had so much fun preparing and doing this marketing as when we did this. It's the most ridiculous thing that I've ever done, and literally laughing to the point of peeing our pants almost. So, here is a – let me set the stage here. One of my best friends in Florida is a guy named Lane Dog Bowers, and Lane Bowers is the barefoot water skier. He owns a barefoot water skiing performance training school in Winterhaven. Winterhaven, for anybody who doesn't know Winterhaven, Florida, is like the water ski capital of the world. Cyprus Gardens for years there had a big ski show. All of the top lake boarders in the world live in Winterhaven, the top barefoot water skier in the world is Lane Bowers. He lived in Winterhaven, Florida. So, he has an instructional DVD about how to be the best barefooter on your lake, and I mentioned that e-book and that DVD on an earlier episode of I Love Marketing. So, one of the things that we did was using a couple of different things that I learned from John Carlton, and one thing from Gary Helper. And it's kind of a combination. So, John Carlton, our friend, both of us, he has this idea, this concept, that most people look at things, everything is on a scale, where on one end of the scale is magic, where it's take a pill, go to bed, wake up slim and sexy. And then on the other end is reality, and when you look at the reality, losing weight is about eating less, exercising more and doing things over a long period of time to lose the weight. That's the reality. It's less attractive, the reality of it, than the magic.

So the closer that you can get your process to magic without kind of crossing that line misrepresenting, that's the very best place to be, because you always want to talk about the magic of this. So, Lane, we were talking about barefoot water skiing, and the way Lane teaches barefoot water skiing, he teaches people how to do it without falling and you kind of learn to crawl before you can walk, and walk before you can run. So, he starts out with dry land training, and teaching people the postures, and teaching people the way that where to hold the rope, the posture, the power band and all the concepts that he has, and then he moves them onto the boat on a boom, and they learn the postures, how to set their feet, and all this stuff. And slowly, they gradually get to a point where they can ski without water skis, and it's kind of a cool thing. And we were thinking – I was showing him that scale or graph that John has about magic and reality, and we were saying wouldn't it be cool if there was this lotion that you could rub on your feet and you could magically just barefoot by having this lotion applied to your feet? So, we came up with this name of Slickfeet 50, and so we created this website, slickfeet50.com, and we created what became the Slickfeet 50 barefoot success system, which included the DVDs. So, we were talking about that,

and then a few months later, I was in Sacramento, California. We were doing a big real estate seminar out there, and I saw, in my hotel room, they had these little bottles of lotion that had the logo of that hotel on the lotion, and I immediately thought, "That is the perfect bottle for Slickfeet 50." So, I looked up the manufacturer on the bottom of the bottle. We found out you could buy the minimum of 600 bottles of this lotion. It wasn't very expensive. So, we had Jessie create this Slickfeet 50 logo and there's a – put all this stuff up on [ilovemarketing.com](http://ilovemarketing.com), but if you go to [slickfeet50.com](http://slickfeet50.com), you'll see the lotion down there on the bottom of the page. But we set the whole thing up to be sort of a selling the magic, and including the reality. So, most of the times when you have something, you have a product, and then you include a fun premium, along with it, well, this was all about selling the premium, and including the actual product. Because the Slickfeet 50 itself, we sold for \$39.95, which was the same price as the DVDs. So, you buy the Slickfeet 50 for \$39.95, and you get the DVD included with it. So, when you look at this and read the headline for this ad, we sent an – Lane has got the biggest list of barefoot water skiers in the world. We send an email to this list, and we made this whole thing like a press release, but we ran ads in water ski magazines. So, we sent an email to his list, and it was really sort of a short email that just said, "Hey, Joe, I wanted you to hear about this from me before you read about it in Water Ski Magazine. Take a look at this and let me know if you're on my side." And we had a link that was [thefootersedge.com/confession](http://thefootersedge.com/confession), and that was all it said. So, it makes it seem like what's going on here? Some kind of scandal or something. So, when they click on it, it looks like a press release for immediate release, and we have a headline, a reference, World Barefoot Champion, Lane Dog Bowers, swears under oath that Slickfeet 50 Barefoot Formula does not contain illegal performance enhancers, and should not be banned from international competition. And we set it up like an open letter from Lane Dog Bowers to the international barefoot community. And so, when people get there – and by the way, you knew immediately where that headline came from, right.

Q Yeah, that came from Gary Hover's promotion of [tovaboard](http://tovaboard.com), and swears under oath that her new perfume does not contain an illegal sexual stimulant.

A Exactly.

Q And he sold that to Century Plaza Hotel with 7000 people years ago using that ad.

