

## Ted Thomas San Diego Conference

Speaker: Brad Antin



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BRAD ANTIN

We don't have time for this, in fact I don't even have time to make fun of Ted or anything. We have got so much to cover here. Who is wearing jackets out there? Take them off, we are going to work. Who is wearing long sleeves? Roll them up, this is work. How are we going to do this? Ted what was it that you wanted me to talk about here?

TED NICHOLAS

Marketing.

BRAD ANTIN

I can do that. Has anybody here ever seen my book, or read my book? I like it. Does anybody here read my newsletter? Notice I said mine, we are not talking about the guy in the back of the room there. This is all of my stuff, Alan is not as important. Does anybody like the newsletter? That is even better. We have one here who says maybe. Cancel this guy will you Alan. I was never that good in sciences in school. I was more into the marketing and sales end of stuff. Wasn't it Albert Einstein's things about the theory of relativity where the relationship between speed and time and you can shrink time or something like that? Was it Einstein that did that stuff? Is there anyone here into science that can help me with this? We are going to have a little bit of a physics lesson here, because what I have to teach you today... I am a trainer; I am not a public speaker. I don't give speeches. What did you think about Mark Victor Hansen? Was he hot? Wow. I will never be able to do it like that. I need my notes and stuff, and I pace around a little bit.

I have a lot that we want to do and the problem is that it is

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a three hour training session and I've got one hour. We are going to run through this so fast that we are going to see if Einstein's theory really works and we can shrink this time down and make it all fit in there. The overheads probably aren't going to do much for you, because I can barely read it from here. I think about three rows back they are about history. We have this special report called The Marketing Case Study. It is one of our hot special reports, does anybody have this? There is a ground rule when I do these trainings, there is one very simple rule. It is very easy, just pay attention. When I ask one of these questions there is always one correct answer. Who has been in my speeches before? What is the correct answer? Yes, Brad. I am going to use this report myself, because the only way that I can get through this that fast is to be able to skim along and know what I can skip and what I have to spend a little more time with. It is all in the report, and you do have the report. The first section isn't all that important. In the three hour session we do a section all about Brad and all about Alan.

Will you turn this thing down a little bit were hurting Teds ears, I tend to shout a little. Does anyone else think that it is too loud? The two least important people in the room are the only ones complaining, my brother and Ted. I kid my brother an awful lot and make fun of him in front of groups like this, but frankly I could not what I do without him and in fact there's nobody on the planet that could replace him for me, so I do tend and try to take care of him. Alan is the marketing strategist and tactician side of our team. I am the copywriter. I put the words together. Alan is the one that when we do our brainstorming we are coming up with marketing promotions and concepts he is the one that says, "Brad wait a minute, what if we did it this way or what if we did it that way?" There is nobody I have ever met that can do it like that, so even though I make fun of him it is just in fun. We are actually very close brothers. About Brad and Alan - we have been

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entrepreneurs all of our life. Are there any entrepreneurs in the room? Alan and I have always been entrepreneurs, and we love entrepreneurs. We do everything for entrepreneurs, but in one area we were really lousy entrepreneurs.

We have been involved with and owned and built and started and made a lot of money with and lost a lot of money with tons of businesses. I lost count of how many separate businesses we have been in, and because we are not that quick on the uptake when it comes to learning important things we kept starting new businesses. We would get sick of them and we would get bored, and we would go on to something else. Sometimes we would crash them, and we finally learned that we are the world's worst managers. If you guys have a management or administrative type problem don't come to me, because I will teach you how to lose all of your money. When you have a marketing question or a marketing problem, I am the guy that you want to see or Alan is the guy that you want to see. That's what we specialize in marketing. That is how we were always willing and able to take these little ideas and turn them into businesses in almost no time, build them up. And I think the last one we started... Alan you started that one before I joined you, what was it four thousand dollars, you started with four thousand dollars and then he brought me on board, and we built it up to a ten million dollar a year business before it got big enough that we could manage it into the ground. What we did learn however, is the marketing is what we love, and it is what we do so well.

There is a thing about marketing. The better that your marketing is, if you are really great at marketing if your product is bad or your management is bad. You build this huge thing, and you have all of this business going on. If you don't handle it right you just crash faster. You do need to know some management. We learn to do exactly what we love and do best, so now all we do is the marketing. In the current form of the marketing that we do

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it started with a book. Has anybody ever seen this book? We are going to talk about this book. It is called "Secrets From the Lost Art of Common Sense Marketing" when this book started it really wasn't going to be a book. We decided that if we wanted to be big shots in the marketing business, and we wanted to teach these people how to do marketing, a couple of things, Number one you can't talk face to face with enough people to really have a huge impact, because there is only so many hours in a day. If we were really going to have the kind of impact that we wanted we would have to publish. We have to leverage ourself. That is one lesson that is not even in the notes here. Here I am, I don't have enough time to do what I have here, and I am throwing in other stuff. You have to leverage yourself, so we decided that the best way to do that is to write a special report on marketing. What are the most important things that we have managed to learn both in practical experience and training and going to seminars much like this and working with some of the other gurus. What are the most important things? We put them in this special report. The problem was about half way through writing this special report it turned into a book. How are we going to sell this book? How are we going to market this book? We did some brainstorming of our own. I am a little beyond this, so I am going to have to kind of back and forth a little. I am trying to get you to some important tunnels here. We wanted to get into the information marketing business, the information selling business, because information is the best product that you can sell for us for what we wanted to do. What is the cost of it? What is the cost of something like this? It's some time, that's right Brian. It's the paper, if it is a tape set, it's the tapes maybe some production time. The cost is peanuts. What is the value of information, when you are looking at a great masterpiece like the Mona Lisa perhaps. The paint and canvas costs a few bucks, but what is the value of the Mona Lisa? It is price less isn't it. The value is in the information and in that case it is the picture of itself. It is the beauty of the picture.

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Another example of the value of information is the old story about Mr. Fix-it. The quickie version of the story is there is this huge assembly plant and it is chugging along. It is running and everything is going great, and then all of the sudden it screeches to a stop. There is a problem with the number one assembly line, and Mr. Big shot CEO looks out of his glass office. He looks out the window and says, "Hey, what is going on? Get that line running. Do you realize that for every moment that line isn't running it is costing us thousands and thousands of dollars?" The engineers are in fear of losing their jobs, they are out there. They are checking dials, flipping switches, looking at the gauges, but they can't get the assembly lines working again. They have tried everything that they can, and Mr. CEO is getting real upset about this. He sees a fortune going out the window, so he says, "Who is the very best assembly line repair man in the world?" His engineer says, "That is easy boss, it is Mr. Fix-it." He says, "Get him over here, and get him over here now." They call Mr. Fix-it, and he comes in on his corporate jet, because he is really the best in the whole world. He can afford this type of thing. He flies in, and when he walks in he looks like the best there is. He is not wearing overalls like a typical mechanic. He is wearing this white starched doctors lab coat. He has a stethoscope, and he even carries his tools in a doctors black bag. He comes in, and he says, "What seems to be the problem?" "Number one assembly line isn't working. I can't afford for this thing to be stopped." The CEO is going on and on and he is about to blow. Mr. Fix-it says, "OK, let me take a look." He goes over to the assembly line, and he puts his stethoscope in his ears. He is listening to this part and that part, and then he walks down to the other end of the assembly line. He sees some more gauges. He is looking at these gauges, and he taps on this one. Finally he says, "I think I know the problem." He reaches into his little black bag, pulls out one of those little rubber reflex hammers, walks over to one particular part of this huge massive line, and hits it. He says, "Try it now. Flip the switch." The engineer goes over

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to where the switch panel is, and he flips the switch. The thing springs to life, and it is cranking out all of these widgets that the CEO company is putting out. The CEO is finally relieved, and he takes out his great big handkerchief. He wipes off his forehead, (and I wish I had one right now, it's getting warm up here) He is so relieved, and he is so grateful. He goes up to Mr. Fix-it and he says, "That's wonderful, may I have your bill." Mr. Fix-it says, "No problem." He pulls out his order pad, fills out his bill, and hands it to him. We thought Mr. CEO's troubles were all over. You talk about blowing a head gasket. He looks at this bill and he says, "Ten thousand and ten dollars, are you crazy? All you did was tap it once with a hammer." He looks closer at the bill, and Mr. Fix-it says, "Yes, but you see tapping it with the hammer was the ten dollars, the ten thousand dollars was knowing where to tap it with the hammer." The point is the value of the information is what people will pay for. We decided that the most valuable way that we can get our information to people like you, to entrepreneurs who get our newsletter.

The newsletter in case any of you were thinking about it, it's a labor of love, yes it can make you some money. It is lot of work, don't even think about it unless you are the type that can meet the deadline. Every month it comes around every month, and you have got to get it done. We knew that we had valuable information that we could provide to our prospects out there and our prospects were entrepreneurs. We don't deal with corporations. This might be a little bit of a clue as to why, we don't fit into a corporate culture, and we love entrepreneurs. We only write for entrepreneurs. We knew that we had the experience, that we could help you people. We knew that we had the training. We knew that we had the materials, but what we didn't have was the credibility. Three years ago or four years ago before we launched the newsletter other than our own select clients and remember that you can only deal with so many people on a face to face and no matter how long you do that it is a pretty small group when you are getting them

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all face to face. Up until when we launched the newsletter nobody had ever heard about us, and therefore we didn't have a big book published. We weren't on TV with big commercials. We didn't have head hunters all across the country saying, "Hey, you have a marketing problem. You need the Antin boys." We had our small little client list. They were paying us great money to do it. They knew what we could do for them, but the leverage aspect that we wanted to get into it just wasn't there, we didn't have the credibility, so the best way to get credibility is to publish.

We decided to write a special report, so now I am caught up to where I was before. Halfway through writing the special report we were sitting there, and we just kind of wondering how to do this. We are going wait a minute, how do you write a special report? There is no books on it, but has anybody here ever heard from Gary Halbert that one of the best marketing tools is to write a special report? Give me a show of hands. Has anybody heard from Dan Kennedy that you ought to write a special report? Show of hands. Has anybody heard from Jay Abraham that you ought to write a special report? Everyone is saying one of the best marketing techniques out there is to write a special report. We are okay, we are going to write a special report. It hit us then that nobody taught us how to write a special report. We did the research. We decided that we were going to figure this out. We read everything that we could find. We experimented, and we tested a few things. We wrote a special report. It was going to be a special report, and now it is a book. Along the way though when we did all of this research and we did our notes what do you think that we did? If I am going to learn exactly step by step how to write a special report, because it is such an important marketing tool to be able to do. If I am going to teach entrepreneurs how to write special reports, wouldn't that be a great special report to write. That is one that no one has ever done. For years people have been telling you that you have got to write a special report, but they don't tell you



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how. One of the things that we do in our newsletter and several people around the room here can tell you we tell you how, so as we are writing the book we also wrote one of our first special reports. It is called Printing money legally. How to quickly and easily create writing new special reports to virtually flood your business with ongoing flow. This is Alan's subtitle by the way. We wrote this, and we found often times the exact products that we create to give to our subscribers are the things that we wish that we had when we were building our business. We do it for them.

The report turned into a book. We decided to include what we felt were the twelve most important fundamental absolutely must do marketing concepts for any entrepreneur. We are proud of the book. It came out really great. Frankly although the book has a cover price, and you are going to learn this afternoon. The book has a cover price of only fourteen ninety-five. We have put in here the information that you would find in various courses and manuals anywhere from fifty to seventy-nine to a hundred and seventy-nine dollars to five hundred dollars. Why would we take so much value, so much information, and put it in this little bitty book with a cover price of only fourteen ninety-five? The key is the value of information, and that people will pay for that valuable information, when the information in here is worth way, way, way more than that. The answer to that question is a matter of credibility. We knew that we were going to use this report that was turned into a book as a lead generator. Does everybody understand what a lead generator is? Are we asleep?

You think that it is warm down there. You are right it is warm in here and I betcha Ted is probably on his way to tell them to cool it off. Ted go find the plant engineer and offer him fifty bucks for the first complaint that it is too cold in the room. He will get it cooled down. I do a lot of seminars, and it is not unusual that in a big room like this that it does get awful warm.



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You go to them and you go call them up and you say, "It's too warm." They will crank it up. Open those doors, well no because then people that aren't supposed to be in here, could get in here and Ted doesn't get his big users fees for letting you people get in there. We can't talk about that.

Let's talk about credibility. We are using the report as a lead generator. The lead generator is where you give something of value. You offer something that people are going to want. They will raise their hand and say "yeah, yeah I want that". Then you do it for free or almost for free. That was the purpose of this special report. It turned into a book, but we still wanted to use it for that purpose. As far as why we priced it that way, I don't know why I am bother in to go over here and point on this thing, because nobody can see it.

There are three reasons that people don't buy from you. There are only three reasons that people don't buy from you. This is important. Number one they don't want what you are selling. Kids there is nothing that you can do about that. In fact, after you attend Alan's presentation tomorrow you won't have that problem, because one of the things that he has to talk about is how to only talk to people that should want what you have got. The second reason and by the way if you are doing it right and you use the stuff that Alan is going to teach you that is a small percentage of them. The second reason why people don't buy from you is that they can't afford it. We are not talking about a perceived value thing we are talking about can't afford it. No money, no credit, no assets, no prospects, no nothing. They don't know where they are going to get their next meal. They can not, not don't want to, can not afford it. In Alan's presentation you will learn how not to waste your money talking to those people. The last reason why people don't buy from you is that they simply don't believe you. It is a credibility issue. How many times have you guys had

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that same problem where you see a promotion for something and it looks great and you really, really want the benefits that they are selling. Okay, but then you didn't buy it. Has that ever happened to anybody besides me? The reason is they didn't establish the credibility. It is in your mind, if it does all the things like you say it does, sure I would buy it. But frankly I just don't believe that it does it.

