



Transcript

Episode 023

“The one with Tellman Knudson”

ilovemarketing.com

Dean: Hey, everybody, it's Dean Jackson.

Joe: And Mr. Joe Polish, like nail polish or shoe polish.

Dean: Toe Polish.

Joe: That's right.

Dean: Something like that. Joe, I'm very excited today, because we have Brattleboro, Vermont's happiest millionaire on the phone today.

Joe: Yeah, that is true.

Dean: With us right now.

Joe: A very special moment in I Love Marketing history.

Dean: It really is. Tellman Knudson.

Joe: Tellman, how're you doing?

Tellman: You know, I love cheese.

Dean: That's great.

Joe: Me and Dean are actually going to talk about that on an upcoming episode of I Love Marketing, although I don't eat any dairy whatsoever. But we will talk about cheese, as it relates to marketing analogy.

Dean, go ahead and say something, whatever you're about to say, and then I'd like to ask Tellman who is he? Because I know Tellman very well. I've had some very unique experiences with Tellman – marketing and otherwise, which we will talk about – but what do you have to say before we ask, for our listeners, Tellman to describe who he is and what he does?

Dean: I'm excited about that, too, and I'd like to hear Tellman tell everybody who he is. I have some experiences with Tellman, too, but not anything like what...

Tellman: Not nearly as intimate. Not nearly.

Joe: I spent 10 days on a National Geographic ship with Tellman in a cabin, and we went to Burning Man together in an RV. I've been to Necker Island with him 3 times, raised a whole bunch of money for teenage homelessness, and all kinds of stuff.

Dean: What my favorite Tellman experience, so far, though, is we were in Toronto, and it was at our very first Strategic Coach meeting. We went to Second City, and it was about maybe 11:30 or something like that, and we were thinking, "What are we going to do now?" And we come out of Second City, and there's this big crane in the distance, and Tellman goes, "Why don't we climb that thing?" 11:30 at night, and Tellman wants to climb a crane.

Tellman: Not even Yanik was willing to climb the crane. What kind of crap is that?

Joe: Tellman, in your personal life, I think you're just bat shit crazy. In your professional life, though, you are known as one of the top experts in list building for direct response marketers. Why don't you give us the 'Who is Tellman Knudson' elevator sort of pitch?

Tellman: When you said the bat shit crazy thing, the thing is that's been with me long before we ever met, Joe. To be perfectly honest, I just happened to choose internet marketing and specifically email marketing as my medium to be crazy with. I decided to get really good with it about 7 years ago or so.

What I focus on, now, is I have a publishing company called Overcome Everything, and Overcome Everything is designed to allow me to go and study all sorts of crazy, weird stuff, and to be able to make money with it, wherever my interests go now or in the future.

Email marketing was something that I discovered as a incredible, incredible medium that allows an enormous amount of freedom and flexibility for entrepreneurs to either build their existing business on or to start a new one, or to start multiple new businesses in the future, that is incredibly inexpensive to start with, and incredible, incredibly scaleable. So, you can build a huge multimillion-dollar business, if you want, from your house, with a small staff.

I'm guessing most of the people that will end up listening to this already do email marketing, and have already started using that as a component in their business. But, I use email marketing in all of my various business endeavors. My background is as a hypnotherapist, and I did that for about 7 years before I went online, and I went online in order to learn how to sell recordings of my hypnosis techniques.

So, I have a whole separate company that focuses on that. And we really specialize in working with Attention Deficit Disorder, but we use email marketing and direct response email marketing in order to market that side of the business.

Then, as you mentioned earlier, we ended up raising a bunch of money for youth homelessness in America, and we did that through Virgin Unite, and then Run Tellman Run, which is my nonprofit – called Tellman.org – that we are in the process of raising \$100-million to fight youth homelessness in America.

I did my first round at running across America without shoes on. I started in 2009, got my ass handed to me, and am now back in training.

Joe: It's pretty amazing how far you did get. That's quite an accomplishment. You ran all the way to Ohio, barefoot.

Tellman: Southern West Virginia. Ran through Pennsylvania, through Ohio. 654 miles without shoes on. It was pretty intense. Pretty intense.

Joe: What's the longest you ever ran in a single day, barefoot?

Tellman: I've got to say, a full marathon, about 26 miles. Well, I may have done more than that, broken up over the course of a day. But as far as in one shot, beginning to end, basically without stopping, about a full marathon.

Joe: That's awesome. Again, we won't spend too much time on your history. There's plenty of stuff online. People can find out about you if they want to know your whole story. We kind of want to go right into defining email marketing, defining list building, and talking about strategies and tactics that all of our I Love Marketing listeners can incorporate into their businesses from brick-and-mortar to information marketers, to the whole gamut of people that we have on the line.

If you were talking to a newbie about your skill, about your expertise, about where you focus all of this energy... I know you're one of the most rabid learners that I know. You've read lots of books, you've attended lots of seminars, you are definitely not shy about investing in your craft. You've gone to Necker Island 3 different times with us, paying upwards of anywhere from \$40,000 to \$75,000 per trip. You're in my \$25K group. You have your own masterminds and stuff, you have thousands of clients all over the world.

I say all of that because I want everyone to know that not only are you a teacher, but you're a pretty incredible student. You invest in learning this stuff. If there's any one person I would ever say that could teach anyone a lot about how to do list building, it's you, because you've taught many, many mom-and-pap startups, and multi-multimillionaires and famous celebrities, you name it. You have so much experience in a variety of stuff.

