

Ted Thomas San Diego Conference



Speaker: Mark Victor Hansen

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MARK VICTOR HANSEN

Mark is a marketer extraordinaire. I could spend ten minutes explaining Mark's story, but I don't have to do that. I will tell you just one or two things about Mark, and you will say I need to listen to this man. He is the opening speaker, because of what he has done in the last year. He has created a book called "Chicken Soup for the Soul". He told me this morning that since January he has sold seven hundred and fifty thousand books. I think that deserves a little applause. I know all of you want to sell products and learn marketing techniques, so I am going to ask Mark to come forward and take the conference from here.

Everyone take your right hand and put it over your left shoulder and congratulate yourself for being here. Take your arms out to the right and left and congratulate your neighbors for being here. How many of you have been with me before in seminars or on TV before? How many of you have not? How many of you don't care? Take your hands and fold them together. If your right thumb is over your left thumb you are a thinker. If your left thumb is over your right thumb you are sexy. If your thumbs are parallel you think that you are sexy. One more thing before we start officially, and that is I believe to be super successful in the nineties you need to have fun. How many of you want to be super successful the rest of this year and decade? Touch yourself and say I am ready. The way that to do it is, you gotta have fun all of the time. If you aren't doing business what do you want to have? Fun. In this room with me, what do you want to have? Fun. When you get audited by the IRS, what do you want to have? Fun. My wife and I got audited the first time eleven years ago. We were sitting in the IRS office, and the lady said, "Look at that. Forty dollars a day for meals, how do you explain that?" I said, "Me, I skip breakfast." She kept the audit open for ten years. She gave back all of the money, and she said, "You are the only one that came in, that was nice that laughed

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and joked." The law of polarity says that you either go into the future with anticipation and appreciation or you go in there with doubt and fear. One you win, the other you loose. Today I am going to talk about winning.

The official topic this morning today is how to use your mind to make millions. How many of you are ready to make more millions? Touch yourself and say I am ready. I live in California, and we have people from China and every where else. I just thought that I would give you greetings from California where we have had so many earthquakes when we say there goes a neighborhood we mean it. This is the hallmark ad that is selling the postcards the most, and it says try harder. That is not what I am going to teach you today, because I don't believe in that philosophy. I am going to teach you to triple your income and double your time off if you are ready. We are going to get into some hard stuff in one second, I just have one or two more opening remarks. How many of you have ever been rejected by anyone, any time, any place for any reason? How many of you would like to handle all of the rejection in the future with one clean four letter word if such work existed? Let me frame it and say that we all get rejected. The best medical surgeon must know this word, because sooner or later they bury a patient. Say it as soon as it hits the screen. Next. The best attorney certainly loses a case. I have a little brother who is an attorney. He says he never loses a case, but his clients lose half of theirs. What is he going to say everyone? Next. My hero is Ross Perot. Thirty-two years ago he was selling for IBM. He sold his annual quota in seventeen days and made two hundred and eighty-seven thousand dollars. The chairman of the board fires him. He borrows a thousand dollars from his wife and starts a new company called EDS. You and I don't get paid for success. We get paid for rejection and confrontation whether it is through direct marketing or sales or whatever. He knocks on eighty doors and when everyone kept saying no, he kept saying next. On the eighty-first door he

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met commission four million dollars. You divide eighty into four million, and he got paid fifty thousand dollars every time he said, next. If one of your pieces doesn't work and we have brilliant minds here to share with you. You just handle it, and you keep going.

Here is where we are today before we get into what I want to teach you, and that is today's problems are dependency, complexity, and scarcity. Dependency most people are thumb suckers. Most of you are Americans I am going to assume. Most of you say, well social security is going to take care of me. If you are a baby boomer, how many of you believe that? Could I see your hands? Look around the room. I talked to a quarter of a million people live, and no one raises their hand any more. Who has got to take care of you? Touch yourself and say I am. If you learn to think right, talk right, act right, you get the right results right here and right now. Who is in charge of you thinking right? Touch yourself and say I am. Complexity says we need experts, and we have great experts here. I am not putting down experts, but what you need to do is listen to an expert and become a genius. One of the great lines by my friend Dr. John D. Martini who I did some interviews with which I will talk about says, "I am a genius, and I apply me genius." Everyone touch yourself and say I am a genius, and I apply my genius.

Here is what happens. Maurice and I are friends, so I can pick on him. Wayne Dier says, "If you go up to the average person and say you are stupid. They will go I am stupid. I am stupid." Which way will that make you, more or less? It makes you less by thinking that you are stupid, but if you start to claim that you are a genius you unfold your genius since all of you are born rich. How are you all born? Rich. You are born rich with eighteen billion brain cells which can't come to work until you have the inspiration, destination, and you do the perspiration to arrive at

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that likely place that you want to arrive at. Scarcity is where most people grew up. My parents were immigrants, and my father said to my brothers and me, "If you grew up in the Depression like I did you would appreciate the buck." What do you think I am Rockefeller? What do you think money grows on trees? Are you going to nickel and dime me to death? You had better save your money for a rainy day. I want to get us out of all of the rainy days that exist.

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I teach a seminar that you are all invited to on October 8. In the fourteen pound package my gift to you was a two hundred dollar seminar, and I am speaking right from fun and profit. How to make a million dollars with every book you write whether you write it yourself publish, or publish through the major house. I will talk about both. We have a book out called "Future Diary." Some people say all you are selling is paper, because it asks a hundred and twenty-eight questions. It is the most effective goal setting book on the planet, and we published it ten years ago. It costs us a little less than a dollar to print it, and we sell it for ten dollars. So far we have sold a hundred and eighty thousand copies. That means that we have grossed one million and eight hundred thousand dollars on just this book. Is that good or is that good? That is good. It keeps the bill collector away. That is easy to do. I don't know if I could write a whole book. You don't have to write a whole book. The first book that I wrote was called "Stand Up, Speak Out, and Win". Twenty years ago I came into speaking. If some of you don't know my story, I had been in graduate school with Dr. Buckman Fuller. How many of you know Fuller's name? Fuller is a guy who had been to Geo Deset Domes, spherical buildings made out of triangles, two thousand major inventions dimaxi in cars, three wheel cars park in their own space had eleven seats face each other inside. They ran on alcohol, ethanol, and methanol, and they went one hundred and eighty-seven miles per gallon. Al Gore is on the right program, and there is no question that we can deliver and get an ecological model. I got swept into Bucky's energy orbit. Penn State blew up, our university blows up, and Bucky gets fired. I am a research assistant for seven years finishing my Phd there, and I get fired. That was the best worst experience. I go to New York, and I am building two million worth of domes, I'm twenty-six. I am a hot shot, I thought. I was building Wall Street Racket Club, all of this stuff. I was building out of plastic.

