



## **Transcript**

### **Episode 079**

**“The one about ideas vs. execution”**

**Dean:** I'm Dean Jackson, he's Joe Polish, and this is the I Love Marketing Podcast.

Hey, everybody, it's Dean Jackson.

**Joe:** And it's me, Joe Polish.

**Dean:** Joe Polish. Again.

**Joe:** You've got it.

**Dean:** Well...

**Joe:** Alright, here we are again. Like, we have to keep doing this every week, over and over, and over again.

**Dean:** It's like a job or something.

**Joe:** It is. We've got all these people out there that listen to this now...

**Dean:** They're counting on us.

**Joe:** Like "Why, did we ever start this?" Right? Now we have all these people...

**Dean:** No, but listen. Can you imagine? It's like, here we are, this is episode 79, right now, this week, that we're doing.

**Joe:** Yeah.

**Dean:** And can you imagine that we've done this 79 weeks in a row, without missing a single week?

**Joe:** Right. Imagine if these were in dog years.

**Dean:** Exactly. Oh, that's funny.

**Joe:** Yeah, not missing a week. And are people appreciative? Do they send us money and gifts? Some of them do.

**Dean:** Sometimes. Yeah.

**Joe:** But the vast majority, nope. They just take our ideas, they make themselves a bunch of money. I mean, even this week, one person sent me a message. They doubled their business since they've been listening to I Love Marketing.

**Dean:** Wow.

**Joe:** Another person just started listening to it, make \$2,500 the first week.

**Dean:** Yeah. Isn't that great? I see those all the time.

**Joe:** So, here we are. One more week of this silliness.

**Dean:** You and I kind of talked a little bit before this episode, because there's something that we've been kind of talking about and we reference it a couple of times, but a lot of people would be interested to know that, in addition to getting together and talking on these calls once a week, for 79 weeks in a row here, we talk quite a bit, actually, even in between this stuff. And one of the things that we always do, we talk about...

**Joe:** More than some marriages, probably, Dean.

**Dean:** It's probably true. You're right.

**Joe:** Yeah.

**Dean:** One of the things that we always talk about is this notion of debunking the theory that execution is more valuable than ideas.

**Joe:** Right.

**Dean:** Because we've talked about how that's always the sort of standard answer for most people who are sort of operationally centric, that their thought is, "Well, an idea that's not executed is useless." So, execution's really the most important thing. Ideas are a dime a dozen. And that's the kind of thoughts that people have.

**Joe:** Yeah, that's what most people run around talking about. Well, there's also the other types too, that think ideas, just in and of themselves, are, you know...

**Dean:** The most valuable things.

**Joe:** Yeah, exactly. There are a lot of people that will come up with ideas. I've even had people that have like literally asked me to like sign nondisclosures and NDA's, and I'm like, "Well, first off, I'm not going to sign that, because that's not what I do.

Usually, if there's any sort of unique proprietary idea, I'm usually the one coming up with it, not other people."

With that being said, then I'll hear some of the ideas, and think, "Oh, wow. Really?" Like, "That's it? That's your big idea?" But yeah, going back to what you're saying, yeah, keep going. I'm right here with you. We're on the same page.

**Dean:** That is... You were right on the same page. And I'll give you that, too, that it is absolutely true that ideas without execution are, in fact, useless. They really are.

But if you acknowledge that, and you say that, "Well, then execution really is a powerful thing." And let's say that you can actually measure flawless execution. Let's even say that somebody is executing an idea at the very highest level. They're executing it perfectly. There's no way that they could execute this idea better. That is a knowable thing.

Now, the only thing that can improve flawless execution is flawless execution of a better idea.

**Joe:** Right.

**Dean:** And you see it all the time. Even if you think about movies, for instance, the mechanics of making a movie, somebody can act the hell out of a script and the director can have incredible cinematography, they can have all of this, but the truth is that you can flawlessly execute the production of a movie but the better idea is going to be the better movie. Right?

**Joe:** Right.

**Dean:** And so it's really, I think that the point of this is to really revere the importance of having ideas and seeking out ideas, and looking to improve the ideas that you do have as a constant quest as an entrepreneur.

**Joe:** Yeah, because the time that you're actually going change course, or change your mind, or change your paradigm, or change your religion, is when you hear a better idea, something that just makes sense, something that just is going to be a whole new...

It's like putting on a new set of glasses, when you have ones that really aren't correcting your vision. An idea is like putting on a new pair of glasses, or taking a pair off. Because, a lot of times, people are looking through just the wrong lens. And if they look through the lens of execution all the time, and they're so gung-ho about execution, execution, execution, it's kind of like the only thing worse than singing the wrong note is singing it louder.

**Dean:** Exactly. And with enthusiasm.

**Joe:** Right, right, you just keep doing it.

**Dean:** You could sing that wrong note in perfect pitch for that note, but it's wrong.

**Joe:** Right. The most expensive information in the world is bad information.

**Dean:** Yeah.

**Joe:** You could be reading at a very high speed, you could be in the perfect environment, you could be totally focused, and you could be reading the exact wrong, useless thing, or mediocre stuff.

And a great thing about that, too, is that this applies to not just business, this applies to your whole life. What are the things that we execute every day? We wake up. How do we wake up? Is there a better idea on how to wake up? Is there a better way on how to brush your teeth? Is there a better way to drive to work? Is there a better way to work at home? Is there a better way to cook breakfast? Is there a better way to eat raw food? Whatever.

It's like, how you execute, constantly finding better ideas.

**Dean:** And it seems to me that improvements in execution are really going to be responsible for incremental gains. Like it doesn't seem like you can exponentially better execute something. Does it?

**Joe:** Right.

**Dean:** This is the first time I'm saying this, so let's talk it out.

**Joe:** Yeah, yeah. Unless, of course, you use multiplying technology or multiplying individuals. For instance, I can execute a phone call and make a connection, but the idea of who would be the best person to call, what would be the best person to ask, all of those things come from the idea. They come from the brain. They come from the resourcefulness. They don't come from the activity of picking up a phone or texting someone, or emailing someone, or whatever. It has to do with the ideas built around it.

