Jay Abraham's

Incredible Case Studies!

502 "Abraham Inspired" Case Studies, Success Stories and Testimonials **Guaranteed** to Stimulate Your Creativity, Transform Your Marketing Strategy and Grow Your Business or Professional Practice *Massively* Over The Next 3 to 18 Months!

*** EXTREMELY CONFIDENTIAL ***

*** FOR YOUR EYES -- ONLY ***

From the Desk of

Jay L. Abraham

Subject**: 502 Incredible Case Studies Designed To Exponentially Grow Your Business Over the Next 3 to 18 Months!**

Dear Valued Client:

This is your personal (as in "for YOUR eyes only"), highly actionable, and extremely confidential collection of **Incredible Case Studies**. There are more than 500 real life, business case studies, success stories and highly documented testimonials here. They are **guaranteed** to stimulate your creativity, transform your marketing strategy and dramatically grow your business or professional practice.

As you may know, I was crystal clear to submitters of exact type, format and content of each case study I wanted them to submit to me. They had to detail and quantify the results… They had to denominate the tangible impact that my concepts produced for them… From all sorts of vantage points… They had to describe the basic strategy of mine, such that ANYONE could follow it, adapt and adopt it for their business.

In short, I was demanding and as ruthlessly specific as I could get, without writing the case study myself or hiring an army of reporters or researchers for for tens of thousands of dollars to interview and document each one.

As part of the review process, I unfortunately and regrettably had to reject hundreds of well intended submissions. Because although they were very glorifying and gratifying to me (which I genuinely appreciate very much), I just couldn't see how they would be valuable and applicable… To you.

I have included 502 totally appropriate case studies, success stories and illustrative testimonials here. Anyone could study these 502 and get immediate positive impact on their business… This includes you. You should be able to dramatically grow your business the next 18 months and as quick as 18 days.

My Heartfelt Suggestion

If I were you, here's how I would begin to systemactically take action with this treasure trove of unparalleled confidential case study information:

- **First**, take an initial "first pass" cursory review of this volume. Print them all out and put them in a binder marked "CONFIDENTIAL". Keep it on you desk or with you at all times. Mark with a post-it note, the case studies which which most immediately apply to you, your circumstances or business situation.

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I would be looking for strategies which I could import, adapt and adopt to my specific situation. I would look for ones based upon the time, the available marketing funds I had available, the ease of effort, the most creative **OR** I would look at the case studies in my same industry that I could model.

- **Then** I would review those case studies in detail, and highlight, with a pen or highlighter, the specific fundamentals of what made them work. I would attempt to learn from each one. I would ask questions like… What's the insight here? What strategy, tactic or driver makes it work? And most importantly…

What is the implication and application on, to or in my specific business that I can learn here?

- **Next**, with pen and paper, I would prioritize the case studies which I would want to "creatively emulate". I would prioritize them based upon ease and quickness of implementation. (PS: I'll give you a hint… By far the most successful strategy which people reported was using RISK REVERSAL amongst all 502. It's easy, it's fundamentally free, and it has the capability of doubling or tripling your sales *instantly*.)

- **Further**, I would create a detailed plan for each strategy I wanted to deploy and create a marketing calendar to lock in when I would deploy it. I would work backwards to make sure I had a great implementation plan formulated.

- **Lastly**, I would focus **on one strategy at time**, optimizing and customizing it to my situation, until I had fully capitalized on its value to me and my business. Do that--- and nothing more, and you'll owe me "big time" in about 3 to 18 months, when your sales skyrocket and your profits explode.

The Keys To The Kingdom Are Here For You--- FREE!

As you can see, if I were you, I would totally consume and embrace this collection, extracting every strategic and tactical application on your business, because it holds the keys to growing your business, generating profit windfalls and creating a lot of business breakthroughs in the process.

I want you to know that you inspire me to work even harder on your behalf, because-- You have demonstrated in your case study submission to me… That you are one of the few high achieving business owners who do (versus the masses who don't--- implement, apply and excute the ideas I've so openly tried to share with you over my career).

My heartfelt hope is that you will immediately put into ACTION these case studies such that you will be able to report back dramatic increases in your business. Any ONE of these case studies, success stories and illustrative testimonials has the power to totally transform your marketing strategy. Any TWO of them can be combined to geometrically increase your sales… And with any THREE or more, your profits can't help but go exponential.

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So with that said, you have your work cut out for you. I am sure it will be the profit adventure of a lifetime, one very few people get to experience.

Thank you again for submitting your case study, testimonial, or success story.

Best of Success With All Your Business Building Endeavors,

Jay L. Abraham

P.S.

Please don't be bashful about sending me your next success stories when you achieve them. I am always interesting in new, innovative and creative ways of using my methodology and mindset. Just email your success story to apgi@abraham.com.

(As you know, I can come up with many inventive ways ethically use your success to my own marketing benefit. There's a case study lesson here too: You should take a marketing page from me and apply the same kind of dynamics to your own situation too.)

P.P.S.

Important Note: To prepare these case studies required enormous effort, time , expense, and commitment on our part. The people that shared them with me, **shared them with ME**. For MY purposes. Which may be a commercial application of some kind.

I am delighted to share this complete set of these case studies with YOU ONLY--- ABSOLUTE FREE OF CHARGE, per my original agreement and offer I made with you. However, it is vitally, critically important and ABSOLUTELY mandatory that you totally respect the confidentiality and the exclusivity of this massive collection.

It is absolutely NOT being sent to you for redistribution in any way form or kind--- without my express written authorization or approval.

It is only being shared with you and your enterprise here to help you flourish, prosper, and to substantially grow *your* business as my free gift. Consder this document is PRICELESS. It contains hundreds of totally specific strategies and the supporting tactics that will allow anyone reading this to reap enormous financial, competitive and business advantage over anyone else they compete against.

As such, I consider it totally proprietary and the intellectual proprerty of Abraham Publishing Group. Thus… it IS NOT intended, designed or offered to you for redistribution, conveyance or sharing in anyway outside of your direct reports. And we respectfully expect you to hold them to the same ethical standard of confidentiality, trust and conduct we are know you will honor.