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Arabs came up with a new word called Opec. They said, "We can write checks so big that the banks will bounce." They did for me, and we had an idiot in New York. By the way I know if you judge you get judged, but he was an absolute mis-programming person. He just kept saying send me that you are going bankrupt. My neighbor and friend here that owns a castle here Tony Robbins said you become your question, so I said what if I go bankrupt. Subconscious can't take a joke. Some of you have played that I can tell. The next day I checked a book out of the library "How to go Bankrupt by Yourself". I proceeded to do that. I came out of that. Once I'm two million dollars upside down. Six months later I'm in the bank about fifty thousand dollars. The banker said, "I would like to have a statement." I said, "I am optimistic."

For six months I was wasted. I felt terrible. I was sleeping feel twelve hours a day. I am eating peanut butter until my tongue sticks to the roof of my mouth. I am sleeping in a sleeping bag in a hallway in front of some other guys bedroom. I am driving around in a four hundred dollar pitted window permanently air conditioned Volkswagen. I can't afford to get the wipers fixed. I am wiping snow off with my hand. I go to get gas, and the go says, "Fill her up." I say, "Twenty-five cents is fine." I was listening to a tape recorder under my seat, and it said either your the creature of circumstance or the creator. I said I created it, and I can recreate it. I said what do I want to do, I want to be a professional speaker and talk to people that care about things that matter. They are going to make a life changing difference. Then I say I guess I have to have a book, so I meet this young attorney my age. We put together a multi author book which is one of the cheap ways to go to start your infopreneural tunnel. Our first book was "Stand Up, Speak Out, and Win". We had an A part and a B part. A is I sold fourteen authors into it, and they all had to put two thousand dollars each so we could afford to do the printing.

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Everyone of us wrote a chapter. B is that Keith edited all of it. Now I am a good editor, but back then I wasn't a good editor. Suddenly we had the book and we had someone else pay for it. The height, breadth, and depth of our business has always been OPM other peoples money.

I will show five levels of leverage if we have time. The point is that it is easy to sell a lot if that is your intent. There are four principles that I teach, and you have got to figure out what you want. Here is the question - jab yourself in the chest and ask what do I want? Number two you have got to put it into writing. What have you got to put it in? Writing. Someone said money. Money is great, but money is illusive until you write down a hundred thousand, a quarter million, half million, a million, ten million or a billion. I teach you to triple your income and double your time off. My immigrant parents - my dad said you get into big time when you work sixteen eighteen or twenty hours a day. That is dysfunctional behavior, because workaholism is as bad as alcoholism or drugaholism. Napoleon Hill said, "Think and grow." If you don't think that you deserve to be stupid and poor. I'm rewriting his book with a psychiatrist right now. I am not putting down on anyone that is, but I teach that the best thing that you can do for the poor is not be one of them. My next door neighbor in Newport Beach has the largest plumbing concern in South California. On the side of his house it says a flush beats a full house. We do this first book and print up ten thousand copies. I go out in the first year, and we are buying them for a dollar book and selling them for ten. My meditation said that I should tell you this just so that you are clear. You have got to pick a market. I'm writing a whole book called "How to get rich in your niche". The way that you grow rich in your niche is you pick your trouble, and you turn it into your treasure. Whatever your greatest problem is you turn it into your treasure. You figure out how to cash your problem, because your problem is your opportunity

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in disguise. Touch yourself and say I am awake.

We are going to talk about lots of problems that I have had and turned them in. I didn't have any money. The first talk that I did was to the life insurance industry, it's still one of the biggest I do four market places. I do life insurance, chiropractors, multi-level marketing companies and the giant rallies around the country. That is my four markets. You have got to pick a market. Everyone says sale everybody you have guys here who really know how to sell people like Dan Pointer. I am going to talk about him, because we paid him to consult us. He helped us to get our book best seller, because he says that this is number one guy selling parachute books in the world. He hasn't got any competition, so he is number one. That isn't totally correct. Dan is in the back, and Dan is a great friend. You just pick some market slice. I am doing this first market, and I am showing my Stand Up, Speak Out, and Win and I didn't know that you shouldn't write long autographs, like I want to autograph my books to you today on talk how to use that to sell stuff. I am doing autographs, and there are fifty- seven people in line. That's five hundred and seventy dollars, and I am just ready in heaven. We have a ten minute break in the middle. Afterwards I didn't know it, but there was a bar mitzvah coming in. Thirty seven people walked away from the table, and I lost three hundred and seventy dollars. I was taking the money. You always have to have someone else taking the money so that you can just be with the people. Pressing flesh, making contracts and multiplying your exposure, because your speaking level is right after the talk is over. If the people can't get close to you then you don't get future work. That is the game, but the program here is that is why I started writing. Some of you said that you can't become a billionaire with zero cash, you can.

I wanted to tell you Ted Turner is going to talk about the richest guy in Australia. Ted Turner, I read his book while I was on vacation in Hawaii. The first line says every year I work and

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I earn a billion dollars. That takes me fifteen days, and then I am done for the year. Isn't that good. I want to work hard. That isn't the program. You are here to think. What are you and I here to do? Think. That is why you are here. Everyone touch yourself, and say, yeah me. Once you come up with the idea all you have got to do is put it into writing, and then find a team. The fourth principle that I teach, figure out what you want, write it down, visualize it, and verbalize it. Feeling believe it, you got to see it before you can have it. Number for you got to have a master mind where two people come together they have the power of eleven. Can you see that? A master mind today in the Olympic language is called have a dream team. You have got to have a dream team with core competency different than you, that supports you that are dependable and trustworthy. That want to deliver goods that you can't deliver. My mastermind partner now is Dr. Jeff Kansas. He graduated Harvard. This guy is a great inside guy. I am the outside guy. I am going to teach you how we are selling so many Chicken Soup for the Soul, and there is room for everybody. The point is that in business there is only two principles basically. Number one is find new customers and number two keep the old ones. Those are the rules number one find them and number two keep them. The next couple of days that we are together here is going to show that is it - you have got to find them and keep them. How do you do that? You sell with testimonials. What do you sell everyone with? Testimonials. I will go back to testimonials, I won't forget it because it is on the screen.

