



## ABOUT JOE SUGARMAN

Joe Sugarman is one of America's top advertising and marketing entrepreneurs and the man who built several large businesses all through the creative power of his pen. He is more than an effective salesman, writer and marketer. He's an entertaining speaker, a great teacher and visionary marketer who openly shares his lessons learned from a lifetime of direct marketing.

Joe Sugarman has most of his expertise in Direct Marketing, advertising, and sales. The products Joe Sugarman is famous for creating include audios, videos and several books including *Triggers: 30 Sales Tools You Can Use To Control the Mind of Your Prospect to Motivate, Influence and Persuade*, *Advertising Secrets of the Written Word*, *Marketing Secrets of a Mail Order Maverick*, *Television Secrets for Marketing Success*, *Success Forces*.

Joe is a marketing genius who has trained thousands of CEOs and entrepreneurs and helped them increase sales.



Joseph teaches you to use psychological triggers to control the mind of your prospects to motivate, influence and persuade

## INTRODUCTION

**Joe:** Hello friends and Piranha members. This is Joe Polish. Welcome to a fantastic edition of the the Genius Network Interview Series. During this session, I will be interviewing Joseph Sugarman.

This man is a marketing genius, I'd say icon would be the proper terminology for Joe and what he has done. The *New York Times* called him a mail order maverick. *Bottom Line* has regarded him as one of the countries greatest copy writers. And *Success Magazine* called him one of the most successful direct marketing gurus of all time.

Joseph Sugarman defied the experts throughout his career and came up with legendary successes that broke many of the marketing rules of his time. For example, Joe was the first person to use an 800 number in full-page direct response mail order advertising. For many years his full page ads appeared in the *Wall Street Journal*, virtually every air line magazine, major news papers and millions of his own catalogs, selling everything from electronic calculators to laser beam mouse traps.

Joe has brought hundreds of innovative products into the spotlight via direct marketing and is widely regarded by direct marketing insiders as one of the most brilliant strategists and copy writers of our time.

Joseph also pioneered a number of techniques in TV infomercials including the live man on the street product demonstrations that are a staple of the business today.

In addition to being touted as one of the most accomplished direct marketing experts alive, this former CIA agent and book author is also enjoying the spotlight for his most recent monster success as chairman of Blue Blocker Corporation, one of the nations most successful sunglass companies, sold on QVC via infomercials, print ads, catalogs and at retail stores.

Can you hear me okay Joe?

**JOSEPH:** Yes, I can hear you fine.



*Marketing is positioning a product for sale to a consumer, customer or the end user*

**JOE:** Now where you at right now just so all the listeners will know. We're on the phone and what part of the world are you in?

**JOSEPH:** Well right now I'm in Maui, Hawaii.

**JOE:** I'm jealous. I'm in Arizona while you're in Hawaii. Okay well you've done an amazing amount of things which the listeners just got done listening to a little bit of it and I'm really looking forward to this interview.

For the longest time I've heard so much about you till I finally recently got to meet you in person and you really are brilliant. You've made a ton of money, you've taught a lot of people what you've done and how you did it. And today the listeners are gonna be privileged to hear more of that.

So let's go right into the questions. One of the first things I want to ask you is define what marketing means to you.

**JOSEPH:** Well Joe, marketing to me means positioning a product for sale to a consumer, to a customer, to the end user. It's differentiated from selling.

Selling is a technique to do that but marketing is positioning not only the sales pitch but the product itself and that may mean changing the product or presenting the product in a different way so it really involves selling and it involves a lot of the thought before the product is actually even created.

**JOE:** Okay, now is there a difference between selling like, products or services?

**JOSEPH:** Not really. The same principles apply. The best thing to do is to understand very thoroughly what the service is and what motivates your customer to buy this service. Basically it follows all of the same principles, a product or a service, it doesn't matter, you still have to follow the same principles.



Psychological triggers are techniques you use to influence a person to make a positive buying decision

**JOE:** SO it doesn't matter if someone sells a widget or they sell a service, there's principles that apply every time?

**JOSEPH:** Every time, same principles.

**JOE:** Excellent. You wrote a great book called *Triggers, Thirty Sales Tools That You Can Use To Control The Mind Of Your Prospect, To Motivate, Influence And Persuade* which is an excellent book and I highly recommend all the listeners read this book.

I want to talk a little bit about that because you're a master at this. How do you use psychological triggers to enhance the sale of a product or a service?

**JOSEPH:** The psychological triggers are those psychological techniques that you could use to influence a person to make a positive buying decision. For example one of the triggers is guilt. Another example if you ever get these mailings with return address stickers or the mailings with the dollar bill to fill out a form or a survey or maybe you get a mailing with a lot of material in it.

Well what the mailer is trying to do basically, in a direct marketing sense, is to make you feel guilty so when you receive it you're not gonna just throw out the package, you're gonna keep the stickers and you're gonna feel guilty about it and you're gonna send a contribution or you're gonna fill out the questionnaire and you're gonna return it.

So guilt is used a lot in direct marketing and it could be used in a lot of different ways.

One good example is Publishers Clearinghouse, when they have those sweepstakes. They've found through their testing that when people received a lot of information, the more information they received, the more guilty they felt, the more they kept the materials, the more they responded.

So guilt is a very important factor.



If you use an involvement device in your marketing, you are at least twice as likely to sell

There are other psychological triggers that direct marketers use. By the way, the book was designed for selling. It was designed for personal salesmanship.

What I found was, by using some of these psychological triggers to affect response, I was able to double response in direct marketing. So I said to myself what would it look like if I took those same psychological triggers and applied them to selling situations.

How would I use them? How would they differ? And I came up with the book *Triggers*. It contains 30 of these psychological triggers that cause people to make a decision, a positive buying decision.

To give another example of a TV salesman. He's one of the most effective TV salesman in this particular store and he would do very little. He'd sit in the entrance to the store and he'd wait for people to come in and they'd walk around the store and the minute he saw them starting to turn the knobs or touching a television set or doing something with a product that was on display, he'd walk up to them immediately and start his sales pitch.

What he found was that when somebody walks in and actually starts touching something, there's a 50 percent chance that he will be able to sell them something. If they just walk in and look, the chances of his selling them are roughly 10 percent. And so he used this concept.

Well, we could use that in direct marketing. In other words it's called an involvement device. The consumer gets involved with the product, either mentally or visually or in some sort of fashion. And that creates a very positive selling psychological trigger. And I talk about how to do that in my book not only how to do that in my book called "Triggers" but also in one of my books I'm writing, "Effective Copy".

**JOE:** Yes, now it's interesting that example that you just gave, I bet if that guy watching people walking into the store before they started touching the televisions if he immediately got in their face or at least went up to them there's the possibility that he would interrupt the natural process of letting people just go to the thing.

So do you think that timing was a crucial aspect in that trigger?



*When people get involved, they are much more serious about buying*

**JOSEPH:** Oh of course. There is a time to approach somebody. But the point was that he used that to indicate to him that they were very serious and they were getting involved with the product.

It's that little insight that helped him become quite a successful salesman.

**JOE:** Yeah, and obviously the more you're aware of what it is that shows signs of people willing to buy, or little things that you can use in every aspect of your promotions the better your chances are of not only making additional sales but also not wasting a lot of time on unproductive or unqualified people I would say.

**JOSEPH:** Well it's used even today. If you ever get these mailings that have a little disk that says yes and no and pull out the yes disk and put it in the slot you look at that and you say well that's kind of juvenile isn't it?

But the person that came up with that idea found out that they could actually double response simply by putting in this little involvement device. And there are other involvement devices that can be used in mail order, direct mail, TV even that caused people to get involved with your product or service.

Bottom line of all of this is that an involvement device is very important because it can double response and in the case of this TV salesman it really did increase his response ratios.

**JOE:** Very good. Now do you have, what's an example that you use with an involvement in some of your promotions?

**JOSEPH:** There was an ad, I did a mail order ad for a spelling computer and I put in a little bit in there that if they circled any misspelled words in my ad, and there were several, they would get two dollars off for every misspelled word that they circled and sent in with the ad. I had something like 30 misspelled words. In fact the word misspelled was misspelled.



*The triggers work both from a direct marketing and from a selling standpoint*

**JOE:** Really?

**JOSEPH:** And I had people call me up actually on the phone and said I saw your ad in *The Wall Street Journal*. I normally spend about half an hour looking through the Journal. I spent an hour and a half reading your ad.

I just wanted you to know you've been wasting my time. He wasn't even interested in buying the product, but that was an involvement device. I got people involved in that ad. Of course the real lesson there was that if you didn't guess all of the words that were misspelled, you needed this product.

**JOE:** Actually that's brilliant. I should probably figure out, I know a lot of applications where I could use that on top of the fact that it would help me get my clients involved in helping me edit some of my own copy too which is funny. That's very good.

Now what are some other ones that you like, that are part of the psychological triggers? Are guilt and involvement your favorites or do you even have a favorite?

**JOSEPH:** There are so many. Every one of them, I shouldn't say every one of them, I would say that almost every one of them has doubled a response for me at one time or another in my career.

So applying those both from a direct marketing standpoint and from a selling standpoint should do the same.

Let me see if I can come up with another favorite. There was one that doubled a response for me for example in a mail order ad. I had this one offer, there was a 700-word offer and I ran it, testing the response to see which version worked the best.

I finally got it to a point where it was really working very well. Then at the very end, I decided to change just a couple words which I did and that response doubled — doubled the response.



*Rather than a simple guarantee, give a satisfaction conviction*

I looked at it, and I said my goodness what did I do? I realized what I used was what I call a satisfaction conviction. It isn't the kind like, if you don't like my product return it any time within 30 days and you get your money back. That's a trial period that's not a satisfaction conviction.

A satisfaction conviction is really a passionate plea that's basically saying look if you don't like my product, I'm gonna do something for you that will show you that I'm not playing games. It will show you that I'm willing to let you rip me off to prove to you how good my product is. Or something similar.