A So, I've always wanted to use that headline, and here was the perfect chance for it. So, we did this whole letter now, this whole press release now becomes a sales letter about the Slickfeet 50 system. And there's so much pattern interrupts in here. "Over the past decade of my barefoot career, I've been randomly tested by the US Olympic Committee, more times than any other athlete in barefooting. I have never tested positive for any known performance enhancing drugs. But now that I have won the senior world overall barefoot championships, the US barefoot nationals and many national and world jump championships, I feel it's time to let the rest of the barefooting world in on a secret that's given me an unfair advantage over my competitors. I've been using Slickfeet 50 Barefoot Formula with such success that I feel it would be bad karma to keep it from others who might be having difficulty learning to barefoot, or just trying to become better bare footers." We go all through

down here – and I'll encourage you guys to and read this – just take a look at this sales letter, and you'll see we have got pictures of two identical pictures in here. One pictures says simply compare photo number one and two to see for yourself.

Q It's the same picture.

A That's the thing. The comedy about it. And we've got a picture of Lane skiing on one foot, and another guy falling, and down at the bottom – this was one of my favorite things that we did, we put an illustrated version of the ordering instructions of what to do. So, we've got step one, enter your credit card information on our secure order form. We've got a picture of a guy typing in his credit card. Step two, your Slickfeet 50 success system will be delivered to your door promptly. We've got our UPS guy to pose with a box of the Slickfeet 50 logo on it. Then step three, there's the bottle of Slickfeet 50, apply Slickfeet 50 precisely as outlined in our easy to use Slickfeet 50 success system instructional guide. Step four, elevate your feet and maintain proper hydration while watching the entire video from beginning to end. If you need something, yell for help, but do not lower your feet past parallel. For best results, feet and eyes must remain aimed at the television without interruption. So, we're building in watching – because watching the DVDs is going to make you a better barefooter, but we're wrapping it around all this fun stuff of make sure you put this stuff on your feed here. But the whole thing is you've got to do it. And step number five, proper rest of at least eight hours. At step six, success, and you see a guy out there backwards barefooting on one foot. So, we show them that the whole Slickfeet 50 success system is just \$39.95 plus shipping and handling, and your Slickfeet 50 success system comes with a 100 per cent money back guarantee. So, it's all just fun, but it's still crystal clear marketing. It's still crystal clear on the instructions and what people need to do. So, now that sequence is built into his auto responders, and still to this day, still sells DVDs and Slickfeet 50.

Q Now, question. The whole point, just to make it clear, is that you're trying to sell a DVD?

A Yes, exactly. So, what we're doing – the DVD is reality, right. The DVD is reality, and it's a great barefoot instructional video. It's a fantastic video, but when you wrap it around the magic that you're going to be able to put this lotion on your feet and be a better skier, in conjunction with the entire barefoot success system, which includes putting the lotion on your feet, elevating your feet and watching the entire DVD, it's almost like you get the magic and the medicine at the same time.

Q Which is totally fantastic.

A We had so much fun doing this. And it's been one of the most effective things. I've done things like that with premiums where I have a program for real estate agents called *The Art of Finding, Getting and Selling Listings*, and we sell that for \$349 at [gettinglistings.com](http://gettinglistings.com), and when I first sent out the initial sales letter about that, it was a direct mail package that I went online and got some 3D glasses, you know those cardboard 3D glasses that you can put on and see movies in 3D. I got some 3D glasses, but – but I repurposed them as x-ray glasses, so the sales letter – the direct mail

package went out and on the outside of the envelope, it said, "Do not bend. X-ray glasses inside." And when people opened up, I was telling them to do this right now, just put on these glasses, read this letter and find out how to get all the listings you want in any area you want without making a single cold call or without doing any expensive personal promotion or advertising. So, we went on to explain the whole system, but the idea of imagine if you had some special glasses where you could fly over a neighborhood and all the houses that were going to come on the market in the next six months would up with a special green glow. And that – so you're tying it into getting the attention, but you're tying it into the message that's going to be completely relevant to what you're offering.

So, what we're talking about are using conceptual and physical grabbers, which is something that Gary Helper was really brilliant at. You and I both have sat with Gary, and one of his favorite things to do was think of anything as a grabber, and he could tie it into a relevant way to attach that grabber to any product or service, and it was like improve theatre to watch him do this. And I think that there is that kind of thinking where if you can use that kind of approach, where you're using something that's kind of unexpected and unusual, as a pattern interrupt, and then tying that right into whatever your product or service is in a fun way, that I think is very effective. We have proven it's very effective.