I said that I would tell you about the richest guy in Australia which is a zero cash billion dollar business I like. I am down under in Perth at this big rally. At a breakfast I tell about Robert Holmesaccord, because when you go to a foreign country they don't want you to talk about American heroes they want you to talk about Australian heroes. I did my homework. I read it, and a guy in the audience comes up and says I am Bob's partner. You have come

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pretty close to correct Dr. Hansen I would like to give you the rest of the story. I said, "I want to hear it." Holmesaccord is eighteen years old. He has no education and no family. He reads a success book, which all of you did or you wouldn't be a room like this. He read this success book, and it launched him. It got him to do a lot of lateral thinking. Edward de Bono wrote that is that the guy who did it, it was something like that. Anyhow it got him to start thinking about the squares. He saw this artist. The top artist in Australia. Australians have great affinity for each other, so you have figured out that everyone would like to buy this artist work. The artist is selling infinity work for two thousand dollars apiece. He has got seventeen pieces. He says he will give him three thousand dollars a piece no payment for six months and here is the contract. I will make it worth a million dollars. You are the artist what would you say. Of course. Then he goes to the printer and he says you print a book oversized, and we will sell it two hundred and fifty dollar coffee table books all signed by the authors limited to four hundred, there is a hundred thousand. And We'll sell them on evening TV, you now own the TV show. Dick comes in and says we will run it on... Remember this was thirty years ago, so it was before infomercials. We'll do a two minute infomercial on it, and we sold out in a week. Suddenly everybody knows this artist, he is famous. He goes to Sydney Paper and says you know, we just sold all of this, and this guy has three appraisers that have said it is worth a million dollars. He is taking an art class with tens of thousands and he has turned into a million dollar collection. He now tours the guy around and charges people to get in. Art is a hard asset or soft asset? He did this all in two weeks. Jerry, you are a banker. I come in to you as a banker with a million dollar appraisal by three of the top appraisers. I have a hard asset. Art is a hard asset. He comes in and he says, "Will you give me eighty percent of the value, fifty percent of the value, twenty percent of the value of the art?" The bank gave him eighty percent. He got eighty thousand in two weeks. Is that good? That

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is good. He was doing so well.

Here is the principle, when you are hot you are hot. The game in the nineties is to have a dream team of strategic alliances with other people that are hot. That is why you come to this meeting, because you are going to get some of the best ideas ever. All I am here to do is stretch you, expand you, and get you to thinking brand new, exciting, luxuriant ways; because all of you are rich. You are abundant in mind. This guy, Elvis Presley died, so what he did was he called up Colonel Tom Parker and bought one of Elvis's seventeen Cadillacs for two thousand dollars and ships it to Australia. If we had a little more time I would ask you to go through it with me on how he made the money, but what he did is he toured the Cadillac to malls, charged people one dollar to sit in it and two dollars for a picture. He made ten thousand dollars a day, by people taking a picture. He reupholstered the front seat of Elvis' car once a month. You say, "Can I do that?" Absolutely, I have a list of five hundred cars available that we could do that with. We have Hitler's car, I think that will get air raided by someone that doesn't like Hitler. We have all of the baseball players, and we have Michael Jordan's car. You know there are people who would pay to sit in that car. Plenty of you are going hmm that is interesting. What it takes is it takes thinking. When I do this seminar in Hawaii that I entreat you to. We had a bunch of medical doctors, and one was bitching, moaning, and complaining which I'll teach you is a dysfunctional behavior.

Here is the point of the business - in business you have three trilogies. You are either building, managing, or complaining. When Moses was going through the wilderness the Jews were bitching, moaning, and complaining he said troop canceled. This isn't a thing about Judaism it is a thing about anyone who bitches, moans, and complains. Winners always win, because they think winning thoughts when they have a problem they think what are they tasks, what are

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the opportunities, who is it that I can call, someone has got the solution. There is always a solution. You can't have a problem that you can't come up with the solution to. You have got the problem. You have got the solution and you sell it. What do you do when you have the solution? Sell it. Before I do the testimonial thing three years ago in my visualizing tapes I teach this principle that when you want something you go to bed, you close your outer eyes, you tilt your inner eyes up at a forty-five degree angle, you listen to a little pop about cannon and beer - sixty decibel beat music, and you ask for what you want. If it is new customers you ask where they are and how they are. My writing partner Jack Cantrell went into this deep trance meditation. He kept saying I have a million dollar best selling title. I have a million dollar best selling title. You make it a mock. You do it four hundred times and give yourself a thought command that at four o'clock in the morning I am going to wake up with the answer. What are you going to wake up with? The answer. God gave you and I this glorious mind. He has given it all to us, and all we have to do is use it. I said, "Let me teach you how to use your mind how to make millions and millions of dollars." If you think bigger you get bigger results. At four o'clock Jack wakes up with the title "Chicken Soup for the Soul". The next day we were masterminding with our dream team meeting. He is exuding out of his skin. I asked him what is happening. He said, "Man, I got the title "Chicken Soup for the Soul". I said, "Jack, what are you going to write about?" He said, "I haven't got a clue." I said, "Tell you what Jack. We will do those stories that I taught you to finish the talks with, like when I talked to ten thousand Marines and they said", "Dr. Hansen we don't cry, but you made our eyeballs sweaty". We'll do the warm and feel good stories. We will whip it out in three months.

It literally took us three years. It was an act of love.

We got health communications to publish it. I want to talk in parenthesis here before I finish my story and say in America for

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those of you who haven't been to ADA. It is American book sellers, and it is always the last weekend before Memorial Day. That is where Dan Pointer and I originally met, and we befriended a lot of you there. For me that is heaven, I am like addicted reader. I am an omnivorous reader, so you go there and you are just in glory. There is billions of dollars of ideals in books, but here is the point of ADA. Ten years ago, we had a company come a long called ten speed press. Up until them we had eight major houses - you had Simon and Schulster, Random House, Harper and all of that. Ten Speed Press comes along and says we will grow rich in a niche. There are seventy-eight million bicyclist out there. Are you Ten Speed press? We have Ten Speed Press here. We ought to have you tell them this story rather than me. I am just going to give you the distilled essence, and if I over simply it and I miss it a little I apologize. I am trying to trigger your thinking here. They said everybody needs to know how to fix a book. We will sell it at point of purchase in Schwinn dealerships and Raleigh dealerships and all of that. They sold ten million books the first month. They are going hmm that in interesting. They could do that because it was new phenomena ten years ago called Desktop Publishing which was at the front end. That was before Internet which is an whole another way that I am going rich. There is just infinite amount of ways to grow rich, and the best business be in is information, distribution, or technology as Pildner said.