How do you get credibility? Number one, and I am going to zip through these. In fact I am only going to talk about a couple of these on this list. You have got the notes, and I am already running way way long. Number one the most important is to tell the truth. It is that simple tell the truth. If you don't you will get caught and not only is it the wrong thing to do, but it is an expensive thing to do when you lie. You will get caught, and it will cost you far more than you will make by telling a lie. Another one is to be sincere. Here is an important one - quote facts, figures, specifics. Don't say about twenty percent more or twenty percent less. Say twenty-one point two. Be very specific. Use testimonials. You can go through the rest of the list on your own. We published the book "Secrets to the Lost Art of Common Sense Marketing". We did it in a very mainstream bookstore type format, because if we priced this at what it was worth, and we weren't going to use this as a free lead generator. We went up to Jonathan and said, "Jonathan, take a look at what we have to offer. I am going to give you this free lead generator, and by the way this thing is worth two hundred and forty-nine dollars." What is Jonathan going to think? Yeah, right. Who is going to believe that you are going to give away, no obligations, no strings attached a two hundred and forty-nine dollar book? Do you believe that I might give you a fourteen ninety-five book? Yes, Brad. You betcha. For the reasons of credibility we wanted to make it look like a bookstore format inexpensive hot premium.

We got the book, and our plan is to give it away as a lead generator to suck in thousands of leads from our subscribers. We

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really want to sell the newsletter. The problem is that we need to get mass distribution of the book, and not just the people that I can walk down the aisle and hand it to. We are talking mass distribution of the book. If we are going to give the book away for free we can't spend very much money to do that, can we? We were going way in the hole. How are we going to do this? How are we going to design the free trial for the newsletter? Are you guys following along in this thing? That is the bottom of page three, and I am supposed to be about on page eight by now. This part is not as critical as the promotion that I want to tell you about. You can read it later. Let's get to something that is critical. How are going to get the hot distribution of the book? We didn't want to pay for the advertising costs, and we needed to find someone else that is going to pay the money to give my book away. We used our marketing problem super computer. That was another one of the reports that we wrote. This was something that we built over the last fifteen years on how we come up with answers to our problems. Every concept and every technique and all of the questions that we have to ask ourselves to come up with the answers to these things - we put it all in here in a formula. It is a six part thing. We don't touch a marketing program without running it through here. We went to the marketing problem super computer and we said, "How are we going to do this?" It is real simple. It said, "Hey dummy, get somebody else to pay for it." I like working under those terms, so I said, "Alright, let's design a joint venture partner."

Ted is king in joint ventures. Joint ventures are one of the hottest marketing techniques that you can use for almost anything. You should learn about them and come up with how you can use it for your own products and services. The reason that joint venturing works - I am just going to blast through this stuff - is every business spends a fortune to cultivate their customer. In fact, the most important and most valuable asset that any business will

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ever have is not their inventory, it is not their cash in the bank, it is not their storefront, it is their customer base that is the value of the business. All of this money that a business invests to cultivate the good will among their customers is a valuable asset that you can tap. You go to another business whose customers should want what you have to sell, and you make a deal for them to sell your product to their customers with their endorsement and you will take a small percentage of the deal. Think about that. Your product to their customers with their endorsement. You guys have all done business with somebody that made you tickled pink. A company that you trust, that you know no matter what when you deal with them you will always get your moneys worth. You trust these people. You respect them, and you love doing business with them. The owner of this company sends you a letter and says, "Dear Mary, I ran across something that you have got to try. This is incredible..... It goes on and on about it. Take my word for it this is hot, you should try it. The percentage of people when they get a letter like that, they try it. There is far more response than for me to get the company's list and say, "Hey, My name is Brad Antin, and I have something really hot for you. You should try it."

When you are doing joint ventures another section that you can go through is simple bullet check list. You have to be completely honest. You have got to give them the advantage. Be overly generous when it comes to a split. For those of you in the room, because so many of you are, that are subscribers if you go back to the April 1993 issue there is a whole big thing about it. It has got it all. Back to our problem, we need to find a joint venture partner who would buy the books from us and give them away to their customers and we wanted them to give them away free, so they are spending money to get them, but they are not getting any money for them. Our customers are small to mid-sized businesses. Who has a huge audience or customer base of small to mid-size businesses?

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Another quick list of some of the things. When we designed this report it was to let you in on the step by step exactly what our thought process was when we did this. We ran through these trade journals, telephone companies, shipping companies, and as we were brainstorming Alan was taking notes. He can't read my writing at all, and he is whipping through page after page of notes on a legal pad. He gets to the end of the legal pad, he goes into our supply closet, and he grabbed another legal pad. He comes back with this great big grin on his face. Brad, I got the answer. I know exactly what we are doing. Here, stop and think about it. Brad, what do all of our best possible prospects use? Who do they deal with? Can you name a business that almost no matter how small or how big that doesn't use office supplies? Think about it. At the time this was a couple of years ago the office supply super center format was just really kicking off. There were several companies, but there were three really huge players in the business. There was Office Depot, there was Staples, and then you had Office Max. There is all of these major players and unfortunately they didn't learn the lessons as well as they should have, but you go into any one of them if you change the color scheme and change the logo on the door is there any difference between a Staples, Office Depot, or Office Max. Anybody? No.

We got to thinking, my goodness, if these guys really want to take over the market what if one of them besides having huge selection which they all had, besides having low prices which they all had, what if one of them did something that made the customers keep coming back to them. Is anybody in here in a city or an area that has more than one of those chains competing with each other? Keep your hands up. Do any of you guys shop exclusively at one of the other? If you do keep your hand up. You guys are more loyal than most of their customers. Most people - this what we discovered when we did the research on these companies - they had a choice of one or the other if one was a lot closer they went to

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it for that reason only. The biggest group of the people went to whichever one had the hottest sale on that week for an item that they needed, that's the one they went to. There was no customer loyalty there. They went based strictly based on the locations and the sales. After while when you stop to think about it with these big companies, do they answer the big question at all? Those of you that know us know that I have another little rule in marketing and that is everything that you do in marketing no matter what it is has got to answer the big question for the customer from the headline, through the copy, through the offer, through everything. Can anybody guess what the big question is? What is in it for me? When you are buying something and somebody is trying to sell it to you, do you care how old their company is, how big it is, do you care about anything other than, what is in it for me? Of course not. Nobody does. We tried to explain this to them. We tried to say, you have got to give it something, What's in it for them.

What if you made yourself different? What if you had an SOB? This is not what my non-subscribers think that it is, but my subscribers know what it is - it stands for statement of benefit. It tells the world who you are, what you are doing, and why they absolutely must do business with you because you are different from everybody else. What if you had an SOB that was something like we care about your business if we can help you grow your business you will need even more the products that we sell, and therefore we will grow and prosper too. Imagine the PR if a big company was giving away stuff to help people succeed in business. They were giving away and not charging them for it, not selling it, but giving it away. If they did it right away they would be able to pre-empt anyone else from doing it, and they would be know as the one big office supply store where you can always get help building your business. That is what entrepreneurs want. There is several ways. We had them use it as a premium or a bonus. There is several things that you can accomplish by using a premium or a bonus or a

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bribe. It is an ethical bribe, but that is what it is. I am going to give you something and hopefully you will do business with me, because I did. There is lots of things you can do about it. There is guidelines here, and I am just going to let you go through it. We could have just simply given you some rough notes or a little promotional piece, but this is an actual special report that we do sell. There is a typo on it actually. The cover says nineteen ninety-five. We don't sell this special report for nineteen ninety-five. It goes with a video of a major presentation. It is a hundred and forty-nine dollar product. We wanted you guys to have all of the details on this, so you have the whole thing and you can read it later. The point is we design this to be the perfect premium the perfect bribe for Office Depot to be able to give to their customers. It was a perfect fit for them. It was a perfect fit for us.

Think about it, what was our problem that we needed to solve? How to get massive, but dirt cheap distribution of the book. That is pretty massive. Office Depot at that point was a one point eight billion dollar company with I don't know many millions of customers. We did a special promotion to get them to see the light and understand this important concept and be ready to pop the big bucks to be able to do it. This wasn't going to be cheap for them, in fact they spent over half a million bucks to do this. I felt so important they spent over half a million bucks for me. The way we want to approach them though we knew that we had one shot to do this. This concept that we brought to them was so radical and so different than any retailing mentality company would ever consider. We had to blow their doors off the second that they heard about us. We couldn't just call them up and say, "David, Brad Antin calling. I have a deal for you. We have got to have lunch." What kind of response do you think that I am going to get? First of all I won't get to David. There is no way that is going to be happening, although by the way the technique that I am about



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to teach you little Brad did get another David on the phone. It was big David, David Grass. Has anybody ever heard of him? There is a little discount store, and I think that they have stores around here to. They are in a few states in the country they are in the retail business - Wal-Mart. Has anyone ever heard of Wal-Mart?

This technique that I am going to teach you and we are getting into it right here got David Glass CEO of the world's largest retailer on the phone with me somebody he had never heard of before. We approached him with impact. There is a lot of ways that you can add impact to what you are doing now. We have written about it in the newsletters and later on you will get a chance to get some of our stuff, and you will get more of it. Some of it is here. When you write in an ad use editorial style, use something like a rave review. Headlines. You guys in your seats there was a letter that Bryan Boiles wrote, did you see the headline on that? Was that wild? Does that have impact? Does that make sure that you read that letter? Even if you don't need a copywriter, even if you don't think that you need to learn how to write - although you do if you want a quick lesson of what good copy is read Bryan's letter. Other things that you can do, don't send junk mail. Send personalized first class mail, and then there is the whole list again sorry you can read it on your own, but this is the one hour version of a three hour speech. We knew that we only had the one shot. We had to do something incredible to get into the door.

Before I tell you the one that we actually did, and it is all in here let me tell you three others that really work. I have used all of them and they do work. These I want to go through real quickly, because they are kind of fun. The first one is called the foot in the door, and it is exactly what it says. Your target the guy that you want to meet whether it is in person or get a telephone call from - find out his shoe size. It is easy to do,

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call his secretary and see if she will give you her closest guess. It is not critical that it be perfect, but you want to find his shoe size. Go out and buy a pair of high-end athletic shoes open up the box and take out one shoe. Somebody is catching on. Gift wrap the box. Send that box with the one shoe in it with the letter - juice up the letter, but the basic thing is - I have been trying to get a hold of you for some time, and we keep missing or crossing paths at a rush. I needed some way to get my foot in the door. I have something very important to discuss with you. I will bring the other shoe when we meet. It works. It works, because when you show somebody that you can be creative they want you. If you can be creative, are you the kind of person that an entrepreneur wants to deal with and wants on their team.

The next one is the coffee break - this one is great I got George Gender and the publisher of Ink Magazine on the phone. It is real self explanatory, and I will let you do this one yourself. Let's talk about the one the third one. It is neat. It is a long term promotion. It is not long term, but it is spread out in a few steps. Skim along on this, because I am not going to give all of the details. Step one drop by fortune cookies. You can pick them up onesie, twosie at a Chinese Restaurant and some gourmet grocery stores carry them. You need more than one, because what you are going to do with it takes a little practice. You sit down, get a light and maybe even a magnifying mirror and some tweezers. Pull out the fortune. You might break a couple to start with, but it does work. You can do it. It just takes a little bit of practice. Type up your own fortune, and your fortune is going to say, "Pay attention to THE ONE bearing gifts. He will make you money." In this version it says just bearing gifts. Using your tweezers stick your new fortune into the fortune cookie put it in a little jewelry box like a ring comes in and wrap it in gold foil paper. No note, no letter, no nothing, no return address. Give it to a courier service. You are not going to be mail it, you are not

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going to UPS it, you are not even going to Fed-Ex it. This is important to reach this guy right? It is a one shot deal. Give it to a uniformed courier service. If you are doing this locally that is easy it will cost you about twenty bucks. It is not much more than Fed-Ex. If you are not doing it locally, do what Alan and I do, Fed-Ex it to a local courier service and let them do it rather than using a nation wide courier service. It will save you a lot of money. You want to do that on a Wednesday. It has to be a uniformed courier. He get this, he opens it, he doesn't have any clue as to what is going on. It is kind of just boiling around in his mind. The next one get a cross pen and engrave it if you can. It is not critical, but it is better if it is engraved with his initials. Wrap it up in the same gold foil paper in a cross pen box. Can anyone guess what a cross pen box wrapped in gold foil paper looks like? A gold bar. Is that a nice impression that you want to give someone? You want to get some of the one letter head made up. There is a sample in there, flip back real quickly. I am going to read the letter. Flip to the cross pen letter. It is in the back somewhere in here. It is on page fourteen. Does everyone see what the letterhead looks like?