The typical reaction that a reader would get after reading a satisfaction conviction would be wow, there're gonna be a lot of people ripping him off. Or if this guy isn't truthful then he's really gonna be really ripped off.

In other words, it's something that will convince people at the very end of your ad that you are so serious about this product and they're satisfaction that you're willing to do something that nobody else has ever done before in the history of direct marketing.

Of course, he's gotta come up with something that is unique and is different and does express that passion. But it's called satisfaction conviction and it is a very powerful tool.

**JOE:** What did you actually do in the ad to actually create that or is that a secret that everyone's gonna have to read the book to find out.

**JOSEPH:** Well, I'll be happy to tell you. Basically it was a subscription offer. And one version said, look if you, the control was if you are not happy with this two year subscription that we're providing you with, you can cancel anytime and we'll send you back the unused portion of your subscription.

The satisfaction conviction basically said, hey look if you're unhappy with this newsletter, anytime over a two year period, you can stop, we'll send you all your money back plus we'll give you interest in what you've spent for the subscription so far.



*People want to reciprocate because they feel guilty*

**JOE:** Wow.

**JOSEPH:** People are gonna read that and say well, I can see somebody getting the subscription for two years and at the very end asking for their money back. And plus they get interest. Boy these people must really be convinced that this is a really significant newsletter.

**JOE:** Yeah I mean that throws a whole new twist into the interpretation of that offer. And I think it's great.

**JOSEPH:** It's basically when you look at it from a financial consideration, it's basically has the same effect on the marketer as if he just had a trial period. Because people, if they're gonna return it they're gonna return it fairly soon and if they're gonna keep it for a long time, I think guilt sets in.

I think very few people are gonna be just dishonest and keep it for two years and ask for their money back. So from a marketing sense, it doesn't affect the bottom line. But from a sales sense, boy does that sound a lot more powerful than just a simple subscription offer.

**JOE:** Yes it does, yes it does. Do you think there's a difference between guilt and reciprocity?

**JOSEPH:** Basically guilt and reciprocity are very very close. Reciprocity is a term that was used by Professor Chaldini in his book "Influence". In his book, he talked about basically four to five of the psychological triggers that I cover.

One of them was reciprocity. But I think it's more accurate to say, isn't it really guilt? People receive it and they feel guilty. Yes, they want to reciprocate but it is the feeling of guilt that is the real psychological trigger.



*These triggers are merely tools to help sell*

**JOE:** Yeah, I agree with you. You know I want to bring something up too, which is something I really wasn't gonna talk to you about but I'm kind of thinking about it now.

Using some psychological triggers, a lot of people tend to think that when you make a free offer knowing that if people are impressed with something that they're gonna buy additional things or if you in the case of a charity promotion, if they're gonna put labels for return address mailings and things in order to create guilt and reciprocity, that somehow that's sneaky or that's manipulative or that's taking advantage in some way.

I personally don't think it is. I just think it's smart marketing. However I hear that a lot from certain people.

How do you feel about that? How would you address that type of thing? Y'know is it really sneaky? Is this abusing somebody psychologically to use tricks and techniques in order to get them to buy?

**JOSEPH:** Oh not at all. Actually my second book is called "Anti-Triggers" and it's how to understand the triggers so you don't get taken by the people that try to use them. I'm even thinking of coming out with anti-triggers for the teenage soul and like chicken soup for the soul books series.

**JOE:** No, they could, there's gonna be a series on every subject on the planet with the books.

**JOSEPH:** I think one of the things that psychological triggers do, effective sales techniques. If you're a salesperson or direct marketer, you want to use the best sales techniques, the best tools that you can muster and using psychological techniques, as long as you do them with integrity and honesty, I think is perfectly okay and should be part of a regimen that you use for your tools.

I mean if you look at a mechanic, a good mechanic will go out and buy the best tools. And in essence, that's what these are.



*The strongest motivational factor in getting a person to buy is curiosity*

**JOE:** Yes, I agree with you totally. And you said it, if you do it with integrity then that's the ticket to use everything humanly possible in order to get your product or service into the hands of your clients.

Now in your opinion, what is the strongest motivational factor in getting a person to buy from a direct marketer?

**JOSEPH:** I think the strongest, believe it or not, is curiosity. It's particularly strong in the case of a book or a publication or a newsletter or something where you can raise a lot of issues.

For example, I can talk about the thirty psychological triggers in our interview and we can talk about five or six of them, but if you want to get the rest of them you've got to buy the book and if you're curious enough you'll buy the book.

**JOE:** Right.

**JOSEPH:** I don't mean to manipulate your audience but it's a fact. Actually I'm a salesman. In the process of doing this interview, I might say things to you and to your audience that will influence them to buy.

So yeah, it's curiosity. It's curiosity. And it could be used in many different formats. For example, if I wanted to sell a product, the person cannot touch and feel that product. That person cannot experience what it's like to own that product until a person receives it and then uses it.

With retail of course they have instant gratification. You can go over, you can touch, you can feel, you can determine right on the spot whether you like it or not. If there's enough interest and enough persuasion a person reading a mail order ad and reading the curiosity that you've developed in your ad, that person must buy the product in order to satisfy the curiosity. So I think that's probably one of the strongest of the psychological triggers as well.



*When you advertise your product, don't show the audience everything about how it works; keep them curious*

**JOE:** You did a phenomenal job with it with Blue Blocker sunglasses and the infomercials that you had mentioned.

I either heard this on tape or in person or read it somewhere, that you never did an infomercial where you actually put the camera behind the lenses of the sunglasses so people really were always curious to know what is it actually like, is that true?

**JOSEPH:** That's absolutely true. As a matter of fact, having people try on a pair and watching their reactions and having these real people and having these as real reactions and of course some of them not realizing they were being videotaped or not realizing that they were gonna be part of a commercial.

These reactions were the things that created the curiosity. Had I put the camera behind the lens and satisfied that curiosity, my sales would have been not very good, believe me.

Also the other factor was when you put a camera behind the lens, you distort the color, which of course the Blue Blockers do, but when you wear a pair of Blue Blockers your brain actually adjusts to the color shift and so you see things in their normal colors and you don't notice the tint that you would notice behind the camera. So yeah, it was done purposefully and it was done because we were trying to maintain as much curiosity as possible.

**JOE:** There you go. I mean and how many pairs of those glasses have you sold in your career?

**JOSEPH:** We're probably past 20 million now.

**JOE:** Wow, that's a lot of sunglasses! There you go — that proves the point. Curiosity does work.



*Maintain  
your  
integrity  
while using  
the triggers*

**JOSEPH:** The point that I just really want to mention, they've received a wonderful product, they've received good value, we did it with integrity but it was again a sales technique, a psychological trigger that we used in order to affect the sale.

**JOE:** At the time when Blue Blockers were in their heyday, what year was that?

**JOSEPH:** It's hard to say, we've been advertising them from '86 until probably '92, starting in '87 in infomercials and going for six years and then till about '93 and then going into retail and on QVC, so it's been a long time.

**JOE:** Well I mean when I finally looked through a pair of them, because I had purchased a pair from you just recently and after I looked, I was totally amazed. I mean it really does, I don't know how to explain it but it's a very pleasant view when you're wearing these things what the lenses do.

**JOSEPH:** Right, that's another thing too. You brought out another really interesting point. I can't sell something that I personally do not like. I have to be passionate about it. I have to really like it because in my advertising I reflect my personality.

If my personality doesn't like something, it's gonna come through. But if I really like something, if I'm really passionate about it, that also comes through.

**JOE:** Well a question that I was gonna ask you which is how important is it to have an attached emotion or passion for your product in order to write great copy or is that necessary in order to be able to develop a good promotion?

I mean how important is that? I believe it's crucial but I mean how important is it for say, like an expert like you, could you take something that you don't really even like that much and still y'know create killer copy for it or?



*When you already have an emotional attachment to a product, it is a good direct marketing product for you*

**JOSEPH:** Well let's say you can take a product that you don't have an emotional attachment to and you can write great copy and do a great job and be very enthusiastic about it if you feel that the product is a good product. In other words it's a good direct marketing product, it has a lot of potential.

So you can put your own emotional liking and disliking aside and look at it from the point of view will this make a good product? Is it a good product?

Now let's talk about the emotional attachment. When does that come into play? For example for years I loved gadgets. So I had an emotional understanding of why people loved gadgets.

True, I could have sat down and interviewed a lot of people and did a lot of research and bought gadgets and tried to get a sense or feel for what it's like to be a gadget person. But by having that emotional attachment to gadgets, I knew the emotional triggers that could cause people to buy. I knew what people really look for. Because I was that person, I was really selling myself.

**JOE:** Right.

**JOSEPH:** And so yes, it's kind of a yes or a no. I could take a product that I have no emotional attachment with. Let's just take panty hose for example. If somebody gave me a product that was very unique and that had a very large appeal to women, and that could become a very hot product, I would learn everything that I could about this product.

Then, I would create an ad that would reflect everything that I knew about it. I would make it very very effective because I feel it could be a big seller.

**JOE:** Right. Well see for me, I have no major interest in golf for instance. But if someone brought a killer golf club to me and they needed a promotional piece created or a strategy created on how to sell it, I could do that.

I doubt there's any, what I wouldn't do which I think goes along with you're first saying, I would never in a million years try to sell anything that I



*To prepare yourself to write copy, look at the product first*

thought was a piece of junk or a piece of crap. I think that's the worst thing that you could ever do and people,

**JOSEPH:** Well one of the techniques you would use Joe, and I'm sure you'll agree with me on this, is you take that golf club and you take golf in general and you'd become an expert as much as you could on golf.

You'd go out to the golf courses, you'd talk to people who played with the golf clubs, you'd probably take some golf lessons. You'd become literally an expert in a very short period of time as to what makes a really good golf club and what the competition offers. And only then could you sit down and write a really good ad.