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Warning: In anticipation of several commercial applications, we are about to modify this .pdf file so we'll be able to track it and make sure my confidentiality and non-disclosure request is honored. I would feel really terrible if you or your staff were trapped or embarrassed unintentionally. So again, please respect my request for confidentiality. Thank you.

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1. Abdul Mozid

----- Original Message -----
From: Abdul Mozid
To: Jay Abraham
Sent: Wednesday, July 31, 2002 10:09 AM

How I increased our business turnover from £1200/week to just over £2500 in 6 months.

What did I do? I increased the turnover of our takeaway from £1200/week to just over £2500 in 6 months. I work for my uncle and for a period of 7 months I was in charge of running the business whilst he went abroad.

The only bit of marketing we did was a postcard size advert in the newspaper during Christmas. We did not advertise the whole year round because we never got good results from it.

On reflection, what I am about to say now defies logic – we also use to do leaflet drop of our menus which always brought in new customers, however, we NEVER CONTINUED IT. This was done whenever the business slowed. These two methods were our only bit of marketing.

After studying Jay's "Money making secrets of Jay Abraham and other marketing wizards" I realized that we were making so many mistakes in running our business.

The biggest mistake we made was that we never captured the names of our customers – for the regulars we knew nothing more than their names. What this meant is that we could never do anything with our customers because we did not know exactly who we were serving and how many customers we had. We also never calculated the marginal net worth of each customer.

The first thing I implemented was capturing the names of our customers and recording it into a card index system. Having analyzed the business I realized that we could easily capture approximately 50% of customers name. These were the customers who left their name, address and phone numbers to have the meals delivered to them. The other half needed some "creativity" to
capture so..

I borrowed an idea from a friend who has a guest book for his hotel customers and adapted it to my takeaway. I had a "guest" book at the front of the counter that had columns for name, address, phone and a comment on what they thought about the food at the takeaway. The incentive given to the customers were that all people in the book would be invited to special events in the
future.

After getting the names it was so simple to increase the business. Firstly I sent out a thank you letter to each of the customers on my list. Next I sent a small note with the weekly specials and the menu every week for the 5 months that followed it (initially to only 50 people – so we don't waste money on testing).

The results speak for it self – we doubled our business.

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The most important lessons I learnt is that:

You have to question things and ask, "Is there a better way?"
You must measure and record everything – for example how many customers you have and who are they?
Be willing to try things – even if you fail.
Make sure you are in regular contact with you customer – otherwise they may forget you!

I no longer work with my uncle, in fact on the verge of opening my own business, but all these facts can be verified – my contact details are (tried to keep this brief):

Mr A Mozid

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2. Adam J. Betcher

----- Original Message -----
From: Adam J. Betcher
To: Jay Abraham
Sent: Wednesday, July, 2002 11:51 PM

I am probably one of the least qualified to give a case study because I am still working my full time day job and am still in the guts of helping my first client.

In order to explain why this is a success, I have to tell you the whole story.

I am a project manager/process developer/Systems engineer within a fortune 100 company. -- I only have an associates degree and my peers are mostly engineers with doctorate's so you can see that I didn't get where I am by being average.

Within this company I noticed that there were people that could create excellent technical solutions, but the company would ignore them, and then the company would turn around and hire consultants that didn't have a clue, but were pretty good sales people.

This always irked me and my associates, so I decided to do something about it. I started studying marketing and sales because these are where my associates were ineffective. I came across a person who was a Jay Abraham Protege' and was willing to loan my his materials. I spent a year studying, quantifying and rendering out the core principles from the audio tapes, books and newsletters. At last I was prepared. I invited a group of the best of the best to lunch and presented my business plan to create a consulting company that gained payment as a percentage of the improvements made.

*** This is my first success... I would never have had the forethought to reverse the risk or the ability to convince anyone to join me if I hadn't studied Jay's materials.

Three process improvement war-horses joined my company. A Demming scholar, A training guru and a Theory of Constraints Jonah. All of these people have indepth understanding of the theories of management of people and systems, but no marketing skills.

Once I started the company, I immediately had enough clients to fill our free time (we all have day jobs and families). Our capacity is 2 clients, the average length of time meeting with a client is 1.5 years and we have been in business for about 2 years. When we work with clients, they come to us with seemingly insurrmountable obstacles, and we begin to share principles and ideas about forming strategic partnerships, reversing risks, getting referrals and help them think through the problems they are having by using the tools from the systems management tool suite's. They always leave with a renewed sense of hope.

I too have a renewed sense of hope. Recently, I started recieving the materials that Jay had teamed up with someone named Chet Holmes. At

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first I thought "ok another schlep trying to hitch a ride on Jay Abraham's shirt tail. Boy was I wrong. I recieved an audio where Chet outlined his technique for developing a core story. I tell you what... All of my clients/Associates/ friends/relatives etc... heard about Chet Holmes. I purchased the PEQ home study and the PEQ II home study and have been working through them. I approached a prospect that I have been working on for a year and landed an agreement for 50% of any net he makes over last year. (he hadn't been doing too well this year up to that point).

*** This is my second big success. I never would have landed this client without knowing that I could supercharge his sales with Chet's stuff.

I have now switched to working 4 tens with Mondays off and on Mondays, I am working with this new client. We have created an excellent risk reversal and built him a pretty good core story and are working the bugs out of it. The clients he has shared it with are excited about his new way of doing business. Soon we will be hiring some sales superstars and then watch out!

Adam J. Betcher

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3. Ahron Katz

----- Original Message -----
From: Ahron Katz
To: Jay Abraham
Sent: Thursday, August 1, 2002 12:54 PM

I'm Ahron Katz, founder of A-abc Appliance and Air Conditioning, the company with "the little red trucks" in Dallas, Texas. A-abc Appliance and Air Conditioning does approximately ten million dollars in sales annually.

I'm going to share examples using three of Jay's strategies.

The three strategies are:

1. Risk reversal. That way the client has nothing to lose.

2. Become spokesman for your company because people relate to a human being better than to an entity. That increases recognizability and responsiveness to your advertising by as much as 30% or more.

3. When you have confidence in your product or service, it's very effective to offer free or reduced-price samples. Assuming that long-term relationships are very profitable, it will translate into exponential growth.