You change the part about your business, but don't change the part about cross pen. This is critical to the promotion. You are writing to high end mighty, because he thinks that he is. Dear Mr. Mighty. Since 1846 Cross Pens have been noted for their beauty and find workmanship. These precision writing instruments have long been the favorites of Presidents, Diplomats, Business men and women. Whether you are writing a large purchase order or signing a check to pay for a bank loan the cross pen is THE ONE that you see for style and dependability. Likewise in marketing circles the Antin - you would change that to fit you - marketing group is the one. The Antin marketing group is the one to know. That is signed by someone other than yourself. That is delivered on Friday. They got the fortune cookie, and now he is starting to realize that he

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knows who it is send in him this stuff. He is wondering what is going on. The next thing that you do is you get some Godiva chocolate golf balls. You can order them mail order, they have an 800 number, but I don't remember what it is. They changed not to long ago. You do the same thing with the wrapping paper. You get a dozen of these golf balls. You send THE ONE letterhead, and you do the Godiva chocolate letter. It is in there we don't need to read that one. That goes on a Tuesday. Well by now this guy is set, he's ready, he's primed so you call him either in the afternoon, because when you use a courier they will call you back and tell you time of delivery. Call them up after it is delivered no later than the very next day, and by now this guy is absolutely favorable pre-disposed to at least talk to you. In fact, I will guarantee you, if you try a few of these almost every single time, and I don't care who you are going after with reason - Bill Clinton might be a little tough to get, the pope might be a little tough to get.

These techniques will get you the phone call. They will get you the interview if that is what you want. I can't guarantee that will get you the deal you want. I can't do that, because if you are dealing with a stupid deal he is going to say that it is a stupid deal. It will get you a favorable hearing, and after all isn't that usually the biggest part of the battle. If you get a deal that really makes sense. If you get a deal like the deal that we had for Office Depot where they absolutely couldn't miss. They were throwing away more money than our promotion costs in garbage advertising that was getting them nothing. We found later that when they ran an ad versus weeks that they didn't run an ad there was no difference in the sales curve. I don't know about you guys, because I don't run a great big one point eight billion dollar company. It seems to me that if you spend three hundred thousand dollars across the country with no increase in sales versus not spending the three hundred thousand dollars and get the same sales. I can think of better places that I can put three hundred thousand

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dollars, but I don't fit into that culture I guess. That is the one.

Now let's talk about the real one. This is the one that we used for Office Depot. It is called front page news. Do some research and you can read along with me, because I am going to really blast off on this. Do some research. Find out the names, the titles, the positions, and some personal information maybe like hobbies about your targets. If you want to do a series deal, and you are not absolutely certain of who in the company that you want to go to then do multiples. For example when we did Office Depot we did this with the CEO, the President, the Head of Marketing, and the Director of Marketing. We didn't know which one was the right one to talk to, and there is another benefit let's say that two of the people are a little ambivalent about what you did. They didn't think that you are that hot. They might think that everyone was this creative. All it takes is one member of that team to be really hot and really excited to get you the hearing. That is what we wanted, so you get this information on them. You get some pictures done. You read trade magazines. You can get biographical stuff, you can get all kinds of information on anybody who is notable in an industry. They don't have to be a one point eight billion dollar company to get even for small business lots of information is available. Read trade magazines. You are not going to do this unless it is a pretty significant deal where the return to you should you get the deal is going to make you some serious money. If you hire a private investigator in the home town of where their corporate office is, and you can find out anything that you want about these people for about eighty bucks. Is it worth it to make the big deal? Is it worth it?

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Is it worth it to make a big deal? Is it worth it? You find out the information that you want. Then you are going to find out your targets hometown newspaper. There is preface with that - if they are in major city as most big companies are you use their hometown paper, for example with Office Depot it was the Miami Herald. It is a big paper, right? When we went for David Glass we had a promotion for a client that wanted to talk to Wal-Mart. Wal-Mart is in Bentonville, Arkansas. Is that much of a newspaper? In a case like that where it is not a major paper use what we call one of the national papers. Typically don't use USA Today, because the executives the top brass they read real news and not mac news. The New York Times is one that you can always never miss with. Can you imagine anybody on the planet that likes to get a little bit of PR that would not be absolutely honored to the max about being featured on the front page of the New York Times? That is a hot one, so that is one that you can always use. The Wall Street Journal is another one that you can use.

What you are going to do is a little bit of Desktop Publishing - if you turn the page you will see the whole thing. You are going to write the entire front page of that newspaper. You are going to write every single story. You are going to lay it out in the same format, so that at a glance it looks like that newspaper. Is anybody here from Miami? Does anyone regularly read the Miami Herald? At a glance, if I hold this up from here other than the fact that there is no color does that look like the Miami Herald? You bet it does, because there is tapes going and I hope they don't come cart me off to jail. There is a gray area called copyrighting you know like their master headlines that is copyrighting. You are not selling it, you are not doing mass distribution with it, I knocked it off. You guys can make your own value judgment, I

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don't think that it is a problem. Technically you shouldn't do that, and don't ever plagiarize my stuff. Everyone else is the okay, but don't steal my stuff. Follow the exact guidelines of what they do in the paper. The critical thing is when they see this paper that you are going to send them at a glance it looks like their paper.

The nitty gritty rules are right here. We had it framed and put under the matting. I didn't do it myself. We had it professionally done. Get it framed, get it matted, and get it under glass. Have it done on real newsprint. Don't let the printer say, "I have this other print that is the same size, and it is cheap like newsprint. It is white." Does that accomplish our purpose? Real newsprint. If your printer can't do it there is a printer in your town that can. I guarantee you. I have done it in four or five different towns, and I have never had a problem getting it. It has got to look real. We had it framed under glass. There it is up here on the screen. You guys have it up there. Now some of the things that you want to notice that we did, some of the subtle little things that make this an A one super hot promotion. Number one it is for real, and it was timely. It doesn't show on the transparency, but look at the top and look at some of the little things that I did that kind of get a chuckle from them. Yankees clobber Royals - it was during baseball season. Nobody notices Office Depot sale empties Yankee stadium. Story sports one D. It implies that the rest of the story is in there. The real envy Mark Baggleman. Mark Baggleman is the president of Office Depot, remember when Saturday night live would do the bob-a-wowa thing with Gill Radner, she was so funny. The real M.D. Baggleman went bob-a-wowa, entertainment section. Here is one at the time Office Depot was number one in the whole county, and probably the world. Staples is nipping at their heels at number two. You think that this would catch their eye. Office Depot buys Staples, business section. Hot news, do you think that they would like that?



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This is during the election campaign. Look in the upper right Yeltsin calls Baggelman in the President of Office Depot. He wants Baggelman to head the new commerce department in the Commonwealth of Independence States, because this guy must be good in his promotion. We wanted to pump ourselves up a bit in this too, right. We want them excited about what we have to offer. Look at the banner story, the main story. Does anybody see that? What does it say? It says Common Sense profits Office Depot. Does anyone remember the name of our book? I didn't do very good plugging my book, did I? "Secrets From the Lost Art of Common Sense Marketing". The tie in was there, then you look over here Fuentes, CEO and Baggelman, the president honored at thank you banquet. In these articles I tried to get it as authentic as I can, and I tried to hit as many of the big hot buttons as I could. I wanted to hit the little hot buttons too. Fuentes the CEO is Cuban, so in this article about the thank you benefit one of the local Miami businessmen that organizes this big thank you benefit for Fuentes is a Cuban American businessman. That is not too sleazy. For Baggelman we had a guy with a Jewish sounding last name as part of this thank you benefit. We wanted to get that affinity in for them. You can read the rest of the stories they are designed to make a point and also at the same time get a little bit of a chuckle, get them in the right frame of mind.

We wrote a very convincing sales letter, a hot sales letter detailing the promotion to go with this. The letter was put in a laser addressed envelope taped to the top center of the picture frame of the thing. You have got the letter in the back section there somewhere. Then we took the book. We had already done a print line on the book, and we already had the book. I went into my computer and scanned in the Office Depot logo and made a little sticker that went down here compliments of Office Depot your common sense source for low cost office supply or something like that. We had the book taped to the frame. We did four copies of this. We

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had this whole thing wrapped in the same gold foil paper and delivered by courier. Use a uniformed courier. Don't just pay for the service without getting the image. It is a uniformed special courier to the Office Depot headquarters in Delray Beach, Florida. The courier had special instructions that you can not leave this with the receptionist. The only people that can sign for this are the named person or their personal secretary. You can't give it to a common receptionist. The only other instruction that we gave them of any importance was to call us immediately upon delivery, because I wanted to know the exact time that they were delivered.

Eighteen minutes from the moment that it was delivered I got a phone call from Mark Baggleman the President of Office Depot. He said, "Brad, this has got to be the most creative unique promotion that I have ever heard of, I can't believe all of the trouble and effort that you went to get my attention. It is a good thing that you did other wise you would have never got a hold of me....When can we get together?" Was that a good phone call to get? It gets better than that, I said, "Well, let me check my schedule. Mark, I don't know how are you looking in January." No, I didn't do that I said, "When do you want us?" At that time Alan and I were working out of separate offices, he was in Kansas City and I was in Florida. Of course I got the call, because I put my number on it. I wanted to hear the good news. I thought about not even telling Alan, and saying, "Oh, by the way Alan you are going to be on a flight, because we have a meeting that we have to go to." I couldn't contain myself, because this is the first time that we have been in on a big deal. I got the call something like eighteen minutes after deliver, and twenty-two minutes after it was delivered Alan got the call from me. We were pretty excited.

We hopped on the plane, and we go down there. Here is where my brother really shines. We were sitting in the conference room with the President, the VP of Marketing, and the Director of

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Marketing. The last guy ended up not doing too well for us. They all three turned to us, the CEO turned it over to the president. They turned to us sitting in their conference room, and this big shot president of the one point eight billion dollar company looks over at us and says, "It is your nickel shoot." How is that for an opening? It is like, oh brother. Now my brother, I didn't know what to say. Do you ever get that feeling where it is like oh, goodness. Be careful for what you wish, because you might get it. Well, I was in this situation what am I going to say? I shot my wad in the letter, Everything that I had to say, you already heard. What am I going to tell this guy. Thank God my brother was there. Alan has nerve, nothing fazes him. Alan has so much nerve it clangs. I am sorry that was gross, ladies accept my apologies, please. Alan does, he's got a lot of nerve. Without missing a beat he looks over at this big high and mighty hot shot and says, "Mark the way that I see it you have a problem, but don't worry about it I can fix it for you. Here is the problem that you have - your customers don't give a darn about you. They would just as soon shop at Staples if Staples was closer. They can go to Office Max or they can go to this one or that one, because if you took away the logo and you took away the sign and maybe your color scheme you guys are all the same." Mark sits back in his chair a little bit, and I am thinking, "Oh, my God what is this guy doing. You don't start a meeting that you have been busting your buns for for three months to get by insulting the guy." Alan knew what he was doing. Mark sits back a little bit and says, "You know what Alan you are absolutely right. We have been working on this problem for six months, and frankly we just don't know what to do about it." Alan said, "That is no problem. I will solve your problem right here and now. You have the basics of the promotion in the letter." He went on to explain the promotion and this that and whatever. We put the promotion together just like that. It was great by the way. I guess that I am supposed to build up to the big finish, so everybody get all excited. We got Office Depot to buy a quarter million of our books. Is that what we wanted to

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do? No, Brad.

AUDIENCE MEMBER

Did they buy them at cost?

BRAD ANTIN

Yes on this particular deal it was worth it to us, because we were going for the back end. Alan is going to explain to you the importance of the back end. Every one of you probably has something that you can do in your business where you don't need to make a dime the first time that you work with a customer to get a new customer. It is worth it to do it free. In many cases it is worth it to lose money getting a new customer. Alan is going to cover it, and I think that I am going to cover a little of it in my other speech. Office Depot paid for everything, but we did not do it at cost. We made a few bucks on it, but it was nothing serious. Our goal was not to get Office Depot to buy our books. Our goal was to get these books into the hands of our prime prospects and be positioned with credibility so that they would read the book. If they don't read the book it doesn't do us and good. At the back of the book, and I have kind of rammed through that, is a sales letter. It is a free offer for the newsletter which is what we wanted to do. They read the book, they see the free offer, they like the book first, and they say, "Hell yeah, I can't live without this thing." They get the free offer, and boom three issues. The first issue goes - sales letter, and I got a whole bunch of them signed up. The second issue goes - sales letter with it and a whole bunch more signed up. The third issue, the fourth issue.

The promotion worked great, no it could have worked really great. We laid out some very important things. They spent over half a million bucks for another forty or fifty thousand bucks.

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It was peanuts compared to what they were doing. They could have gotten a hundred times the benefit out of it, but they didn't do it. We wanted posters in the stores. If you give somebody something you have got to get the points for it, right? If what somebody gives you has no value to you they shouldn't bother wasting their efforts to give it to you. You have got to build the perceived value of what you are giving to somebody, and they didn't do that. We told them how to do it, but they didn't do it. He should have posters in the store saying, "Here is a great hot new book. Here is the value that we are giving it to you." Alan is going to talk about that also. I am really cruising Ted, but it is not too long. He is getting a big hook out he's gonna yank me. We don't have time for that. We said we would set up a seminar series. Go to all of your major markets, and you can sponsor free seminars for your people really juice them up, get them going. They will buy tons of office supplies, they didn't do it. We created press releases, and you have a copy of the press release. We personalized the press release for each city that they are going to be in. We said send these up, I did all of the work for them. We didn't give them a problem. We gave them the solution. We did all of the work for them. We send these out two weeks before the promotion is going to run. We wrote the ad, and that is also a killer ad. Can you find that ad and put it up? I know that I got way out of order here.