So, going back to my question of, like a newbie, why should someone care about list building? What is list building, and why should someone care about it?

Tellman: List building is a jargon term. It's a jargon term for people who are in the know. Most people who start out start thinking email marketing. "I should be part of this whole internet thing," right? Email, for most people on the Internet, is what we

call the least common denominator. Everyone on the internet has an email address. Everyone has an email address.

So, it doesn't matter whether you're signed up to Facebook or Twitter. In order to register for Facebook or Twitter, you have to first have an email address that you use in order to register. In order to sign up for America Online, you use your email address that you start with. America Online obviously has taken a little bit of a slow-down here in the last bit.

But the point is, for folks that are thinking about starting up online, the real focus is email marketing, because it's the easiest, quickest, cheapest, most measurable, most profitable way to immediately get started marketing your business or your idea on the Internet, if you're looking to make your living from wherever it is you live.

I, personally, live in rural Vermont. The economy here has always sucked, and I love it here. People are really nice. They're cool. I don't have to worry about lots of idiots doing stupid things around me all the time, and it's a great place to live.

It's pretty nice to be able to run a multimillion-dollar company from your home, from a place as remote as rural Vermont. I absolutely love it. So, if you're thinking about, "How do I start a business online?" or specifically, "How do I bring an existing business online?" email marketing is the most powerful way to go, simply on the basis that the entire Internet revolves around email at the end of the day. Everything else is in addition to.

I learned this a long time ago, and I was very lucky to learn it, and decided to focus all of my attention on it. When I got started, I didn't know anything about email marketing. I did not have an email list. I was working with clients one-on-one locally, and I was tired of people not paying enough and not showing up to

their appointments with me, and I needed to figure out a way to go global with it, so I could really scale my time and effort and energy expended.

For me, as a hypnotherapist, as a hypnotist, email marketing allows me to go from seeing clients one-on-one to seeing clients globally, to selling products and services to clients locally, but I didn't have to leave my house to do it. It was a pretty big point of freedom for me, when I really started learning the stuff.

Dean: So, you started applying it to your hypnosis business? Is that the first place you started?

Tellman: Yeah, that's where I started. I always wanted to specialize in working with Attention Deficit Disorder. I was diagnosed a long, long time ago with ADD. When I first started studying hypnosis and NLP while I was in college, I discovered some techniques that allowed me to actually get decent grades, that allowed me to complete my papers that I was working on, that allowed me to feel at ease and feel good when I was working on things that weren't necessarily incredibly fun, to be able to do it without medication.

When I started my hypnosis business, after working for another hypnotherapist for about a year and a half, I really specialized on weight loss and smoking because that's what people go to see hypnotherapists for, is weight loss, smoking, and stress. Those are the big 3 of the hypnosis world.

I live in a rural area. I wanted to focus on 2 things: I wanted to focus on Attention Deficit Disorder and helping people, with hypnosis, to be more effective long-distance runners. I couldn't find enough people with ADD who were dedicated to being long-distance runners, who wanted hypnosis as a way of becoming better at dealing with those things.

I ended up saying, "Okay, well this kind of sucks. I'm just barely making it by." I did some math, and I was almost \$200,000 in debt from previous failed

business attempts (i.e., credit card debt) and a little over \$80,000 in debt from college loans.

I did the math and realized I was going to have to work, at my current rate, for about 14 hours a day for 7 days a week, for 7 years, in order to pay off my debt and live what was then my current standard of living, which really was a lot of ramen noodles in an apartment, and it really was not that fun.

So, I turned to the Internet, and then email marketing, to learn how to sell recordings of my hypnosis sessions online all around the world, without taking any more of my time, effort, and energy. I took my knowledge, packaged it – to use a little Joe Polish term – to can and clone what I knew and sell it all around the world.

I remember, very clearly, the first day, what would happen is, if I had a no-show, which is essentially if a client doesn't show up for their appointment with you, everyone who does a service-based business where your client comes to you, whether you're a doctor or a dentist or a chiropractor, or a massage therapist, or a psychotherapist, whatever, you have no-shows. You have people who don't show up for a myriad of reasons.

I remember the first day where my no-shows made me more money than the people that actually did show up to pay me. Because when I would have my no-shows, I'd work on my Internet business. It was a glorious day, the day that the people that didn't show up for their appointments ended up inadvertently making me more money than the people that did. A very exciting moment.

Dean: What did you do at first? What was the first thing that you tried? So, you had the idea that you wanted to now reach the world. What was the first thing that you did?

Tellman: The very first thing that I did was the very first thing a lot of people do, and it was the wrong thing. I had a buddy from high school that I still work with now, but I had a buddy from high school named Kyle Battis. Kyle Battis and I hadn't spoken

for about 4 years. We just lost touch after high school. We were good acquaintances, but we weren't really close.

Kyle had gone on to become a personal trainer. We both have younger siblings that were in the same grade together, and they had run into each other. We grew up in New Hampshire. They had run into each other at a local bonfire. I don't know where you guys grew up or what high schools you went to, but the big thing for the year, where we grew up, was bonfires, where they'd throw a bunch of wood into the field and cover it in kerosene and light the whole thing on fire, and that was the big high school hoedown.

Joe: That's before Facebook, right?

Tellman: That was before Facebook.

Joe: Bonfires have kind of been ruined since Facebook.

Tellman: Perhaps. I'd have to check in on it. Damned Facebook ruined the bonfires.

Anyway, our younger siblings – my sister Sara and Kyle's younger brother, Brent – ran into each other at a bonfire, and they started talking about what Kyle and I were both doing. Kyle was a personal trainer, and I had become a hypnotist, and we were both working with weight loss a lot, as a result.