**Dean:** You know what's funny? Here's a perfect example of it. Today, I was recording an audio for the Breakthrough Blueprint Program, and was talking about selecting a single target market. One of the examples that I gave, I actually showed a worksheet in the workbook that compared to target markets. I was talking about executing a postcard campaign and comparing 2 different markets. We could choose to mail to lakefront homeowners, which had say 2,000 homeowners, and they had 80 of them sold in the last 12 months. And they, on average, are \$340,000, which means that \$10,000 selling commission. That means that, at the end of the year, there's an \$800,000 potential yield from those 2,000 lakefront homes.

Now, if I compare that to mailing to condos, which there's twice as much turnover in the condos but the average price is \$40,000 and the average commission is only \$1,200, there is a total yield on double the transactions, the total yield was only \$192,000 potential.

So, when you look at it, you could flawlessly execute a postcard campaign to each of those lists, and one of them, the potential has a 4 or 5 times greater yield. It just makes sense mailing to the lakefront homes is a better idea.

**Joe:** Yes. Exactly.

**Dean:** Yeah, and having that kind of information, looking for everything, putting a better offer on a postcard is an idea. Having a better strategy, instead of trying to convince somebody to do business with you through a postcard, it's a better idea to get them to just raise their hand, and offer them something that's completely just valuable to them, without any expectation or implication that you've got any commercial intent.

You know, we talked about that whole offering cheese instead of whiskers. You know?

**Joe:** Yeah. No, we had a whole conversation yesterday about an offer. And here's what's actually kind of funny about this, too, just to give people sort of a look into the lives of marketers like me and you, and how we actually make decisions.

I'm running ads in *Success* magazine, right now, and every bit of effectiveness from that always comes out of the ideas for picking a better headline, picking a better offer. I mean everything: layout, verbiage, copy, conversion, videos. All kinds of stuff on there.

And I was going over a campaign that I was running, and have run for many, many years. And I call up Dean, thinking, "I kind of know the best offer," and you pointed out to me, because you're not in my forest, you're on the outside in that particular case, and you basically said, "What you're doing here, Joe, is you're not offering cheese."

This is something I know inside and out, right? I kind of get the whole thing. But still, you gave me a better idea. And part of it is why you never, never, never want to put yourself in the position where you think you're too cool for school, or you think you've got it, or you think it can't be improved, or there is no better idea.

See, where people, I think, get screwed up a bit, is they'll take the whole concept of "Good enough," and they'll keep it there forever. You know what I mean? Like good enough is good to ship, it's good to launch, it's good to get you going. But like our friend Brian Kurtz, at Boardroom, they have a sign on the wall that says, "The control is the enemy." And what that means is that the control piece – in marketing

lingo, that's for like a direct mail letter or a video, or a teleseminar, or an offer – the control is the current working marketing pitch that's being delivered in a certain way, that is getting the best results.

So like if they're going to hire copywriters to beat a sales letter for a subscription offer, as an example, all these copywriters are looking at the current piece.

**Dean:** Yeah, they're trying to beat the control. Right.

**Joe:** Trying to beat the control, right? And so the control is the enemy. So, that's another way of saying, "Give us a better idea."

**Dean:** That's exactly what it is. Because, ultimately, you're right. Direct mail is the perfect example for this, because direct mail, you can flawlessly execute a direct mail campaign. At its essence, you're mailing 4 sheets of paper in an envelope, with a stamp, to an address. That's flawless execution.

But what you put on the pieces of paper and the names that you mail it to are the idea. That's the better idea.

**Joe:** Yup, exactly. Exactly. So, how would it best serve people listening? We can beat a dead horse here, but this is not a dead horse. This is something that people forget continuously. And there are a lot of people that will fight against the value of ideas. And what I mean by that is, fight against it, is they pooh-pooh it, or they think, "Execution really is the most important thing."

See, we're not saying execution's not important; we're saying that if you want to really dramatically improve what you're doing, and you've got your execution, just give yourself a better idea. Because if you can keep topping your behavior with better ideas, the result you will produce is infinitely better.

We kind of live in a culture, I think, in a lot of ways, where people just believe that certain things are important, and other things are not. The best way to create a paradigm shift is to have everyone of the listeners of I Love Marketing really understanding that it's like Gary Halbert would say, "The difference between being rich



and being broke could be one good sales letter, and the difference between rich and being broke could be the right elegant idea, properly executed.”

**Dean:** It really is. And, we talk about it all time. How many times have we quoted Peter Drucker’s assertion that, “The only things that matter in business are marketing and innovation, and everything else is an expense”? That’s absolutely true, that execution is on the expense side of the equation.

**Joe:** Right. Another way I look at this, in terms of ideas, just so it’s clear, is that a better idea, in some cases, may not be doing it at all.

**Dean:** And that’s exactly right. It’s to spend your time. A better idea may be to forget that one, and allocate that extra time and money to doing something else, completely.

**Joe:** Yeah. A lot of people will spend their entire lives playing a game that was never designed for them for them to win, and they don’t have the skills.

A better idea is taking your strengths and putting them where it matters, not trying to improve your weaknesses. No matter how much you can execute it or learn a technique, if you’re always coming in last, you’re always losing, most of the time.

**Dean:** You know what would be good? We don’t have a preconceived idea of where this call is going. So, what I think would be good is let’s maybe look at some of the experiences that we’ve each had, where a better idea made a dramatic difference. Can you think of a couple of things where you may have shared an idea with somebody that made a big difference?

**Joe:** I can probably think of about a million of them.

**Dean:** Okay, so think about what one that really jumps out at you.

**Joe:** What I did for other people, or what I did for myself?

**Dean:** Either one. Either for you or for other people.

**Joe:** Okay. I’ll do a couple, and I’ll keep it in the field of marketing, although you can probably ask me about any area of life.

But in the field of marketing, when I first started my carpet cleaning business, I didn't have any clue on how to communicate, so I got business cards printed that said, "Superior Carpet Cleaning," because that was my company at the time. And then, I ended up changing the name to Fiber Tech, which is a much cooler name. But the name had very little to do with it.

I was putting out flyers that said, "2 rooms and a hall, \$39.95." And on one, I even put, "We will beat any advertised price," not realizing. And this was when I was very young, in my early 20's, trying to run this carpet cleaning business. And I was running it, and I did a great job of delivering a cleaning service, but boy did I work my ass off for nothing. I was going broke.

I didn't realize that people that were advertising \$5.95 a room, \$6.95 a room were actually bait-and-switch companies that really had no intention of honoring that price, unless the consumer just wouldn't budge at all. So, it was a bait-and-switch tactic.