We did all of this for them, and the problem was the Director of Marketing. The last of the four that we went to was very threatened by us. He felt that we were after his job. What he didn't realize was that we wouldn't work for a month on what they paid him. He had no worry about his job, but he was threatened about it. He sabotaged the promotion, and he did little things like mailing the press release out three days before the promotion ran. There aren't many newspapers that are going to pick up a press release on something that happens in three days. A few did, and we got some in across the country. We didn't get nearly as

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many as we should have. There is the ad, and he did run the ad that I wrote. That was critical, because without that promotion we would have totally flopped. We wanted to check and see how it was going, so the day that the ad broke, and it broke in seventy-two cities across the country, it broke in here in fact. I called up about fifteen or twenty Office Depot stores geographically all around the county so I wouldn't get skewed results. I asked them about the promotion and this was the day of and I repeated it the day after the worst comment we got from them was this is as good as any promotion we have ever run. That was the worst comment. Most of the comments ranged from 'Holy Smokes wow' and we got several of them that said "my goodness" I've been the manager of this store since the day it opened and this store has never, ever once had the kind of traffic that you guys brought into it. This was the first day and second day of the promotion.

Everyone was excited, and we figured that Office Depot was really going to like this, right? The good old Director of Marketing kind of torpedoed us. He set up the corporate reporting for the promotion on a two week basis. In other words the first and only report (it turned out) that went to the corporate brass on whether this promotion worked wasn't done until two weeks later. They only ran the ad that one day. The life of a retail promotion with one newspaper ad is at very best three days. Normally it is two days. In other words, by stretching it out like that he torpedoed it to look like it was a no big deal thing. Which was fine with us, because by the time that we saw how they were going to execute it we had already decided that we were unwilling to repeat it with them. Their marketing was so bad on that even though, I gave it all to them on a silver platter the marketing was so bad on it that we just didn't want to be associated with it. We wouldn't do it again if they wanted to. Did anybody learn anything here that they think might be able to make them

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a little bit of money? Yes, Brad. Does anybody want to learn a good bit more? Yes, Brad. Okay, maybe we should tell Ted that I should do another session or two and then skip everyone else. No, we can't do that, and I wouldn't want to do that.

Because, there are some killer speakers coming up. There is a couple ways that you can learn more. One would be to personally hire Alan and I to be your personal marketing coach to teach you this stuff, to tutor you and work with you. There is a down side to that. It takes the gross national product of a small country to be able to do that and a lot of you probably don't want to spend that kind of money. There is another way in fact, we design another way for you to do that and you can get it all for peanuts. Do you remember when I was talking about credibility a little while ago, and how critical it was? I didn't go over it too much on all of the points, but you have it there and hopefully you glanced at them. There is a little thing about credibility. I can stand here all day and tell you how great that I am, and you are going, yeah well maybe. If somebody else tells you how great the Antin marketing letter is, it should be a little more believable to you. You are going to notice if you look around the room there is a lot of people in the room wearing these little white buttons that talk about the Antin marketing letter. If you want to know if it is any good turn to someone in the audience that is wearing one of them and ask them. They are the ones that paid their money to get it, so if they said that it is good it is probably a pretty good indication.

We put together a special thing for you where you can get everything. You can get the Antin marketing letter for two years. Anyway here is what we did, we put together a very super special hot package for you It's two years of The Antin Marketing Letter. The Antin Marketing Letter is a monthly. It is eight pages and a lot of newsletters average about two thousand or twenty-five hundred words a month. We cram it in, and we do it in a two column format. We average forty-five to fifty-five hundred words



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a month, and there is no fluff. It is meat. It is how to step by step everything that you want to do. It is one topic a month usually. You get the next two years of it for ninety-seven dollars off of the regular price in the package. Plus you get a copy of the marketing bible, Secrets From the Lost Art of Common Sense Marketing. Secrets From the Lost Art of Commons Sense Marketing. Ted did you notice that when I said that I am out of here in three minutes that you are the only one happy about that? The book is in the package, and then you get a series of new special reports that we have here. Normally I would like to talk about them a little bit individually, but I don't have too much time. One of them is how to turn your yellow pages into gold. It is super hot techniques for making a fortune with the yellow pages ads. If you don't do them this way you might as well not do them at all, because you get no advantage. Whatever you do don't listen to your yellow page rep. You get that one. The advertising analyzing check list, Brian is this worth something? I had professional copywriters that bought this from me. You can't miss when you run an ad, any ad through this thing it will guarantee, it'll catch a mistake. A mistake that could cost you a fortune, and this will make it where that can't happen. It is a simple step by step, and you just run it through.

This one is services critical on how to get filthy rich over servicing your customer. How to turn your customers into your best salesman. Do you see all of those people wearing those white buttons? They wouldn't do that if I wasn't taking a hell of good care of them. They are doing it because they want to help me. Does anybody need to generate cash real quick for their business? Is it something down and dirty like I need to go home and do something tomorrow to put money in the bank accounts to pay bills? Here it is right here - thirteen quick cash generating techniques for any business. There is some really neat stuff in here, and most of these are literally no brainer, can't miss. You get all of those reports. In the back of your thing you have all of this

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stuff, and you can read all of this stuff. It is all right there. I have one thing up my sleeve that is going to knock Ted's socks off. It is going to take about a minute and a half to do. Start filling out the order form now, if you decide that you don't want it don't give it to me. But, there is something that is going to happen in about one minute. You are going to wish that you had already filled out the order form, because when you turn it in if I can't read it, it doesn't count. If you think that there is any chance that you might want to get in on something you had better start now.

We are horrible managers, but great marketers. The business was starting to slide and we got an opportunity to attend a five thousand dollar this is years and years ago back then five thousand dollars was a lot of money. We attended a five thousand dollar marketing seminar put on by Jay Abraham who was probably the best there was back then. Gary Halbert is a genius. He is the only person on the planet that I have ever met or read about that when it comes to strategy and tactics that is even close to Alan. Alan is uncanny about it. Gary Halbert was going to be there and a lot of you have probably heard of him. You pay five grand, you go to this two and a half day seminar, and you got a private fifteen minute consultation with two of the speakers. I knew who I wanted to talk to, so we got Jay and Gary. We got them both. We brought all of our ads and everything that we had been doing, and we said, "I don't know what to do. We tried this and that and everything. No matter what we do the business is sliding." They looked at our stuff independently, but they both came to the same conclusion. The best thing in the world that could possibly happen to you is to let this go down the drain. Get out of this business. We said, "Thank you very much. I paid five thousand dollars for you to confirm a suspicion that I already had that this business is going down the tube." They said, "You are right it is."

That was my five thousand dollars worth but I actually got a

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lot more value than that, because when Jay looked at what we had been doing he smacked me. I mean he literally smacked me in a nice way. He said, "Brad, my God you have such a talent." The first thing that he noticed was the copyrighting, and then he noticed some of the angels that we were doing." He said, "My God, you are one of the best copywriters that I have ever run into. Why don't you trash this thing and go into marketing full time, and I want you to write ads for me." This was the best guy that there is in the whole country telling me this. Do you think that I got the message? You betcha. It didn't all happen immediately but shortly after that we got out of the video business, and we started doing this. We took on small time clients. We did it all on a local basis first. Jay picked us up. We were doing some writing and some stuff for him. Then six or eight month's later... Well of course we bought everything they had. We bought Jay's package and we bought Gary's package. I love Gary. I've since become much closer with Gary, in fact were and very very good friends.

Years ago Gary was doing a seminar, and I got the promotional piece because I wanted the subscribers. He said, "Come to my seminar. (this one was like seven thousand dollars) I have assembled the top world class team of copywriters" (and of course Gary is known as one of the greatest living copywriters) We are going to break the back on your project. We are going to come up with the headlines, and I will assign the project to one of my top copywriters. They are going to write the complete promotion for you. You will get it camera ready and all you have got to promise to do, they will do this for no additional fee, but you have got to sign an agreement that you will pay them a percentage of what it generates." So, I get this sales pitch, and I knew some of the people that he had assembled on his thing. I am looking at it, and I said, "My goodness, this guy is semi-literate compared to me. I am way better than him so why aren't I on this list?" I did a sneaky. Gary Halbert has a very distinctive writing style. Back then I was much more of the chameleon than I am now. Now I'm pretty entrenched

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in my style with lousy spelling and lousy grammar and stuff like that. I got chastised for that already. We put out some sloppy stuff here because we were in a rush. The material was good, but okay, some periods are in the wrong spaces and stuff.

I pulled a sneaky, I wrote a Gary Halbert letter. If I had shown it to his marketing director of his company the would have sworn that Gary wrote it. It was that much of a clone, and it was a dollar bill letter. It was a version of Gary's famous dollar bill letter, except that I did it with a couple of Advil. Gary back then had to turn down so many projects, because he didn't have time to do them. I wrote the letter from Alan, because Gary knew me much better than Alan. On top of the little plastic thing I put some Advil. It said, "Dear Gary as you can see I have attached a couple of Advil to the top of this letter. Why have I done this? Any one that has ever read Gary Halbert knows that this a word for word Gary. Why have I done this? Actually there are two reasons. First of all I am about to solve the biggest problem that you have in your marketing business, so I felt that a couple of Advil would be especially appropriate eye catcher. The second reason is that I have something very important to tell you, and I desperately needed someway to get your attention..." Then I go on raving about this hot new brightest copywriter in the world, and he can solve all of your problems... It is literally a Gary Halbert letter. I put is all together letter, and fed-exed it. Gary is the biggest proponent of Fed-Ex. It was delivered to him in Key West. They don't have the early deliver. It was one a clock or whatever Fed-Ex second service is. Twenty minutes I get a call from Gary, and he says, "Brad, I laughed my butt off. This is hysterical. You are one of the best there is. What do you want? Do you want copyrighting clients? I will give you all that you can handle. What do you want?" I said, "Gary, I was a little bit offended. You have this list of what you are calling the top copyrighting in

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the world... that are going to be at your seminar. You didn't call me to ask me or anything. He said, "Brad, I didn't think that you would have time to do it." I said, "Let me ask you something. I want your straight God's honest truth - am I as good as these guys?" He said, "Brad, you are as good as the best one, and you are better than most of them. I will tell you what. Here is a ticket. I want you on my staff and from there we got real tight." Then I got real tight with Gary, and I did a lot of writing and seminars with him.

That is kind of how we got into the business. He goes, "It is the weirdest thing. I don't know any one except maybe athletes that have started at the top. A lot of these guys have been doing this for a hundred and twenty or thirty years just working their butt off paying the dudes to get up there. My dues were paid in months not years, because I was discovered by the two best that there were. It just kind of shot me up. We are fifteen minutes into this, and we will probably got about anybody that we are going to get. Let's talk about what we are supposed to talk about, and I will probably blast through his quick enough that we will have plenty of time. We should have time to answer any questions that you have. I am not even doing a big sales pitch at the end, so we will have that time extra too.

Today we are talking about how to double your business in six months or less. In your package that you got sent to you by signing up for this is a copy of this special report. This is the exact same thing that you have got. Can everybody read the title from here? How to double your business. This presentation aside from the one or two stories that I throw in basically this presentation is this report, so you do have it you just don't have it with you. Don't worry about taking notes, because everything important that I am about to say is in this. You have it there in black and white waiting for you when you get home. Enjoy yourself

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and absorb this. I have found that I do better when I give my full attention to what is going on as long as I had something to go back and refer to later rather than to divide my attention trying to take notes and keep up with what the guy is doing. Don't worry about is you have everything that you need there. The first twenty-eight pages of this is this presentation, and it is just pure meat. The rest of it is a sales pitch. Hopefully I can get your money before you get home, so you don't even need to pay attention to the sales pitch. Is that too blatant? Is this subtle enough for you guys? I would never do that with a big group, but this is kind of a cozy thing. I will bet that more than half of the group are already my people. I can be a little irreverent about it.

Let's talk about this. First of all we are going to talk about the business that you are really in, and some of you are going to be surprised. Those of you that are my subscribers have this. Last months issue not only went through this entire report, but it taught how to do it. I taught yesterday in my presentation and Alan mentioned it again today and some of the other speakers have mentioned the value of doing special reports. When you get the package it is a nice sales pitch, but one of my reports turning your reports into money teaches you how to do it. Last months issue of the newsletter takes this report and analyzes it paragraph by paragraph by paragraph so that you see how we constructed this, and how we are selling through it. We still kept the education in it which goes back into what we were talking about earlier. The first thing that we are going to do is we are going to talk about the business that you are really in, and then it is so simple and it always amazes me that people often times look for the hard way to do things. I am a lazy person. I look for the easy way, if someone else has already cracked the case I want to know how you did it. I might twist it and turn it and put my influence in it. I am not into reinventing the wheel.