Then you start all of these little houses that do niches, and health communications. It does a recovery niche, and they publish John Bradshaw. They sell twenty-eight million books, and they get so rich, these guys were dirt bag poor before and they get rich they own horses and all that. So, we go to them with Chicken Soup, and it's not in there genre but they love Jack, so they will take it and they we will sell twenty thousand. I said, "Not the right program." You got the guy who wrote a thousand and one ways to market your book. John are you in here? I have never met him. I have only read his book,

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and I have read Dan Pointer's stuff. I have read Dr. Jeffrey Lance stuff which Jeff is not here either. We started reading it, and we wrote down thousand and ninety-four desecrate things we would do to sell a million and a half books in a year and a half. You say, well you sold twenty thousand. I said, "You are not on the same page here, if we do it your way we don't make enough money." I said, "I don't ever want to write a book that I don't make a million dollars with. I am not writing this for my health. I want to write great inspiring stuff that moves people to action and all of that, but I didn't want my mother to buy it. I want the public to buy it". Yes or yes? I got enough awards, Bruce and I have been friends for at least a decade. I can't eat awards, can I? He said, "I will come and give you an award, if you will come and talk to my group." I said, "No thanks." Jack and I published this, and we sold a hundred thousand by Christmas. We will finish selling a million and a half by this Christmas, and I am going to show you how.

You have got to go for endorsements. We sent one to the guy that owns the millionaires club up in Canada. This guy quickly through his vetoes, he's our friend Raymond Aaron. He is a postal employee, his wife couldn't get a job as an interior designer. Twenty years ago he buys a house. He has the interior fix it up, and he makes more money on one piece of real estate. Real estate is okay, but it is not going to have the leverage that information is going to have at nineties. It is a hard business. Today on the front page of the USA Today you read that Bill Gates. Who is Bill Gates anyone? He is the head of the information business. He is the Thomas Jefferson of our time just like Spielberg is the Walt Disney of our time. The guy is worth nine billion dollars until a couple of days ago he was married and now he is worth half as much. Raymond Aaron buys more real estate than another person in Toronto. A thousand pieces of single family rooms. It shows how to make you rich. He starts a millionaires club, and he is shy and introverted. He doesn't really want to do it. He

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charges twenty thousand dollars each. Three hundred people sign up in a week. That is three million dollars. How is business everyone? Booming. He doesn't know what to do, so he says, "Mark, you make a million a year, would you mind coming up here and teaching me how to do this." I said, "Yeah, Jack I will come up there. We will do it, and we will coach you." Everyone ought to take post masters, everyone ought to take Delcon, and everyone ought to come to my speaking rights seminars. You have got to learn to speak from the peak. You have got to learn to stand up and not let your mind sit down. You have got to learn to be articulate, because it is one of the games that we do. As good as a lot of you are, you can be even better. I rest my case.

We sent a book to Raymond, and here is the testimonial that he sent back. He said, " I started reading Chicken Soup for the Soul as I boarded the airplane. I cried for four straight hours from Toronto to Edmonton. The book is bursting with brief true stories of such deep wisdom touching love and courage I can't read more than a page or two at a stretch without sobbing and blowing my nose. I felt power, love, tenderness, dedication, conviction, pride, and just about every possible uplifting emotion bursting through my head and heart as I read this massful book. As soon as I finished reading "Chicken Soup for the Soul", I mailed out a thousand copies to clients across Canada and friends around the world. Savor this book, and then honor your friends and loved ones by giving them a copy as a gift of love. Is that good or is that good? It is good.

Jack and I are masterminds and we were having our dream team meeting two days before Christmas. We had sold a hundred and thirty thousand books, and we're not gloating because we have a million and a half to do. We are carrying around in our pockets the same thing that I ask you to do a three by five card that says I am so happy. I am going to sell a million and a half books by December 25, 1994. It is signed by both Jack and Mark. This card

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you have to look at four times a day. You are emotions should be happy, because you can either be rich and miserable or rich and happy. I want you to be rich and happy. I teach that you have to be three hundred and sixty degrees fully functional. Most of us say, "Well, I make a lot of money" and for some of you that's a hundred thousand, quarter of a million, or a half million, whatever it is." That ain't it. I want you to have deeper relationships, robust enthusiasm, happily healthy, fully fit. I want your spiritual life to get deeper and more meaningful. Money alone is a nice gain, but it isn't complete enough. It is not satisfying to lay in bed sick with a bunch of bread as far as I am concerned. Jack and I are saying how do we out think everybody like Harvey Mckay taught us. How do we out think them, out serve them, out market them, and out sell them? I said, "Let's do point of purchase, and if you go into any of the bookstores nowadays most of them are wearing t-shirts. They say, "What is everyone reading?" In the bottom it says turn to page sixty-five, and we also have the statue of liberty with her torch leaning over. This is the public domain artwork which is free to anyone of us. We have the brothers of Mt. Rushmore reading it. On the back of the shirt it says, "Turn to page one seventy-three, because if you get them to read it they will buy it." It says, "Who is recommending it?" After you read "Chicken Soup for the Soul" I would ask all of you to consider writing a story for Chicken Soup, a future edition which will be Chicken Soup a Second Serving which we are finishing right now. By the end of the decade, we will have seven volumes of Chicken Soup out, and we will sell no less than twenty-eight million total copies. How is business everyone? Booming. When you find something and you write a sequel to the sequel to the sequel, and when you are hot you are hot. If you want to find out how much you can do, and how much fun you can have with it.

One of the guys that has written a story for us in Chicken Two is Gary Larsen the greatest cartoonist of our time as far as I am concerned. He says, "Quit complaining, and eat it. Number one chicken soup is good for the flu, and number two is nobody we

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know." The bottom line when you are selling you want to sell with humor, but the bottom line is what will it take us to do business. I have all of the next year business that I can handle. If I don't get some business this year I am not going to be in business next year. One of the ways to do that and the guy that I am a student of is Kenny Cragen, the guy who did Hands Across America and We Are The World and he wrote a book called "Life is a Contact Sport". He has taught me something that I knew anyhow, but if you are going to be a master at something you ought to master functions and events in the nineties.