So, I'm running low price. I wasn't doing bait-and-switch; I was just running 2 rooms and a hall for \$39.95. And that's what I'd actually clean for.

So, a better idea was using a headline. A better idea was a free room of carpet cleaning and a carpet audit.

**Dean:** Right.

**Joe:** A better idea was creating a better sense of urgency that wasn't based around price. Right? But I didn't know that, at the time. It's the thing that me and you, which was funny that we would both use the same analogy but just in different ways, that the difference between a \$1 bill and a \$100 bill is the message on the paper.

**Dean:** Yeah. That was funny, because I remember either you came to a Main Event, because I've always been doing that, or I came to one of your events, and it was like one of us had ripped the other off.

**Joe:** No, no, no. What it was, I remember that, I came to a Main Event. A Main Event was the thing you were doing with Joe Stumpf, for the real estate industry, years ago. I don't know, one of your first ones. And I had always been making the analogy that advertising is like real estate. It's like you can have an acre and you can build a mansion on the acre, you could a crummy trailer that's all rusty and falling apart. It's the same acreage, but it's what you put on top of it that has a lot to do with the value. So, it's just not location, it's what you put on the location.

So, I always thought of advertising as like real estate. What do you want to build on the website now? Back then, it was paper and ink. Paper's expensive, ink's cheap. So, put the best copy you can, make the best offer, that sort of thing.

So, I would always use the analogy of what's the difference between a \$1 bill and the \$100 bill? It's the message. Paper's the same; ink's the same. The only difference is the message. And one message is worth 100 times more than another message.

And you were basically saying the same thing, but you had a picture of you, like you had a \$1 bill. I think there was a PowerPoint presentation, then there was a picture of you with your face imposed on, I think, the \$100 bill.

**Dean:** Right. Yeah.

**Joe:** And you were talking about that. And I was like, "Oh, my God. There's like so much similarity."

What's funny is I think that was one of the first times we actually really realized just how aligned our thinking was and how we saw things the same way.

But, I actually asked you if I could take your presentation.

**Dean:** Oh, that's what it was, because then you actually took the PowerPoints. Right.

**Joe:** Yeah, I took the whole PowerPoint, because it was just organized.

Now, see, that's a perfect example of a better idea. I saw you delivering things that were very effectively communicated in a completely different industry.

Now, a stupid idea which people would do, which we recently had to ask someone who was listening to I Love Marketing, and he even came to an I Love Marketing Meetup group, and read the 8 profit activators, and then went and created a video in a specific industry – I won't say the industry, just not to embarrass the guy, because he's completely apologized and I think felt like a jackass for doing this – but he went out and taught the 8 profit activators, verbatim, the way that we talk about them, write about them. But he never gave any credit to I Love Marketing or mentioning you, or mentioning me, or anything, which is a dumb idea.

So, my idea was like, “Dean, hey. I really like this. This really fits what you're saying. Could I use this in my presentation, because I want to improve my presentation?” So, I built a whole presentation around the way that you organized the explanation of 7 secrets.

**Dean:** Right. You even used the dollar with my picture on it.

**Joe:** Oh, yeah. We'll talk about it, too. I would even use your ads. Even when I taught the presentation, I said, “Yeah, I got this from my good friend Dean Jackson, who's a marketing expert in this industry,” and then I preceded to deliver a far better, more clear, effective, powerful presentation than the one you were doing.

So, it's not only a better idea to, like me, to take the great format that you laid out, but it's a better idea just to do a better presentation than you could possibly do.

**Dean:** I got it. So you took better idea and better execution, really, and trumped it completely.

**Joe:** Yeah. So that's one there. So, making a better offer. A better thing would be, going back to my carpet cleaning thing, just changing the ads, going from trying to say a lot in an ad to driving people to a free recorded message. Instead of doing a singular sale, running an ad just to get someone to call you, running an ad to generate a lead, to get someone to raise their hands.

And then, you start what Seth Godin started calling “permission marketing.”

You know what's the funniest thing about that? And I think Seth is a brilliant writer. He wrote Permission Marketing. Me and you, and then people that read it were like, "Oh, my God, there's this new type of marketing, permission marketing!" It was like, "We were doing this 10 years ago. What are you talking about?"

Some of the greatest marketers in the world were doing this in the early 1900's. It's just like people, "Are you kidding me? Permission marketing?" He just put a name to it; which, of course, is a better idea. You find what people just don't know anything about, and you articulate it in a way so they begin to understand it.

**Dean:** That's great.

**Joe:** So, you give one, and then I'll give you another one too.

**Dean:** Okay, so, you know, I think one of the most dramatic ones is, and I've talked about it, a little bit, it was the one that really solidified the whole cheese and whiskers idea for me, was the sending an email to a restaurant owner, or whoever is getting the email at the restaurant. And instead of sending an email that's trying to convince them to spend money on a birthday promotion program, to just ask a simple question, "Do you do birthdays?"

**Joe:** Right.

**Dean:** And engage people in a dialogue that way. It was just such a dramatically better idea. And the same thing, I used that with the birthday card that got the 32% response, versus a card that looked like a commercial type of card.

I think focusing only on somebody's self interest, you can never go wrong by just giving something to somebody that they're selfishly desiring.

**Joe:** Totally agree. Totally.

**Dean:** It'd be interesting to see what kinds of ideas. Are there any categories to those kinds of ideas?

**Joe:** Well, you know, I think the biggest objective in stuff, a lot of what we do here at I Love Marketing and why coming to our conference, and doing that stuff, and really

going deep into this sort of thinking is not just to remember everything we're doing or per se model, "Oh, how are we going to think about how Joe and Dean do it," but it's like just the thinking in general, just shifting the way you think about ideas and the importance of them.

I always have to say, "One elegant idea is worth more than 1,000 semi-good ideas," which I first got from Gary Halbert. One elegant idea is truly worth more than 1,000 semi-good ideas. That's why fishing for elegant ideas and having the skill of being able to identify them, and even think like that, I think, gives you such an advantage in life. Because when shit hits the fan, if you have a few great ideas sitting in your arsenal when plan A fails to work anymore, and you can switch to plan B, that's a really great thing.

A lot of people, we saw it when Google did the big Google slap thing, how many people in the Internet marketing business literally went out of business overnight. And it's just because they're like one-trick ponies.

**Dean:** Amen. Yeah, and that's kind of like what Jay Abraham would talk about, basing your business on the diving board versus the Parthenon, having one idea and, when it goes wrong, everything falls down. When you've got multiple streams, that's a more solid foundation.