Joe, you'd provably write it with great emotion and great conviction because you're basically picking up that emotion and conviction from the people that you've interviewed.

**JOE:** Right. Yes, exactly, exactly. Before sitting down and writing copy, what do you personally do to prepare yourself, to put yourself in the right mind set?

**JOSEPH:** Well pretty much what I just said. Well first of all I look at the product. I have the distinct luxury of deciding which products I want to sell and which products I don't want to sell. Of course we all do.

But what I'm saying is that I can pick and choose and not have to concern myself with doing it simply in the sense of providing a service. I'm doing it because I want to sell it myself or in some cases, yeah I'll write copy for somebody but I rarely charge them and it's for a good cause or something like that. To prepare myself for writing good copy I look at the product first.

And I first of all determine where I could sell this product, how it could be sold, if it could be sold what markets it could be sold in. Maybe we should start really with that is how do I select a good product? And then what do I do once I find a good product? Would that be a fair way to go about it?



*Determine  
your  
limitations*

**JOE:** Yeah, actually how do you find and evaluate a new product for the marketing potential of it? Yeah exactly.

**JOSEPH:** Okay, well the first thing I do is if you can visualize a ruler, a twelve inch ruler and the ideal products are products that would appeal to the mass market, that is everybody from children on up to people who are retired. That is the ideal product and that would represent a twelve inches on a ruler okay?

**JOE:** Okay.

**JOSEPH:** So then let us say I wanted to sell a product that appealed to all men or all women. Well then I could take that ruler and I could cut it in half can't I Joe?

**JOE:** Yes you can.

**JOSEPH:** So then I'm only appealing to half of the market. So now I want to offer a product that let's say appeals to women and is something that is about two hundred dollars. Well I can take that six inches and reduce it down to two inches because, maybe even one inch because price is gonna play an important factor.

**JOE:** Okay.

**JOSEPH:** So what I do is I take this ruler and I see what limitations I've given myself, this might be for all women and it might be a very expensive and it might be a product that has nothing to do with fashion but has maybe something to do with business, so that reduces that even further.



*A high perceived value allows you a margin*

So you get to a point where you see how far on that ruler you're reducing the interest in your product. So what I look for is a product that has at least the potential of having as big an audience as possible but particularly at least half the audience.

If it's a golf product, I'm really not interested in that. If it's a tennis product, that really maybe appeals to ten percent of the population, twenty percent at the most. And so then I have to refine that by virtue of the price point and it starts to get kind of small.

But if I had something like Blue Blockers, we use that as an example, here is a product that appeals to both men and women, boys and girls, adults, retired people and it appeals to extremely broad market and so I knew that product was really very good.

The second thing that I look for is margin. If I can have a perceived value that is very very high, and then I have the margin to work with, then that makes a very good direct response product because I can spend a lot of that margin on advertising, maybe as much as fifty percent to really establish the name, to create a brand name, to sell the product.

Another thing I look for is continuity and you've heard that word before used let's say with vitamins.

**JOE:** Oh yeah.

**JOSEPH:** You subscribe to a particular type of vitamin and you give you them your credit card and every month you receive your vitamin supply. That's an ideal example of continuity and I've got a vitamin program that lasted almost ten years. I stopped advertising after the first two years.

It's on the tail end of that promotion lasted eight years. That is a wonderful example of continuity. But continuity is also possible by providing up sells that is you capture a person's name and you sell them other things. Continuity could involve for example, in the case of sunglasses, we sell Blue Blockers but people lose them, people break them.



*Continuity  
is extremely  
important*

People have to buy them again and so there's a form of continuity whether we realize it or not. It's not something that you can exploit, it's not something that's obvious but continuity is an extremely important element in those types of products.

**JOE:** All the listeners right now are involved in the continuity relationship with me.

**JOSEPH:** Right, because every month they get this, and every month they look forward to it, and every month they're pleased with the service that you're providing. That's another thing about continuity.

The people that buy vitamins on continuity never have to worry about going to their store. The people who get your tape every month know from the quality of the previous tapes, and which I've listened to by the way and the reason I'm agreeing to do this because you do a very good job, they like the job you're doing and they're continuing with this continuity because of the value you provide them.

**JOE:** Yes, thank you.

**JOSEPH:** Now the other issues I look again at the margin and the price points because if it's a low enough price point and the margin's high enough, then I know I've got a product that appeals to a broad market.

The other item would be some sort of protection or patentability. That could be by virtue of a unique name such as Blue Blocker. Nobody can use Blue Blocker, they can't use Blue Block, they gotta be careful when they use anything that's similar because it's a registered trademark. Also patentability.

If you can protect your products so that others won't go after it, that is really important. Although patentability is really one of the smaller things I look at because it's very difficult to defend a patent and most patents you can get around and there's so many people out there that will knock you off and then



Patents  
have good  
solid  
protection

disappear so it becomes a very difficult thing. But if it's a patented product and the patents have really good solid protection that's very important.

**JOE:** Yes, yes, very good. Anything else?

**JOSEPH:** Well those are the ones.

**JOE:** I mean those are powerful.

**JOSEPH:** I can give you a good example of panty hose before. When I was in electronic gadgets I never thought for the life of me that I would ever be in sunglasses and yet Blue Blocker became the tail that wagged the dog.

So then along comes another product that I never in my wildest imagination think that I'd ever be involved in. and that is somebody came to me with a very unique approach to women's hosiery. And I didn't know this but a lot of women hated panty hose.

They just did not like to wear them, they were uncomfortable, they were cold in the winter and hot in the summer and just all sorts of pulling and tugging they had to do and there's always slipping down and they just hated it. And this woman invented a panty hose system that consisted of the hose or the two stockings connected with a very unique mechanism to the panty.

Some initial test women absolutely loved this concept and it's an example also of continuity because once you buy a pair and you really fall in love with it, you can't buy anywhere else except from our company.

So there is a level of continuity because there's so much of this product sold, we can go to the mills that actually make this product and have this product made for us and so you get the difference between the manufactured cost and the selling price and that's a fairly large margin.



*You must research to understand the marketing potential of a product*

Of course it reaches half the market and as a matter of fact, it goes beyond half the market because men buy this product for women. So it has an appeal for men as well. I'm sure there's probably men who buy for themselves too but I understand from a marketing standpoint it appeals to men and women and the ad we created was a very attention getting ad because you have to show the product on somebody to explain it.

It would attract a very broad audience if you'll excuse the pun.

**JOE:** That is very funny. I bet the research for preparing to do that promotion was pretty interesting.

**JOSEPH:** Well it was funny because I had to interview people, I had to talk to people, I had to get facts, I had to consult with people. And discussing panties I mean, it was a very, but a good copy writer, and here's a really good point, a good copy writer can write good copy on practically any product, it doesn't matter. It matters, the important thing is that you do the research.

You need to understand the marketing potential of a product and how to position it. Let me tell you one of the problems with that product because I think it's important for your audience to realize and that is one of the other powerful psychological triggers is simplicity.

I have run tests and I talk about them in my book where I sell something and I make it just slightly more complicated and the results dramatically drop. Well one of the big issues with this product, the hosiery product, is that it is complicated because you've gotta buy a specific color, a specific size, a specific length y'know all of these things.

Well how do you buy them? And then how do guys buy them for their girls, their girl friends, for their wives and spouses? So it's a really tricky thing.

So my challenge there was coming up with something that was so sample and so easy to order, so if you're a man and you want to order this product for your girlfriend all you have to know is her height and approximate weight and all the rest we can figure out for you.



*Every product has an inherent excitement, story and emotional appeal*

Well if you're a gal, you know all of these figures, issues and you just order what you need.

**JOE:** Interesting. How exactly did you do that?

**JOSEPH:** Just what I said, we basically said just to give us your height and your weight and the color stocking that you'd like and the,

**JOE:** And they would arrive perfectly ready?

**JOSEPH:** They would arrive ready to be given as a gift to your loved one.

**JOE:** Wow, very cool. You kind of touched on this a little bit but how do you build a story or a concept around a product to make it more marketable, other than researching everything? Do you have any techniques that you would use or?

**JOSEPH:** Well every product has an inherent excitement and an inherent story and inherent emotional appeal. Every product has it, it's just the nature of products. And in investigating a product and learning everything you can about a product, very often a story emerges.

It could be a story about how it was discovered, it could be the story about how you discovered it, it could be the story of why you thought it was terrible when you first looked at it. All of these techniques I've used.

People love stories. Storytelling is one of the psychological triggers as well.

Storytelling is important because when we were young, the way we learned about the outside world was through stories. It attracts our attention. When I give a speech, if I start telling a story, I can see the attention of that audience glued on me. If you'll notice you were at one of my speeches just recently Joe.



*Look for  
those stories  
within  
every  
product*

**JOE:** Yes.

**JOSEPH:** You'll notice that my entire speech was a story interspersed with other stories. So I had their attention — there wasn't anybody in the audience that was going to sleep because I kept their attention through the use of telling of a story.

So I look, really look for those stories with products. People are interested in those stories because they help establish the credibility for a product, they help make them understand where it came from, it gets them curious and they read all the copy.

Storytelling is a great technique and with a salesman it's also a great technique. Some of the greatest salesman I know have great stories, they tell great jokes, people love stories. They love jokes, they love getting involved with the product and it's also a way to get involved.

**JOE:** Well aside from stories then, what are the key elements like the most important elements in a mail order ad?

**JOSEPH:** Well the most important is the headline because if the headline doesn't grab you and cause you to do something, then you've lost the reader. So as that reader's leafing through the pages, that headline has gotta be strong and so typically my headlines are only a couple of words. Two, three, four words. Rarely do I use a headline that has more words.

**JOE:** Why is that?

**JOSEPH:** Well because it is just so easy to read. I mean if you're scanning through something you might only have a few seconds to attract somebody's attention. Maybe just one second. And in that one second if they can read three words and be fascinated enough to want to read the next thing that you



*The most important sentence in an ad is the first sentence*

put in that ad, you've got 'em. But if you had an ad, I know Olgivie who's one of my idols by the way and who I read a great deal about talked about that every heading should not be greater than sixteen words.