Here are three successful results from using the strategies.

1. I became the spokesman for the company by learning to do radio commercials myself. I promised clients my personal guarantee using Jay's strategy of risk reversal. "You'll love our service or you won't owe us a dime."

   I ended up hosting an hour-long radio show on Saturday afternoons. Within several years, the recognition factor for A-abc, the company with the "little red trucks" had surged from 3% to more than 40%.

2. I offered free carbon monoxide detectors along with free safety inspections as an introduction to our service. We gave away 1500 of the carbon monoxide detectors and did 200 safety inspections. The total cost was $13,000.00. The clients generated from this program translated into $112,000 in sales with a 43% gross profit margin within twelve months. Within twenty-four months, that had expanded into $250,000 dollars in sales.

3. I offered a $19.95 energy audit for anyone that owned a house over five years old. Normal price was $150.00. This program generated over two thousand clients, with sales of $1,100,000 within twelve months.

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In summary, just those three strategies resulted in over a 1,000% increase in recognizability for the company, and millions of dollars in trackable sales improvements.

I used these strategies repeatedly over the years. They helped me grow my company and profits by over 100% in a seven-year period.
Jay's philosophies and ideas work.

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4. Alan Cooper

----- Original Message -----
From: Alan Cooper
To: Jay Abraham
Sent: Thursday, August 1, 2002 4:27 PM

Most of the testimonials you'll read about Jay Abraham are about the incredible amounts of money his clients have made through following his teachings.

But the biggest gift Jay has given me is the insight that we truly live in a world of infinite opportunities. Each and every one of us has the ability to tap that limitless well.

I'm presently making the transition from a salaried job to independent entrepreneur. Those of you have walked that path know it is sometimes a scary place to be. Jay's philosophy has been me guiding light on that journey.

As an individual without any of the resources of bigger players, Jay's interpretation of the principle of leverage has been my biggest ally.

The ancient Greek philosopher Archimedes said, "Give me a long enough lever and I'll move the world". Jay gave me that lever.

Until I stumbled on his website, www.abraham.com, I would have been content with a business that paid the bills and supported my family. Jay taught me to think so much bigger.

Using the techniques Jay gives away FREE at his website, I've negotiated a joint venture deal with a major cellular phone provider whereby I have access to thousands of dollars a month in free advertising.

I live in South Africa, a beautiful, vibrant land. But many of my friends and colleagues are constantly complaining. They complain about crime. About the shrinking job market. About our currency's weakness against the dollar and other world currencies (one of our Rands is worth less than ten US cents).

I used to be the same until I encountered Jay Abraham. Now I realize that behind every perceived problem lies a huge opportunity.

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While my friends fret about how they'll never be able to afford that overseas vacation thanks to our currency depreciation, I'm busy putting Jay's principles to work earning dollars!

I'm already earning more part time than in my day job, and I'm on track to be bringing in over $100 000 a year within two years. Now that may sound like small potatoes to some of you reading this, but that will make me a millionaire in my currency! And that's residual income, money I earn whether I work or not.

The beauty of it is that thanks to the magic of leverage, I know this only the tip of the iceberg of my potential earnings.

In ten years time Jay may compile another of these collections of stories. I hope I'll have the privilege of contributing again. I'm pretty sure I'll be able to quote you some impressive earnings.

But, I also know that the Jay's biggest gift to me will still be opening the door to a world of boundless possibility and excitement.

Alan Cooper

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5. Alan Forrest Smith

----- Original Message -----
From: **Alan Forrest Smith**
To: **Jay Abraham**
Sent: **Thursday, August 15, 2002 5:42 PM**

Hi Jay:

What can I say.. I am not one of your big spenders but I have and do follow your stuff.

Since reading your books I have applied many different ideas especially multiple streams and building partnerships with others. That's not what I want to tell you about though. What I want to talk about is more specific for you.

I also own a hair salon http://www.bigscissorcompany.com

I wanted to grow the salon but wasn't sure about the best way forward. Staff are always a problem in our business. Although I have actively "upped the benefits" for new staff it is still hard recruiting in our trade.

I wanted to create a constant stream of new clients for the salon. This was to stop any quiet periods during the year. Hairdressing is seasonal like many other business's.

First on board... attrition system. Here is how I did it. First of all started utilizing our salon database. I checked our attrition rate and volume. We had lost around 500 clients over six months (we service 160 per week). This would be a good source of "new business" Stared to mail them and built a 3 letter offer.

First with soft offer last with FREE offer, acquisition/ lifetime etc. The return rate from that mail out was around 60% return. I now chase missing clients twice a year. This has created a substantial increase in salon trade.

Next letter/reminders. Simple reminder goes out every week to let clients know its haircut time. Response from this is incredible yet it is so simple and cost peanuts.

Next Referral... although I have e tried this in the past it has never been such a big issue for us and never aggressively pursued. We give every client a R.A.F Voucher recommend a friend. Both client and new client get a 50% discount on the next visit. New client never really gets the discount as we are all well trained to up sell so most new client buy colour and product.

We also have a referral voucher as part of every mail-out.

Now we have the nuts and bolts... does it pay off? Sure we are now on course for £300,000 turnover. That's not bad for a smallish salon in a mining town in the UK believe me. Me even have the label of being one

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of the biggest sellers of hair colour for the company we use. U.K we are top ten for colour.

This has given our salon and increase from around £160,000 to nearly £300,000. Has it worked for me? What, you bet. I have even built in a management system now that only takes me around one day a week to look after. I have come off the salon floor and I am pursuing other things. My main goal at this point in time is to continue self educating towards becoming a well known/paid copywriter. I am well along that path now. That over at http://www.orangebeetle.co.uk

So would I listen to you again? To be honest I don't read every email you send I really don't get time but I do try to read your and a select few others. I left school with nothing, no education, nothing. I now live in a half million pound home. Have great holidays, four great kids, nice cars all the usual stuff. My faith in God has never been stronger and life is great.

All that doesn't happen by chance or accident. Yes your stuff does work and its not rocket science just common sense. Knowledge isn't power it never has been its the appliance of knowledge that creates the power that's what I and other do after reading your ideas.