Let me give you three quick examples to show you how to go through the infopreneural tunnel. I entreat all of you that are coming with us to Hawaii to come to the big island Kohona. The number one beach in the world is this Wai Koloa beach. We had two ladies come that never swam before, and we taught them how to swim. My publisher Peter Bedzo never snorkeled, and now he's so addicted. We got him into scuba diving. I love to wind surf. It is one of my addictions along with skying. I teach people how to do that if you want to come, because we challenge you. We always have somebody fall in love and get married. We go to the city of Refuge of love and healing mecca centers on the planet like Lords France. We have one here called the city of refuge. We take people out there, and they see laser green flash and get well. We have a kuhana teach this guy here during the seminar, and he also runs the luau for us. We are the only seminar that also has children at it during the time that we are there, and they teach all kinds of stuff. Here is my daughter Meloney, here is my daughter Elizabeth, and they happen to be learning origami or paper folding and having a good time. The kuhana also teaches everyone how to call the dolphins in, and here is my daughter Meloney kissing one of the dolphins after we called it in. We went out on a snorkel boat, and we had a hundred and fifteen dolphins swim with us. Two of the women came up and said, "My, I can't believe the dolphins keep

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caressing my belly button. What does that mean?" I said, "It means you are pregnant."

It is amazing what happens when you are in Hawaii. We had that trip, and we sold out and I make about a hundred and eighty grand in one week. Is that good or is that good? That is good. What you have to do is events that irresistible? Let me give you two other examples. I told you I worked in chiropractic, are there

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honorary doctor of chiropractic. Two thousand doctors treat five

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that did we? Here we are having pond slime in the morning, and I say, "We ought to come up with something for 1999." Here is what we came up with. His name is John Asterwrite. He has a brilliant mind. He is a tri-athlete. He is the only guy that I know that attends a seminar on the way to a seminar. In the old days when I was a kid - Jackie Gleason went to the little bar, on the way to the big bar which is dysfunctional behavior, but this guy is so bright. On December 26, 1999 we are having a concord leave San Francisco one in New York. We go to London, and we are going to spend three days there. We do seminars in the morning, because that way you can write it off. What can you do everyone? Write it off.

Your objective as a patriotic American in the nineties is to avoid taxes not evade them. The difference is fifteen years. Ask Leona. We will shop until in the afternoon, and at night we will go to Buckingham Palace, Embassy Road. On the twenty-eighth we will take the bullet train over to London where we do the same thing, but on the first new year's eve party of the new years eve parties that we are going to have will be at the Eiffel Tower. Is that a little symbolic in the city of love, romance, and passion. We are going to have with us Barbara Streisand and Julio. Is that good? At two o'clock in the morning we will go out to De Guale airport where we have all of the Concords rented, and we will fly two hours in real time, but we will go through seven time zones to Hong Kong and that is the night that free enterprise comes into Hong Kong for three and a half billion people. We will be dancing and partying a second time at the Great Wall of China. This time we will have Whitney Houston and Michael Bolton and our co-host is Dick Clark. I think every woman wanted to becomes Cinder and every man wanted to be Prince. We are going to party until we drop, and then we rest two days. Then we go on down to the Four Seasons down on Bali and cool out. It is limited to one thousand people - four hundred Americans, fifty Brits, fifty Japanese, fifty Chinese,

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fifty Hong Kong, and so we are going to have the best ultimate international party. It is only fifty thousand dollars a couple. It will be a ten thousand dollar investment that we start taking the investments in November. Is that good or is that good? It is not for everyone. The right people are making the decision to go as I travel around the world. You and I are supposed to have fun. What are we supposed to have? Fun. If you can pay for the party or have someone else pay for the party. Which way do you want to go? Let somebody else pay for it, and you be the celebrity. You are supposed to use your mind to make millions, and on this he and I each make two and a half million dollars. All it took us was an hour to conceive it. Now we have someone else doing all of the groundwork. The travel agents will kill to do this kind of stuff for you. I have travel agents try to push my travel agent out. I said, "No, no, no when you have a dream team that you scream with you stay with the team that screams."

If you work with me and as long as you deliver the goods I am loyal, and I expect you to be loyal. This is one of the things that you have got to watch in this room today. You have got to deal with people that are ethical, honest, moral, and have a track record. What did Christ say? You know them by their fruits. You know them by their results. You know them where the rubber hits the road. Everybody has a right to change, and maybe you get a second shot. You want to deal with people that have high integrity that give you some options to grow and glow and show and blow. In the nineties what we are trying to do, I was just in Palm Springs yesterday. Walter Annenberg is they guy who created TV Guide, how's business everyone? Booming. Annenberg the richest man in California says you need to sell information. This is his nineteen nineties predicament statement. You need to sell information. What do you and I need to sell everyone? Information. Most of you didn't know that you wanted to go on this trip. When I tell all of the doctors who have a lot of money in this, I teach them how to make a million dollars

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a year. I can show you how to do that just real quick. Most people get dulled out. There making a lot of money, there a professional. There good at what they do. They need a goal. I am the one in the universe that's setting up mega goals. Every year we have mega goals set up. That is why I need everyone of you to pull out your business card, quickly pass them to the center. I am going to have Bruce pick it up. I don't know where all of my staff is, but pull out all of your cards and pass them to the center. The point is to make sure that I get it. Do you want to be invited to my A party list? It is not for everyone. If I don't have your name I can't sent it to you, because this is fun.