I find that that works but it should be in the form of a sub heading. In other words you have a headline that grabs somebody and then you put in the subheading that defines what that headline really was talking about.

So the second most important thing in a mail order ad is that subheading. Then all the other elements like the pictures, the captions and paragraph headings and everything else in the ad, the layout, your logo, the price, all of these things should get you to do one thing.

Just one thing and it's really simple and that's the approach that I use in my copy writing book and that is to get you to read the first sentence. If all these elements are designed to get you to read the first sentence Joe, what is the most important sentence in this ad?

**JOE:** The most important sentence would be the first sentence.

**JOSEPH:** Right, exactly. And then what do you think the most important next sentence would be?

**JOE:** The second sentence.

**JOSEPH:** Exactly because the key to writing great copy is to get somebody to read the first sentence, motivate them enough to read the second sentence and then the third and then the fourth and then the fifth because once they start reading, if you do your job right you're gonna get them to read the whole ad.

It's like walking past the store in a shopping center. If you can get enough people to walk past that store you're gonna get enough traffic in that store. You've got to get enough people to traffic your entire ad.



*The most important thing with copy is to get people to read the ad*

The way to do that is by giving a first sentence that — because it is so important — we try to make that short. It could be just three or four words. People read that, oh it's boy it's easy to read. So we start reading the second sentence and the third sentence and it's building curiosity and they keep reading.

By the way you can go into an ad four or five paragraphs without telling people what you're selling. You just want them to read that's the most important thing. If you can get in some of the features of your product, if you can get in some story about your product, if you can get in something about it during those first four or five paragraphs great. But it isn't important.

The important thing is to get them to read. That's the purpose of all those elements in the ad.

**JOE:** What is an example of one of your most successful headlines? Cause you've had some amazing promotions.

**JOSEPH:** There's been some that just looking back, well for example we had one for a thermostat, the headline was magic baloney. Well if you read magic baloney, you see a picture of a thermostat you wonder what is this? And then you start reading the subheading and it basically says we looked at this product and it was the most stupid, the most ridiculous product we've ever seen and we wouldn't have any part of it or something along those lines.

Well you read that subheadline and you've gotta read the first sentence. And the first sentence, and the first couple of paragraphs is just really knocking this product, the name case that it's had, it looked ugly, the name was stupid, the and you knock it. I was knocking this product, I was having a ball.

Well now people they're gonna start reading that and they say now wait a second, where's the gimmick? This guy is hating this product what the hell is he doing? And I get into the one, there's one feature I really liked. And do you know what feature that was Joe? That was the one feature I knew that consumers would object to. I knew so I placed that up front. I knew this was something that they would not like.



*You can disarm people with honesty*

Basically it was installation. You've got to install this product. I said gee whiz the one thing I liked about it was the installation. And I explained that thermostats' connected 24 volts, nobody's gonna get electrocuted so anybody can take off their thermostat, see the color coded wires, they all have to be color coded the same and put in this thermostat.

So anybody can install it. So my biggest problem was installation and fear of the electricity that they might, people might get a shock.

**JOE:** Right.

**JOSEPH:** I covered that right in the very beginning and the first feature that I liked. And then I got into the rest of the features. Then I explained why the ugly looking case was insignificant. Why the name was kind of stupid and really didn't matter. Why this product, after discovering the installation

I found to be one of the best products of its' kind I've ever seen and that, when approached sold tons of them. As a matter of fact I got letters from people that said I read your entire ad I just want you to know I wasn't in the market for a thermostat, I had very little time to read the magazine that I saw your ad in, and I just want you to know that you took all of my time to read it, that whoever wrote this should be congratulated or in one case it was a person who should be fired for taking all my time.

But the point is that I got people to read. And I was very honest in my approach and I disarmed people with the honesty actually.

**JOE:** That's great. Magic baloney. That's funny.

**JOSEPH:** There's another ad, miracle fuzz, was for an ion generator. Miracle fuzz, it doesn't say anything. What does it mean? Sunglass breakthrough was one of my most successful ads that was for Blue Blockers.



*Not every product is going to be successful*

People who are interested in sunglasses will want to find out. What is this breakthrough? And we explained it.

**JOE:** Very good, very good, it's given me lots of ideas right now just listening to you talk about that. Well you've had ads that have been like, phenomenal winners and others that have been big losers, y'know some people in marketing, when they're learning marketing, when they're starting to use direct marketing, they struggle and they become gun shy about trying certain types of promotions and advertising after they run a loser ad.

How do you deal with this challenge after an ad is pretty much unsuccessful? Because I've gotta imagine at your level you've done promotions that'll cost you hundreds of thousands, if not millions of dollars that didn't work.

**JOSEPH:** Well, yeah we've all had those. First of all let me just say that if you're well prepared and you've really studied direct marketing, you should know by now that not every product is gonna be successful, not every promotion is gonna be successful. As a matter of fact if you look at me and you say well, what about your ratio? I am surprised.

I'll venture to say that eighty to ninety percent of the products I pick are gonna be winners. But there is ten percent that I think are also gonna be winners that bomb. So the point that I want to make, and this comes after many many years of experience when I started, ten percent of my products were successful.

What's the difference between the Joe Sugarman of today and the Joe Sugarman of when I started? The only difference is is I didn't give up. I never gave up. I just kept doing it and doing it and as I did it, I learned.

My biggest mistakes, one of my biggest mistakes was not reading more on direct marketing. And maybe that was a good thing because a lot of people who didn't have the experience and pontificated as to what should work and what shouldn't work, I might have gotten the wrong information from. But I would have saved myself a lot of agony as a result.

The bottom line was that I learned more from my mistakes, I learned more from my errors. I learned more from direct marketing because direct



*The winners  
are going  
to more  
than make  
up for the  
losers*

marketing teaches you to test. And when you test, some of the results totally amaze you. In other words, that's one answer to your question.

The second answer is that very often the failures cost you a few thousand, may cost you, if you do your homework right, shouldn't cost you that much money. But when you do hit, that one hit is so powerful, that it dwarfs twenty of your worst examples, worst losses.

I can take probably twenty of my worst losses and that would be dwarfed, literally dwarfed by the success we've had with Blue Blockers. So if I had a loss throughout my entire career and just hit one ad like Blue Blocker, I'd be sitting pretty.

My point is this, that it's not whether you win or lose, it's whether you're out there playing the game. And if you're playing the game you're gonna learn, you're gonna lose too but you're gonna also gonna win some. And it's the winners that are gonna more than make up for the losers.

**JOE:** Yeah, I agree, I agree. And if you're not willing to have a few failures along the way, you're pretty much are never gonna have any winners because it's par for the course.

**JOSEPH:** Somebody once told me it's like a bucketful of oysters and there's a pearl in one of the oysters. And you're given a bucket and you're saying, somebody tells you open up all these oysters there'll be a pearl in there.

Some people start opening up the first ten and say jeez I didn't find a pearl in any of these things, I'm getting tired and they walk away. It's the guy that goes through every oyster, because chances are it's gonna be the last one that has the pearl. Let's face it if you find the pearl, you're gonna stop digging in the bucket. You don't need to dig anymore.

The point is that there is a pearl out there and if you just if you realize that failure is actually a form of success. It's a success force I should say. In other words every time you fail you get closer and closer to success.



*Don't  
become  
smug in  
your ad  
layout*

**JOE:** So okay Joe, what is the biggest mistake that you've ever made in business?

**JOSEPH:** Well, we all make mistakes and I've made my share of them, in fact quite a few. But I'll never fault myself for trying something that I think would work, that I felt would work, that I had the compassion to make it work and discover that it didn't. That is not a mistake.

My biggest mistake, believe it or not, is probably something that cost me a lot of money and I didn't even know it. And that was very early in the game in 1973 when we, in fact we were one of the first to, in fact the first I think to use the toll free number to take credit card numbers over the phone. Believe it or not prior to that it was never done.

**JOE:** Wow.

**JOSEPH:** We started taking the credit card orders over the phone and I became kind of smug about my ad layout. I wanted my ads not to look like mail order ads, I wanted them to look like editorial. I had a toll free number at the end of my ads and I figured well I didn't need a coupon. What would I need a coupon for?

And so about ten years later after going, let's see about '83, started in '73 and went to about I think it was 1983 maybe even a little later than that, I had the opportunity to test four different versions of the same ad. I was running an insert in one of the airline magazines, in fact all the airline magazines. And I decided to make a test.

I took one of my ads and I put just a dotted line around the ordering portion of the ad. And I did some other things too but this was the one change that I thought I'm gonna test this. And I discovered that by putting in the dotted lines so that it indicated it as a mail order ad, my response rate was twenty percent higher all the way across the board.

**JOE:** Wow.



*Be sure  
that you  
test early  
in your  
selling  
efforts*

**JOSEPH:** I sat down and I thought to myself for ten, twelve, however many years, I have been running my ads and leaving twenty percent on the table.

**JOE:** Amazing.

**JOSEPH:** And that was the biggest mistake I've ever made.

What is the mistake? Number one, I didn't test it early and number two there was enough information and direct marketing books to indicate that you want to indicate a coupon, that you want to put a dotted line around it because it basically tells people, this is a mail order ad, this is a product you can order by reading this page and calling a toll free number.

Sometimes this will not be apparent to people and it makes a twenty percent difference.

**JOE:** Yes, I had the amount in the millions of dollars I imagine. And I would have a headache if I discovered that,

**JOSEPH:** That was the biggest mistake I've made. Who knows, knowing my volume during those years that could've amounted to millions and millions of dollars.

Again I can't fault myself on a mistake that I made with good intention. But this is something that I should have, could have, would have had I known.