Well done Jay and thanks Alan

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My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavours.

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6. Alan Turin

----- Original Message -----
From: Alan Turin
To: Jay Abraham
Sent: Friday, July 26, 2002 3:55 PM

Dear Mr. Abraham:

Here goes:

1. While awaiting the pleasure of the Florida Bar in swearing me in 1992 I was working odd jobs. I remembered an interview you had with a mortgage broker. I chanced to meet a mortgage broker & offered to help him increase his business. He was dubious, but I pressed him and he agreed based on percentage of new business.

He was sending out a letter to about 2,000 people who were holding mortgages on properties they had sold in Miami, Florida. His letter offered to pay cash for the mortgage. He would by hand collect the names from the county records. So I asked him a handful of questions:

What was his response rate on the letters out? He said 2%. Ok, of those responding, I am assuming that most have an unrealistic idea of what their mortgage, discounted for cash is worth, so you are only closing 1/5 of those. He was surprised that I got it right. [All I did was apply the 80/20 rule].

I asked to see the letter. It was ok. But it came from his business Revenue Management Services. I said that sounded like a collection agency. He said it was: he used to run a collection agency. I said he would be better served if he used just his name. Moving on I asked what the frequency of the mailings were. He had no idea of what I was talking.

Here is what I proposed. Keep sending the first letter as it works. That is your control. Next, send a different headlined letter [w/2,000 items mailed there is hardly a lot of testing that would be measurable to do].. See which letter responds, which headline to be precise pulls better.

Then I suggested that he mail it twice. I asked of those calling him up, when would they call, 5 days of mailing, 3, 10: what. He wasn't sure but felt that everybody who was going to call, would call within a week. So I assigned that as 7 days. I suggested that he should mail the EXACT SAME LETTER on the eighth day, that should pick up an additional 1% or 1/2 the original response.

On 2,000 originally mailed yielding 40 calls out of which he would close 8 the second go around would be 20 calls closing 4. Four mortgages bought was still worth the second mailing.

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Then I suggested another approach. Keep doing the mailings as they are working. But set up to get calls from people who are already interested in selling their mortgages. I suggested a display adv. in the classified real estate, the business section on Mondays [which was a separate insert] the local business newspapers [there were two, one a daily, the other a weekly].

I told him to use the headlines from the direct mail [already tested].

He disappeared. Couldn't reach him. Never saw a dime for my suggestions.

Almost a year later I ran into him: he was happy to see me!

I asked how had things gone? Excellent he had made $250,000 in fees doing mortgage buyouts. Nothing for me of course. So what had he done I asked?

Nothing of what I suggested, in fact, everything contrary to what I suggested.

He didn't maintain his direct mail or test headlines. He dropped it.

The only thing he did was put a small adv. in the TV section [I had not thought of that]. He had gotten a discount from the rate card [a technique I explained to him], but had done so by insulting the newspaper salesman.

He estimated he had quintupled his gross over the intervening time. As he had not signed my letter of agreement, he felt he owed me nothing. He did agree to sign a letter endorsing me. He did give me a C-note. A tip?

As I was a bit peeved, I decided to return it in kind, after I had the bill in my pocket.

I pointed out to him that he had left on the table $50,000 from not following up his direct mail. Also, I pointed out that he never marketed to the other media outlets. If the local TV section brought in $250,000 with one adv. I pointed out to him that the other four outlets, assuming one third the revenue of the TV section, was another $320,000 left on the table. "If the others merely matched the TV section, he could have gotten a million dollars." He seemed put out, but was happy with his quarter million. I behaved shabbily by pricking his balloon, but felt cheated out of my tiny 10% or $20k.

2. After admitted to the Bar in 1992 Hurricane Andrew smashed south Dade county. I lived in the north end and suddenly found myself doing lots of evictions for landlords. After about twenty I thought I should standardize my price. I realized the lifetime value of a landlord for both evictions and other related activities was monumental.

The problem was I was low on funds [the mortgage broker story again...] and did not want to pay for adv. which would have to be pre-approved by the Bar.

What I needed was a group of realtors. So I started calling "office space for rent" adv. where it was listed by a realtor. Told the realtor my name and office space need. Realtors inevitably asked what sort of law did I do. I told them: I specialize in real estate evictions. I made three calls: one was to an answering machine, no call back. The second was to a bored realtor who grunted on my specialty. The third was a lady who

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was fascinated. I went to see the office: it was way too large. But she asked me more about evictions. I said I had a checklist I had made so as to not embarrass myself in court that I could give her. She said, "Why not speak at my realtors luncheon group & tell them?" Bingo.

So there I was with my 100 copies of a "landlords checklist for residential tenant evictions in Dade county" and 50 realtors. As their guest speaker they bought me lunch. I still have never figured out the leverage on this deal.

For about 45 minutes after lunch I walked them through how to do an eviction & not need an attorney. This coming from an attorney [adv. against type] they thought of me as a friend. That was May 1994. Half the business I would work on for the next year and half came from ONE LUNCHEON where they had bought me my lunch. Rather nice fish meal at a seafood restaurant as I recall. That lunch paid me $25,000 all told.

3. After practicing law by evicting deadbeats it got tiresome for me. I decided to work in an area closer to my academic background: tax law. I had taken all the tax courses offered by my law school. While practicing I found out that to practice tax planning one needed to have additionally a C.P.A. or LLM. in Taxation. The idea of going back to school, except for a visit or lecture, maybe, revolted me.

Then while looking about I chanced to meet a CPA who did a lively practice of representing people with tax problems. Folks who "forgot to file for five, ten, 21 years" was the longest I saw.

He offered to walk me through one or two to get my feet wet. He said there was a huge market.

I asked him, what profession or business, has the most of these guys. He said, it varied a lot, but the big ONE-TWO punch was contractors and [this amused me] personal injury attorneys in roughly that order.

Contractors? So as I had recently purchased a fixer-upper house I had a reasonable excuse. Went to the Yellow Pages and started calling contractors for them to visit me at home for estimates. Room extensions, electrical, second bathrooms, kitchen remodeling, etc.