**Joe:** Right, right. Another example is Bill Phillips, when I started doing consulting with Bill, late 1996, early 1997, and he had a magazine called *Muscle Media 2000*, at the time. He ended up dropping the *2000* and just calling it *Muscle Media*, and he had recently bought EAS, Experimental and Applied Sciences, the sports nutrition company, and then built it up into the largest sports nutrition company in the world in literally a span of about 2 years.

And before that happened, I think I was quite instrumental in that. This was before *Body For Life* was even written. And I think, in a lot of ways, the work that we ended up doing ended up creating the platform and the stage for him to even write *Body For Life*.

So, basically, he had created a documentary that he had spent over \$1-million, really nice, video, like an inspirational video about 10 people that had entered a physique transformation contest. He was offering his Lamborghini as a prize. And, at the time, the #1 bodybuilding prize in the world was \$100,000 for Mr. and Miss Olympia. So, he ended up coming up with a prize. Anyone could enter the contest that was worth twice as much than the biggest prize.

Could you imagine starting like a football game on your own and offering a bigger prize than the highest-paid football player in the world?

**Dean:** Yeah.

**Joe:** Just imagine that.

Now, obviously, bodybuilding never got the recognition of any other big sports, because it is sort of kind of freaky in a lot of ways.

But that being said, he came out with something, which was a pretty damn good idea. That's an elegant idea in and of itself. In order to get people to enter his contest, of course, they would lean to EAS, and they would buy his supplements, and they would read his stuff. But everything was positioned and designed to sell supplements, even though in the movie and then in the documentary, there was hardly any mention of "Take this shake or do this." You saw EAS logos, you saw the company and everything, but it wasn't a pitch. It was a very well done documentary.

So, he wanted as many people as he could get to watch this movie, and I had recently sent out an interview I did with Gary Halbert, to my whole list. Not my whole list, I'm sorry. I'd sent out a letter about it to my list, which wasn't very big at the time. But we did a test to 1,200 people; we mailed this letter. And this letter ended up, it was simply, "I want you to listen to this interview that I did with Gary Halbert. My challenge is I'm afraid if I send it to you for free, you're not going to place any value on it. So, I do want to you for free; however, all I ask is that you make a donation of \$20 to the Phoenix Children's Hospital."

So, we ended up raising about \$7,000 for the Phoenix Children's Hospital, like really quickly. Right during that time, I don't know, probably 2 weeks after I was in this fundraising thing where we'd raised about \$7,000 at that point, I was doing my consulting with Bill and he was telling me about this documentary. And I said, "Well, why don't you offer to send this documentary to people for free if they'll make a donation to a children's charity, either the Denver Children's Hospital or the Make-A-Wish Foundation."

So, he had done some stuff for Make-A-Wish in the past, and he ended up saying, "Yeah, it's a great idea." So, he decided he would come up with a goal to raise I think it was \$100,000. It might have been \$50,000, but I think it was \$100,000 to the Make-A-Wish Foundation.

And he basically ran an ad in *Muscle Media*. And literally, I mean it was just a matter of days, and they had raised over \$100,000 for Make A Wish. And he'd sent the movie out to people for free, and he said, "Just simply make a donation." There was even a self-enclosed envelope. I've still got the whole mailing and everything. I still have every fax, every communication, every sales letter, I mean everything that made that business work.

**Dean:** Right.

**Joe:** His business exploded. And overnight, he went from this hardcore bodybuilding magazine that was filled with profanity and he saw that the real money, and real readership, and people entering the contest were not bodybuilders, they were everyday people that just wanted to get in shape. And I remember, at the time, like 90% of his readership was male, but 50% of the people entering the contest were female. So he's like, "Wow. I'm really obviously appealing."

So, he completely shifted the whole magazine from kind of a hardcore bodybuilding magazine to fitness, with a heavy emphasis, obviously, on lifting weights and strength training. But, much less bodybuilding.



**Dean:** But that's where he got that whole body transformation idea. That's really what it is, right? People making transformations.

**Joe:** Yeah, exactly. And I know that originally started like on a cruise that they did, with Keith Kline, who I ended up having come in and speak at one of my seminars, a real smart nutrition guy that I've not spoken with in years. But basically, yeah. It was interesting, and fascinating.

That's an elegant idea, the whole donate money to the Make-A-Wish Foundation, and then Bill ended up becoming the largest single individual contributor in history for the Make-A-Wish Foundation. Over 550 wishes granted, and the average wish is \$6,000 to \$8,000, and that idea has granted all those wishes, and raised millions of dollars, and created enormous branding for Make-A-Wish, and did wonders for Bill.

And, all of a sudden, Bill was reaching people and getting letters from celebrities, and I mean all kinds of stuff.

Even Jerry Seinfeld, a few years ago, Jerry Seinfeld's wife wanted to do something cool for Jerry Seinfeld, so contacted Bill, and said, "Yeah, well, teach him training and stuff." So, a birthday present for Jerry Seinfeld was to get training from Bill Phillips. So, Jerry meet up with Bill in LA, and worked out.

So, that sort of stuff. But he ended up selling the company for \$300-million in 1999. And I don't think any of that would have happened the way it did, had it not been for leveraging, that and some...

**Dean:** An idea.

**Joe:** ...very elegant ideas.

**Dean:** An idea.

**Joe:** But it was all the idea. And see, there was a ton of other people competing with similar products. I mean, a massively competitive marketplace of protein powders and supplements, and creatine, and all kinds of stuff at the time. And he just had better ideas on how to sell it.

It was funny, because the first time I had done consulting with Bill, I was charging \$3,850 a day. I charge more than that an hour now. The funny thing was it's like I gave him one idea within the first hour of consulting with him, to do a sequential mailing of a very successful letter that he had.

**Dean:** Yeah, we talked about that on one of the episodes. Yeah.

**Joe:** Yeah, I can't remember what episode we talked about that on, but he ended bringing in an additional \$3-million from a campaign that only would have done \$2-million in revenue had we not had that conversation. And I gave him an idea that didn't require him to even write a new letter, it just required him to mail the letter 2 more times, with handwritten copy in the margin notes.