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We discovered that basically if you want to double your business in any time frame let alone six months. It boils down to four real simple steps. I don't think that anyone can challenge this, because it is such common sense just like the name of our book *The Secrets From the Lost Art of Common Sense Marketing*. I have found that no matter what you are in no matter what field it is if you can explain it such that it makes sense and use common sense that is usually the way that you do it, because when you get all technical and confusing and esoteric you are usually going down a blind alley. Use your guts when you are doing this marketing stuff. The commonsense approach to me is if I get more money every time someone buys from me, is that going to increase my business? It is going to be exponential rather than linear? The next step is I get all of my customers, because now that we are doing good marketing we are going to be getting a lot of customers. Since we always over deliver, and I think that Alan probably touched on that this morning that is our credo in fact. Everybody that is here in business should have a credo. You are welcome to adopt ours, because I think if all businesses get it consumers would spend more money since they would be getting screwed less often. Ours is one word, and it is very simple. We always over deliver. If I promise you are going to get x plus y and z and everything else. That is just the way that we do it. You get in the habit of doing that, and then it is real easy to get your customers to keep coming back.

You guys are all customers think about it. I touched on this a little bit yesterday. When you find somebody, and I don't care what field that they are in. They could be a haircutter, it could be your auto repair place (god, do they need help) it could be a plumber, I don't care what business it is, but when you finally find somebody where it is an industry that you need to use on the repeating basis. When you find one that really delivers, not just sort of gives



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your money's worth, but every time that you do business with them you always feel like you got more than your money's worth. If you have any problem going to back to them, isn't that the kind of business that you pray to run into. That is the secret, when you do that it is real easy to get all of your customers to keep coming back like clock work and keep buying from you. Now not only are they spending more money, but you are doing it more often. The next thing is that you have this machine going. You're a lean, green marketing machine. You are delivering incredible products and incredible service. You are taking such good care of your customers. You are treating everyone of them like they are the only customer that you have.

The next step is to get more customers. You have to bring more things into this machine that we have created. Can you see how with these things altogether you can't help but double your business? Does everybody see that? The last step is the hardest one for most of us. You have to document and track your progress. Here we are teaching what we specialize in which is called direct response marketing. Direct response marketing by its very nature means that I spend a dime in any part of my marketing it is verifiable and measurable and trackable so that I know what I got from that money I spent. Hopefully if you do that it is a lot more for each dime that you put into it. It is the same thing with this, if you don't track your progress when you are instituting some of the specific things that we are getting into what happens is, you start doing some of the stuff that I teach you. You get a nice blip in the sales curve, but if you don't write it down and procedureize it and track it, instead of growing and compounding itself like money in the bank it goes back to what you were doing. You get to going back to your old habits and the old things that you were doing. You are not going to double anything. This is the least fun, and I admit this is one of the cases on do as I say and not as I do. Sometimes Alan and I get so busy that we come up with something great and we try it one time and the sales go like

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this that we forget to put it into the system. Sometimes they come right back down. Don't fall into that. You try to learn from the mistakes that we make. It is the same thing with most of the other speakers. There is nobody here that is going to be teaching you that is going to get up and say, "You know what. I must be the best there is, because I have never made a mistake. I have never lost money in marketing. I have never had an ad fail." It doesn't work that way. Learn from our mistakes, because then for the next generation of marketers. Some of the people in this room I hope are going to decide that to hell with my little product. You are going to catch on to this marketing, and you guys are going to be the next generation of marketing gurus out there teaching other people. That is what makes our whole system work. Learn from this this is a biggy - track your progress.

Let's talk about the business that we are really in. I need some volunteers, somebody raise your hand. What business are you in? He does custodian work. What do you do? Audio production, developing cosmetics. So far we got a bunch of wrong answers. Does anybody got the right answer? What kind of business are you in? That's a close one, 900 numbers, that's right, you guys rule number one you are in the marketing business. I don't care. Mort Ormond back there incredible doctor, he just came up.. he's got a book when he get's up with it, you guys all gotta buy it. Is stress a problem in our society? Do any of you guys feel stressed a little bit? Do you see the guy back there in the yellow shirt, and the glasses? Stand up Mort. He was just at our three day brainstorm. I looked over what he's got. This guy's got the answers, and it is not all of the stress management crap, that all of the guru's are trying to sell you. If you are feeling a little stressed go to talk to Mort.

The key is you are not in the marketing business. You don't sell audio services, you don't sell nine hundred number services,

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and you don't sell whatever some of the answers were. You market those services. The products and services that you market are going to be different than the guy sitting next to you. Mort markets, well besides his medical practice, he market's How To Beat Stress, his book and he's going to have tape sets and everything aren't you Mort? Yes he is. I worked longer with him, so he's got the answer down pat. The key to remember is that you are in the marketing business the product doesn't matter as long as it is a quality product. I will tell you something the worst thing that you can possibly do is take everything that you are going to learn from myself and my brother and the other speakers here and become a super duper hotshot marketer and get out there and start marketing a less than incredible product. If your product really isn't the best don't use my advice. It will cause you to go out of business even faster. Does that make sense, does anybody question that? Because I can explain it. The reason is if you are putting out crap and use great marketing so more people get your crap faster, what is going to happen. Pretty soon enough people will get that word of mouth. We are going to be talking about customer satisfaction in a round about way in a minute. People are going to say, "I saw that ad, did you buy it?" "I bought that." "What did you think?" "Oh man what a waste of money." That person just told you that there not happy. They are going to tell something like twenty people about it. Unfortunately it is not quite as powerful on the good side. When you do an absolutely, outrageous, incredible job, your product is the best anybody ever even dreamed of, if your really lucky the customers might tell between three, five, maybe eight people. The unhappy ones tell a lot more people than the happy ones do.

Make sure that your product is good, and then concentrate on the marketing. If you do it backwards it is going to cost you a lot of money. You can't recapture those lost sales. They are history. They are absolutely down the drain history. You are in the marketing business. The secret to what we teach, the secret to killer marketing, (you know I'm going to fall on my back side with this cord before the days over) the secret to really getting rich with this stuff is leverage.

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It is understanding how to use that leverage, and understanding first of all the value of a customer. Give me some more businesses. Gordon and Suzanna sell the hottest highest quality subliminal tapes out there. They are very successful. They do a terrific job. Gordon, what is your average per sale? Okay, so he get's a new customer he's selling something, he's getting ninety- seven dollars. Gordon what is a customer worth to you? A customer is at least four or five times that amount. Alan talked about it, and I might have talked about it a little bit yesterday. How many people in here went to Alan's thing this morning? That is about half of you. A bunch of you are already our people, so you know this stuff. Alan talks about back end. Some of the most successful, some of the best marketing programs that I have ever seen the company actually loses.

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Some of the most successful and best marketing programs that I have ever seen the company actually loses money every time that they get a new customer. And when we try to explain this to companies that we are working with that, it is okay. We probably get more resistance about that than anything else we teach. What do you mean it's okay? Your telling me to spend all this money in marketing and advertising and all this, I finally get somebody to buy my stuff, but the problem is, I have spent more on marketing than I have made profit by making that sale, and you are telling me that it is okay. We said, "Yeah, because now that your finally doing it right, your gonna turn around and sell that guy something else and something else again". The back end in other words that life time value of the customer will make you far, far more money than the front end.

Let's talk about the lifetime value of a customer. How do we figure that out? You can get more complex than this formula. It is kind of a simple formula and some of it is based on the by guess and by golly way, but this works. This is in the special report that you have at home, so you don't have to write it all down. Let's just look at it. The lifetime value of a customer is based on these factors. Assuming that you guys are going to be able to read my chicken scratch we are going to use and example here from somebody, a type of business that everybody is familiar with, Dry Cleaning. Has anybody in here never been to a dry cleaner? Okay, good, we're all right with this one then. The reason I can use a dry cleaner, is we did a couple of major promotions for a dry cleaner, so I already know the numbers. This was from my individual dry

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cleaner, but he assured me these numbers are pretty consistent throughout the industry. If I have a dry cleaner in the audience that has different numbers please don't argue with me, we will just concentrate on the theory here. For my dry cleaner his average sale was fifteen dollars. We said, "Yeah, we can see that." The number of sales per year, in other words how many times in year an average customer does business with them is twenty-four. The number of years that he keeps this customer - this has to be a very good dry cleaner - number of years that he keeps the customer was four, which is pretty good when you consider that, last I looked and I've been told it's even higher, but last I looked, twenty percent of the population moves every year. So, you know keeping them for four years he's done a pretty good job. You then get into the number of referrals that a happy customer gives him and in his case it was five. Just because someone refers you to a business that does a great job for them doesn't mean that you are really going to do business with them, so the percentage of referrals that became customers was twenty-five percent. His gross sales per year off of one customer is  $A \times B$ , and you have fifteen times twenty-four. It works out to three hundred and sixty dollars. Normally when I do this I have everybody guess what a dry cleaning customer worth, but you guys can see how it is building up, so it is too late to do that. The number is still going to turn out higher than you thought. Then you go into what are the gross sales over the entire life of that customer, not when the customer drops dead, but the life that he's doing business with you. And that worked out to three-hundred and sixty times four. Is four-hundred and eighty. (unless I did the math wrong when I did this and it's entirely possible I'm not a numbers guy) Then the referrals who become customers, because they are also a result of that same initial customer right? It was twenty-five percent, so we have five of them times twenty-five percent means that each one of them brings

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you one point two five customers. I don't think that that means that you chop the people in half it just works out by the numbers that way. You have one point two five new customers, and the gross sales that you are going to get out of those referral customers, which is the fourteen forty times the one point two five. Does anybody have that number real quick? It is eighteen hundred dollars and that gets thrown in there. The total value of one satisfied customer to my dry cleaner wasn't the few hundred dollars that he gets a year from them, but it turned out to be thirty-two hundred and forty dollars.

How many dry cleaners out there do you think had any clue that every person that walks into their store, new person is worth thirty-two hundred and forty dollars? The first thing that we did with that client is we said, "You have got to have an employee meeting pal, because nobody's employer's take care of your customer's as well as you do." If you explain to your people that every time a customer walks into your store to imagine right there on their forehead in great big green letters thirty-two hundred and forty dollars. Do you think that then they will start taking better care of them? You have got to do that to make this come true. Now that you know what the value of a satisfied customer is you understand the importance of taking care of those customers and getting more of them and let's build this business.

The first step that we are going to go through now that we understand this is what would happen here if I increase that average sale. Do you think that would have an impact? You bet that it would. One of the best ways to do that is the bump. The bump is very simple. It is a very simple technique. I have a better way to explain it right now. Let's jump right into the



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first example. My neighborhood has this place that has the two golden arches - it is a hamburger joint. I think that most of you guys have probably seen them once or twice. They are called McDonald's. Has anybody here never been to a McDonalds? Is that true you have never been to one? The reason that I ask that is because I have a friend down in Florida, and the guy is forty-six years old. He has never been to a McDonalds. I think that he just might be the only person on the planet that can say that, but it is true. The guy wouldn't lie to me. I believe him. He is eccentric enough in different ways that I believe him. Have you ever gone into a McDonalds maybe in the drive through or even up at the counter and ordered a sandwich and a drink with no french fries? What happens? Do they high pressure you into french fries? No. They simply ask courteously. If you have a good counter clerk and then it is not just, Would you like some fries with that? It is something more like, Would you like some hot delicious french fries with that? A simple little innocent question. What do you think that most people do? Thirty-three to seventy-five percent depending on the store and depending on the day that are asked that question add the fries. Let's do some numbers here, and let's see if the bump really works in this example. The french fries selling price average was about eighty cents, and the cost to McDonalds for that order of french fries was a dime. The gross profit on the french fries was seventy cents. Now I found out some numbers, because my friend was in the business. Approximately two hundred people per day per store do not initially order french fries. That is all. We are talking an eighty cent thing. How can this add up to a lot of money it is an eighty cent order of french fries? Here is how - if you take an average of fifty percent because there was thirty three to seventy-five percent. Let's say they averaged fifty percent of those two

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hundred people that did not automatically order the french fries say, "Yeah, okay I will have some fries." That means that you sold a hundred orders of french fries, and now lets see if you sell a hundred order of french fries with a gross profit of seventy cents that is seventy dollars. That is still no big deal, so why should they go through all of this work for seventy dollars a day. I don't know let's see here in a year that is a gross profit of an additional twenty-five thousand five hundred and fifty dollars profit for one store in one year.

Incidentally it is twenty-nine thousand two hundred dollars in sales. There are approximately ten thousand McDonalds and if you do the math that little bump is two hundred and ninety-two million dollars a year just by doing a bump. That is two hundred and fifty-five million five hundred thousand dollars a year profit just by doing the bump. Do you think that McDonalds franchise holders kind of like that concept? Do you think that helps their bottom line pretty significantly? Those little bumps add up. The beauty of the bump, and the reason why generally when you do it right most people jump on it - they really do and it is like magic - is we are not going to be pigs we are asking for an eighty cent order of fries on a couple dollar order of a sandwich and a drink. Percentage bump, the price of the bump as a percentage of the total sale that they have already decided to buy is peanuts. It is a simple easy step.