Inevitably the contractor asked, "What do you do for a living." I would say, "I'm an attorney who specializes in representing folks who haven't filed their taxes for awhile. I negotiate for them to cut the taxes, interest & penalties."

All but one of the contractors [he said he could have used me two years ago, but got squared up since] became clients. At $2,000 approx. per case, it kept me flush for a long time. My Yellow Page adv. did pull three clients in, but nothing like calling the YP and having them come to my home to be sold.

If I think of some others, I shall pass them along.

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Thank you Jay.

Alan Turin

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7. Alfred Johnson

----- Original Message -----
From: Alfred Johnson
To: Jay Abraham
Sent: Friday, July 26, 2002 4:54 AM

Hello Jay,

I'm Al Johnson from Garland.

Your marketing strategies and Jay mindset have revolutionized my life.

I have no college education and was raised in a poor economic environment most of my life.

After finishing high school and joining the military, I moved to Texas, where I stumbled upon the idea of mail order and direct marketing.

I fumbled around for years, trying to get involved with mail order and creating some kind of direct response business.

I thought I had seen everything there was about the subject.

But then one day I stumbled upon some information from you, Jay Abraham.

I had never heard of you before, because your name was not in the general mail order magazines and trade papers I read normally.

The information I got from you was an audio cassette interview of you and Tony Robbins.

That tape changed my whole life.

I could not afford to buy any of your programs, so I decided to listen to your interview with Tony Robbins to "extract" as many clues and ideas from you as possible without buying anything, because I couldn't afford your quite expensive programs at the time.

Now, I had listened to many mail order buys, and how to get rich in mail order experts, and how to write advertising material....but yours was different!

You were not teaching the average stuff....you were teaching a way of thinking...

You taught on the simple audio cassette....and free audio cassette at that....more information...more useable information compared to all the other books, articles, magazines, and experts I had ever heard in my life.

I couldn't even categorize your stuff...

Was it mail order? Was it direct response?

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What was it?

I knew you achieved higher results can all the other "make believe" gurus out there, but I determined to unlock your mindset!

It's the mindset of what can I do to achieve more, and higher results...that captured me Jay.

You taught me about expanding my view of not only my business, but my life in every aspect.

How high is high?

Getting out of the box.

Thinking it through. Redefining. Expanding.

You taught me the 3 ways to grow a business!

Mind blowing principles!

I couldn't believe what I was hearing.

I had a job as sales trainer for a national insurance company, and decided to use your ideas for two purposes:

1. To create better marketing materials for the insurance agents we had around the country.

2. To establish myself in the company as the local marketing expert and position myself so valuable that I would get a raise after raise.

There were a few other trainers when I started, but after a few years, they were either fired or quit, leaving me at the company alone.

I was earning $35,000 a year, then, but using your mindset and applying your principles to my work and helping the company grow in millions of dollars, the company started to see that I was indeed very valuable to them.

Today, I earn $60,000 on my job and now receiving 2 cents for every membership sold by our company. That may not seem like a lot, but our goal is to see one million memberships, which will eventually earn me $20,000 in bonuses.

They promoted me to Director of Corporate Communications and remember that I have no college degree.

The company even awarded me with your Marketing Secrets of Jay Abraham and other Marketing Wizards book... You know, you big thick expensive book that I couldn't afford to order in the past...and now I had it free.

I created a marketing piece for the company, based on your principles which was the #1 tool used by our agents for years.

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It has helped our agents generate millions of dollars each year for the company.

It was a free consumer guide concept which educated consumers about buying health insurance.

I created all kinds of Jay Abraham type advertising for the consumer, using direct response methods, recorded messages, seminars, follow up letters and mechanisms to exploit the consumer guide by direct response marketing.

I taught your methods to some of our national marketing directors, who double the response of their recruiting and selling efforts.

Some of our sales people increase their sales closing ratios up to 90%...can you believe that?

And the funny thing is that they all believe it was me.

But I always tell them in every seminar that the world's greatest marketing guru I learn all this stuff from is Jay Abraham.

I found Your Secret Wealth program in a used book store one day, and said, who would be stupid enough to trade in a Jay Abraham product in a used book store.

But I bought for just a few dollars and have since employed your multiple pillars concept to developing over 30 joint-ventures and affiliates to receive income by referring customers to them, who don't necessarily do business with me!

Another Jay Abraham concept.

It never ends.

I created a company that I run part time called Johnson Information Research, to help business owners, entrepreneurs, and sales professionals with marketing and advertising and sales methods, based on your way of thinking.

I have been able to accomplish this without actually buying your program, because remember, I couldn't afford them in the beginning.

I just took advantage of any free tapes, free reports, or anything free that you offered, and studied your free stuff as if I had paid for it.

I would actually type out the interview with you and Tony Robbins, just so I could let your mindset immerse my mindset.

I have a full box of any letters, sales letters, post cards, anything that you send out. I have learned to watch you, observe you and ponder, ponder, test and use what I see you doing, knowing that a sales letter from you is so valuable and worth tons of money.

Rather than buying the programs, because I couldn't afford to, a long time ago I decided that you were employing your best advertising

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copywriting into your own sales letters, so I figured that rather than by the course, just study critically what you were sending out.

I knew that I'm getting a free advertising copywriting lesson by getting and reading what you send out to prospects and customers.

Eventually I bought your book that was available in the book store, How To Get Everything You Can Out of All You've Got.

Now, I have developed your mindset.

Thank God for your Jay.

Alfred Johnson
5117 Waltham Court
Garland TX 75043
972-240-616

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8. Allan Ferguson

----- Original Message -----
From: Allan Ferguson
To: Jay Abraham
Sent: Wednesday, July 31, 2002 3:18 AM

Hello Jay.

I am glad to help you in any way I can. I also look forward to any help you can offer me in return.

I will be honest with you , I have only so far read your book "getting everything you can out of all you've got". This is by far the best business development marketing book I have ever read. My only problem is finding the time to implement all your great ideas.