**Dean:** Why don't you share it real quick, so if somebody hasn't heard it. Just give like the general idea.

**Joe:** Okay, well, it's basically a 3-step letter. And I had asked Bill if he'd ever heard of sequential mailings. He's like, "Yeah." And I'm like, "Well, do you do them?" And he's like, "Well, no. Not really." He would do follow-up mailings, and he would relentlessly mail his list, which any smart person does. It's like the time to quit going back to the well is when you put the bucket down in the well, and you pull it and no water comes back out.

So, as long as you're getting water out of the well, keep dipping the bucket down in the well. It's like as long as you're catching fish, keep fishing, keep throwing out the hook.

So, he was already smart. Bill was very savvy when it came to marketing, and he just got it. He read Ted Nicholas and Gary Halbert, and he would hire copywriters. He became a phenomenal copywriter himself, so he was already a very smart marketer.

But, again, he was smart enough to say, "Well, I don't know it all. How else can I improve an already killer business?" He was making millions.

And, basically, we say down and talked, and he showed me this letter. Do you want me to explain the whole letter?

**Dean:** Yeah, yeah, just to share the idea.

**Joe:** Okay, well, so he showed me this letter, and he had these EAS big, semi trucks that were lettered "EAS." And the letter basically had a picture of 3 semi trucks, and the story, as it goes, from what I can remember was, "I have a warehouse full of Myoplex," which is one of their shakes that they were selling, "and unbeknownst to me and my general manager, he ordered a shipment, I ordered a shipment. Now we've got so much of it that we have it out in semi trucks from the manufacture, and we need to sell it because we don't have any room in the warehouse. So, 40% off."

So, he had sent out this letter, and he sat down with me. He said, "Joe, I've got 100 people working for me, but I'm the marketing department. I don't have anyone that can write copy like this," and he shows me the letter. And he's like, "I need more copy like this." That's when I asked him, "Have you ever done 3-step letters?" He's like, "No." "You've heard of them?" "Yeah, but..." I'm like, "Well, can I write on this letter?" And he's like, "Yeah."

The letter had already sold \$2-million worth of stuff. He had a big list. But, we're talking he was moving tons of product. At the time, they were open 24 hours a day.

It's unfortunate that he sold it; because if people could have experienced the way that company was run back then, it was insane. They were a machine. They had this beautiful building with a theater and a gym. It was crazy. It's nice when you have tons of money coming into your company. You can spend a lot.

Basically... Isn't it funny, Dean, how it takes me like 10 minutes to explain something I should be able to explain in a few minutes?

**Dean:** Exactly.

**Joe:** I'm just rambling here.

**Dean:** It probably would have been a better idea to have me explain it for you.

**Joe:** Yeah. So, I wrote an X through one of the trucks. And I said, “Dear friend, sent this letter to you 2 weeks ago, 3 weeks ago, still haven’t heard from you. Please contact us, and you’ll still get this for 40% off.”

And I said, “So, what you do is you send this letter out a second time with just these handwritten margin notes. What I wrote there,” I said, “You just rewrite this so it is set exactly the way you want it, and basically do that.”

And then I said, “You send it to everyone on the list, minus the people that have already ordered. So you go back to the list, who you haven’t got an order from, and you mail it to those people, “Second notice.”

And then after that, 2 weeks later, a month later, “3<sup>rd</sup> and final notice. We’ve sent this letter to you twice, haven’t heard from you, last opportunity to get 40% off.”

So, he mailed that letter 2 more times, with handwritten margin notes, and it brought in an additional \$3-million in sales.

Had he only mailed that letter once, and then said, “Joe, I need someone else to write copy like this,” and then you try to find someone to write new copy, and then it takes longer to get the letter out.

**Dean:** Right. There’s the idea, “Hey let’s just scratch this one up and mail it again.”

**Joe:** Yeah. And I have his most successful letter in history. And if I was actually in the fitness or sports supplement industry, or anything like that, I have got the greatest blueprint of how to actually sell stuff imaginable. And almost all of it, at least the stuff I have, I actually consulted on and thought through how do you package this stuff.

I remember giving him lots of ideas on stuff: running free recorded messages with all the contest winners, the physique transformation winners team, where they would record a message explaining what supplements they took. And people who were fans of these winners could call and listen and hear the person they admire the most explaining exactly how they did it.

And, of course, what does this do for EAS? They're hearing all of these winners explaining, "Yeah, I took Betagen, I took Myoplex," all the different stuff they had. And the people would call up EAS and go, "I want what this person was taking. I want the shake."

**Dean:** Right. Yeah, exactly, because I think that's the magic.

**Joe:** Yeah. The people would say, "Well, I lifted weights X number of days per week," but people want the magic pill. "What are the supplements they're taking?"

But even old issues of *Muscle Media* magazine, great ads.

Another elegant idea, I'll give you this one too. Bill would run image ads in competitive magazines that he'd proved would not work in his own magazine, that they would not get any response from. So he would purposely spend money in other magazines where the ads failed, so that his competitors would see him in these big magazines, and then they would spend a fortune knocking off an ad that didn't work in his marketplace. So, he would purposely confuse his competitors. That's an elegant idea.

**Dean:** That's perfect.

**Joe:** We had an inner-office thing called The Competition Castration Action Plan, when you're having to deal with people that knock you off and are complete scumbag competitors, and that sort of thing.

There's one thing about being a decent competitor, and there's another thing about just flat-out thievery.

One of the things that people don't know about guys like me and you, when you have tons of people that listen to your stuff, buy your stuff, almost weekly you have to send out cease-and-desist letters and deal with people that are uploading your content on websites.

It's an endless amount. The world has no shortage of stupid, unethical people.

**Dean:** You want to hear a good idea?

**Joe:** Yes, because I'm done babbling.

**Dean:** Here's the thing. This would be a good idea. While we're talking here, I just got a text from Frank Kern.

**Joe:** He called me earlier today, too.

**Dean:** The only thing it says in the text is "Mood music," and there's an attachment. Wouldn't it be a good idea just to play this live right now, and hear what kind of mood music Frank Kern is sending me?

**Joe:** What did it say?

**Dean:** Mood music.

**Joe:** "Mood music." I thought you said, "Nude music."

**Dean:** No, no. "Mood music."

**Joe:** Right. I hope the transcriber doesn't get this... What's the deal with the transcriptions, Dean? You've been a little slow in getting the transcriptions done.

**Dean:** Well, Sandi's been on vacation. She's catching up. She's catching up. We'll have them all...

**Joe:** Alright, so if all our listeners out here that like reading transcripts, I apologize. The transcript thing and typos and all that, it's Dean's fault.