There are a couple of other examples AHOV this company wasn't quite as big as McDonalds, but it is a company that I was very familiar with. That stands for Antin House of Video. It wasn't anywhere as big as McDonalds I will tell you the truth. Back in

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the old days when we were in the video business, and when I say the old days we were in the video business when the very first consumer electronics model VCR hit the market. I said I am lucky and good things happen to me, but we just stumbled into that one just at the right time. Did anybody here buy a VCR way back then when there was a fifteen hundred bucks for a basic VCR? We are talking before Beta, because Beta came out the second year. I don't care what anybody tells you Beta is still better even though they are gone. That is true I used to be an expert in that. Dan Reynolds can tell you. Beta was much better, but because of marketing by the way Beta is gone and VHS is still here. It is all because Sony was greedy. That was a case of being blown out of the business because of greed. When it came time for licensing technology JVC owned the VHS wrap or what became the VHS wrap and it was called the M wrap. The original concept of the M wrap soon developed also. They came up with BETA and they said, oh this Beta stuff is better we can sell this. They sold all of their rights to the M wrap to JVC before they developed it into VHS. All of the other big electronic manufactures both in the states and in the Netherlands as well as in Japan wanted to get on the bandwagon, and they wanted to make VCR's too.

It cost so much money for the research development tooling and all to this that they just decided that they would just license the technology. Some of the people here have probably talked about licensing and how to make a lot of money just by licensing products. That is exactly what they were doing. It is just that when they went to Sony and said, "Yeah, we want to license here so that we can sell VCRs," Sony quoted some outrageous price to them. They went to JVC which was partially owned by a big company called

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Machusta and they said, "You want our licenses. Great, that means that you are going to be out there with your brand name and all of your advertising budget selling VCRs and they are all going to be VHS." The guy said, " Yeah, I will make you a very reasonable deal, and he did." They got Machusta on board full scale ahead, and once they had Machusta that was every Panasonic VCR was going to be VHS and every Quasar VCR was going to be VHS. Then they went to Hitachi a huge company. Hitachi says, "Yeah, I am going to license it, too. They were all VHS." Then they went to North American Phillips who had Magnavox and Sylvania and one other one that I don't remember, and they all become VHS. They went to this guy and that guy and Sony was greedy. Their prices were too high, and right at the very top of the VHS Beta wars you had Sony, Toshiba, and Samuels. Toshiba was the first to pull out and they said that they weren't staying on this sinking ship. They went to VHS, and later the others did too. For years you had them trying to struggle it out. The marketing determines what goes on. The customers determine it, and that is the way that it should be. In all of these other companies that are selling VHS the customers want what everyone else is getting. I could talk as the expert until I am blue in the face saying, "Maybe, maybe, maybe I don't care if everybody has it let me explain it, and we taught people why Beta is better and for years with our store Beta sales went through the roof, because we educated our customers. We had this huge movie club, and we had all of the movies both in Beta and VHS the whole thing. I don't know why I even told you that. I have never told that story before since the video business.

The Antin House Video example of a bump is way back then and if you guys had got in on the beginning a two hour VHS video tape

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or equivalent on the Beta side costs about twenty-six dollars. That is a little different from the four or five dollars that you pay now. We did some testing, and after you bought the machine my salesman said, "Well, how many video tapes would you like to go with that?" The customer said, "How much are they?" He said, "Twenty-six ninety five." What do you think that the customer said? One. We got smart, and we said, "I want to sell more than one tape per machine. They need more than one tape. Let's give them a choice rather than how many you like, so we said, "Would you like one or two video tapes with?" The customers said, "Yeah, give me one." We said, "There has got to be a better way to do this." A couple of weeks later we got a little bit smarter, and we said, "Would you like two or three video tapes with that?" What do you think that they said? Two. Magic bump time twenty-six bucks I like that. And then being kind of a marketing greedy little so and so, I said what happens if say "would you like three or four video tapes with that?" What do you think that they said? This is getting fun, isn't it. Three video tapes is twenty-six ninety-five apiece. I like this. A few weeks later we said, "Hey come on guys lets find out where the ceiling is." "Would you like four or five tapes with that?" What did they say? Who said one? Your exactly right. We got greedy. They didn't want four or five they wanted one. We found that the best bump to use was when we said three or four they almost always said three. You always want to test your bumps.

Now, another example: anybody bought furniture lately over the last five years or ten years? Big furniture not just a desk or something you know like sofa, chairs and stuff like that. Did the salesman ask you, "Would you like to protect this beautiful, wonderful piece of furniture you bought for merely pennies a day, by having a

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special stain repellent?" They bumped you to the scotch guard. Did that happen to anybody? Let me give you a little clue as to how this works for the furniture store, because I had a couple of them as clients too. Eighty percent of the people bumped up to the scotch guard depending upon the type of store that you were in the average price that they got per piece was seventy-five dollars. That is a nice bump there. The selling price of the piece was higher, so the bump could be a little bit higher. Let's say that the average and we are talking about a small independent furniture stores let's say that the average furniture store sold five major pieces of furniture a day. The best part is that seventy-five dollars sell on the scotch guard cost the dealer about a dollar eighty. Is that profitable? Yes. They did it five times a day that could be approximately a hundred and thirty-five thousand dollars on the bottom line. We are not talking a McDonalds here. Let's get excited we are talking a little mom and pop furniture store. That is a hundred and thirty-five grand a year.

This bumping stuff is pretty good. Did anybody buy a new car lately? Do you want to talk about masters of the bump? These guys learn fast. I consider myself to be one of the best car buyers there is. The worst that I have ever done buying a car, and I still get irritated when I think about it is I gave that so and so a hundred dollars over factory invoice. I was upset over that, but I am really good at buying cars. I really am good, but they still got me. In addition to that one hundred dollars over factory invoice we had the deal cut, we had a done deal the haggling was done and the negotiating was done all of the looking and all of the test driving was done. It was a done deal, and the paper work was almost done. We were about to wrap it up. I had already written



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the check he said, "Hey, you know Brad I just thought of something. I am sorry I didn't bring it up before, it just now hit me but we this new undercoating process that absolutely blows away what the manufacture undercoating is real peanuts, and this stuff is really good. It is only two hundred and seventy-nine dollars. You really can't beat this, because you put a lot of pride and work into finding just the right car for you. You don't want it to turn into a rust bucket in a few years do you Brad." "Oh no, I don't want to drive a rust bucket". I didn't stop to think that I have never had a car for more than three years anyway, didn't matter I don't want this to turn into a rust bucket, so I said, "Yeah, your right I gotta have that rust proofing." There went two hundred and seventy dollars, what do you think that the rust proofing costs them? What do you think that rust proofing cost them? About twenty bucks. This guy was good, though he wasn't done with me. He said, "You know something else Brad. "We didn't really talk about it, but I have this deal with the audio shop across town. You don't want those factory stereos they are okay for normal people, but I don't think that this one is okay for you. You like your music, and you have got to have your tunes. You want this super duper Dolby this that and whatever, audio cassette deck and you want the one with the super sound quite this and that oh, and don't forget these speakers, my goodness do you want these little tin can factory speakers you want the ones that go boom boom boom? You know I like it when it goes boom boom boom. I said, "That is interesting, how much is it?" He said, "Brad, you have been such a pleasure to work with. I can get you up into that top end stereo with six speakers for another twelve hundred dollars." I was like I can get all of that for just twelve hundred dollars. He said, "Brad, that is only if you do it now, because we have to take it over to the audio shop and have them



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do the installation. It will take a couple of days, because this is the best audio out there." I said, "Okay." He said, "Brad, there is a problem now. The check is made out for the wrong amount. Would you please tear it up and write another one?" What do you think that Brad did?

I happen to be a really susceptible guy. You will find that any of you that sell to salesman they are the best customers in the world, because it has something to do with when you do it right and you sell and present the benefits and give the reasons and the bumps and the cross sales. A salesman has this thing going this guy is good. He is really good, and he shouldn't have to work that hard and put on that great a show and not get paid for it because I hate it when they work for free. I am not kidding, the salesmen are the easiest ones to sell. I was just about the easiest of all. The guy that bought me caught a fat cow on that one. Normally they don't do quite that good, because they don't get the twelve hundred dollar sell. They almost never miss on the undercoating, but they usually don't get the twelve hundred dollar upgrade on the stereo.

The average on all of the cars sold in the United States and this was a couple of years ago, because that was the last time that I worked for a car dealer. The average was eight hundred dollars per car in bumps. The particular types of bumps that they did for that eight hundred dollars the total cost was under a hundred dollars. That was seven hundred dollars profit on just a little bump, and they almost never miss on that one. There is the bump, and there is one way to increase your average sale. In the beginning I had more time than I needed, now we're running late

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again. I do that a lot. There is another way to increase your average sale, and that is to do the up-sale. The up-sale is a cousin of the bump, and it is very similar to the bump. The key to the whole thing of the bump is that they deal is done before even offering them the bump. They have already decided to make a purchase, so once you get that big yes one more little yes like I showed in the last discussion is easy to do. Here is one more easy way to do it, and that is with the up-sale. They are very similar but the difference is with the bump you have a little add on, but with the up-sale you are stepping them up to the next bigger and more expensive better package. They are getting it with the extra options or what have you.

The important thing with the up-sale is DON'T GET GREEDY, because when you get greedy you are going to lose. You have to trust me on this, because I have learned this lesson. In fact even though we are running late I have to tell you one more quick little story. I am not a financial guy. I am a marketer. I don't invest my money very well, and I will be the first to admit it. I like to spend money, and I like to buy the toys. I like the upgraded car with the big fancy stereo and the six speakers that go boom. Alan on the other hand does a whole lot better, and in fact when we make a whole lot of money I always give a big chunk to Alan and tell him to hide it for me so that I don't make it disappear. You would think that I was a pretty good magician the way that I handle money. An example of this is one time a few years ago Alan was kind of trying to teach me some responsibility. He was telling me how I have to grow up, and I have to start planning for my future. I said, "Alan, I have such an enormous capacity to make money, I don't have to worry. I can always make money, so why don't I enjoy

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myself and spend it. That is the only reason that I make it. They don't bury it in my casket with me when I am gone. I don't want to have everything. He says, "Brad, that is foolish. Some day you are going to wish that you had changed your mind. I really wish that you would do something about it. He sat me down and gave me a talking to. I said, "Okay, I will invest a little bit of money." About that same time a very good friend of mine came to me and said, "Brad I want to tell you about this stock. It is a loan company, this stock is going to be going crazy, It's a can't miss you gotta put some money into it". And you know after having Alan just talk to me and given me the one twos about I'd better do something about my future I said, "This is my opportunity to do that. I think I will invest a little bit of money in this stock." And I did.

I'm not crazy, but I put a few thousand bucks into it. I started for the first time in my life looking at the stock market pages. Boy did I feel important, I had investments. I looked the next day, and that stock was there. I just felt like it said Brad Antin owns some of this stock, I felt so good and it was an eighth of a point higher than what I paid for it. I was thinking this investment stuff was easy. You can make a lot of money in this. I was just going to sit back and watch what happens. A couple of weeks later I looked at it again, and I think that by then it was maybe three quarters of a point or maybe a whole point. It went on and it kept going. I was getting more and more excited. What do you think that I did? I said, "I am making this kind of money with a little investment, so I have to put more money into this." I bought some more stock, and I kept watching it and it kept going up. What do you think that I did? I bought some more stock. It kept going up, and what do you think that I did? I bought some more stock, and then one day I looked at it and said,

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"Holy Mackerel, I have more than doubled my money". Anybody would be happy about doing this, and this all happened in fairly short amount of time. I said, "My goodness." So, what do you think that I did? I bought more. About two weeks later I am getting all excited and I was saying "My goodness, how much of this stuff am I going to buy this week" and I opened up the paper I got the stock market pages out and I looked at the stock market pages guess what, it didn't go up anymore, it went down. It didn't go down a little bit, instead it went down a lot. In fact, it kept going down and I called my broker and told him to get rid of this stuff, I want my money back. By the time that I finally got out of there I ended up losing about three times what my original investment was to begin with. I could have ended up, had I done it smart like my brother did he has still got some of the money that he made on that stock. Had I been smart and taking it out a little bit, and not being so greedy, I would have a nice little nest egg out of that one, but no, no. I lost a ton on it, and it taught me a very important lesson.

I think this one is written about the stock market, but it really applies to marketing as well. Boys make money. Girls make money. Kids get slaughtered. When you are doing an up-sale don't get greedy, if you know that your customer and this all ties back to what we were doing before this part here about the lifetime value of a customer the most important thing is to keep that customer happy. You want him to come back and just because when you get them to the point of purchase and all of their defenses are down and this applies to mail order too, because you can do the same things in a letter that you can if you are selling in person. You get them to that point of purchase, and they are putty in your hands. They are literally defenseless, and you have a responsibility, you have an obligation, you have an ethical obligation not to take

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advantage of them, because you may be able to talk them into a bigger up-sale that they can really use or afford. Just because you can do it doesn't mean that you should do it. They may write the check or sign the credit slip but about a day after or maybe later that night when they get home and they explain it to their spouse and they catch it.

You said you were going out and you were going spend eight hundred dollars for VCR. What are you doing coming home with a sixteen hundred dollar VCR. Honey it does this and this and this. When are you gonna do this and this and this. Didn't you just want a VCR, so you could record a TV show once in awhile

Well, yes.

Didn't you just want to watch a couple of movies once in awhile?

Well, yes.

Doesn't the basic one do that?

Well, yes it does but, but, but...

Well, no buts. Don't do that to your customers, if you get greedy it is one of those things where in the long run it is like cutting your own throat.