The biggest change in improvement to my business was to test & measure. We now monitor every single incoming call to our business. We now know exactly how many jobs, conversion rates & average $ sales derive from existing clients & all our various types of marketing. We have realized by doing this that our acquisition cost per client for yellow pages was extraordinary high. We have now started experimenting with various ads in the local paper and have reduced our acquisition cost to one third, which has increased company profitability. We are continually experimenting with our advertising to try & improve results in this area. Because we are now aware of our conversion rates, we are using different strategies and sales tactics such as special offers act.

We have implemented as part of our service a call to our client after the work has been done asking them if they were happy with our service and if there was anything else we could do to improve our service. We have found people to respond to this with great appreciation and have received great feedback.

Currently we are implementing a more professional data base [file maker pronto keep up with our client growth which we monitor closely. Since we decided to take our marketing seriously we have improved the amount of new enquiries from 24 in Jan 02 to 98 in July 02 with a conversion rate of approx. 65%. We are about to prepare our 2nd newsletter & also target our marketing to our clients specific needs as the new data base is being custom designed to monitor everything I have mentioned above and more. Unfortunately this is all I have time for I hope I have been helpful to you.

Allan Ferguson.
Managing director Omega Plumbing.
Sydney Australia.

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9. Allan Pollock

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----- Original Message -----
From: Allan Pollock
To: Jay Abraham
Sent: Tuesday, August 13, 2002 5:46 AM
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Systematizing my business the Jay Abraham way

Our business is life, disability, critical illness, long term care insurance and group benefits for companies.

The most important thing we have learned and implemented from Jay is systematizing everything. We are currently in the process of writing out detailed job descriptions for every thing we do. No matter how simple and mundane, so that if any one is sick we could literally have a monkey follow the instructions.

What this has done is forced everyone to really think about the way they are doing things, they write a job description than we all review it at our weekly staff meeting and fine tune it getting input from all of the staff.

We have also implemented a bonus of $50 when a staff member makes a recommendation for a major change that we implement, an instituted a bonus system linked to production to really make all staff members part of the team focused on the goal of helping our clients and having a fantastic bottom line.

Another major change is having a monthly newsletter which goes out to all of our clients and prospect and centers of influence. It is not your standard financial planner letter. It has an interesting non-financial article, pictures of the staff, and winners of promotions for sending referrals.

Allan Pollock, Mitzy Harnick-Pollock

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10. Ally Noorali

----- Original Message -----
From: Aali Noorali
To: Jay Abraham
Sent: Friday, August 02, 2002 5:26 PM

Firstly, many thanks for your kind offer of sending me the collection of success stories.

We have tried many of your different strategies and literally the new business generated was so much that we had to scale down and sometimes even stop marketing !

Surprisingly, the simple strategies were the most effective:

1. Direct mail with variation of headlines. We found the use of FREE TAX ORGANISER the most effective. [We are a firm practicing accountants].

2. Mailshots followed up by telephone calls. We tried following up at different intervals, i,e. within one, two, three and so on. The most effective follow up was after one week.

3. Giving Money Back Guarantee. This is very uncommon in the accountancy profession. We guarantee that if a client is not satisfied with our service than they return the invoice sent marked CANCEL and any monies paid will be fully refunded. This was needless to say, successful. However, we went even better and offered to do next years accounts for free as well. The response take up almost doubled !

4. Regular contacts via Newsletter was well received by the clients. However, when we offered Free one hour consultancy on topics covered in the Newsletter, the response was really great.

5. Taking survey and offering a reward of week end break in Health Farm was also successful.

6. Referral systems : the most effective was introduction of three contacts. If two signed up as clients, the client who introduced the contacts obtained 25% discount on yearly fees, every year ! [As long as the newly introduced clients also remained on the books].

7. Giving out Clients Charter worked very well with new clients.

8. Sending regular motivational articles in addition to the newsletter. We tried different ways but the letter format [Article written in the form of a letter] was the most successful.

9. Networking of clients so that clients with common interests shared the burden when one party was overloaded with work!

10. Arranging visits to factories / technical facilities for clients to enhance understanding of the relevant businesses in their fields also proved extremely popular as well as being educational.

I could go on, and on..... simply your strategies needs to be applied to be appreciated!

Thanks and good luck with your project,

Ally

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11. Andrew Lawson

----- Original Message -----
From: Andrew Lawson
To: Jay Abraham
Sent: Thursday, July 25, 2002 5:34 AM

Dear Mr Abraham,

You asked for Testimonial Stories gained through the use of your Marketing Concepts.

Well, I have great pleasure in providing you with the following true story.

Yours sincerely,

Mr Andrew J. Lawson

Abraham Mindset - Testimonial Story: "Selling 2nd Hand Books Through the Amazon.co.uk/marketplace Website"

Abraham Concept: Host/Beneficiary

I wanted to sell a few (ie a dozen or so) of my used business books which I had no longer any use for.

My alternatives were the following:

1) Sell them at a **Car Boot Sale** where I would be lucky to get 10% to 20% of the books retail value back (ie for a £10 Retail Priced Book, I would only get £1 to £2 back)

or

2) Sell them to a **2nd Hand Book Shop** for them to resell, where again I would be lucky to get 10%-30% of the books cover value back (ie for a £10 book I would only receive between £1 and £3 back).

In actuality I sold the books through the **Amazon.co.uk/marketplace Website** which allows you to sell 2nd Hand Items alongside Amazon's New Item Listings.

I recognized that this was a **Host/Beneficiary Situation** since:

1) I was the **Beneficiary** being able to sell my 2nd Hand Items on a Website which has cost Amazon.co.uk many Millions of Pounds to set up and to run (ie I was able "to play off" some really big assets). I also gained the benefit of being able to expose my items to a marketplace of thousands of potential customers all across the United Kingdom - a far better exposure rate than would ever be possible through a local Car Boot Sale or a 2nd Hand Book Shop.

2) Amazon.co.uk were the **Host** since they provided the website through which I sold my items and they would get a percentage commission cut on any of the items I sold on their site. Amazon also avoided the necessity to: stock, handle, package or post the goods since this was the responsibility of the Seller. Thus Amazon.co.uk are developing an additional revenue stream (or as Jay would say "Revenue Pillar") through just utilizing their existing investment in their website with very little additional direct cost when a sale is made by one of their marketplace resellers.