So, we ended up getting together and talking. I had started studying all of this Internet stuff, and we actually created a product. We ended up, over the next couple of months, getting together. I don't know if you guys remember mini-disks or not?

Joe: Yeah.

Tellman: That was when mini-disks first were catching on. I remember we went to my Dad's house, up in a spare bedroom, and we recorded a course on a Sony mini-disk recorder, called "The 5 Keys to Permanent Fat Loss," from both the personal

training side – so the nutrition and fitness side – and then from me, from the hypnosis and mental side.

Then I proceeded to write my first sales letter, which was the worst thing ever. We got really disgruntled and discouraged when no one would buy any of the stuff that we were offering. We're like, "What's going on? We wrote a sales letter, we started a website, we bought this templated package for \$29.95 a month. Why aren't we millionaires yet?"

So, that's how I started online. I started by getting my ass completely handed to me by spending a long time making a course and then wondering why no one would buy from my sales letter, and wondering why I didn't have enough traffic, and not having any idea where to start.

Dean: That is the mistake a lot of people make, isn't it? They put all of the effort into the product, and then they think just by having completed it, that's the ticket. And now, the world's going to open up and everybody is going to find it and buy it, and everything will be happily ever after.

Tellman: Incorrect. Yeah, that's exactly what most people think going in, myself included. Come to find out, lo and behold, your product actually does matter, but what actually matters are other human beings, just like you and me. What actually matters is the people and your relationship with them, to buy a myriad of products and services from you in the future.

Earlier today, I finished work a little bit early and I walked about a mile down the street with my 4-year-old son, Torker, and we went to the local convenience store to buy some cheese, of all things, because we were going to have some nachos for dinner.

The local convenience store is owned by this woman and her husband, who've have been there forever, and I think her mom, who is probably 90+, was sitting there watching the TV, who clearly couldn't hear a thing, just hanging out.

They didn't accept credit cards; you had to go to the ATM in the back in order to pay them.

The thing is, it's about the local neighborhood relationship that really makes it work, and that's why they're still in business, and why they're not falling apart. Just like that relationship online, it works exactly the same way. If you don't take the time to develop a relationship with your prospects or your customers, you're probably not going to have a whole heck of a lot, even if you have the best product in the world. No one will trust you or know you well enough in order to buy it from you.

Joe: It is so true. One thing I want to point out that you said that I think is worth mentioning. The day before yesterday, I was in San Diego, and Andy Jenkins – the video boss dude – was interviewing me. One of the things that he talked about in the past was how much money he spent learning certain things about business and how he teaches people how to use video.

One of the thing he talks about is to learn all kinds of technical stuff. You could spend a couple of years going to a University or a college or a specialized course in learning all kinds of stuff about video. About 95% of it is not needed, in terms of just knowing what you need to do in order to put a good video together. You can do this for a few hundred dollars with softwares and stuff that are readily available.

He showed an example of how, at one school, you could spend \$80,000 going to, and it would not teach you a single thing about, once you know how to put together video, actually how to make money or how to build your business.

You talked about how you were in debt from your education on how to have a business and stuff, so what you ended up doing is you figured out how to reinvent where you were at, or it would have taken you 7 years. Void of going

bankrupt, it would have taken you 7 years to pay that off, and you still would have lived a meager existence.

What you found relatively quickly, because I've seen you go from a guy that was just a startup to running a multimillion-dollar business because you learned a couple of things: 1) you learned how to effectively use your chosen distribution system, which was email marketing; but 2) you learned how to do marketing.

This is going to sound completely basic, but what is marketing? When someone asks you, "What's marketing?" What do you tell them? What does marketing mean to you?

Tellman: Good question, Joe. No one's ever said, "What is marketing?" I think everybody has an opinion, and probably everybody is wrong. I don't know that it's a thing that can be completely pigeonholed. Let me maybe spin it a different way. I often try to teach people about where money comes from.

So, where does money come from? I guess, technically, marketing is the process where money comes from.

So, in my mind, money comes from helping people. The better you get at helping people, the more efficient you get at helping people, the more successful you are at genuinely helping people, both at a deeper level and at a mass level – so, it's a quality and a quantity issue – the better you get (quality) at helping more people (quantity), the more money you end up getting as a byproduct.

So, marketing is a process in which you help people and end up getting money as a byproduct.

Joe: I like it. I like it. Dean, did you want to say anything to that?

Dean: No, I like that. That's good. But the whole thing, the premise of it, is that the thing that drives it is that you actually have something that helps people.

Tellman: Well, here's the key that people forget. When it comes back down to starting with a product like I attempted to do – and again, failed miserably – let me circle back around to how I ended up making my first million dollars online, by not selling my own product, because I clearly sucked at that.

The real interesting thing is money comes from having something that truly helps people, and that doesn't mean having your own product to sell. That's not the same thing. It can be the same thing, but it's not absolutely required. Name a convenience store or corner store that produces their own groceries. It doesn't happen. They don't have their own product.

Joe: That's a great analogy, because what is a grocery store? In a lot of ways, it's a middleman, it's a distribution system, it's a place to go to get the stuff. And I look at email, as an example, like the 3 things you need in order to sell something: product or service is the first, sales pitch or call it a marketing message second, and third is the distribution system. The distribution system could be, in this case, email. It could be telemarketing, radio, TV, direct mail, any form of online or offline advertising, a blog, a social media.