Whatever you do, never bait and switch, because that is the cardinal sin. It is against the law in most states and maybe in all of them. Bait and switch is when you advertises something at a ridiculously low price often times below your cost to get all of the poor traffic. The customer will come in and say, "This is great I would like to buy it." You go, "Oh, gee. I am terribly sorry we ran out of those, but we do happen to have this one here. It is only another couple of hundred dollars, and it does this this

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and this more." Companies got to where they were doing that and like I said in most states it is against the law now, but forget the law. If you run your business strictly on what the law lets you do there is still an awful lot of room to make an awful lot of customer service mistakes that are going to cost you an awful lot of money. Don't go just by what the law is. Go by what is right if you do right by your customers they will keep doing right by you. You don't want to do bait and switch.

Step two of the magic formula was you have to get your customers to buy more often. If you are doing a good job for your customers this is painfully easy. We are going to run through a couple of real quick ways to do this. Number one you have a mailing list of all of your customers, right. Please say, "Yes, Brad," if you don't I am going to be very upset. If you don't have that mailing list lie to me and say yes anyway, because you know first thing tomorrow or the day after tomorrow when you get home you are going to start collecting every single name and address of every single customer that does business with you. Do I have your word that you will do that? There is no way that you can be successful in any business without keeping that list of your customers, because they are going to keep you in business. What do you think that we are going to do to that list of customers? We are going to write to them offers. If you were in Alan's presentation he taught you about the importance of the ongoing constant communication with your customers. Do you mind if in undress a little bit, is that okay? Do we have some appropriate music for this? That is someone that knows me. Can you hear me enough that I can keep going while I am doing this? You are going to mail to the list. What do you think that you are going to mail

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to the list? What do you think of this tie, is this a neat tie? One of my clients gave me that she does custom silk blouses for women and she did a tie for me. I thought that was so neat. You are going to mail to your list, and what you are going to mail to them is going to be an incredible offer. If you haven't mailed your list ever before or if you haven't done it often the first time that you do it you have to explain why this is so hot. You are going to say, "I haven't talked to you guys in a while, and I don't want you to think that you are not important to be because you are. You are the life blood of my business and we really appreciate it, so I just thought that I would drop you a note and make this very special offer to you. Why am I doing this? just to show you how much we appreciate you." That is a nice thing to do, isn't it? Of course, do you think that someone is going to buy it? Do you think that some one is going to take you up on that special little offer? You bet they are. You should be mailing to your lists at least monthly, some people tell you every three weeks, some people tell you every five weeks and I don't care if you do either one of those that is fine. My guideline is just mail to your list they love doing business with you. They want to do business with you again and again and again, but you have got to give them a reason to. We do not belong to the school of marketing that says if you have it they will buy it. It doesn't work that way, because you have to ask them to buy it.

Another thing to do is to call your customers. Why do you suppose that you would call your customers? What is the number one reason to call your customers? To see if they are still there, that is a good reason. Ask questions, contacts, see what they want - you are all right. Out of a hundred customers that stop doing



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business two thirds of them stopped doing business with your for one reason and one reason only. They simply didn't know that you cared. That is all. They weren't angry, they didn't find a better deal, they didn't all of the sudden not have a need for what you sell, they just didn't think that you cared, and people like to feel special. Once and a while get on the phone yourself. Do not delegate this, the owner of the business does this. You get on the phone and call your customers. You can begin with conversation with, "I just called to make sure that you are happy with us. Is there anything else that we can do for you? What products are we not carrying that you would like us to carry? Is our customer service department doing a good job?" You just find out where they are, and then you tell them that you really appreciated their taking a few minutes and your suggestions are very valuable and in fact we are probably going to implement bunch of them and as a reward for you spending a few moments with me I would like to invite you to come by and get this special free bonus that we picked just for you. It is a thank you gift. What do you think is going to happen when they come by to get the thank you gift. Almost all of them are going to buy.

It is part of that law of reciprocity It is real powerful, but that is a different speech. You guys probably already know that anyway. You mail to your list and you call your customers. Here is one of my absolute favorites if you are in retail. You have a private letter sale, and that is nothing more than writing to your customers to announce to them that you are having a special sale after hours and the public is not invited and only your previous customers are allowed to get in on this. Because the deal's on this are better than anything that you have ever offered, and you have to make a

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legitimate deal. Remember as we said to tell the truth on this stuff. You have to do this four times a year. Do you think that you can make a few bucks doing this? Let me give you an example. We have a small client, and he had a very small business. His total gross for his business if I recall was under two and a half million dollars. That is really not that small, but it is a kind of small business. We had an institute a private letter sale. We wrote four versions of a little one page letter for him and we did them every quarter. Each time we did it he brought in an additional hundred and twenty-seven thousand dollars in a four hour sale. That was a hundred and twenty-seven thousand dollars four times a year which was another half a million bucks in his sales for the year. Do you think she liked it? Trust me he liked it.

Rewards and discounts. One of the best ways to get your customers to keep doing business with you or to get anybody to keep doing something that you want them to keep doing is to reward them for doing it. Really, how do you teach a kid to do stuff? How do you teach a dog? You reward them for doing the right action, and customers are the same way. TFM and continuity programs, have you heard Ted or somebody yesterday talk about them? I believe that is was Russ Von Hoelscher. TFM stands for until further notice. If you have an ongoing service maintenance person or gardener you set them up and you say, "I will make you a special deal for years worth of my services. Every month on the same day I am going to come out here and I am going to do this this and that and whatever it is that you having them do for you. The way that I am going to do it is I will give you this big whopping discount if you will let me just automatically bill your credit card once a month. People forget about it. They want the ongoing service, and you are making

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it easier for them to get the services that they want. You are making it more convenient for them, and you just keep doing this for ever and ever and ever. Do you think that person can forget to do business with you now? You just got a license to do business with them forever. Frequent buyer points.

Next is getting tons of new customers. Do you see if you do those first two steps your business is going to skyrocket? They do. Once you get these going, and that is the reason that I put these other ones first. Let's make the most of what we are already getting and let's get it going and turn it into a mean marketing machine. It is all procedurized, and we have got it all going. The next thing is wow, I know that for every customer I bring into my machine I am getting zillions of dollars. My next step is let's get the zillions of customers. How do we do that? It is basically the main thing of this whole conference. Let me give you the thumbnail sketch of it. Number one always remember this - this is the most important concept in marketing and everything else that you are going to learn builds on this one important thing. I call it the big question and it is real simple - the only reason that anybody buys anything whether it is a product or service the only reason is for the benefits that they will derive by owning that product or service. Can anybody challenge that? That is the only reason. If that is true and it is the strongest concept in marketing is simply what we call the big question. What is the big question? What is in it for me? Think about it, here you are doing a sales letter or a advertisement an info-mercial I don't care what you selling vehicle is the only thing that that prospect cares about, is what is in it for me. Do you suppose that maybe just by some fluke coincidence the best way to sell them might be

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to keep telling them what is in it for him? Does that make sense? Common sense? You bet it does. That is why when you write a headline what do you think that the two best kinds of headlines are - one by a large margin is, a benefit laden headline. Right there in the headline of the ad is says How To or Now You Can or Announcing This. Every good headline immediately calls out to a well targeted prospect and tells them what is in it for them just by reading this ad. The ad goes on to tell them what is in it for them just by signing on the dotted line or just by picking up the phone. What is in it for me?

The biggest barrier to people doing business with you is what? Not knowing you. They will risk. Let's stop and let's do a little thing here, when you are about to do business with somebody for the first time you are going to give them what? Money. Do you have any thought as to what money is worth? Does anybody not know what money is worth? If it is ten dollars, what is it worth? Ten dollars. They know what they are giving you and in this hand they are holding up that ten dollars. What are you giving them? You are giving them nothing but promises aren't you. They don't know you yet. They haven't sampled your product yet. In their mind all they are getting from you is a bunch of promises. Now let's think about this for a second I have money in this hand, and I have promises here. Let me think, here is my customer money promises. Money, promises what is happening? The more that they think about it there saying, do I want to trade all of this money just for those promises?

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You say, not only are you going to get all of this stuff and you are going to get this benefit and that benefit and he is going to wash your clothes do your ironing and do everything else that this is going to do for you. You don't have any risk in trying it, because we are going to reverse the risk. We are going to say, "All you have to do is make a simple eight hundred number phone call, and we are going to send it to you right away via fast, priority mail or UPS and you can try it for a year. Put it through it's paces, read it, use it. Anytime within one year or whatever is reasonable for your product anytime you decide that it is not right for you, you just simply say so and we will give you a one hundred percent courteous and immediate refund. Assuming that you have built in the advertisement, because you are doing the big question and all of this assuming that you have built at least a little bit of trust you are going to get an awful lot of them to say okay. In their mind you took away enough of the risk for them to do that.

What if we went a little bit further? What if we said if you buy today you are going to get this which you are paying for and you are also going to get like I did yesterday, do you remember when I stood up there and I said you are going to get this report and I was running out of time, so I was talking even faster than I am today. I started throwing all of these reports out. Do you remember when I did that? Those were bonuses. When you do that you tell them that not only are we so absolutely certain that you are going to love this we are going to give you all of these great incredible bonuses, but if you decide at any time within a year that this isn't right for you for any reason or even for no reason you let us know and we will give you a one hundred percent complete courteous and immediate refund no questions asked. Please keep the bonuses just as our gift to you, for giving us a try. Now not only

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did we remove the risk, but we reversed the risk. They are going, "Holy Mackerel. I get my money back, and I still get to keep this stuff. They must know that that product is going to satisfy me or they could never afford to do that." As Alan said today some people will take advantage of you. You will on occasion get screwed, but that will be nothing compared to all of those other sales that you get since you reverse the risk. Don't be afraid to do that as long as your product lives up to what is promises.

Our next way to get rid of that perceived risk is instead of just flat out going up to someone that you don't know and say, "Bill, here is my pitch give me your money," what if you said, "Here is a free sample. I think that what I have to offer is just what you need, but I don't want you to buy it now. Why don't you just get this free special report? That gives an idea here. Why don't you get this free special report and see what it is that we are all about. For some of you that don't realize it, that is what we use this for, actually we do it almost free. It has a twenty-nine dollar cover price and sometimes we actually do charge that. You have got to do that. You have got to be legit, so don't lie. It is worth way more than twenty-nine ninety-five, but this is the best lead generator and conversion piece that we have ever done. I say, "Look take this," or remember when I talked about the Office Depot thing where we didn't have to pay for it. "Take my book and read it there is hundreds of dollars of value and good stuff in here. Take it and read it, and if you like what you see there is an eight hundred number and four or six pages of selling stuff in our newsletter. There is an eight hundred number in the back of the book that you can call, and we will send you three free issues of the newsletter."

Remember that I haven't asked them for a dime yet, not a dime. They have already got the book and now I am going to give them three issues of the newsletter. You can imagine that each issue of

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the newsletter was accompanied with a very convincing sales letter. That promotion worked so well that the conversion went through the roof, and I believed even more than the quality of the sales letter I wrote to go with those issues I believed that the real reason that worked so well is we got tons of people who would not have been willing to even give me fourteen ninety-five for hundreds of dollars worth of value, but they were willing to take a look and invest a little bit of time free, and then they would take a little bit more time to see the newsletter for free. By the time they say one, two, or three issues of the newsletter they said, "If this is what these guys do that is for free I can't imagine what they do when we give them a few bucks." By the way, the newsletter was a little cheaper back then than it is now, and it really was only a few bucks.

That is another way to do it, you bribe him with it. You do that lead generating, you do this free special report, give them a premium, bribe them if you have to. It's ethical. It is not bribery like people go to jail for, and you get them to take a look and wow them. You blow them away with your service, blow them away with the quality of your products, and over deliver. You are going to get tons and tons of them. That is the way to get tons and tons of new customers, and a lot of you, like this guy here, he's in the financial services type business, and this is critical for them. Leslie we talked about this one on the phone before, not too long ago, and a lot of you the most important next step that you can do to get you new business is to educate your customers. For some reason so many marketers and so many small business people assume that their customers know as much about what they do as they know. Friends is ain't that way, because if the customers knew about it they don't need you. They don't know what it is you do. They don't know the advantages of what you do. They don't know enough in most cases to even make an educated buying decision, so they go around and shop from one company to another, if it's retail, or read and look at one persons tapes and books compared to another, to another, to another,



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there paralyzed, They can't make a decision, because they just don't know which way to turn.

Now comes the smart marketer, one of you guys was just now in here and he goes, "Oh I know how to fix that". What if I in an unbiased way taught them everything that they could possibly want or need to know about my products not necessarily by name but generically, about the type of products, about my industry, about my competitors product, about everything to do with whatever it is they are considering buying. What if I took the time? The best way to do that is special report. Offer them and talk about combining two or three and actually you can combine all of this stuff, but it is a bunch of very powerful concepts. You eliminate all of the risks by giving them a free sample or a piece of pre-education which takes the risk out. You combine that as far as your lead generating, as a very powerful marketing tool. You educate your prospects, teach them everything. Teach them everything. There is no inside secrets to your business to have to worry about teaching your customers. A lot of people are afraid to do this, because they don't want their customers to know that they are going to make a profit on them. You know the dirty "P" word. Has anybody here ever bought something from somebody and didn't expected them to make a buck? You did? Why? You are in the ozone, why would they sell it to you if they are not going to make a buck.

AUDIENCE MEMBER

For a lot of reasons, one of them, because they have to get rid of it.