**Dean:** There we go. I'm going to play this. Listen and see what it is.

**Joe:** From Frank Kern, go ahead.

**Dean:** You may have to hear my half of the recording to hear it, but let's just play it and see.

**Joe:** Okay. Wait. Is that him singing? I could barely hear that.

**Dean:** That was him, singing.

**Joe:** Alright. Hold on a minute. I'm going to call him. Let's call Frank Kern on, let's call him on the phone. Let me see if he answers. He probably won't answer. But you keep talking. I'll get him on the line.

**Dean:** I'll keep talking. But he'll do that, just like out of the blue. He'll send the craziest pictures or just funny stuff. That's a good idea.

**Joe:** Let's see.

**Dean:** So...

**Joe:** I'm going to take it off speaker, though, because you never know what he's going to say. Is this Frank?

**Dean:** Yeah, this is really good.

**Frank:** Is this Joe Polish?

**Joe:** Yes, I'm here. You're on speaker phone, Frank. Do not use profanity. I'm here with Dean Jackson. We're recording a live episode of I Love Marketing, and he just played, over the airwaves, you singing, "You got what you need, or whatever."

**Frank:** He does have what I need. The fact of the matter is Dean Jackson does have what I need, and he does say he's just a friend. And I suspect that things are different.

**Joe:** Yeah, so. Basically, the only purpose I'm calling you is we needed a little bit of fodder for our I Love Marketing episode. So, can you sing it from your end, live, and then I'm going to hang up with you, so we can finish this episode? Go ahead.

**Frank:** Couldn't you just press the play button on the thing I sent to Dean?

**Joe:** No, he already did that. We're trying to do like an encore.

**Frank:** You're out of stuff to talk about on the podcast and you're trying to trick them into thinking that they're getting some sort of value from that.

**Joe:** That's exactly what's going on here.

**Frank:** Oh, that's the oldest trick in the book. It's my favorite. So, yeah, I'd be happy to help you do that by saying, mainly to Dean and everyone listening, "Oh, baby, yow, you've got what I need. But you say he's just a friend, Dean Jackson. And you say he's just a friend. Oh, baby, yow!"

**Joe:** Dean, this is classic. This is totally... Alright. Frank? You are a prince of a guy. I love it.

**Frank:** And a good singer.

**Joe:** Yeah. Literally, I'm excited here, right now. Awesome. Awesome.

**Dean:** We got a live performance by Frank Kern, right here on the podcast.

**Joe:** Last thing Frank. What are your most influential books that you've ever read? They could be marketing, they could be anything. Just a couple of them. I know it's a stupid question. There's probably like 100 of them. But what are a couple of your favorites?

**Frank:** I wish there were 100 of them. I read trash fiction. So, to learn how to write conversationally, I read a lot of Harold Robbins. It was an old, very sleepy novel. He wasn't sleepy, but he was one of the best-selling fiction novelists of all times.

I read a lot of James Patterson, to get the tempo of writing down.

In terms of business books, I've not read many best work \_\_ (49:18) based on *My Life In Advertising*, and *Scientific Advertising* by the old Claude Hopkins.

And all of Dan's stuff really \_\_ (49:36) was great. I mean that's classic. Then, of course, the old Ayn Rand, *The Fountainhead*.

**Joe:** Yes, yes. All good. All fantastic. Awesome, dude. Well, hey...

**Frank:** I'm just \_\_ (49:51).

**Joe:** Okay, perfect. Alright. Dean, is there anything you need to say to Frank, or are you good?

**Dean:** I got what you need, baby.



**Joe:** He's got what you need. Alright, awesome. Thank you, Frank.

**Frank:** Hey, you have \_\_ (50:02) that I didn't even know they made.

**Dean:** That's exactly right.

**Joe:** We're going to send you this, when you're done, and you're going to send it out to your whole list. And this is perfect.

**Frank:** Alright. Goodbye. See you in a little bit. What was the saying? "Stay in school. Don't smoke cigarettes.

**Joe:** He's hysterical. Alright. I love it.

**Dean:** That was a better idea that just like exponentially improved our execution of delivering an entertaining podcast, week after week, after week.

**Joe:** There you go.

**Dean:** But you know what made that idea happen? You know what made that idea really pop for us?

**Joe:** Execution.

**Dean:** Well, execution. But, you know what it was?

**Joe:** Rapport.

**Dean:** We have a connection with Frank Kern.

**Joe:** Right.

**Dean:** If you think about it, we could become known here for like Peter Drucker's idea of marketing and innovation. I think that if we were to really think, our 2 biggest things would be ideas and connections.

**Joe:** No. Yes.

**Dean:** It's a shortcut, isn't it?

**Joe:** Totally. No, connections are always a shortcut. So, we should spend the remainder of time, which we don't have a ton of time, but we should be talking about the power of that, because that's one of the things you'd mentioned that you wanted to talk about.

**Dean:** Yeah. We were talking about it, that that's really a big deal.

**Joe:** Yeah. Yeah. It is. So, explain why. Why is it a big deal?

**Dean:** Well, it's a big deal to have, on speed dial... It's fun to have a relationship with Frank Kern, for instance, and to have him on speed dial and to have rapport with him, and to be able to have that kind of relationship and rapport with somebody who has the ability to execute an idea that you have, is priceless.

**Joe:** Yeah, totally.

**Dean:** I mean to be able to connect with, to connect people. I've been with you so many times, when this has happened, that we'll be in the car and somebody will call in, and then we'll end up doing a 3-way call with somebody else.

**Joe:** Right. Well...

**Dean:** I think about David Bach, and...

**Joe:** Kiyosaki.

**Dean:** Yeah. Kiyosaki. I mean, maybe tell that story, because it's a perfect example.

**Joe:** Yeah. So, I'm driving with... Who was in the car with me? Do you remember?

**Dean:** I do not.

**Joe:** Yeah, well you know, the date, I'm trying to think.

**Dean:** David was in the car, yeah.

**Joe:** Yeah, no, David was in the car. He's in Phoenix and we're down there visiting and stuff, and I'm like, "How well do you know Robert Kiyosaki?" Because these were 2, at the time, the top financial authors of the last decade, both of them. And they'd sold

the most books and stuff. And I don't know where Suze Orman was around that time, or whatever, but these were like the top guys.