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The Result:

I was able to sell the equivalent of a £10 Book for around £8 and after taken out the costs of the commission to Amazon.co.uk and the postage and packing expenses, I was netting around £6 in return. That's an **upside leverage** return of between **+100%** and **+600%** over what I would have received had I gone down the route of selling my books at a Car Boot Sale or at a 2nd Hand Book Shop.

I am happy because I have realized much more value out of my used books; the customers who bought the books are happy because they get high quality 2nd Hand Books delivered to their door at Low Prices and Amazon.co.uk are happy because they have made additional commission fees off their Website. A perfect WIN-WIN-WIN Situation!

"My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

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12. Andrew Noniewicz

----- Original Message -----
From: **Andrew Noniewicz**
To: **Jay Abraham**
Sent: **Wednesday, August 14, 2002 8:11 AM**

Dear Jay:

This is a testimonial to your methods.

I'm an infopreneur. I market my financial newsletters to people that want to make money investing in the stock market regardless of the conditions of the market. Guaranteed 100% winning trades.

Before listening to you and reading your materials, my ideas were stalling big time. Once I understood your philosophy of marketing, I expect tremendous growth for my company and myself.

What I'm doing-Host/Beneficiary Relationships. - Referrals.

Where I'm doing it - With marketing companies (pay for performance); Newspapers (free advertising); Other entrepreneurs (cross marketing).

How I'm doing it - Targeting specific companies/newspapers/entrepreneurs with my idea.

Why I did it - Wasn't satisfied with the results I was getting. To make a name for myself and my company.

Bottom Line - Expect revenues to increase by 100%.

Secret - Be consistently persistent.

Name: The NBM Co.
Size: 3 People
Type: Financial Newsletter
Contact: TheNBMCo1@cs.com
Andrew Noniewicz

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13. Andrew Rice

----- Original Message -----
From: Andrew Rice
To: Jay Abraham
Sent: Wednesday, July 31, 2002 5:11 AM

Dear Jay,

My career really started to take off when I listened to "The secret power of negotiating" by Roger Dawson. His concept of every time you are "eye ball to eye ball, belly button to belly button" with another person, you are negotiating struck a chord with me. From there I went on to study Tom Peters, Jay Abraham and Anthony Robbins on my path to personal development. Jay's techniques apply personally as well as with business, and I would like to give you some examples of how I applied some of these.

Risk Reversal.

Applying for one job which normally carries a £40-50,000 annual salary, I negotiated a rate of £75,000 plus benefits after offering my services free of pay for two weeks. If I did not show my value within that time I would leave. They immediately said it was not necessary and I signed contracts the following week.

Pillars of Strength.

This technique has paid dividends during this risky times. I generated multiple streams of revenue both personally and for my businesses. Personally I started to work for multiple companies. In business, I took our business into different sectors including automotive, financial, and government. As various sectors have been hit our company has survived and maintained it's income by diverting it's efforts to where people are spending money, whilst we have seen our competitors falter.

So why am I not a millionaire yet? So far I have concentrated on enjoying life with my family. It's no good being a millionaire on your own. I've also been on a life of discovery, recently looking at developing other interests that will enrich my life, I have a movie themed magical act, I'm developing a life coaching business and am in the process of creating a people focused political party. As I develop all aspects of my wheel of life they will all grow and complement each other.

Have fun

Andy

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14. Andrew Russell

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----- Original Message -----
From: Andrew Russell
To: Jay Abraham
Sent: Thursday, July 25, 2002 8:13 AM
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Dear Jay,

Thank you for your email.

I'm a big fan of yours, ever since that fateful day when I received a free(!!) interview with you by Tony Robbins as part of his Power-Talk series. It revolutionized my thinking, and hopefully you will see below that we've made good use of it!

"Arran Aromatics Ltd, How ideas from Jay turned our poor trade show performance into hundreds of thousands of pounds worth of orders!"

A bit about our company and myself:

Family business founded in 1989 by my parents to manufacture and sell quality toiletry gifts. Based on the picturesque Isle of Arran off the West Coast of Scotland, we now employ nearly 100 people and have annual sales of £7million pounds sterling Growing at about 25% every year. I joined the business in 1996 after leaving a 5-year career in selling capital goods and packaging.

The testimonial bit -

When I joined the business sales were £1.4 million and making healthy profits, but we were continually frustrated with slow sales growth. We were employing mainly sales agents, and using Trade shows to the Retail buyers as a means of selling our products. Our key show was in February of every year and typically cost us £15,000 to do. Sales from this were about £30,000. Not a bad return at first glance, but we were desperate for more.

Our challenges were as follows:

1. Many buyers visiting our stand wanted a rep to come and see them, rather than order on the stand.
2. Our products sell all year round, but have seasonal peaks at key gift buying times. Retailers were always reluctant to stock the product outside of these times and sales suffered.
3. Retailer's cherry picked our product lines and we couldn't get complete ranges stocked.

My first step was to use some of the techniques in your Money Making Secrets book. We revised our pre show mail-shot with the headline – "Yes, you can get sales before Easter, here's how…"

We built on the fact that retailers do not want to commit to stock in quiets periods due to its effect on cash flow, but they could always sell something. We had a warehouse full of stock that would be sitting ready for 2-4 months prior to being required, such was the peak in buying before Easter. Our offer was that if they bought a complete range of our products on the stand (met first

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objective which was to stop cherry picking and minimize un-necessary follow up calls), then we would deliver them stock from January (product out there on sale sooner), and we would not ask them for payment until June 1st. (Note – typically our invoices were paid by retailers at anything between 60 and 100 days anyway so our own cash flow was largely unaffected.) Five months credit! Take advantage of this and visit our exhibition stand etc.

The response was over whelming, our next trade show rocketed to £125,000 worth of orders, and our most recent one exceeded £500,000 (our costs are higher now though as we needed a bigger stand and more people to cope with the orders). At the same time all these customers were buying repeat **back-end** orders throughout the year, it was incredible. Note – all orders are closed during the exhibition, the figures does not include repeats or new customers opened following leads.