**JOE:** And it's such a simple thing too, but the lesson to be learned for all the listeners, is constantly pay attention. Look at everything and don't,

**JOSEPH:** Test everything.



*Read everything you can on direct marketing*

**JOE:** Yeah, don't get so proud of what you're doing or think that it's so hot that you can't improve it.

**JOSEPH:** Now one of my excuses for not doing that much testing is because I usually tested an ad and I was in the electronics and the gadget business when it was really developing and calculator prices would go down just in a couple of months and so I had to get in a product and out a product.

Very often I didn't have the chance to test. But when I went into the airline magazines, I was able to actually create an insert and run four different versions, that's how I knew.

**JOE:** Wow, well that's very good advice. Now if you had to do all this over again, start all over again and you only had a thousand dollars to work with, what would you do to launch a marketing business?

**JOSEPH:** If I had a thousand dollars? I'd read everything I could on direct marketing. I'd go out and buy books. Or I'd attend, maybe a seminar. The reason for it is that's the way to start because unless you have a few more bucks than a thousand bucks, you'll avoid, I think the name of the game is to avoid as many mistakes as possible, to avoid the losses.

That's what testing does for you. Because if you test, if I only had a thousand dollars, I had a product and I could create my own ads, write them up and actually do an ad, I'd test it. And that's what I would do. I mean, I would go out and I'd test it with a thousand dollars.

But if I had some background, some knowledge to work with to base what I'm writing, to make sure that what I'm writing is correct and to make sure that it's as close to the correct way to do it, I think that would be more valuable than just going out and starting.

When I wrote my first ad, I was already somewhat of a copy writer. I was familiar with advertising, I was familiar with printing, I was familiar with all the disciplines that I had to know in order to create that first ad.



*Go out  
and become  
an expert*

Now I look back at that first ad and it's just amateurish compared to what I can write now, but back then that was the best I could do and I had experience. So the idea of somebody getting into this game, unless you have some experience in advertising, marketing and copy writing, I'd become an expert in all those areas.

We'll be talking about my books later but I'd sure recommend people reading my books because I used to teach seminars. I took people who had absolutely no experience, no knowledge, and they became great copy writers who went on to earn fortunes by building a business from the power of their pens.

So with the thousand dollars, to answer your question, I'd go out and become an expert.

**JOE:** Yeah, actually I really think that's the best advice you could give to somebody. I don't really think there's a better answer to that than what you just said. I mean go out and educate yourself, figure out what you're doing just like y'know this ties in with doing research on a product, you gotta have the preparation, you gotta have the knowledge and understanding of what it is that you're trying to accomplish.

If you don't you don't have a map, it's like walking around with no earthly idea which direction to go and when you get the knowledge it gives you direction.

**JOSEPH:** Let me give you a follow up to this. Let's say you do go out, you do get all the knowledge, you do know what kind of products to buy or launch or sell.

Now you've got a thousand dollars, you spent that all on books, but you've become an expert. So now what you do is you look and you find those products. You can take those products to investors.

You can take those products, you can raise capital because in direct marketing what you're gonna be telling your investors is look I'm gonna test this product, if it doesn't work, all I'm out is a thousand dollars. If it does work, I can make a million. And so basically you use the power of direct marketing and your knowledge to go out and raise the capital that you need.



*You need to test to find out which mailing lists work for you*

**JOE:** Yes.

**JOSEPH:** I mean, that's how I got started.

**JOE:** Same here.

**JOSEPH:** I saw this pocket calculator nobody'd ever marketed a pocket calculator. I went, I didn't have any money. I went to a group of investors I had.

I raised 12,000 dollars and the deal I had with them was that once I doubled their money, they were out. And I had six months to do it. And the story went on, I lost half their money. But I tested and I found out which mailing lists worked. And it then took off from there. But yeah, you become an expert and people will be attracted to you and want to invest with you.

**JOE:** That's what I did with my carpet cleaning business. And I was, that's how I started. My marketing career started in the carpet cleaning business. And I was charging every tape, video set, seminar, newsletter that I could get my hands on on marketing on credit cards just to figure out how to do it.

I didn't have any money to go out and spend on advertising or anything, so I used more cost effective ways of generating business initially which one of the first things we kind of talked about was giving things away for free.

I started giving away my services for free, followed up with a really great presentation and building referrals and that's what pretty much turned my whole business around. And that's how I started.

**JOSEPH:** Well it's knowledge, I look at the people who attend various seminars, I was recently at the Dan Kennedy seminar and I gave a talk and you see the enthusiasm and the drive and the passion that the people come there with to learn. When I was giving seminars I had people coming to my seminars, my



People who  
make a  
serious  
commitment  
to learning  
will learn  
well

seminars were two, three thousand bucks and they had to travel to some crazy places to find me.

But these people were hungry for knowledge and you just knew that if they made that commitment to spend that kind of money that they were serious about learning. And they did and they learned and they learned well.

They went on to become quite successful. So I know this works. If there's anybody out there thinks there's an easy way, there really isn't.

**JOE:** Yeah, you're right. There isn't. I don't know anyone that's successful in a legitimate business that has not done their homework, that is not an avid reader or at least educating themselves through the form of y'know seminars, reading newsletters, listening to tapes and just getting an education on what ever it is that they are wanting to learn.

With marketing there's so much to this whole business of marketing and to me it's the most interesting thing in the world. I don't consider a lot of it work. I love to read books on marketing. It's such an interesting subject.

But if I didn't read the hundreds of books and ten dollar seminars and listen to the gurus and learn from that, I mean, I don't think I ever would have pulled off what I've been able to accomplish with my marketing business.

It's great advice and I highly encourage all the listeners to listen to what you have to say and you rewind it ten times and listen to it 'cause it is so important. Now how do the various direct marketing channels affect direct marketing principles? Meaning how does this direct mail differ from print or television or even web commerce?

**JOSEPH:** Well one of the strengths that I feel that I have is the fact that in my career I have experienced just about every form of direct marketing from TV infomercials to home shopping to spot commercials to you name it.

Everything from catalogs to print to direct mail to y'know just everything. Everything that can be direct response oriented I've been involved in or at least have a pretty good awareness of.



*A letter is  
as critical  
as the copy  
of an ad*

When I look at a product I look at it from a prospective that somebody who is just a TV marketer for example, would not look at. They'd look at it will it work on TV? I look at it and I say where will it work? How will it work? What do I have to do?

The second step is that I want to point out is when I look at a product or service the differences between these various mediums are very subtle. They all utilize the same principles, in other words, they utilize the principles of curiosity, they utilize the principles of satisfaction conviction, of involvement and involvement devise.

In other words, all the principles apply the same. There are some that are more enhanced than others for a specific medium. I'll give you an example. Let's talk about direct mail versus maybe a mail order, which is probably a pretty good example.

In a mail order ad, we've got a flat page, you've got to do all your selling. In mailing you've got an envelope, you've got a letter, you've got a brochure, you've got a response vehicle, usually a card or an envelope and so you get all of these various elements.

Well what do they correspond to in a mail order ad? Well, the headline is really the envelope and so if you create enough curiosity for a person to open that envelope then you've got them to the next step which is basically you want them to greet the letter so that brochure should be so enticing that it gets people to read the letter.

The coupon should be so enticing that it gets them to read the letter. The letter is critical. The letter is parallel to what the copy is in a print ad. In other words, you can get rid of the brochure but if you don't have that letter, you're missing the majority of your selling potential.

**JOE:** Right.

**JOSEPH:** The other thing about a direct mail letter, the thing that's a little bit different is in a direct mail letter, that letter should be a personal communication from



*The same principles apply online as they do with offline marketing*

you personally, using personal words like me, I and you so that it actually reads like a very personal letter.

Now, I try to write my mail order ads to look like that as well. But the point I want to make is that the difference between direct mail and mail order is that direct mail is a very personal form of communication. And should be written and should be put together as such.

**JOE:** All right, not talking about web commerce, what do you see as like the way to use the elements that you've had success with in all the other areas and applying it to web commerce? You have any thoughts on that?

**JOSEPH:** Web commerce, boy, I've been studying web commerce, I've been doing things in web commerce. The principles are all the same. The only thing I haven't done is start a web site that becomes a public company that creates a lot of attention and a lot of interest.

**JOE:** Do you have that in the works?

**JOSEPH:** That is starting to happen. I finally got sucked into doing that. That's about the only thing I haven't done in a sense in a big way.

**JOE:** Right.

**JOSEPH:** But the web is a very powerful tool and the same principles apply and that's why direct marketers, y'know you see a lot of these web designers they don't know what they're designing.

They're designing it for beauty, they're designing it for effect, but in essence many of those things that they're designing have the wrong effect.



*The web offers great opportunities to disseminate information at practically no cost*

Let me give you an example. I hired a web designer do a particular web site for me and they came out with the web pages and they were all in reverse, reverse type. Well, I know from fact and from the books that I've written actually that I site studies that show that reverse type is very detrimental to comprehension.

That causes people to either turn the page or not read and not understand what they're reading. These are tests that were done very scientifically, I mean it's not based on my opinion it's based on testing.

So I see that from a structural standpoint as being a mistake.

Some of the other things they do by being too obvious or telling too much of the story and not allowing the power of curiosity to take effect, and so I see a lot of these mistakes in direct marketing used in web sites and basically what I'm saying is that to understand the direct marketing principles and to be successful in any other form of direct marketing chances are you will be successful on the web.

The web gives you some really neat opportunities because you can disseminate information at practically no cost, you have people coming to you which is just unusual. What other resource, direct marketing resource where people come to you simply by the desire or the hobby or the interest that they have. They're coming to you, they're finding your store as though you were local in their area. And so this is a very powerful concept.

The problem with web marketing is that you have so much competition that anyone can set up a shop with a few cents and a similar product and under price everybody else in the market that it becomes a rat race.

This is evident by some of the people who in the business are the biggest people in business and they're losing money. There're are very few people who are making money and so what you have to do is really be different and you have to come up with a product or service that nobody else has, you have to apply the direct marketing principles and it's gotta make sense for web commerce.