**Dean:** And they didn't know each other.

**Joe:** Well, they had been like, I think, on a show or something, where they were both guest at different times. I can't even remember it. And then David made this comment like, "Yeah, I have to talk to Robert, at some point."

So, I was like, "Why don't we do that right now?" So, I call up Robert Kiyosaki, and he answers, and says, "Hey what's up?" Because I've known Robert long before *Rich Dad, Poor Dad*. I don't remember this story at all, but Robert always brings it up to me, that he had called me because he wanted help with their board game, Cash Flow, and I had like completely blown him off and said, "I don't have time, and I'm not interested, or whatever." I don't recall that conversation at all, but he swears that I just blew him off completely.

But, anyway, so I was like, "Yeah, hey, you know, Robert, I'm here with David Bach. Why don't you guys chat?" So, I hand the phone over to Dave and proceed to drive to wherever the hell we were going. I can't even remember. And him and Robert like completely have this whole long conversation, and set things up and everything. And I thought it was totally hysterical. It's like, here's the 2 number one financial guys that are authors and stuff, trainers, and it takes me to just make a cell phone and hand the phone to David, so they can talk to each other.

But, I've done that probably like 5,000 times.

**Dean:** What do you think the most valuable connection that you've made for somebody has been?

**Joe:** O, my God. It probably wouldn't be moneymaking.

**Dean:** No, no.

**Joe:** It's probably people that have had a family member that had an addiction and I connected them with people that would help get them into 12-step groups or help them

with treatment. It was probably more personal situations, in terms of what I would say really be helpful, because I think, in a lot of ways, that helps save families and save lives.

Oh, boy, that's an interesting one. Do you know what yours is? I'd have to think about it.

**Dean:** When you think about it, I know, like you think about why do people, we've talked about this before, but you've got the highest level mastermind group in the world for direct response marketers, in your 25K group. You think about why would people at that level, people who all make more than \$1-million a year, who are successful entrepreneurs, why would they be paying \$25,000 to come meet with you, and each other 3 times a year?

**Joe:** I think, in a lot of ways, the same reason they're successful financially in the first place, is they don't look at it as paying.

**Dean:** Right. Exactly.

**Joe:** They look at it as investing. They're willing to trade a miniscule amount of money, in the scheme of things, because they know the participation in 25K is going to be a multiplier. And they don't say, "Well, I'm going to spend \$25,000." They're like, "What's this \$25,000 going to do for me? Not just for my money, but what's it going to do for my..."

It's the difference between a treadmill entrepreneur and a ladder entrepreneur, which is something I heard Dan Sullivan say. And yes, we mentioned it. I don't know if we mentioned Dan Sullivan yet. But, you can be a treadmill entrepreneur and you can keep running and you can keep working, and you may not go very far. You might get worn out. Or, you can be a ladder entrepreneur.

The people pay \$25,000 because they know those relationships are going to escalate them.

People thought I was crazy when I paid Richard Branson's Foundation \$200,000 for the first presentation that he gave via satellite for me, in 2007, after I had dinner with him in 2006. But look at how I leveraged and parlayed that relationship, not only for myself and for many of the people I've introduced to Richard, but for his foundation, because I raised more money for his foundation than any other individual.

So, basically, the reason people join 25K is they want not just good connections, because most of these people already have great ideas and great connections, but they're looking for elegant ideas, better ideas, multipliers, and they're looking for the greatest relationships. They are people that want to be industry transformers or already are industry transformers and want to be the best in their field. So, they come to 25K. Thank you for the plug.

People will think, "Oh, well, I can just listen to I Love Marketing," which you could. And, actually, that's a very smart thing to do. We highly recommend it. We aren't doing this because we don't want people to listen to it. We obviously want people to listen to it. And if you really want to accelerate the speed at which you take these ideas and more, immerse yourself in it deeper. Come to our conference that we're doing in October.

If you're interested in 25K, go to, the time this podcast is going out, see the event I'm doing in New York. Go to [25KGroup.com/NY](http://25KGroup.com/NY), and see. We've got Steve Forbes and Arianna Huffington, and Peter Diamandis, who we're doing this with. It'll be an Abundance/Genius Network mastermind. I'm joining forces with Peter this year, and we're really theming it around abundance, exponential thinking, and great ideas. And we're having people give 10-minute talks, that each 10 minutes is worth \$250,000. So, each minute is focused on being worth at least \$25,000 in value.

And the reason I say that is because the people are going to be sharing current best practices that they're doing, or have done, that have been worth at least a minimum of \$250,000 to their business, and they're going to explain what they're doing and how the people in attendance can do it to.

And so we're charging \$10,000 for that, for 2 days. And people are like, "Well, \$10,000." This ain't a seminar. This is like highest...

**Dean:** That's it. The ain't a seminar.

**Joe:** Yeah. Seminars are great, if you go to the right ones. I go to seminars all the time. I love seminars. I just hate the seminars that are shitty seminars.

**Dean:** Right.

**Joe:** We've got Tim Ferriss there, we've got Mark Thompson, we've got you, we've got Dean Graziosi, we've got Mary Ellen Tribby, Robin Robbins.

Oh, and this year, I also need to mention, too, at our conference in October, October 3, 4, and 5 – and people can get information about our I Love Marketing conference at [ILoveMarketing.com](http://ILoveMarketing.com) – we've got Jon Benson, the brilliant, crazy, evil genius that invented the ugly video sales letter, and we've got our dear friend Marie Forleo, who is going to come and present.

**Dean:** Very exciting.

**Joe:** Yeah, Marie's great. And Lou Ferrigno, the Incredible Hulk.

The reason people go to 25K is they are there for the ideas, which goes to the whole theme of what we were talking about. The smartest people in the world fish for ideas. And they go to who has the best ideas. And it's a faster way for them to do really condensed discovery and learning, by going and hearing a 10-minute talk by a person who's not theoretically talking about something.

Because, like TED is brilliant. I love TED. And TED has ideas worth spreading. And what I'm doing at 25K, with the 10-minute talks, is ideas worth using. I want people to actually use the ideas. And the only way they're going to know what is the very best idea is asking the very best people who are the industry transformers to share their very best ideas in the context of how we're doing it, and it's been working like a charm. There we go.

**Dean:** That's awesome.

**Joe:** Yep.

**Dean:** I can't wait.

**Joe:** Yeah, yeah. It's going to be badass. So yes, yes, 25KGroup.com/NY. And, even if you don't qualify, even if you're not someone who makes over a million bucks a year, go look at how we do it. Use that as an aspiration to build and grow your company, because it's the same thing I did.