You just happen to specialize in email marketing. You also are very good at many forms of blogging, social media, crowd sourcing. There's a whole variety of stuff that you have pretty deep specialization in, but your main core one is email marketing, and it is a distribution system.

But I think a great thing, without sounding redundant to our listeners, is any great marketer that I know is always marketing-focused, not product-focused. There are so many people that fail time and time and time again, because they focus on the glom, what it is they sell, but they do not focus on the selling, the communication, the unique packaging, the distribution of the stuff. And until you get that out of your head, the chances of having success with it are very slim.

And the challenge is there's always those rare situations where someone invents something that's never existed before, and because it exists, and everybody wants it, at the time that it just happened to either stumble across their creativity or whatever, the people think that, "If you just invent the pet rock, you're going to get rich." For every person that invented a product that wasn't a great marketer, there are tens of thousands, if not hundreds of thousands, of people that have really great products and services that are broke, because they never get the marketing part of it.

Tellman: Marketing is a lot like relationships, Joe. If you spend all of your time looking in the mirror, telling the world how amazing you are, you're the product. And if you spend all of your time, effort, and energy on yourself, that's all fine and good, but no one else is going to give a damn, versus if you actually spend some time, effort, and energy on the other person and the relationships you want to be involved with, the girlfriend, the boyfriend, or whatever the case is.

Nobody actually cares about the stuff that much, what they care about is the relationship between them and you. It's a matter of taking your focus off of yourself and putting your focus on somebody else. Ideally, a lot of other people, that would be to happen to buy your product, whoever that happens to be.

You kind of know that you're doing it; but, at the same time, you're genuinely focused on helping other people first. And that makes all the difference in the world.

Joe: We talked earlier on a prior I Love Marketing episode about how selling is really serving people, and sales people are saviors, in a lot of ways. Do you hear that fax signal in the background? Are you trying to pull something funny here, Dean?

Dean: Faxing? I don't hear any faxing.

Joe: I hear a weird dial-up or fax signal or something in the background, when we're doing I Love Marketing here. That's very strange. Maybe that's the marketing gods trying to...?

Dean: Do you hear the voices in my head?

Joe: I see dead people.

Dean: Exactly.

Joe: Oh, boy. Tellman, let's talk about some strategies and some tactics for people to use with email marketing.

Most people are on email and use email. Most people get used by email, because who knows if they have a really systematic, intelligent way of best using it to go and get money and to communicate and build a list and all of that stuff. I'd like to go through some of the fundamentals of getting started, what do you use, to mistakes to avoid, and that sort of stuff. There's really probably not one place to start, but you're the man.

If you had to imagine, in just a short period of time, you got hundreds of thousands of people taking your advice, which you do have here on the I Love Marketing episode, what are some of the things they need to know in order to make money and be effective with this stuff?

Tellman: You're talking about a distribution mechanism, email, as far as the Internet is concerned, is the winner. You can argue it if you want, but you'd be wrong. Email is the winner of distribution mechanisms on the Internet, period. Maybe it'll change in the future. For the moment, that's it.

It's also extraordinarily inexpensive and extraordinarily measurable. You can see the results that your stuff is getting. It's incredibly trackable, and you can see everything that you do.

With that said, if you're going to get started with email marketing, the first and most important thing that you've got is this issue of what is your list worth? What is your list worth?

So, how many people are on your email list? Most people who are just getting started are going to have no people on their email list, or a very small number of customers or people that they have come into contact with in the past.

So, the first and most important thing is to start building your list today. Start building your list today. Start building your list today. And the only way to start building your email list today is to start collecting names and email addresses on your website.

The first step: Start collecting them. What do you use to collect names and email addresses? You use what's called, in the biz, an autoresponder. An autoresponder. An autoresponder. And Joe, do you have an autoresponder?

Joe: Yes, you're saying an autoresponder, and yes, I do have one.

Tellman: Dean, do you have an autoresponder?

Dean: I do. I have several.

Tellman: I also have several.

Joe: Considering Dean is the guy credited with inventing the squeeze page.

Tellman: The man who invented the squeeze page. By the way, there is going to be a statue erected of Dean Jackson, the man who invented the squeeze page. Please stay tuned for the 80 foot Dean Jackson that we're going to erect in honor of the man who changed the face of the Internet, permanently. Just keep that in the back of your head.

Joe: And unlike Al Gore, there's actual evidence that Dean actually did create the first opt-in page. Squeeze page, not opt-in. Well, no, opt-in page, where the single mechanism to go to the next page is there. Someone, I'm sure, came up with it.

Tellman: Let's talk about the squeeze page, since we have the man that invented this on the phone. What is a squeeze page? What is an opt-in page? I know there are all sorts of funny terms. There's the fly catcher page, and the blah-blah-blah page.

At the end of the day, it's the type of page that gets the most people on your email list, period. It's a type of page that wins the day, consistently. Dean, being the inventor of the squeeze page, could you tell us how this works?

Dean: My whole thought, much like you, when I realized that the answer to really building a long-term, sustainable business is having a way to communicate with a group of people who want to hear from you by email, again and again and again, is so much more valuable than just concentrating on getting a bunch of people to come to your website.

It's so much more powerful if you can get them to come to your website once, and get them to at least leave their name and email address so that if they leave, I didn't even care if they ever came back to my website, because all I was focused on was can I communicate with them and engage them in a dialog?