One more thing, and then I want to do a quick commercial take two questions and do a final story. In the information business there is a level of information that I have created that everyone of you could make a million dollars yet this year by doing the right information. How many of you would like to know it? Here is the game, what I have discovered is that people want to buy information. There is an easy way to do the information. The easiest way to do the information I will teach it in depth on October eighth when you come to the seminar, it is you put together a tape package with eight interviews. These are supposed to be little audio tapes here. It has to be very specific to the industry, and it has got to be topical at the moment. In chiropractic right now the hillendale team right now have irreparable damaged the health care business in America. I know that some of you are very keen on Universal health care, which just so your clear on my opinion is that it is totally socialistic. I am anti-socialism. I hate socialism and communism, and I love free enterprise and capitalism. I think that I am home among friends here. I need you to know that the systems that they are recommending that we go to the Canadian system is totally dysfunctional. It takes you three months to get it. How many have I got in here? If they have a choice they fly to America to get medical care so that they can pay for it and get

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it when they want it. I was just in Germany, and you the co-president Hilary saying that we should have a German model. It is a sick model. They have a hundred and fifty-five thousand bureaucrats that aren't doing anything but charging and not getting anything of a deliver of a system. We are the only system in the world that has 911. It is an important system to keep I am not saying that we don't have abuses. I wouldn't be that stupid. Up to this minute we have the best system. We can improve, but let's not try to give a way something because you can't. What did Jesus say? The poor you will always have with you, because if they are poor in spirit they will be poor indeed. They are not paying to come to a seminar like this. They are not deciding to be leading edge. There are leading edge, cutting edge, dull edge, and trailing edge people.

In chiropracting Hillary and Bill said we aren't going to pay for it, so I did a little set of tapes called say yes to cash and become debt free. I interviewed the twenty-eight superstar doctors that are all under forty years old that all make over a million dollars. They see two hundred patients a day four days week. They have at least three days off, and they are doing superstar stuff like ... I can't go into it in depth. I interviewed all of these guys like Dr. Dennis Nicotower, Dee Martini a woman that sees a thousand babies a week. It is the information that everyone wants. I am saying that the information is needed in every industry. I did the funeral directors when my dad had just died. They are getting three inches thick paper and saying sign this before the funeral. I said are you crazy. I am in distraught emotional grief here. After I got clean with that, and I am doing this ACA American Cemetery Association. I said to the guy what you need is an audio tape that you give to everyone on how to handle the loss of a loved one. Fourteen thousand people die in America a day. Well, if I get one dollar tape that is fourteen thousand a day. You only need four thousand a day for two hundred and fifty work days to do a million. Every industry needs information.

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Only ten percent of the America public reads, everyone will listen to a tape. Every car has a tape player and a CD if it is a new car. Does that make sense? Let's go to the highest level of information. The other business that I own with John Asseraff which we should do fifty million dollars in the next two years is an interesting business, and I haven't got any tapes on it I am just telling you about it. We own a company called TSI - Teleconferencing Seminars International. We

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We are specialized in any group to provide education via telephone for three hundred dollars an hour once a month. In chiropractic we teach very specific things where you interact with the top honcho, the master chiropractic in one level for three hundred dollars a month. At another level you can be in a listen only mode at a hundred dollars a month, well three hundred dollars times twelve, that's thirty six hundred dollars. We never do it unless we get a hundred people sign up, and that is ten thousand dollars. We give ten percent back to the expert in the field. They get to sit home in their BVDs drinking beer or whatever they want as long as they are excited and have information on leading edge stuff. They are getting thirteen hundred and sixty dollars for sitting in their BVDs talking on the telephone and answering questions that they are a unique expert on. In real estate we do exactly the same thing with Walter Sanford and Harv Brent and Bob Schwartz and we are now doing it in the food industry. We are going to go in thirty seven hundred different industries in the next two years. We can do a JV with you, but you have got to write me and tell me what your strength is. Not me write you, and no I don't want to talk to you personally about it today. It is not interesting to me. You have got to write and tell me why you can help us deliver the industry, and we own this major company that has all of the smartest people in the planet in it. We are doing little baby psi's, and we will help you cash any industry and share a percentage with you. Many of you are going, hmmm that is interesting. Why? Because everybody has a telephone. Isn't that true? As long as you gave me your business card today I will be able to send you information on this.

One of the calls I put together for me was what would I pay three hundred dollars a month for? Very simply I am a best selling author. I am number four on New York Times best selling authors, but I want to be number one. I am going to be that anyway I think,

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because we give the best gift book, and you ought to buy them. We have them in that little room next door, but I can't stay today. This was supposed to happen in November, and it got pushed back here. If you want it during the break I would like to sign it and give you a hug if you are interested and all of that. Autographed books get read. I was going to make a point, but I have lost the point because I was being cute. Where was I a second ago before autographed books get read? What would I pay for, thank you. Is it in offering who would I pay two hundred dollars a month to hear? I am putting together Dr. Wayne Dier who sold fifty-eight million books. Danielle Steel gets paid twenty-five million dollars before she writes a book. Her books sell like four hundred and fifty million copies internationally. She is the best read romance author in the world, so we are going to have her talk for one hour and tell us how to do it. We are going to have James Mitchener, and we are going to have Jeff went to Harvard with Dr. Scott Peck who has been on the best seller list for ten years. His net commission is forty million dollars. How is business everyone? Booming.

Let me give you my commission structure. I was told by Ted to tell you the truth, is that what you want? Is it just what I am doing in chicken. The contract that we did is the highest contract I know, because I teach negotiations so I ought to be good at it. Jack is really tasseled, he is just so centered, and we negotiated the highest contract in the business as far as I know. We get twenty percent of retail minus discount. Meaning we get twenty percent of wholesale. Our book chicken is twelve, it sells to Walden usually at forty, but it is at a high enough volume right now that they are buying. Friday we sold twenty-five thousand copies in four hours. We sold all of the rights to Japan and China and Portugal. It is booming. How is business everyone? Booming. This is all by design and by plan. This is why Dan Pointer and I were outside talking about it. It is great. Can all of you do it? Yes or yes? We get

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twenty percent of six dollars. That is a dollar twenty cents. Jack gets sixty cents and I get twenty cents. We sell a million and a half by Christmas, we sell five million more next year of just chicken one before we sell another hardback of chicken two. A million and a half books, is a million dollars to me in royalties, and a million dollars to Jeff. You haven't done that yet, do I believe that you ought to come to my seminar and learn how to do it.

How many of you have gotten one or two good ideas out of this morning? Could I see your hands? How many every listen to anyone's informational, motivational, and educational tapes in your whole life? Could I see your hands? How many ever listened to the same tape more than once, and got new ideas on the second, third, fourth, or fifth listen. Here is what happens, you are driving along and you exercising and running. I never run without tapes unless someone is with me, because it gives you the checkup to the neck up. You go into transcendental thought. I will drive to work once and a while, and when I get there I will wonder how I got there. How many have had that happen to you? You listen to the same tape more than once, and you go this wasn't on that tape. I heard this tape start to finish and it wasn't here before, because you are out in space somewhere thinking. How many of you drive ten thousand miles a year or more in you car? That is enough time to get a full college education at UCLA. What I have done here is I have put together a whole library of everything that I know. How many of you would take everything that I know home if this were free? Obviously it has Chicken Soup for the Soul which you have got to have. Let me autograph you those. Then there is a little book called Dare to Win which we self published this. We sold seven hundred thousand copies. Warner just came out and because Chicken is doing so well they put sign on it by the colossal best selling authors of Chicken Soup for the Soul. They will sell another quarter million before the end of the year. That is why you have to have a lot of stuff in writing ready.