*Be sure to record other people's input and study it*

**JOE:** Yes, I agree. I mean so many people right now are falling in love with the technology but they don't understand the psychology of marketing and therefore they're not having success and then they wonder why?

**JOSEPH:** Exactly.

**JOE:** Yes, great. Now I don't think you answered what you kind of touched on. What do you feel is Joe Sugarman's greatest strength?

**JOSEPH:** I did touch on it. I think my greatest strength is really probably two areas that I feel are strong. That is my copy writing ability and that only comes from all the practice I've had. And believe it or not from teaching my seminar students, by having to formalize the approach it enlightened me and made me more aware of what to do and in addition to that it was the seminars.

When I started the seminars I had seventeen psychological triggers. I'm up to thirty now. So you see you learn from that and people come in, I'll have students in my audience that say well, isn't such and such a psychological trigger? And I'll say y'know I think you're right, let me write that down, let me study it. And sure enough they're right.

It's a way to classify, it's a way to learn how to classify things cause you learn more from your students than you really teach.

The seminar really helped a lot. So I think becoming a good copy writer by virtue of a lot of experience, by virtue of the fact that I myself had to live and die by the success of my ads. If they failed, I lost the money. And so that poses a pretty good discipline.

I'd say the second thing that is probably my strength is the fact that I can look at any product and tell you the best way to market it from personal experience. From knowing what infomercials are like to home shopping to know the pitfalls of these areas. Y'know some people look at a product say boy that'd be a perfect infomercial product.



*You must learn from your mistakes and the mistakes of others*

Yeah it would be but there are some very serious pitfalls that maybe take it out of that realm. You've got to know the reasons for it being a success and potential success and the reasons why you have to be cautious.

Those are the two strengths I think I have and certainly I'm not a genius believe me. I have many many failures and even to this day I still have failures and I still make mistakes but the one thing I learned was I learned from these mistakes, most of them, and hopefully I don't have to make the same mistake two or three times to have learned.

**JOE:** Yeah, that's how you get better. I've said this several times before, successful business people that I know are not people that started out completely with everything in order, meaning all the fine ads and all the money they could ever need, all the knowledge and the right staff and the right office and the right database. People that started out and made a lot of mistakes and never gave up.

They just kept at them and they learned from their mistakes and acted differently and they never perceived any of it as failure they just perceived it as getting closer and closer to reaching their achievement and their goals.

They stuck with it and so the very successful people that you see out there are the accumulation of many mistakes that have taught them a lot of things. And they just kept at it.

**JOSEPH:** It's some of that and then also realizing that maybe there's a third element to my success and that is that I've a short attention span.

Once I master something I get bored. And so once I mastered direct marketing in terms of print I got bored and went to TV. Once I mastered TV, then I was feeling a little bored I might go into the Internet. It's just a continuous process.

**JOE:** Do you have a favorite?



*You must have direct marketing experience to be sure to stay in the game*

**JOSEPH:** A favorite?

**JOE:** Do you have a favorite form of where you like to dabble in, TV, print, mail order, catalogs?

**JOSEPH:** They're all a lot of fun. They all have a different purpose, they all have a different approach. I probably, because I love to write copy, I probably have a propensity to appreciate print more than TV, but I love TV because there's so much you can do with it and there's so many uses of the principle that you learn in print that could be applied to TV.

As a matter of fact this is a really important point.

When the infomercial industry started out, there were a lot people playing in that realm and there were many people who had no direct marketing experience and a few that had a lot of direct marketing experience.

When the industry shake out took place, the only people that were left were the ones that had direct marketing experience. And so it just shows you that the knowledge and the background and the experience with direct marketing is so vital in that area.

**JOE:** Yes, and usually other forms of advertising and marketing such as institution or image having value at all or would you always bank everything on direct response or direct marketing?

**JOSEPH:** I'd like to think that every ad, regardless of it's institutionality or y'know being an institutional ad or a corporate ad or whatever, should have some form of direct response.

Because if it's nothing more than collecting names, which you respond to later, it's nothing more than giving people an opportunity to express either their appreciation for your company or their lack of appreciation for your



*Even if you think you are an expert about a product, learn more*

advertising, do it because that's how you learn. That's what you're gonna learn from. And that's why I feel that many of these institutional advertising approaches are an absolute joke.

One of the better ones that I've come across recently is the US Postal Service. Believe it or not, I think they have a wonderful ad campaign. And a direct response ad campaign and it's for direct marketing.

It's encouraging direct marketing and it's encouraging the postal service. I mean there's a big big corporate advertiser and they're doing a very strong direct marketing campaign.

**JOE:** Yeah, now that you mention that, the Post Office, in the last few years has gotten so much better than what they used to be. And you gotta imagine if there's anyone that should be paying attention to focusing on advertising and marketing especially for the mail order business is the Post Office considering they make all their money from guys like us.

**JOSEPH:** Again I'm not familiar with the inner workings of the Post Office but I will say that I'm impressed with what they're doing from a marketing standpoint.

**JOE:** Now talking about copy writing, you said you really enjoy it. Do you have a formula when you write copy? I mean when you write a mail order ad, what do you do?

**JOSEPH:** I'd say we probably covered just about all of the, but let me just reiterate, and I'll do it briefly, one is I become an expert on that product without a doubt, even if I think I'm an expert I learn more.

If somebody presents a product for example, a digital watch and I know everything about digital watches, let's say this was about twenty years ago and I used to advertise them, actually twenty five years ago. What I would do is I would take that watch, I'd go to the factory that produced them.



*Create an interest in your audience that they will not forget*

Here I know just about everything about digital watches, but I go back to the factory, I interview the scientists, I interview the people that put it together and I become an expert and very often it's through that experience that I got the really hot selling feature that made this product different from everything else.

Second thing I do is with all this information I just sit down at a computer and I start typing. And I try to weave a story, I try to realize that that headline is, that person reading the ad is very much like me, very short attention span. And that person's gonna get bored.

I've got to create an interest in them that they will not forget. So that's what I do, I create an ad that just grabs their interest with a very brief headline and a good sub headline and a great first sentence and an even better second sentence and I just keep going through the process.

**JOE:** You mentioned in your books and stuff that you don't use big words because you don't know any big words. You have an area in the book Triggers where you talk about keep it stupid and simple I believe that's what you call it?

**JOSEPH:** Right.

**JOE:** There are a lot of people out there that think they need to really understand, they need to be, everything needs to be grammatically correct and they've really got to have an amazing vocabulary and what you're saying is that's not true at all?

**JOSEPH:** No, not true at all. I think the key here is communicate. You've got to be able to communicate. And the other thing that this kind of brings up I really want to bring out too is that after I write an ad, I go through a process of editing. I mean that editing process may take ten drafts, may take twenty drafts.

The first draft I come out with is not necessarily good grammatically, it doesn't have great spelling, although with spell checkers now it's almost automatic.



*Writing is a continuous process which you will continue to refine*

**JOE:** Yeah,

**JOSEPH:** But even with the grammar check it helps a lot too. But there are, I just work on those ads over and over again. Now true some ads just come right out and they feel good and there're very few changes and I want 'em and boy they do terrific. But the typical story of one of my ads is I write it and I'll make corrections, I'll go through three or four versions.

Then after I finish it and test it and I'm running it, if it's the type of product that will last for years, I'm working on a new ad to replace the one that's working. Or I'm looking at tweaking the one that's working to make it even better.

It's a continuous process. It's not just, writing the ad is the simple part, it's the editing and the re-editing that's the tough tough part.

**JOE:** Right. I would agree there's a lot into it. Who influenced you most in your copy writing years? Or do you have any books on the subject that you recommend, if any? Where did you really look for other than just sitting down in front of a typewriter and bleeding right out of your fingers? Where did you get your copy writing knowledge?

**JOSEPH:** Well, actually I just love to write and I used to write different things. I mean I'd write, I used to go to for example, when the new cars would come out I'd pick up brochures at the car dealers and I'd read them and they wouldn't give me any really good information.

They'd talk about rack and pinion steering but they wouldn't say what rack and pinion steering was.

**JOE:** I still don't know what rack and pinion steering, I mean I just have no idea. And I've heard it a million times.



*Be sure  
your copy is  
entertaining*

**JOSEPH:** Somebody's gonna tell me one of these days, and I'm going to be awfully disappointed.

**JOE:** Both me and you are gonna get a million faxes now from everyone who is taking part in this session that is gonna explain it.

**JOSEPH:** What's funny is that I don't what it is either but the point was that I had a concept in the back of my mind that a lot of people would really like to read interesting copy that explains something and having read a few books and I really didn't find a good book on copy writing until I came across David Olgivie and he had a couple books out that, he talked about copy and effective copy and concept using a concept to sell the product.

I just seemed to resonate with his approach and my biggest thrill was being told that when he was on an airplane with one of his associates and they were going across the airline magazine and came across my ad and said to his associate he says now this is a copy writer.

That was probably one of my biggest thrills was being told that by the person that he was talking to.

**JOE:** Yeah, that's very cool.

**JOSEPH:** Anyway, so that was my early influence and then just experience taught me. I mean if you could see, and you would be able to see in my books, the first few ads that I wrote, they were literally amateurish compared to the style and the approach that I use today.

The other thing that I do in my advertising and my copy writing is they're entertaining. Very often people read them strictly for the entertainment. I mean if you can imagine a commercial selling proposition to be entertaining well that's what I try to make my ads do is to provide entertainment to and at the same time of course sell my product.



People  
appreciate  
good  
customer  
service

**JOE:** Yeah, I mean them people probably don't even perceive they're probably even being sold y'know? Well, that's the goal that's exactly the impression that I really hope I create in a lot of my advertising.

**JOSEPH:** Let me put it this way, I read your interview with ABC and I really got a lot out of that information. I mean next time I hire a carpet cleaner I know what to do. That was invaluable.