There were people who were using opt-in boxes and things where you put a little signup box on your website, and you'd have all of these other things that people could click on. What I determined and what I found out was when I put instead of "Click here, click here, click here," to give people lots of options of things to do on a website, I took the table of contents of *Cosmo* magazine approach, and I would put little headlines and little blurbs about what was inside. And instead of saying, "Click here," I would say, "Free Inside,"

And then, I'd have another little blurb and I'd say, "More inside," "Free inside." And you'd see all of these things that you could get. And right there, in

order to get them, was a big box that said “Free Instant Access. Just use your name and your email address and come inside.”

The distinction was that it wasn’t one of the options that people had when they came to the site, to leave their name and email, it was the only option that they had. I found that when I did that, that got me the highest percentage of people who came to the site to leave their name and email, which was my number one objective. Just focusing on that number one objective to the exclusion of all of the others. I didn’t care about the people who left without leaving their name and email, because if the copy and the things that I was offering on the site were not of enough interest that they would leave their name and email for them, then there was not a chance that they were going to be a real prospect.

Tellman: Dean, I have to say thank you.

Dean: Well, you’re welcome, Tellman.

Tellman: Because the squeeze page changed my life. The squeeze page single-handedly went from \$200,000 in debt to multimillion-dollar business. That was a pretty important little invention you came up with.

Joe: What has been your contribution up to this point to Dean, agreeing to do an I Love Marketing call? I mean ugh!

Tellman: Hold on. Let’s talk about the 80-foot statue, for a second. I mean, come on now.

Dean: I’m not really comfortable with the 80-foot statue, I’ve got to be honest. I don’t think there’s a building in all of Winter Haven that’s 80 feet tall.

Joe: You underestimate Tellman, though, the guy that names his company “Overcome Everything.” Just as an example of how crazy Tellman actually is, what are some of the names of some of your products and some of your companies and stuff? They tend to stretch the limit of human ability. Just rattle that off. It may sound a little off, but I think it speaks to who you are.

Tellman: Well, Overcome Everything was really the big one. When I first started what is now my Internet business, I decided that I would start a list crusade. So, I was on a crusade for a list. And I decided that I was going to get one million subscribers in 6 months or less, and that was a pretty audacious goal. By the way, I didn't hit it. It didn't matter, because I still ended up making \$800,000 that year. That was a pretty good year, for a first time out.

What I found is that setting insanely high goals, for me, gets me really excited. I get distracted very, very easily. So, setting insanely-high goals or having an extraordinarily big vision, whether or not it's achievable, I don't really care. What I care about is my level of excitement, because my level of excitement allows me to stay focused on something for an extended period of time without getting distracted.

If you're ADD, if anyone out there listening is ADD and you're wondering why you can't ever get anything accomplished, it's probably because you have shitty-ass, boring goals, that nobody gives a damn about, and you might want to consider amplifying.

When we decided to run across the country, I originally was going to run across the country – and that was a pretty big goal – and then decided instead of raising \$10-million for youth homelessness, decided to raise \$100-million for youth homelessness, and then flipped it around and decided to run across the country barefoot while raising \$100-million for youth homelessness, because I needed to keep on amping it up in order to maintain my own attention span on the topic.

Those are some of the areas. I guess I could probably do a better job of naming things on a more insane level, from a product level.

One of the cool ones we have is called the Perpetual Marketing Machine, which I guess isn't that intense, but it was based from the Perpetual Motion Machine.

My grandfather and my great-grandfather, who I am named after, worked for years on a Perpetual Motion Machine in his shack in Wisconsin. Unfortunately, he didn't pull it off, and we ended up calling one of our courses the Perpetual Marketing Machine instead of the Perpetual Motion.

Anyway, those are just some of the examples of some of the ways that we have applied the Overcome Everything, or as our team members and employees have affectionately referred to as the overdo everything mentality.

Joe: I love it. Overdo everything.

Tellman: Overdo everything. That's right. Gotcha.

Joe: That was a little distraction. Sorry for that. But he always loves asking ADD guys distracting sort of questions.

Let's go back to the number one objective, which was to get emails in order to build a list.

For instance, me selling things to carpet cleaners and me having started as a carpet cleaner, one of the things I learned early on, and even to this day, most companies have got clients that are clients or customers, and then they've got people that have the potential to be clients and customers. But there's this missing thing in the middle, which is called a lead, where you actually have someone that is not yet a customer, but has inquired, has asked, has raised their hand. It's the whole thing about permission marketing before Seth Godin ever wrote a book called *Permission Marketing*. It's that sort of thing.

What you understand is that marketing is not an event, it's a process. And if you just have a website and it sells your whatever stuff it is you sell, there's this process of capturing their name, because the real selling is not done on the website, it's done after you have gotten someone to give you their name because they want more information that you're enticing them with, or whatever. And

then, you can do follow-up where you become in control of the communication. It's not left up to them.

That, you'd think, would be – and I say you'd think, I mean marketers are – constantly amazed that that is not common knowledge. You don't just set up a website and hope that someone is going to go there and buy your stuff. You really want to capture their information, give them something of value, help them, and in the process of helping them, many of them will buy something from you, and you will be able to develop this ongoing relationship. So, talk about that.

Tellman: There aren't too many marriages that have lasted that were founded on a one-night stand, and that's basically what we're talking about here, is a long-term relationship versus a blind date or a one-night stand. And that's the difference.

If what you're going for is a one-night stand, you can get it. You can make that happen. It's within the realm of possibility.

But when we're talking about marketing and long-term connection, again, let's get rid of the Internet for a second. Let's just imagine that direct mail didn't even exist yet. Let's go back to the dark ages. Let's talk little villages with your local bakery, your local blacksmith shop, hopefully your local cheese-maker. Let's think about that for a second.