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I teach that you have to have fifty year plan broken down into ten year plans. Bucky had it and Walt Disney had it. Some of you haven't got a fifty year plan. Most of you are wondering what am I going to do after lunch. I have the best video, in fact the only video on masterminding. It is critical. You can not succeed without a master mind. Each of us is individually incomplete proventially. It takes two to tango. This teaches you everything that you need to know about selling, survival selling, how to sell yourself rich, eight tapes, everything that you need to know about prospecting and networking, and thirty-eight ways to close a sale. Zig Zeigler teaches seventeen, Brian Tracy teaches twenty-four, and I teach thirty-eighth. For the same money, Whose do you want? People say you haven't read Chicken Soup for the Soul until you have listened to the tapes. We will not let you have these without kleenex. They are they best. One of our goals was to be in the back cover. We will be in the back cover in August at three hundred and fifteen thousand. Christmas which is there biggest seller at seven hundred and fifteen thousand copies.

Principle number one is to know what you want, and then you will negotiate to what you want. You keep doing the dance until you get what you want. We are on the cover for Christmas on twenty-four different magazines. That was by design and decision. This wasn't an accident oh man I just wrote a best seller. You write a great book, and that is ten percent the book and ninety percent is marketing or selling, advertising, and all out galloping hoodspo, which ladies that means that you have brass ovaries. This is called unlimited riches. I hope I didn't offend anyone . This is unlimited riches. How to create self replenishing prosperity. This is on a group of two thousand people , which I think that you will love. These are called visualizing is realizing. Twenty years ago Flip Wilson said, "The third point of our talk is what you see is what you get." My hero is Bill Cosby, as you know Dr.

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Cosby nine years ago went to ABC with his show. They said buzz off. He went to CBS and they said buzz off. NBC said, "Eight o'clock Thursday night, but it isn't going to work". Did his show work? Last year the highest paid guy a hundred and thirty-one million dollars. This year the highest paid said, I am a woman, and I can't do it, I'm abused, oh poor me ain't it awful and I'm black. All of that stuff is crap. It is irrelevant in the nineties. We are on her show in a couple of days the highest paid women in America is Oprah. Two hundred million net, and last week she signed a contract for Harpo productions for one billion dollars. She is abused, uneducated, and black, so whatever your handicap is, it irrelevant in the nineties. Are you with me?

Back to Dr. Cosby here is what Bill taught me that you need to know. In my future Diary it says to write a list of who you want to meet. Most people say that is interesting I am not going to write the list. Don't be stupid, I don't come up with questions to fill space. I do questions that make sense. I meet with Dr. Cosby, and what does he say he says, "Mark all you have to do is get one percent of Americans to like you." We have two hundred and eighty million Americans, and that is two million eight hundred and eighty thousand Americans. He said, "You will fill auditoriums with eighty thousand people at a time, and by the end of the decade I will do that." You don't have to have everyone like you. You can grow rich in your niche is my cliché. You can try to have everyone like you, but it isn't going to happen. Some of you don't like me. It is tough I don't need you to like me. Shakespeare taught me that life is a stage, and most people are walk ons. For me you are a walk on. Get clear, my wife is the main player. My kids are main players. You aren't even interesting unless you don't buy. I am going to try to build your self esteem, so you put value where value is. Visualize it and realize it. Dr. Huxtable was driving down the road. He puts in a tape Theo says, "Not another inspirational, educational, motivational buddy dad." Bill said, "I pay for the

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car, the gas, and the insurance I am listening. You eavesdrop and see if you can get it."

My next door neighbor in Newport is a shrink. She comes to a big rally that we did at UCI 6000 people. I didn't know that she was there investing in the whole library. She has a seventeen year old son that never says over three words at a time like pass the butter and I'm outta here. They go skiing at Mammoth, and it is an eight hour drive home. She puts in one of my tapes. He says, "You are not listening to Dr. Hansen for God sakes your buddy." She said, "Look boy, I pay for the car, the gas, and the insurance, I'll listen. You eavesdrop and see if you can get it". Three minutes in and he says Mom can I go in your briefcase, and she says whatever for son. He said, "I need a yellow pad. I need to take notes this kind of makes sense." He has good clean humor I can use tomorrow in school. At the end of the half hour they had a heart to heart seven and a half hour conversation on the way home. She said, "The one tape was worth the whole library, and the whole library is equally valuable."

I don't speak for my peers talking here all of whom I admire. I am thankful and blissed to be on this program. I am speaking for me. I want you to listen to it, and most importantly when you are done listening to it twenty-one days in a row, I want you to share it with those that you love. Is that fair enough? You have a little sheet from me called an order form, and it says normal people pay four hundred and thirty dollars. Take your ink pen and quickly cross out four hundred and thirty because you are at the super marketing conference. Cross out four thirty and write above it

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card payments. We have got it the room, but you have got to get it while I am here which is only another half hour. You just need to fill out your credit card your name and address and we will give you all of the stuff. We have it with us today, and I want you to have it. I have time for two quick questions, and I have a final story. You get book for asking a question, I promise.

I will answer the questions, but I want to tell you one other thing I believe that there is one of the paper businesses you have got to be in in the nineties is you have got to be in the autograph collecting business. It is a zero cash way to become a millionaire. I walked up to Red Skelt and said, "I have been a fan of yours for a long time." He said, "It is a hot day, I need a fan." I said, "Is it true that you have a photographic memory." He said, "It is undeveloped." He gave me his autograph. I appraised it for eight hundred dollars, and it took thirty seconds to get it. I have two million dollars worth of others people autographs. All you have to do is ask. What do you have to do? Ask. The best place you can get them is on a picture and the second best place is in a book. Today you get to have mine in the book.

AUDIENCE MEMBER

What is one thing that you can tell us, that would be the best inspiration to us all?