Now if you were to take that information and let's say you had a carpet cleaning product, maybe a really good ad for you would be to have an ad telling people how to find a really good carpet cleaner and then at the very end say but y'know you might have a few little stains and it'd be silly to hire a carpet cleaner. And so why don't you buy this stain remover that I sell and you won't have to get a carpet cleaner every time.

**JOE:** Right.

**JOSEPH:** See, I did that when pocket calculators came out. People didn't understand what pocket calculators were. They didn't understand how to use them. They didn't understand what a floating decimal point was.

So I came up with a very wordy 1,500 page ad describing all these benefits and referring to another ad somewhere in this newspaper, *The Wall Street Journal* if they were interested in buying one. I was deluged with orders.

People appreciated the service I provided and that's one of the things you as a direct marketer can do, provide a real service to your customer and in the process sell him something.

**JOE:** Right, right. Well you just gave me a very good idea so thank you. I'm actually, it's funny cause ever since that show has aired, the 20/20 show, I've immediately because of the posting on the ABC web site and everything, have come up with some very amazing strategies that not only will work for



Your  
competition  
will keep  
you sharp

myself but also for many of my clients that are in that business. And I'm very glad that you mentioned that cause it just triggered another thing.

**JOSEPH:** Okay, good. One of the things also that I think trigger a lot in me anyway, and if I got to point to one thing that has kept me sharp and has kept me on top of things and probably one of the big reasons for my success, and that is believe it or not, my competition. If it wasn't for my competition, as much as I hate those guys, I probably would not be where I am today.

**JOE:** True, it forces you to stay sharp, you don't get lazy when you have someone out there. I mean, what I hate the most is my knock offs, people that flat out plagiarize and copy from me but I even learn something from them and it even forces me to have to y'know extol more of the wonderful reasons why I am superior in my particular products and services are better or for a particular situation, more useful than what else is being sold.

But yeah, if people didn't have competition there wouldn't be as good as products, people wouldn't have as much passion in trying to sell them, so yeah, there's a good side to having competition.

The more savvy and sharper your competition are the more you gotta stay sharp and savvy yourself or they'll crush ya.

**JOSEPH:** Y'know I learned very early that if you're very innovative and very creative you're going to be ahead of the pack but people are going to copy you. And that's the normal process.

**JOE:** Yes it is.

**JOSEPH:** So I could be very innovative, very creative but I always knew I had to be ahead of my competition and I had to come up with something different and



*You need to innovate faster than your competition can copy*

new. My biggest thrill was watching my competition copy my failures. Thinking I had a success and they copied my failures and I saw them go down the tubes with those failures.

**JOE:** That is funny.

**JOSEPH:** Yeah, that was a great thrill. But typically they copied the successes as well and it wasn't the successes, it didn't bother me, in the beginning it did, but after a while it was just a normal function of being in business.

I just tried to come up with something that was totally different and totally ahead of the game.

**JOE:** Right, and the bottom line is if you just try to stick with one thing forever then you're just opening yourself up for someone to come along and pull the rug out from under you. Mc Donalds saying is you gotta create quicker than they can copy. You've got to innovate quicker than they can copy.

**JOSEPH:** Well, the key is you've got to reinvent yourself. If you look through history and you look at for example, even the entertainment acts like the Beatles, they continually re-invented themselves. I mean if you look at their history, every year there was a different group there. They either were changing their music, or they were changing their dress or their behavior.

Madonna's another good example. She has gone through several, Picasso's a good example. He went through all these periods. A really creative successful individual is someone who constantly is re-creating themselves.

**JOE:** Yes, you're absolutely right. Well that brings up a question. Now you've seen a lot of changes in the marketing environment over your 25 years plus experience in this field. What's worked in the past that's not working now?



Everything  
works in  
cycles

I mean is there anything like the decline of print readership? Fragmentation of TV viewership, y'know all the dot coms driving up media prices, impact of electronic media etcetera? I mean what are your thoughts on all the things that are taking place?

**JOSEPH:** My theory about that is that everything works in cycles. And if you study the history of direct marketing and I mean go back to the early 1900's which I did and actually point to in my book, you will see parallels that almost are identical to the way new marketing concepts are introduced today and people think they're new marketing concepts.

Really they're just variations of old concepts.

But the point is this, that everything is cyclical. So what worked in the 1920's may work today. Or if it worked in the 1920's it could have worked in the 1940's, it would have worked in the 1960's and maybe now in the year 2000 it'll work again.

**JOE:** Right.

**JOSEPH:** The point is that everything is cyclical. I'll give you a really good example. Infomercials. When I got into infomercials we were practically in a recession. And the media rates were going down.

Media rates were going down because media rates are highly volatile and they're negotiable. And some of these TV stations had extra time available, they lowered the price rather than run a public service they'd rather run an infomercial even if it was a lower price than they expected.

In the beginning when I got into infomercials, the media rates were so expensive that I had a cost per order of three dollars for a forty, fifty-dollar item. That was sensational. Then as time went on the economy got better, the economy started to change, it started to improve, some of these media giants started raising their rates because a lot of the big corporations were buying media time.



Many  
people only  
make  
money on  
the back  
end

What happened was the media rates went so high that it is very difficult to make money on an infomercial. Now we were very fortunate. I got out before we reached that point. I had six incredibly successful years, not only with Blue Blockers but I had other products.

I saw the media rates going higher, saw the big corporations buying media. I saw the success in the economy taking place. I saw all the other things that you mentioned happening and I said to myself now's the time to get out.

I'm going to wait for the next cycle. And I got out. The people that are making money on infomercials now are making it strictly at the back end and very few are hits so far, y'know the Tae Bo of course is a classic example of somebody hitting it very big.

**JOE:** Right.

**JOSEPH:** But a lot of these mentoring programs, get rich programs, real estate programs they all make their money at the back end. They're lucky to make it in the front end. And you know of a few bankruptcies in that area as well.

**JOE:** Oh yeah.

**JOSEPH:** The point is that everything is cyclical. When is this cycle gonna turn up again? My guess is when we hit our next major recession.

Again TV time will drop, people will be tired of going to their stores or not want to go to their stores. They'll be home more, they'll be able reading more magazines. They'll be watching TV more. And that's when direct marketing will start taking off.

**JOE:** Interesting. Very good, very good. Now let's talk about, one thing I wanted to ask you is many of my members and people that hire me and subscribe to my



*As humans,  
we all  
respond in  
a very  
similar way*

newsletter and listen to my tapes, they tell me their customers or prospects are different from other people, which I personally never agree with.

Could you talk about your experience with human nature in general and how it applies to all kinds of people, different markets or geographic locations?

**JOSEPH:** Yeah, I think there's a yes and a no to that question. The yes is that we're all human and we all respond to basically the same psychological triggers. We all psychologically and emotionally respond in a very similar way. The differences come in the ethnic nature of the customer.

**JOE:** Uh huh.

**JOSEPH:** Here's a good example of, I'll give you a good example of this. If I wanted to sell a wallet in the United States, I could have artificial leather and it could look very much like a wallet and I could sell it for a very low price and I could do very well. When I'm in Germany, the Germans have this emotional attachment to pure leather, they love pure leather.

So if I offered this imitation wallet at a very low price in Germany, it would bomb. In fact, it would do worse than one that was pure leather at triple the price. The reason being is that the German emotional attachment is for quality, it's for natural pure products, pure leather. Another example is I sell my Blue Blockers on German television.

I get before their audience and I pitch my product. Well I don't pitch the cheaper, non-polarized product. I pitch the more expensive product. And so it's very important to me that the product that I present fits into the emotional requirements of that country. Well now what is the key here?

Well when I look at my product, I learn everything I can about that product. But I also do something else. I learn everything I can about my customer.

And so if they're saying to you, my customer is very unique, well then you learn about that customer because maybe this customer has some unique



*Find out what the emotional differences are in your audience*

personality or emotional quirk that makes positioning this product different than the way you'd position it through masses or to an audience that's much different than the group that you're presenting it to.

So really it's a yes or a no. Do you follow what I'm saying?

**JOE:** Oh yeah, I agree with you totally. And you're right and I guess start looking at it from traveling across the waters and stuff and yes there's definitely gonna be differences in what people like and what they dislike and you obviously are the man with the experience on that.

**JOSEPH:** A good example is in preparing for the hosiery product for sale. I use words that as a male I thought were good words. But when you read these to women they say well, now you don't want to use that particular word.

**JOE:** Right.

**JOSEPH:** So here's an example of a person saying yes, our audience is different than you're accustomed to. It's different than the audience that you're used to dealing with. So yes, it is true, the audiences are different and there are emotional differences. It's up to you as a marketer to find what those emotional differences are.

**JOE:** Yes, well and in terms of the thing that I was really referring to, which you just took it to a much broader explanation, is y'know how some guy that'll write an ad campaign in Los Angeles but I'll have a guy in San Diego that'll say well y'know it won't work here because people are different in this area.

All they care about is price or something like that. Which in that, in the context of that, it's just not true.



*Some people make statements that are not true*

**JOSEPH:** Well no, some people make statements that are not true. For example, I've had people say well sometimes if you raise the price of a product you'll sell more. And that is so full of baloney I mean, very rarely does that happen and the circumstances that that happens under are usually special instances where certain things have to be in place. But it's very rare.

The truth of the matter is when you lower a price you sell more of what you're selling. The key is figuring out what you need to sell to maximize your profits.

**JOE:** Yeah, an example like that just changing price alone is normally not what will cause someone to increase the price and get more sales.

There are other elements in terms of the marketing and building the value and everything else that goes into it in order to have experiences like that, cause I agree with that.

**JOSEPH:** And credibility too. I mean sometimes an offer is so low that it is incredible well then yeah, you've gotta recognize that and figure out a way to counter that. So basically and what I've learned too this is a really interesting point, and that is that as you change the price point of your product, the nature of your product changes as well as the approach that needs to be used.