You've got 2 bakers in town, and they both basically make the same stuff. But one person is nice to you every time they come in, and one person doesn't give a damn and is always yelling at his kids. Who are you going to end up buying from? You're probably going to end up buying, regardless of product quality, regardless of everything else, you're probably going to end up buying from the person that's nice to you, that says, "Hey, Bob, how are you doing? It's great to see you again! How are your kids? I heard you're having a third? How's your wife doing? Is everything good? Good. Here's a free baguette."

What we're talking about is do you actually have any kind of relationship whatsoever with your customers or your potential customers, or are you just being a punk-ass and trying to get their money?

That's the difference. That's the difference. It's the difference between a person who has 1,000 superficial relationships that neither they nor the other person care about, or a person who focuses on actually having deep, meaningful relationships with people, that last a long time, that last for years. Do you focus on helping other people, or do you focus on taking as much as you can?

It's very subtle stuff. When you actually get it to work for you, it is very, very subtle stuff.

There's this basic idea, there's this basic principle, this basic concept, that's called \$1 per month, per subscriber. You will find more examples of this rule not really being followed than you'll actually find examples of it actually being followed, because it's a thumbnail sketch. It's an average. It's a generalized principle that you can shoot for, and then focus on doing better than that as soon as you possibly can.

So, \$1 per month, per subscriber means for every person that gives you their name and email address so they can get on your email newsletter, so that they can get your special report, so they can get your blah, blah, blah, blah, blah, \$1 per month, per subscriber basically is this principle that if you have 10,000 people on your email list, you could make \$10,000 per month, as long as they're on your list. And, generally speaking, it's fairly true for an average marketer in an average market.

Joe, I know that your carpet cleaning list and the amount of money that you end up making as a result of all of the folks on your carpet cleaning list, you far surpass those numbers. You develop a much, much, much deeper relationship with a much smaller group of people who want to expand their business. And, lo

and behold, great. You end up running a multimillion-dollar business, even though there aren't millions of carpet cleaners in the country.

Joe: Exactly.

Tellman: Versus if all you're doing is selling say soda of some sort, say your specialized, supersonic Dean Jackson cola.

Joe: Or like a cheese soda, perhaps.

Tellman: Well, cheese is a specialized product.

Joe: That is true.

Tellman: There is definitely gourmet aged cheese, but it's hard to come across gourmet aged soda.

Joe: What's funny is, I don't know how, up to this point in this particular episode, that we've even like not mentioned the fact that you used to have a salsa company, too. We'll save that for later.

Tellman: I'm seriously thinking about resurrecting that company, actually.

Joe: I'm sure you are. Overcome Everything. What would world domination be without having a little salsa business on the side?

Tellman: We're going to have a public salsa resurrection.

Joe: We even have a habanero-eating contest in one of our \$25K groups. You won that one, didn't you?

Tellman: I did not lose it, that's for sure.

Joe: I think you were bleeding and sweating.

Tellman: The competition was in a little weak. The competition was a little weak, to be honest.

Joe: Alright. So, continue on. Disregard my comment.

Tellman: I can't even remember what I was saying.

Oh, \$1 per month, per subscriber. The basic idea is that you focus on building your email list. That's your primary objective. That's what you're spending most of your day doing, is building your email list, building your distribution mechanism, so that you become your own media.

Yes, you might be able to buy advertising at other places and go out to other places, and so on and so forth; but at the end of the day, you become your own media, you become the go-to place for information regarding your topic. Whatever it is that you're selling as a result is a side-note.

When it comes to really building that relationship out, the #1 mistake that most people make, no matter what kind of business that they run, is that they don't communicate with people that love them enough. They don't communicate with them enough.

So, you don't communicate with your customers frequently enough, you don't communicate with your potential customers frequently enough.

If you're an offline business that runs a fashion boutique, you do not send enough emails to the people that love the stuff that you sell. If you did, you'd multiply your business by 2, 3, 4, 5, even 10 times, if you have a halfway decent at this. Never mind all of the people that walk in the door that don't buy anything. You don't even try to contact them. You're wasting all of that money that you're spending on a storefront on Main Street by not collecting the names and email addresses of every single person that walks in the door.

The #1 mistake that restaurants make, same issue. They don't collect names, emails, cell phone numbers of their clients and customers that walk in the door. You can't ever offer a special, you can't ever offer a coupon, you can't ever

offer anything to people, because you don't have their contact information, for Christ sake.

So, the basic idea here is if you want complete and total control of your business, the first thing that you will do is start collecting names and email addresses and, if appropriate, cell phone numbers for your prospects and your customers online or offline, effective immediately. If you're not doing this, you are just flushing money down the toilet, and it is dumb.

So, please start doing it. Start doing it now.

There's a myriad of places that you can go in order to start building your email list from a technological perspective. I would recommend any of the 3. I would recommend Aweber, if you're already online and just kind of getting rolling. I would recommend iContact, if you've been online for a long time and your autoresponder that you're using right now sucks. IContact is great, and you can import people in, as long as they're all legit.

And if you're just getting started and you're an offline business, and you're looking to really get things fired up, I recommend Mail Chimp. Mail Chimp is really, really, really good, and they're fantastic for most businesses that already exist and want to start adding on an email component.

Your primary objective is building your email list, because it's dirt cheap to send to it, and will make you more money than you know what to do with, if you do it right.

Email marketing and list building is an area of marketing that it's just ridiculous how many people don't employ it. And if they did, they'd be able to make so much more income.