I think an elegant idea is whatever works to motivate you to get to a bigger place, a bigger future, whatever inspires you. If it's going to certain places, if it's window-shopping, if it's hanging around certain people, if it's going to inspirational talks, whatever it is that will get you inspired, keep yourself continually in a state of inspiration.

I remember one person, years ago, had like, "Joe, you've read all these books, you do all this stuff. Why do you keep listening to all these things?" Simple. It keeps me inspired. You know.

**Dean:** Yeah, absolutely.

**Joe:** So, I'm all about inspiration. And smart people are willing to pay for inspiration. Get out of the house and go meet people.

**Dean:** Get out of the house?

**Joe:** No, if you're an Internet marketer, people literally, they're rarely...

**Dean:** Get out of the chat room. Yeah.

**Joe:** Yeah, alone together. You know what I mean? Like there's so much...

**Dean:** See some real faces.

**Joe:** Yeah. I'm going to ask Ned Hallowell, who's also speaking in New York. He's the top ADD/ADHD psychiatrist in the world. I'm going to ask him to do an I Love Marketing episode. He's not, per se, like a marketer, but he has such a... Go ahead.

**Dean:** I think that's an incredible idea, because we've talked about that. Actually, we talked about it today, having him on. I think it's totally appropriate, because entrepreneurs have the highest propensity to be ADD, if you heard his interview in *Success* magazine.

**Joe:** Yeah, yeah.

**Dean:** It's great.

**Joe:** It's really great. And the guy's a genius and he's really onto something. He was talking about stuff, about the craziness. Like by the time someone listens to this episode, I don't know if it'll be off the magazine racks or whatever, but pick up the copy of *Newsweek* that has "I Crazy" on the cover, where he talks about, literally, Internet addiction. I've always been fascinated with the subject of addiction in general, but a couple of things, and just the craziness.

*Crazy Busy*, by Ned Hallowell, a brilliant book. He was 10 years ahead of his time, when he wrote that book. And that book wasn't written too long ago. It was written probably about 5 years ago. And Nightingale-Conant sells the Crazy Busy course. I have a course called Success with Sanity, that I did with Ned and Marie Forleo, and Dr. Nathaniel Branden, the brilliant self-esteem psychologist, things like that.

But, stay connected. The point is stay connected with the best people in the world. The reason we call it Genius Network is people can go out and network and have a bunch of friends on Facebook, and know a bunch of people that are following them in every sort of social media platform. The real thing that matters, though, a handful, count on one hand how many people, if you absolutely needed \$25,000, no question asked, and you called right now, and say, "I really need \$25,000," for whatever reason, you wouldn't even need to give them an explanation? How many people? Most people couldn't count, on one hand, the amount of people in their lives that would do that. And if you don't have anyone...

**Dean:** I would do that for you, Joe, just so you know, if it ever comes down to it.



**Joe:** I'm going to call you tomorrow. But I wouldn't, except, Dean, you said it publicly. I need you to send me \$25,000.

Basically, though, if you don't have those sorts of relationships, start thinking about really elegant ideas: "How do I add enough value in the world to where that exists for me, not just with money, but with anything?" That's what a genius network is; it's where you can really tap into it.

**Dean:** Genius.

**Joe:** And that's why... And the beauty is you can pay to actually develop these sorts of things. Not even like you could, it's just why would you even question it?

I've always loved Dan Sullivan's thing, "If you have enough money to solve the problem, you don't have a problem. If you have some area in your life that's not handled, but you can cut a check, and the cutting of a check will help get it handled because you have a health condition, or you have a relationship thing..."

If you're not feeling good, pay money to talk to someone who will talk to you about it. You know? Join a gym. Go do something fun. Get a massage. Take a day off. That sort of stuff. Get out of the house.

**Dean:** You've got it.

**Joe:** Come to 25K.

**Dean:** .com.

**Joe:** And if someone wants to send you cards or gifts, Dean, how do they send stuff to you? Because I get tons of stuff sent to me all the time, because my address is at JoePolish.com. And people send me letters and nice cards. People send me stuff for you, and then it costs me extra shipping and handling, because then I need to send it to you.

**Dean:** You see how that is? Why don't we put both of our addresses?

**Joe:** So if someone wants to send you something, what do they do?

**Dean:** I'm going to put a, we'll put up an address on I Love Marketing for gifts and stuff, especially.

**Joe:** You know what would be really awesome? If we put our Amazon wish list up there.

**Dean:** Perfect. That would be fantastic. We should. That's great.

**Joe:** You know, the problem is we'll have more...

**Dean:** That, see now there, Joe, I just had like an execution idea, how to solve an executional thing. "Let's just put our addresses up on I Love Marketing." And then you came along with the better idea, the idea of putting our Amazon wish list right up there on the list.

**Joe:** Yes. Yes, exactly.

**Dean:** That's brilliant. Genius.

**Joe:** I think we're out of time now.

**Dean:** Okay, that's enough.

**Joe:** So to all of our of our listeners, at least I'll say this as a wrap up, hopefully this just simply made you think about ideas versus execution. The reality is they're both important. You need to execute, but, and the big but, one elegant idea is worth more than 1,000 semi-good ideas. And the best way to improve flawless execution, as Dean said, is just a better idea. And hopefully, you're getting tons of these better ideas just by listening to I Love Marketing and being connected with it. And a really good idea would be for you, everyone listening, to post this episode on your Facebook page, or Tweet it out, or send it to your email list. We would be eternally grateful.

And for everyone that's running an I Love Marketing Meetup group, we want to also acknowledge all of you for the great work that you're doing; because somewhere in the world, almost daily, something like 100 people are meeting, talking about I Love Marketing, and it's awesome. And I think a year from now, hopefully, that will be several hundred, if not 1,000 people meeting, and talking about I Love Marketing, and using this as a catalyst for people that are entrepreneurs, going out there and doing

good stuff, and being better packagers, promoters, and marketers, because the art of marketing is awesome.

**Dean:** Love it.

**Joe:** Okay.

**Dean:** Well said.

**Joe:** Good. Because I know I'm talking too long today.

**Dean:** Let's just leave it at that. Okay.

**Joe:** We're done.

**Dean:** Goodnight.

**Joe:** Goodnight everyone.