Q With grabbers, I've done so many things to attach things to mailings. I remember one that logistically was difficult to do, and even talking about it now makes me want to do it again, but I got a whole bunch of coconuts, the smooth, they're still in the big shell, not like all rough, and we would literally staple a priority mail sticker. We would even put a staple through it so it wouldn't fall off, and we would get a mailing label and we actually – we're talking staple gun into a coconut. And we would hand write with a marker, "Don't be a nut. Call this 24 hour free recorded message and the post office will mail an actual coconut for priority mail." And people were getting these coconuts in the mail and calling a free recorded message, because how in the hell could you get a coconut in the mail and not call? Honestly. I've sent stuff in tubes. I remember doing a message in a bottle, and there was a letter shop, which I don't think they're around anymore, but they would have these real lightweight plastic bottles, and it would have an address label, and they'd have a little scroll that was rolled up inside, and people would literally get in the mail a message in a bottle, and they would open it up and it would be a sales letter, and we would drive them to a free recorded message. Now, you could do that to a website, all kinds of stuff. Seminars in the past, pre-crumpled letter inside a little miniature trash can that we would get from a promotional place, trash can mailers, and basically you crumple up a letter and it says, "Dear Friend, as you can see I have precrumpled this letter to save you the hassle of throwing it in the trash. As a matter of fact, I thought I'd send it to you in a little trash can because this is what happens to a lot of invitations that people get to something that could change their life. However, you can throw this back in the trash, and I've even sent a little miniature trash can to go along with it, or you can really pay attention to what I'm about to share with you." And then you go on with the pitch. But the point is, it's the AIDA rule, Attention, Interest, Desire, Action. You really want to get their attention and any time you can attach a grabber. And Gary Helper would always say if you want to triple your response, then basically attach a dollar bill to any

letter and mail money, and that is definitely one of the most effective ways to get a response.

And even to this day, all the people listening here, if you are in a situation where you need money, get Gary Helper to advise you. Take your best clients, your best prospects, you would send them a letter with a dollar bill attached and follow it up with a phone call. And Gary would say if you cannot do that, and call people – if you needed money, literally, send them a letter with a dollar bill attached to it, and if they don't respond, follow up with a phone call. And he would say that if you can't make money off that one, you're brain dead and hopeless, and you should be in another business.

A That was his favorite dismissive thing to say, wasn't it?

Q Probably.

A Where he would do the headline, and he would do the grabber, and he'd tie it all in, and then he'd say, "If you can't take it from there, you're completely brain dead and there is no hope for you."

Q Yeah. He would be like, "Dear Friends, you can see I've attached a dollar bill to the top of this letter. I've done this for two reasons: one, I thought it important to share with you and needed a powerful way to get your attention, and two, what I'm about to share with you has a lot to do with money, saving you money, making you money, investing money, not wasting your money, whatever your premise is. He could tie in the dollar bill letter if someone sold a course on how to teach a parrot how to talk. It could have nothing to do with making money, but it was always like a dollar bill just as an eye catcher. "And the reason I'm sending you this is because" and then he would say yada, yada, "And if you can't take it from there, you're an idiot and you..."

A Hopeless.

Q It's funny you use that term. It's dismissive, but you know what, in a lot of ways he's absolutely right. Because I remember this one seminar where this guy was arguing with him, "What about this? What about that?" And then Dennis stood up and said, "You know what, I was telling Gary the same stuff, every excuse under the book." He's like "I mailed the dollar bill letter to all my dental patients. I made thousands of dollars. Shut up. Just mail the letter. Don't argue with him. Don't say what about this? What about that? Come up with every excuse in the world. Mail the letter." And in a lot of ways, in a much nicer way, I would say that to anyone that has any sort of resistance. Try it. Get 20 people and mail them a dollar bill letter. What's the worst that's going to happen?

A Exactly.

Q You might actually get rich. You might find something that makes you a lot of money. The time we have, there's so much more fun things. We will continue this conversation of course in future I Love Marketing sessions. But what else? What have you got? Hit us.

A What have you got, Dean? Here's another fun example. Another one that we did in a real estate example, we did some just listed and just sold cards, which these are so common, everybody sees realtors in their neighborhood sending out when they get a new listing, a postcard that says just listed, which is so completely ...

Q Ridiculous.