Joe: Yeah, that's what I'm trying to say. Dean, we could just end right now, and that piece of advice, if it really penetrates the heads of our listeners, and we know a lot

of our I Love Marketing clan, crew, listeners, subscribers, etc., etc., are already doing this, and this will reinforce that this is a very smart, intelligent thing to do. And for a lot of other people that are kind of, sort of doing this, this will amplify, to use your words, Tellman, this will amplify what it is you're doing.

In a lot of ways, I think that's what I Love Marketing serves for a lot of our listeners, is it amplifies and enhances what we're already doing.

For other people, I absolutely agree, this is the dumbest thing on the planet that you can walk into 99% of all businesses and see, day in and day out, they never capture the information.

Even restaurants. I've gone to a million restaurants where...

Tellman: Great restaurants. Expensive locations. Killer food.

Joe: No email captured.

Tellman: No email.

Joe: And even that, even the ones that do have it, like they'll put it in the bill, the wait staff doesn't say, "Oh, by the way..."

Tellman: What they do is, on the menu, they should say, "Give us your name and email address for a free bowl of our miso soup."

Joe: They should do miso soup at Italian restaurants, too. As a matter of fact, I think every ice cream place on the planet that actually serves food with toxic dairy in it – did I say I don't eat dairy, by the way? Did I mention that? – they should even, "Free cheese for your email."

Tellman: Perfect. There you go.

Dean: At the ice cream store. Joe, we could end here, but what we haven't heard is what kind of things do you say in those emails? Because Tellman has made such a study of this, of being a little bit outrageous in the emails that he sends, and a little bit

out of the ordinary, and I'd love to hear some of the best things that you have learned, Tellman, about what do you say when you're communicating with people, and what your overall philosophy is about that.

Joe: How do you get your emails read? How do you get people to open them? That sort of stuff.

Tellman: I was expecting this one to come up, and I have 2 answers for you that I'd like to get out of my head here: #1 is I do not know, for certain, the average age of folks who listen to I Love Marketing. I have a guess, but I don't know for certain.

What I do know is that I have a secret weapon, and the secret weapon works every time, unquestionably. It is diabolical, it's devious, and insanely profitable. But I've ever tried it publicly, and I'd like to share it with the I Love Marketing folks, if you guys are cool with that.

Joe: That's perfect. Go for it.

Tellman: I like to call it the Mom Sniper.

Joe: The Mom Sniper? Okay. Beautiful name. The fan mail is showing up now.

Tellman: Here's how it works. My mom, I'm happy to say, is still alive, and she will be for quite some time, I hope, and she sends me emails. My mom, bless her, sends me a lot of emails I really don't want to get. She sends me forwarded emails that she gets from people that she works with. My mom – I'm probably a little off on this, because she gets promoted a lot – but she manages a group of phone nurses that all work from home. So, people call in and they need medical advice over the phone.

My mom used to do that, and now she manages this thing and she does this stuff with Humana and all of this stuff.

But the point is she gets these emails from these people that she works with, and they're these forwarded emails that have been sent to who knows how many other women, and they are either full of cats or they're a really dumb joke or a bunch of pictures of very cheesy scenes, whatever.

These emails that you receive, usually from upper middle-aged women, are gold. An absolute goldmine.

Here's how you can tell if an email that your mom, or maybe your aunt, or even your sister or possibly your wife, might send you, here's how you can determine whether or not it's a goldmine. It's very simple. You look at how many layers deep of forwards are encompassed in the message. The more layers of forwards that you see, the more valuable the email is.

Dean: Like a 5-star email, 5 forwards deep.

Tellman: 5 forwards is 5 stars. It's like layers of gold buried beneath the Earth's surface. And here's why. There are 2 primary mechanisms in an email that cause an email to be circulated or to be effective: 1) the subject line. This is not going to be a shocker for most people on the line, most people listening in. Nobody's on the line, most people listen to the podcast.

Joe: They're on iTunes, and they're on ILoveMarketing.com.

Tellman: Right. If you're tuning in on your ham radio...

Okay, so #1 is the subject line. Your subject line determines how many people open your email.

The second thing, the second big thing that you have influence over is the content of your email. There is a third component, which is who it's from. Is it from someone you know, like, and trust, or not?

But if you're sending email to people that are on your email list, and they know you, they like you, and hopefully they trust you, then you've got that dialed in.

So, the 2 things that you have immediate control over are your subject line and the body copy of your email – what is actually in there.

What I'm teaching you here is an extraordinary swipe mechanism. First of all is the subject line. If you get an email from your mom, or someone like your mom, and it says, "Forward, forward, forward," I don't know, princess kitten or something, then chances are pretty good that it's been forwarded at least 3 times, and you can go and you can look at it, and what you'll usually see is all sorts of mismatched forwarded text. You'll see some blue, and you'll see some purple, and you'll see some weird Lennox email thing or something. But you'll see all of these different layers of Chevrons, where one person forwarded it on to everybody in their email address book, and then another person forwarded it on to everyone in their email address book, and then another person forwarded it on to everyone in their email address book.

Here's how you can use this. Another version of the forward is basically any type of email chain mail. Email chain mail is an extraordinary opportunity waiting for you.