Now a lot of people don't realize that. They say well I'm just gonna lower the price and it doesn't make any difference, I'll give you an example. We were selling a product called the pocket cb during the citizens band craze, citizens band radios were selling like crazy and we came out with a little pocket cb. And we started selling those units at 39.95 a piece and we sold hundreds of thousands of them.

Then as the market started to wane, we had some left over, we ran a special. It was now 29.95. So it went from a real serious cb product down to maybe a hobby. And then to close out our last product, we lowered the price to 19.95. Well the product really became a toy. And so the nature, the concept, the positioning of the product changed as it went down in price.



People appreciate when you have failed and succeeded because they can relate to you

**JOE:** Yes, makes sense. Well, let's do this, we're getting close to time Joe. Last thing I want to ask you, because I want you to tell the listeners about how to get copies of your wonderful books and how they can continue the research on what it is that you've learned through your years of experience and I highly recommend everybody do that.

One thing I do want to ask you before you mention that is how do you differ from other marketing gurus in the business, cause there's a lot of them.

**JOSEPH:** Well, that's a good question. I think the difference is that I've actually run the businesses, taken the losses, I've been the pioneer, I've had arrows in my ass as they say, which is evidence of a pioneer.

I've actually experienced all of this first hand whereas many of the marketing gurus and they're very good, they're tremendous resources of information, but they speak from the experiences of other people and so one of the reasons my seminars are so successful was because they were talking to a practitioner. I did it. I was up there with the best of them.

I took the slings and arrows. I failed, I succeeded. I think people like that.

People appreciate that type of input because you can relate to that. Is there a place for both of us? Oh for sure, very few people who have been successful and been operating in the business and are willing to share what they know and so there're not too many of people like myself left who are even willing to do this. But is there a need for a marketing person who hasn't been through all of this experience?

Of course there is because this person has gathered all of this information and is refined and knows from personal experiences the good information very often from the bad. And so by distilling it and making it available to the public, they provide a wonderful service.

Basically, the difference is that I have been doing it for years — and in many different ways as opposed to an academic standpoint where I just share information.



Learn the stories and techniques that have succeeded

**JOE:** Well I personally think that you're brilliant. Your books are great, there's so much knowledge that you've recorded for people to learn from. How can the listeners get a hold of what you've created and learn more from you?

**JOSEPH:** Well thank you very much Joe, I appreciate all the compliments. I sometimes question how much of a genius I am but when you realize all the failures I've had and a lot of them I talk about in my books.

I've come up with four books that I think all of your listeners should really get. One of them is *Advertising Secrets Of The Written Word* and that is a step by step process of how you can become a great copy writer and I've given this book to a few people who were friends and were curious to see what I had written and after reading it they said I never thought I could write a word of copy. I never thought I would ever even want to write a word of copy. But after reading your book, I feel I can write copy now.

That's the way my seminar participants left my course and that's also really important because what people have to realize is that if they're in business they should be able to write their own copy.

That is the one thing that I would recommend that people study and learn.

So that's the first book. The second book is, it's a 300-page book with a lot of illustrations and also pictures of my ads. It is *Marketing Secrets Of A Mail Order Maverick*. That is mostly with print advertising and it discusses a lot of my strategy.

When we talked earlier before about that strategy of involvement in having a spelling computer and having misspelled words. Well there are a lot of examples of that. And there are a lot of stories.

Half the book are stories, the other half are techniques and tips and tools that you need to know for example what kind of type to use? How to position an ad? How to position effect ad, how do you get the best media ratings? Things like that really practical stuff.

The third book is then television and every form of television ads in it with a lot of stories and a lot of examples and a lot of the principles that apply to TV



Gain  
insights on  
direct  
marketing

that also part of the forms of media but specifically apply to TV. A lot of people don't realize that to get on QVC doesn't cost you anything. But there's a way to do it and there's a way to get on QVC and maximize your sales.

There are a lot of tips on how to do infomercials and where to go to get them done and so the book's a very valuable book in that it gives you a perspective for TV. Well these three books are in a slipcase, I have a total of about 1,000 pages. The first book is 300, second book is 400 and the third book is 300 pages and it's really well written, course I wrote it I have to say that. But I've heard that from a lot of people.

What I'd like to do is offer your group something very very special Joe and that is that if you are interested in all those three books I will also include *Triggers*, which is the book on selling, personal selling which will give you give you a lot more insights into direct marketing.

I'd like to put in a tape, I have a two cassette tape on a speech that I gave that talks about many of the topics that I haven't even talked in this tape. And that's a \$49.95 value and you know what I'd like to do, I'd like to throw in a pair of Blue Blocker sunglasses for everybody who orders this complete package, this complete package is approximately about oh, I'd say couple of hundred dollars. I'd like to offer it to your group for \$99.95.

You get the entire package for \$99.95. All you have to do is call our toll free number, we're on West Coast time, we're in Las Vegas. Our toll free number is 800-323-6400. You have to say you heard it from Joe Polish's tape because that's the only way we know that you'll be getting this package.

My fax number is 702-597-2000 and if you have any orders you can also fax it or call our toll free number. And I really do hope everybody gets it.

**JOE:** Great, now I will say to all the listeners that is one heck of a deal for 99 bucks. There's a lot there, including the sunglasses that's a great deal. So you're crazy if you don't take Joe up on that.

I want to say Joe, thank you so much for taking the time to do this interview. I think you're brilliant and I just can only encourage the listeners to follow up on the education, you're one of the masters, one of the best in the world



*Continue  
your  
marketing  
education*

at what you do. And I really appreciate you taking the time to do this interview. Now to all my listeners please let me know what you thought of the interview with Joe. And send me any comments by fax.

I'd sure like to know and I will also forward any comments that you have to say about Joe directly to him. So with that, continue your marketing education, eat your competition alive and I'll talk to you next month.

Thank you for listening to this Interview. We hope you found it profitable. If you would like additional information on how to receive more educational interviews, designed specifically to improve your business then call the Piranha support team and get signed up on the Genius Network.

Then you will never be at a loss for the best marketing and management information in the industry. The number is 480-858-0008. The fax is 480-858-0004. Or visit Joe's web site at [www.GeniusNetwork.com](http://www.GeniusNetwork.com).





## Sales/Marketing:

- Dr. Paul Hartunian** (Leading Publicity Expert)  
Creating Your Own Publicity
- Paul Colligan** (Podcast Marketing Expert) **NEW!**  
Podcasting: Why It's Important To Your Business
- Rick Raddatz** (Internet Marketing Tool Guru)  
Success Through Simplicity **NEW!**
- Joe Polish** (Marketing Guru)  
RD Skinner interviews Joe Polish on How to Put Profitable Marketing on Auto Pilot
- Alex Mandossian** (Founder: TeleseminarSecrets.com)  
Traffic Conversion Secrets
- SPECIAL: Brian Kay interviews Joe Polish**  
How To Double or Triple Your Business...Using Client Attraction Systems
- Brad Richdale** (You've Seen Him On TV, He runs a \$100 Million + a year company)  
How To Think Like A Millionaire

- Terry Hunefeld** (Killer Marketer)  
Million Dollar Brainstorming Roadtrip
- Ken Kerr** (Former Creative Director of Disney World Epcot Center & Sea World)  
Secrets of the Magic Kingdom
- Ben Cummings** (Brilliant System's Marketing Guy!)  
Simple Concepts That Can Revolutionize Your Business
- Craig Forte** (Marketing Expert)  
The 3-Step Business Building Formula
- Jeff Madoff** (TV Advertising Producer & Director)  
Business Success, Brand Building, & Victoria's Secret!!
- Dr. Robert Cialdini** (Expert in Influence & Negotiation)  
The Power of Persuasion
- Larry Steinmetz** (Professional Speaker)  
How To Sell At Prices Higher Than Your Competitors
- Ken Varga** (Successful Multi Millionaire & Book Author)  
How to Get Customers to Call, Buy, and Beg For More!
- Denny Hatch** (Founder/Editor: Target Marketing Magazine)  
Million Dollar Marketing Secrets

- Dan Wheeler** (The Billion Dollar Man)  
Creating Your Perfect Selling Environment
- Dean Jackson** (Marketing Expert)  
Three Essential Secrets of a Super Successful Business
- Dr. Tony Palermo** (Professional Coach)  
Fed-Ex To Success: When You Absolutely, Positively Have To Get There
- Ben Cummings** (Direct Response Marketing Guru)  
Continuity Programs To Create Clients For Life!
- Marty Chenard** (Direct Marketing Expert)  
Strategic Marketing and Business Strategies
- Craig Forte** (Direct Marketing Guru)  
Secrets To Leveraging Your Relationships With Your Clients, Getting Them To Do More Business With You
- Alan Antin** (Author)  
Secrets From The Lost Art of Common Sense Marketing

## Marketing/Copywriting:

- Brian Kurtz** (of Boardroom Inc.)  
List Management Mastery
- Dan Kennedy** (Internationally Known Direct Response Marketing Expert)  
Master Marketer
- Jeff Troyer** (Automatic Response Technologies)  
Auto-Pilot Advertising Systems
- Brian Kurtz** (of Boardroom Inc.)  
Direct Marketing Success

- John Carlton** (Worldclass Master Copywriter)  
Sales Detectives & Operation Money Suck™
- Ted Nicholas** (Direct Marketing Guru)  
Million Dollar Direct Marketing Secrets
- Jeff Paul** (Information Mrktg Expert)  
Unlock the Age Old Secrets of Human Behavior To Uncover Hidden Profits!
- Joe Sugarman** (Direct Marketing Expert)  
How to Use Psychological Triggers to Control the Mind of Your Prospects

- John Carlton** (Worldclass Master Copywriter)  
Advanced Selling Secrets Most Writers Never Discover
- Jeff Paul** (Direct Marketing Guru)  
How To Practically Guarantee Your Business Will Make You Obscenely Rich !
- Jeff Paul** (Direct Marketing Guru) **PART TWO**
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