MARK VICTOR HANSEN

One thing that I can tell you that is the best inspiration to you all is to become, and it sounds like a vested interest in my part I wouldn't be alive if it weren't for it, become addicted to positive audio tape listening. Most of you wake up unconscious and pollute yourself at six, six thirty or seven listening to the radio

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which is all the worst, baddest, terriblest news that can spew forth. Your mind is auto suggestible. You put pollution in and you get pollution out. I am asking you to put success, happiness, health, joy in get it out.

AUDIENCE MEMBER

What would you sell those eight tapes for?

MARK VICTOR HANSEN

We actually have four sets of eight tapes, and they are eighty nine ninety-five each if you buy them individually. You get the whole package for three hundred and twenty dollars. Two hundred and forty-nine dollars is what we are doing them for, because we try to make our packages irresistible. What do you want to make your packaging everyone? Irresistible.

AUDIENCE MEMBER

How do you lean to dissect?

MARK VICTOR HANSEN

I can't talk on how to learn to dissect but make sure that you have mine.

AUDIENCE MEMBER

Who is going to pick up these cards?

MARK VICTOR HANSEN

Rob, would you walk up and down the aisles quickly. Rob is my vice-

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president. Start at the front and go to the back, everyone get those cards into the center. One more question.

AUDIENCE MEMBER

What are we supposed to learn today?

MARK VICTOR HANSEN

The thing that I know most is that I would love more time with everyone of your, because what I like is people that have hungry minds that are aspiring with full fledged greatness.

Final story. In Chicken Soup for the Soul we do some very interesting stuff, and we have a hundred and one stories. I have a little children's free enterprise bank. If any of you have kids or grandkids under nineteen we have tons of money, and we want to lend them money for free enterprise. I had a kid come up to me and say, "I need some money, I have an idea." I said, "What is it and What's your name?" He said, "My name is Tommy Ty. I am six years old, and since I was four I have had a vision that I could cause peace in the world." I said, "Tommy, I could get behind that. What are you gonna do?" He said, "A bumper sticker that says, "Peace please do it for us kids, signed Tommy". I have one on my Mercedes outside if you want to see it. We lent him four hundred and fifty-four dollars to do a thousand bumper stickers. I gave him all of my tapes, and he listened them. It said start selling at the top or at the bottom where everyone? He goes up to Ronald Reagan. His dad drives him up Saturday morning, this was when Reagan just came out of office. He sells the gatekeeper a bumper sticker for a buck fifty. He says, "Hold on kid, I will go get the former President." Ronnie come out, and says, "I understand that you are causing peace in the world. Tommy says, "That will be a buck fifty Mr. President." I said, "Tommy, why did you ask him to

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buy?" He said, "You said in the tape to ask everyone to buy." I said "I am guilty." He sends one to Gorbachev while Gorbachev is president. He sends him back a signed autograph picture that says, "Go for peace Tommy." signed President Gorbachev, and check for a buck fifty US. I said, "Tommy, I collect autographs I will give you five hundred bucks for that." He said, "No thanks, Mark."

Some of you that live in California know that we have the most population of any state here in California. We have thirty-three million more than Canada or Australia. The second biggest paper does a Sunday feature section on us. Journalist interviews Tommy six in a half hours. Now this is a kid that was supposed to be a slow kid. I don't believe that there is any such thing. I believe that we are mislabeled, and we got that Les Browns story in Chicken Soup. He is supposed to have a ninety IQ. He just got twelve million dollars from Oprah, so I don't think that he is slow at all. Neither is this kid, this kid starts getting straight A's. They say who are your heroes? He said "My dad, George Burns, Wally Joiner, and Mark Victor Hansen. The kid has good taste. He said, "What do you think that your impact will be on world peace?" He said, "I don't think that I am old enough yet. I think you have to be eight or nine to stop all of the wars." The next year we get called by a company that has a great USP it says when you care enough you send the very best. The head of Hallmark Joyce Paul, the old man calls and says, "Mark, I read this. Somebody faxed it in to me. I love this story. You have this kid to do ten goals. I have eleven thousand franchises, and none of them have goals. You got this kid to write and meet Mark Victor Hansen, hit him up for a loan, and offer baseball cards as collateral to sell a million bumper stickers. I want to help him sell a million bumper stickers. I want him to talk to my franchises in San Francisco. You own a company that books speakers, book him." I said, "I don't have a contract on a six year old. I tell you what we will call him together, but he may

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reject you." He said, "I am a great grandfather. I can handle it." It comes time to negotiate and Tommy said, "What does that mean?" I say, "That is where we ask for the money." Tommy said, "How much should I ask for?" I said, "Two thousand dollars." Tommy said, "That is not enough." Isn't it nice to be naive.

The next day he gets a call from Joan Rivers. she still had her show, and he didn't know her from a bottle of Vicks. She said, "This is Joan Rivers. I just had this faxed in. Tommy, I really love this story. I want you on the show. I will pay you three hundred dollars." (She doesn't know that he is a great salesman, and he has got this thing wired. She is done for before he starts.) He said, "Joan, that is real nice. I would like to go on your show. Thank you very much, by the way I am just a little kid. I can't come alone, so you will pay for my mom to come won't you." She said, "Yea." He said, "I just saw this TV show Lifestyles of the Rich and Famous, and it says you ought to stay at the Trump Plaza. You can make that happen can't you. It said in that show that you ought to go to the Empire State Building, the Statue of Liberty. You will give us tickets won't you." She said, "Yea." He said, "By the way, Mom doesn't drive, so we can use your limo can't we." He got twenty-eight concessions, and that is better than negotiating with Ted. He goes on the show. He is supposed to be on there for five minutes, and he is totally authentic which I am asking you to be. Be authentic and real. That is what people want to buy in the nineties. He is on the show for twenty-five minutes. The executive producer is losing it, right? He has missed the commercial, and he is going cut, cut, cut get that kid out of here. They are video taping this, and Tommy had just said, "Joan, you know I owe my buddy Mark thirty dollars a month." You never paid for that. The audience is pulling out money. Joan leans in and holds the bumper sticker and says, "Come on tell the truth Tommy, do you really think that this bumper sticker could cause peace in the world." He said, "So far Joan, I have got the

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Berlin Wall down. I am doing pretty good don't you think." If that little kid can do that you are in a marketing super conference, can you do better than you have ever done before. Thanks for letting me be with you today.