What you want to do is the call to action in these types of emails that are successfully forwarded on to multiple layers of people, multiple generations of people, is usually a bit of text that says, "Forward this on to all of your friends or you will die in the next 72 hours," or something dumb like that. Yet, for some reason, people continue to forward it. So, what you do is, right after it says, "Forward it on to all of these people in the next 72 hours or you will die," or whatever the thing is that tells you to send it to everybody in your address book, or the end of the email, before you see all of the forwarded stuff, that's where you insert an extra line or 2 of text which is a cleverly disguised ad for your product or

service. The better your product or service matches with the type of people that read and forward these emails, the more successful you will be.

Joe: So what you're saying is that everyone who is listening should actually insert something along the lines of, "Go listen to IloveMarketing.com or your head will explode."

Tellman: Or the 5 other things that you just thought, that you did actually say, yes.

Joe: I like it. There you go.

Tellman: Then what you do is you take that email message and you copy it into your autoresponder and you send out a broadcast to all 100,000 of your subscribers, and you'll see the open rates and the call to action rates on that like nothing you've ever witnessed in your life.

Dean: That's brilliant.

Tellman: I've tried it a bunch of times, and it works every time.

Dean: That right there, that's an I Love Marketing exclusive. You've never shared that before.

Tellman: I think I shared it at \$25K, but never publicly. Certainly never for free.

Dean: That's brilliant.

Joe: Yeah, that's very good, thank you. Let's do this; because, Tellman, we are right at the tipping point of maintaining the time period that we give.

Tellman: At the cusp.

Joe: Yes, at the cusp. Email technology, all of this is a pretty expansive thing. It changes on a regular basis. There's fundamentals that I think are never going to change, such as human behavior and all of that sort of stuff. I always love the line that technology is important, but psychology is infinitely more important. So,

understanding the psychology and the mindset of the person you're selling to and understanding marketing is critical and crucial.

And on future episodes, and also on many past episodes for people that have not listened to I Love Marketing from the very beginning, you will constantly hear me and Dean either talk about or interview people that are talking about what to say, how to say it. And email is just an area where you can do a lot and build a list.

For people to continue to improve their knowledge and usage of email marketing, what are some recommendations for them? I'd like to plug RunTellmanRun.com, so if there's anyone that would like to support you in doing you as much as you can to eradicate teenage homelessness in the United States, that's awesome.

What are some other things that people can do, either your own stuff or other things that you recommend people study/learn/read, etc. other than, of course, ILoveMarketing.com, what are some things that you recommend for people to just continue to be really awesome at doing email marketing?

Tellman: Sure, sure. For the shameless self promotion, where you can get on our email marketing newsletter list and check out all of the cutting edge stuff that we're doing, just go to OvercomeEverything.com, put in your email, and buy everything we offer you.

So, OvercomeEverything.com, put in your name and email address, and buy everything that I offer you. That's step one.

There's another site that's actually quite good, but not nearly as good as OvercomeEverything.com, which is actually CopyBlogger.com. I don't have any association with them, whatsoever. I haven't even met any of the CopyBlogger guys. But CopyBlogger's a great thing to look at in terms of once you start building your email list, what are some really interesting ways you could think about it in a way that is non-hypy and just really wonderful.

CopyBlogger, I have to give a thumbs-up to. Really, really, really good stuff there.

If you're really into the email marketing thing and the list building thing, specifically, you can go to ListBuilding.com. Pretty straightforward, and you can learn everything there is to know about list building in the world.

That's what I have to say about that.

The other major technique I just want to give you before we hopefully get this phone call cut off, is take a message, if you have an email list, take a message that you got from a friend or coworker that you opened up and responded to, and just model it and send it out to your list.

I just got this message from my COO, Mike Pervis, and it says, "got your call" as the subject line, all lowercase, "got your call." "Hey, Tellman, got your message. Sounded very Winnie The Pooh-ish there at the beginning. Anyway, I'm around if you need to touch base. Didn't want to call the house after 9:30."

So, great. That's all it takes. You could easily hyperlink one of those words directly to one of your offers.

So, pay close attention to your email inbox, specifically emails that you get from friends or family members. Use them in order to send out to you email list, now that you know you have to put an opt-in form on your website, and you have to be focused every day on building your list. That's going to make the biggest difference in the world for you.

Joe: Awesome. Hey, Dean, you've got the last words here. Go ahead.

Dean: I love it when I have the last word. I would recommend that everybody go and make sure that they get on Tellman's list, OvercomeEverything.com, because there's no one better to model than Tellman. Tellman is constantly looking for and experimenting with new ideas. Even if you don't have the time to go out and find

these ideas, the best thing is to watch what Tellman's doing, because he's modeling it for you every day. I think you'll be excited by what you see.

Tellman: And you'll want to buy everything we ever offer you in an email. It's just a natural occurrence. It seems to happen to everybody that joins our list.

Dean: Did you just use hypnosis on our listeners?

Tellman: I don't know anything about hypnosis.

Joe: I'm trying to figure out what's going on here. Tellman, thank you. We will do a future interview on crowd-sourcing, when the time is right, and various other stuff.

To all of our listeners, love to see your results and your feedback within 3 days of implementing every single thing that we talked about on today's episode of I Love Marketing.

So, go to work, make it happen, go and help a lot of people. That's what marketing is all about. And send an email, right now, to someone that you care about, that's important in your life, and tell them how important they actually are. And when they write you back, then you can blatantly take whatever it is they wrote back and use it for your little selling endeavors based on Tellman's methodology.

On behalf of me and my invisible friend, I want to thank everyone for listening to I Love Marketing. And also, Dean, so you do indeed get the last word. I cannot say anything else. You have to take it from here. Thank you, Tellman. Dean, you're on.

Dean: Oh, good. Goodnight, everybody.