BRAD ANTIN

He is absolutely right. There is an occasion, and I have done it. Because you need to get rid of it. I have done that myself,

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and I am sorry you are absolutely right. A close out situation is exactly one of those situations, but I am going to put a but on it a smart marketer isn't going to say, "Here buy this thing. It is below my cost and that is all." He is going to say, "Come on in. I have got these things, and I have got to dump them. I have gotten in this embarrassing situations. I am overstocked in inventory, and the bank wants their money. ...So I will let you come in and get this at twenty percent below my cost, and you can buy two of them for every one of these over here that you buy." That is a powerful way to do that, but you are right people do that sometimes. In the real estate business you bet you get somebody that gets into major financial situation, and they have a house that they have to dump. I have done that myself but not recently. I have this habit of spending my money, so I would end up buying a house. I hate to move, so instead of moving I would make a little money. I would say, "Gee, a hot tub would look nice over here." I don't just go out and buy a hot tub, I go out and buy an Olympic sized hot tub. I say, "Well, I have to have a place to put the hot tub." I will add a room, and I will do this and that. I end up over building the house to the point where it looks like the Taj Mahal in the middle of the tenement projects. Needless to say, I don't generally get my money out of it, but I do have a lot of fun doing it. There are the most unusual occasions when it does happen, but basically in mainstream business it doesn't happen.

Don't be afraid to let your customers know that you are going to make money. There is nothing secret in your business that you have got to be afraid to tell them. The more that you teach them, what do you think happens? First of all the more educated that they become, and the more comfortable that they become knowing and feeling that they can now make an educated buying decision. How many times have you guys bought something that you really didn't quite understand and you got home and you wondered if you made the right decision. Did I buy the right one? Should I have bought this one instead of that one? Do I even need this thing? Is it

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really going to do all of these wonderful things for me? When you educate them properly you totally eliminate all of that doubt. You allow them to comfortably make an educated buying decision. Nobody does it, so if you are the one that does it who do you think that gets the business you or your competitors. You bet you do. This is incredibly powerful.

Another one and this ties in, like the gentleman said back here, what about in the case of the distressed house or this that or whatever. Here is this little offer - I talked a little bit about that yesterday. You have got to make the most outrageous offer that you can make, and then if you are making this absolutely almost too good to be true offer you have absolutely got to justify why. Although I am a pretty nice guy and I like to think of myself as a nice guy I am a business man. I am not going to sell you something cheaper than I thought that I could have gotten out of you unless there is a reason. It could be the reason of the over stock. I will make you an incredible deal for this, because frankly I would rather get some cash out of it today. If I have to store them until next season in my warehouse it is going to cost me even more, and if I have got to the money I would rather do it in the form of a discount to a valued customer like you than have to pay storage charges. Does that make sense? Is that value reason why? It doesn't have to be only dumping price for low cost, don't tell them that it is below cost. Don't lie to them, because eventually they always find out. It is just like when I was a little kid I experimented with lying a little bit, but my dad is a retired major in the air force. He is a tough old son of a bitch, I love him dearly, he's one of my closest friends, but I was brought up with a little bit of discipline. It is hard to tell now, isn't it?

I was brought up with a little bit of discipline, and when I was growing up I was taught by my dad three worst things in the world that you can do it lie, cheat, or steal. If you ever do

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those you are going to get the worst punishment that you have ever had. I never stole, and I don't think that I ever cheated. Being a kid I tested him once or twice on the lie, and I will tell you something. When I was younger I learned that you don't want to lie, because Dad always finds out. I don't know how he does this, and I don't know. A lot of you have seen me outside smoking a cigarette. It is an awful scummy terrible habit, and I am going to drop it. I do smoke cigarettes. I started smoking as a teenager, and I can't remember how many times Dad would get a clue. "Are you smoking?" "No, dad, not me." If I told him yes I was smoking I would have got a whipping. He found out that I was smoking and I lied about it. He was a sneaky guy. I remember one time that I went out on a date. I got home late. I had a curfew, and he was tough. I got home late, and I forgot to stash my cigarettes. What am I going to do? It is late, and I have got to get in the house. I took the cigarettes out, and I just threw them in the bushes by the house. I never said I was the brightest kid in the world. My Dad was a kind of a gardener, and he took great pride in what the house looked like. He had a garden and it was so manicured that it looked like a golf course. He goes "Brad, are you smoking again?" "No, way Dad. I'm not doing it." He said, "Oh, I see. I found a pack of cigarettes." "I don't know where they came from Dad. I didn't do it." "Brad, who were you out with last night?" I didn't see any problem, and I told him the truth. I was on a first date. He said, "Call her up for me. Yeah, call her up for me." I am still thinking that I am going to be okay. I am going to call her up and my dad is going to ask my new girlfriend, "Is Brad smoking?" I may be stupid, but I couldn't possibly be dating anybody so stupid as to say, "Oh yeah, he was smoking." I had nothing to worry about. Like I said my dad is a little crafty. He gets on the phone and he says, "Exactly what kind of stuff was my son smoking, was he smoking that wacky stuff or was it just regular cigarettes?" Like I said if you tell a lie you are going to get caught. Don't do that.

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Ever since then for years if I even thought about lying my butt started hurting. When I grew up my dad finally taught me as an adult or when I finally understood more than a spanking, he finally taught me. He said, "Brad, it is not right. Don't do it." Like I said he's a retired Airforce Officer, so honor and all that is very very important. This stuff instilled in me. I tell jokes about how I learned it, but it is instilled in me. He said, "Let me give you a real good common sense reason why you wouldn't want to do that. If you get in the habit of telling lies eventually a situation is going to come up and you are not going to remember what you told somebody if you don't tell them the truth." That one made sense, so the same thing when you are advertising. Give them the reason why, but tell the truth. Make it irresistible it could be because you have an overstock or it could be for this that or whatever.

There is a great example in the book of the reason why. In the video business when we do an ad we developed a huge movie rental club. In the beginning the first movies that came out where home video where x-rated. I don't want to say it too loud, so did everyone get that? They were adult tapes. That is where the big money was in home video. It wasn't until a couple of years later when the major studios started coming out with family movies. From the beginning the customers wanted X-rated and we weren't going to make value judgments. We had a huge library, and we were more tasteful about it. We did not display the film jackets. We took them out and put them in the back room, all of the adult tapes were in just plain brown video covers. They were actually red with the title printed on them. There were no pictures on there, because we did a lot of family business. There were in a separate section of the store. We had quite a sizable number of people that used to come in and join our movie club so they could rent adult tapes. Years and years later Ronald Reagan is in office and Ed Meese and the Meese commission and the Meese report and all of this. There

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was a time when there was a scare that the big wigs in Washington were going to make adult movies like that obscene and make it illegal. I have hundreds of thousands of dollars sitting in inventory on these tapes. If they make them illegal what am I going to do. I can't wait until there is some final law, because once the law is done it is too late. We decided that we were going to liquidate our adult tape inventory, and this was the ad that Jay Abraham saw before he hired us to start doing his copyrighting. The headline was why would Antin sell hundred dollar movies for only fourteen ninety-five? Do you think that is going to catch someone's attention. It did. I did a full page block newspaper ad with no pictures, and it went on to say...

We were talking about reason why, and this is the perfect example. Why would Antin sell hundred dollar movies for only fourteen ninety-nine? I am writing to alert you to an embarrassing situation. First you must agree not to laugh or be offended by the subject matter, because quite frankly it is a little bit unusual and a little of a hot potato. It is adult movies. Don't laugh, you promised." This is a full page newspaper ad. Do you notice how I talk to them like I am talking to you guys? You write like you talk if you want to be good. My brother Alan and I had an embarrassing and frustrating problem that we would like to share with you. First the problem - there are a bunch of people in Congress who are hell bent on doing away with your rights as they effect adult movies and magazines. I am not saying that adult movies are good or bad. I am only saying that people should have the right to make their own choices that notwithstanding. The truth of the matter is that some heavy weights in Congress have introduced legislation that is going to make it illegal to rent adult movies. This really ticks me off not so much about not being able to rent adult tapes, because that is a matter of personal preference. With all of the scandals in Washington they should get their own house in order before they mess with yours. Nevertheless

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we have a real problem besides taking away some of everybody's rights they are going to take away about eight thousand of our movies. We have got to decide what to do before that occurs. We could sell our entire adult library to the greedy unscrupulous exporters who like vultures fly into an opportunity trying to get tapes that sell for sixty to a hundred and twenty dollars for only fifteen to twenty dollars. This is horrifying to us, because these tapes are in great condition and they are worth a lot more than that besides they include some of the best adult tapes ever made. Before I go any further I would like to say that over the last couple of months Alan and I have talked a lot about how to better acknowledge you our valued customers and to convey to you how much we truly appreciate all of this that you have done with us and the purchases that you have made and all of the friends that you have referred to us. We have thought about a charming little card, and we almost had one done. We thought about giving you a discount coupon, but maybe a better way to do it is to pass on to you a savings of a very unusual sort. You can save up to seventy dollars on a hundred dollar value. We can find a way to give you a free adult movie, because if we must suffer the indignation of losing seventy dollars a tape on our entire adult inventory it is far better to lose it in the form of a special consideration to you our valued customer than to some vulturous exporter who will probably never deal with it again. We feel that the good will will improve if we sell a million dollars worth of tapes to you for fifteen or twenty cents on the dollar that it will help lessen the loss, so for the next three days...

That one ad sold over one hundred thousand dollars worth of Adult tapes in ten hours. The interesting thing was that it ran on a Saturday morning and that morning we had lines of people outside all five of our stores. They were literally lined up waiting for the stores to open. The best part about it all is that at the same time one of our competitors was running an ad selling his adult



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tapes. Ours were fourteen ninety-nine and his were nine ninety-five. He had a pretty good looking ad. It was a typical retailer type ad. It said, "Hot tapes, nine ninety-five." It was a big ad, and you couldn't miss it. He called us up and said, "Brad, I don't know how you are doing with your sale, but my tapes aren't selling. Can I bring mine over to your store? Will you sell them for whatever you can get out of them and keep half and give me half? I would really appreciate it. You don't even have to do the inventory of them. We will take care of it, and I will even give you somebody from my staff to man each of your stores to make sure that it all goes okay. We will do all of the running around delivering to the stores and all of this all you have to do is say yes Brad. Please will you help me sell these." I was so successful that all of our tapes were about gone, and I said, "Okay we will do that." We sold another few thousand of his tapes. Ours went for fifty percent higher than what he were going for, and it was all because I ran an ad and I gave them the reason why. If you offer someone an incredible value that is just absolutely almost too good to be true that is irresistible and you don't tell them why you are willing to do that you have no credibility.

Risk reversal, we talked about that already. You should always offer a guarantee and make it as long and strong as you can. We talked about bonuses already. I am going to teach the best thing last and you are going to miss it and nobody is going to tell you about it. Referrals - your customers love you. You are doing all of this good great stuff for them, and all you have to do is say, "Hey, you know that you friends that are buying similar services they can go to these other guys and take a risk or they can come to us. We would really appreciate it if you would have them come to us." Reward your customers for bringing your the referrals. Is anyone in here in our referral contest? Alan and I decided to do a contest with our subscribers. We did a special report, and we gave them to our subscribers at no charge so that

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they could give them to their friends and associates. They could even mail them, because some of them have mailing lists for their businesses. You do business with them and they endorse it. They will recommend our newsletter to their people. It is a hundred and ninety-seven dollar a year newsletter for every referral that turns into a subscriber we give our subscriber a three month extension on their newsletter. It gets better. If they get three we give them a free year which is two hundred bucks worth of newsletters, and that is not to mention the money they would make with the information that they receive. It gets better than that. Everyone gets that, and then we also are going to tally up which of our subscribers got us the most. The grand prize is a complete promotion marketing overall done by us, and that is fifteen thousand dollars plus five percent of the gross sales. We do this and it is the referral thing, and our customers love it. We made tons of new subscribers. Get referrals from your customers.

Lastly do joint venture deals. Ted Thomas does more of that than anybody else. He told you how he did it with valuable video tapes. Joint venture deals are the best thing, because when you go to somebodys customer list their customers love them as much as yours love you then they say, "Hey look, I checked this out. This guy is the greatest that there is, and you really ought to do this. That endorsement factor triples or quadruples and sometimes can get you ten times the conversion rate, and it is the cheapest most effective type of marketing that you can do.

Lastly track your progress. We talked about it. Just do it, because if you don't all of this other stuff is going to give you a great big blip in the sales curve and then it is going to come right back down to what you used to do. You are not going to be able to maintain the curve, but if you do all of these things and you track them and you keep them going. If you can't double your business in six months or less then you are just not trying. I

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told you that there wasn't going to be much of a sales pitch, and there isn't. You guys all saw what I did yesterday. My big whole newsletter package is two ninety-seven, and it has just about everything that we did. Those of you that saw Alan today heard about the tapes that we have from our brainstorming session. It was thirty hours. If you saw Alan's package all of tapes from the brainstorming session on how we broke the back on twenty-five people. We went through this and we came up with ways to double their business, and he sold them for five hundred and ninety-six dollars. The newsletter package is two ninety-seven if you buy them both you get a hundred dollar discount. If you want it see me, if you don't want it, hustle out of here so Ted won't hate my guts. Thank you and see you later.