A It's ridiculous. You see people, you just imagine, that's not at all what people are saying. You've got to imagine that the scenario around the house that has just come on the market. You've got to set the stage there that nobody – they're waking up in the morning, they're going out to the end of the driveway, they're wiping the sleep from their eyes to pick up the newspaper, and they look up and there it is, there's this new for sale sign on a house right across the street. And you've got to imagine, the guy is not going to walk back in the house and say into the house, "Hey, honey, the Johnsons just listed." That's not the language that real people use. So, we made these fun postcards that really play up what really is going on. We sent out a postcard just around the homes around a new listing, and the headline says, "Do you know what your neighbors at 342 Nelson Street did last night?" And then the subheads, "It may come as a surprise to you but they've been plotting for a long time." I'll just read the postcard here because it's fun. I'll put a sample of it on [ilovemarketing.com](http://ilovemarketing.com). "Your neighbors at 342 Nelson Street decided to sell their home and they listed it with John Adams of ABC Realty. They thought about it long and hard and interviewed several agents before choosing John. Now that they've made the decision to sell, they need your help to do it. Their house is a three bedroom, two bath home with a great family room. It's listed for sale at only \$220,000," and we put all the - just go and describe the house and tell them about the open house that's coming up and if you can't make it to the open house, John has prepared a special report called *The Ten Dumbest Mistakes Smart People make when buying or selling a home* that he'd like to offer to you or anyone you know. For a free copy of this informative report, just call 1800 for a 24 hour free recorded message. In the meantime, your neighbors would appreciate it if you kept your eyes and ears open for a buyer for their home.

So, that going around a neighbor saying "Do you know what your neighbors did last night?" Is sort of a pattern interrupt. And we do the same thing when the property sells, and we had a headline that would say, "Your neighbors, the Smiths, got exactly what they deserved and it could happen to you next." And so the essence of the story is that they got what they deserved, a buyer for their beautiful home, and if you are going to be selling your house, you could get the same thing. So, that's a much more impactful way of reaching that audience, the people right around a brand new listing. So, we always have lots of – whenever you can, if you can add fun, if you can add something unexpected and still maintain the integrity of the core message that you have. You don't want to ever let that distract from the core message. It's got to draw people in to the core message. It's not about distracting them from that. It's not about doing something that you can't now tie back in, it's about making sure that you do it in a way that is going to draw people into your message and get them paying attention.

- Q I love it. And so everyone now has an opportunity to smile, try to be funny, but more so, get out their inner wizard, as Dean would call it, and start creating some really cool marketing. And here is the beauty of this. All you need to do is go to [ilovemarketing.com](http://ilovemarketing.com), take a look at the examples that are put there and you simply don't need to have to create all of this from scratch because you now have models, you now have swiipe to work from. And every marketer should have a swiipe file, and they should have some really cool stuff, and I think what's really neat about I Love Marketing, in a lot of ways, it's becoming a really great electronic swiipe file for people to not only get exact training for free, nonetheless. I have had a lot of people that listen to this say that the advice that they're getting on I Love Marketing is so much better than many seminars and many things that they've actually paid money for. And that makes me very happy to hear that sort of stuff, because that's one of our original goals when we first started doing this. So, it's there for you and that's what I've got to say.
- A This will be fun, Joe, to see what people are able to do with this, what people are able to – I'd love to have in the comments, or in the future, have people submit things that they have done and we could have a little showcase of them. We could do another from the comments version here, and talk about the things that people are doing.
- Q Exactly. Let us know how you're doing with it all and keep on marketing. Share this with everyone you know, even people you don't like – I'm kidding about that. People that you cannot stand should be the only people that you refer to [ilovemarketing.com](http://ilovemarketing.com). I don't know why, but that just sounds like the thing to say at this moment.
- A We don't want that.
- Q No, we don't want that. And here's the deal . When you're writing copy, when you're creating stuff, I always like this, and I get reminded by it when I listen to my consultation I did with Gary Helper years ago, where were you sit down, think as if you're wanting to persuade and compel your mother or your best friend, or someone that you really care about, and you really need to get their attention, because what you're offering could be really beneficial and really helpful to them. What would you say? How would you say it? And incorporate the fun into that, the pattern interrupt, as you call it, Dean. Because the goal here is not to make amusing or funny advertising; the goal is to actually make the whole process enjoyable, and the reason we love marketing and we call it I Love Marketing , is because when you do this sort of stuff, it actually becomes pretty darn awesome. That's why we do the I Love Marketing show for free, because we love it. We love talking about this stuff, and we know what an impact it's had on our lives, and we wanted to have that same sort of impact onto you. So, if you do this sort of stuff, the dredgery of running a business at times – because it is hard at times, not all the time, this actually helps give you a pattern interrupt so you can have the whole business become a much more enjoyable thing. And the more you set up your marketing to be this way, the more fun you're going to have. Because making money is one thing, but the effort expended to make it is a completely different thing. So, you can have a hard annoying lucrative and frustrating business, but we want you to have an easy lucrative and fun business, so that is that.

A That's what I'm trying to say.

Q That's right. Are we done?

A I think we are done.

Q Are we done for now?

A I think we're done for now.

Q Okay. Stay tuned everyone for the next I Love Marketing show, and yeah, go drink some water, right now, everyone. Grab a glass of water, drink it and make sure you sleep well tonight, and that's all I've got to say. Goodbye.

END OF TRANSCRIPT