The first key was the **headline** change on our mail-shot, the second was how we could **add exceptional value** to the customer which was the extended credit topped with additional retail sales, and the third was the **up-sell** to buying a complete range from us, and not just one, sometimes several ranges. We were giving a major incentive to retailers to dedicate space in their shops to us and not our competitors. We got loads of **new customers** this way also. The additional benefit to us over the two years that we ran the offer has meant that we now don't need to offer the extended credit as customers found they could sell the products earlier in the year and basically asked for other things like "gifts with purchase" instead to help them grow further!

We tested the offer as a basic five months extended credit promotion on a selection of our customer base, but the response was poor. We used your technique of the **longer marketing letter**, (which went against everything I had been taught previously), and told the story surrounding the offer, this made us look thoughtful and not like a company desperately trying to get sales at any cost.

I know for a fact that using these honed techniques we are taking between 10 and 25 times as much in order £value as our competitors at the same trade show!

The impact on our business and our mindset towards trade shows has been dramatic. Our sales team are constantly looking for ways to up-sell, add incredible value, and close the sale. Our customers now come to our stand looking for the value they know we will give them, **and** ready to sign orders, you could call it the education of the customer. We helped them to find growth in their businesses and in return grew our own.

"My statement is true and provable and You have my permission to use my testimonial in your promotional and marketing endeavours." – Andrew S Russell, Sales Director.

Arran Aromatics Ltd
The Home Farm
Brodick
Isle of Arran
KA27 8DD
Tel 00 44 1770 302595 – 0044 1770 303006 (direct)
Fax 00 44 1770 302599

Email – andrewr@arranaromatics.com
Web – www.arranaromatics.com

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15. Andy McNabb

----- Original Message -----
From: Andy McNabb
To: Jay Abraham
Sent: Monday, August 05, 2002 4:23 PM

McNabb Broadcasting

Andy McNabb & Company

14 Westdale Dr., St. Catharines, Ont., Canada L2S 2R8 • (o) 905-704-0239 (f) 905-704-1768

Friday, August 2, 2002

To: Jay Abraham
Abraham Publishing

From: Andy McNabb

Sent by e-mail: apgi@abraham.com

Pages: One

Re: $102,000 Gate A Result Of 2,200 People Strengthening Their Marriages, In A One Night, One Day Marriage Seminar

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Dear Jay:

One in seven marriages are deemed "hand in glove". Having been blessed with a most passionate marriage, I wanted to help other couples find ways to strengthen their marriages – no matter what the state of their matrimony.

We enlisted a prolific marriage and family author to do a marriage seminar. He was well known in the U.S.A., but here in southern Ontario (Canada), he was barely known at the time of this project.

We put out a letter to churches to solicit support in marketing tickets, using your principles for direct mail. The letter featured direct, specific, benefit driven headlines; short two, three, four line paragraphs; use of sub-headlines to draw the reader through the letter to increase comprehension and response; specific calls to action; different sized pieces in the same envelope; the fact that two page letters outdraw one page letters and that four pagers outdraw two pagers; the use of the P.S. as the second most read part of a letter next to a headline, to drive home a most important proposition and action step, etc..

We added credibility by using testimonials from other internationally known pastors who ran the seminar and experienced great results. Our result? A record 125 churches participated in marketing tickets to the seminar – more than in larger cities such as Los Angeles. Twenty-two hundred attended, with 1,700 tickets being sold for a $102,000 gate, with 500 free tickets given away to bless families who needed a financial break.

The result? Just this past week, my wife did a gospel singing engagement at one of the Toronto churches who helped promote the seminar, and in their materials, they are still

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conducting “Hidden Keys To Loving Relationships” marriage enrichment classes, 4 years after the event.

Your teachings on marketing communications have been used to reach out to, and indirectly help enrich and strengthen the marriages of, hundreds upon hundreds of married couples.

God bless you,
Andy McNabb

P.S. My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

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16. Andy Miller

----- Original Message -----
From: Andy Miller
To: Jay Abraham
Sent: Friday, August 02, 2002 9:40 AM

Case Study: Risk Reversal

Background:
The technique of yours I use the most is the risk reversal. A question and mindset I learned from you was, "If I got paid only for results what would I do?" That is a powerful question! Now I am in the training business. I asked 40 of my peers that question and they all looked at me like I was out of my mind. Their reply was always "why would I do such a thing". But when I asked my peers if they were paid on results would they provided their services they way they do now or change it? Everyone said they would change it. What is amazing to me is this question made everyone realized there was a more effective way to provide training even if they kept their current pay structure. That was four years ago and all 40 did not change a thing they have stayed "status quo".

Huge Competitive Advantage:
The fact my peers didn't get the question was a huge advantage! First I changed my programs to get my clients more results no matter how they were going to pay me. Second I had a great selling advantage. When I met with prospects and it was time to talk about how we got paid I cold offer 3 ways: per person, per day or a percentage of the results. They were always intrigued with the percentage of results because nobody else could offer the option. I would explain that we had total conviction in what we did. Our goal was to take them through a process that identified exactly what they needed. Then I could show what needed to happen, how long it would take and what results they could expect. And because we got paid for results everything we recommend would be in the client's best interest with no risk to them.

How it plays out:
When I asked the prospects if the other training companies offered the same option they said no. I asked why not? Don't they believe in what they do? This way of doing business is so compelling that 100% of the time the prospects would tell me the other guys were out of the picture. What is amazing to me is that every company except one has chosen to pay me on a daily rate because they figure it is cheaper for them then to share a percentage.

Quantifying results:
I don't have the exact results but I estimate over the last four years my company has booked an additional $300,000 per year we would not have gotten otherwise!

Contact Info:
Andy Miller
STI of VA
Sales Training
Ph: 703-922-7160

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17. Anthony Dyson

----- Original Message -----
From: Anthony Dyson
To: Jay Abraham
Sent: Thursday, July 25, 2002 7:52 AM

Hi Jay,

I am in the commercial real estate business. After your course, I thought about how I could get a back end product to increase my business. I turned to lease auditing which really became more of a front end business as unlike leasing the service can be sold anytime. I have made over a million dollars in commissions from clients who initially wanted lease audit services and later called me to negotiate their new leases.

Anthony Dyson
President
Dyson Realty Corporation
50 Prince Arthur Avenue
Suite 205
Toronto M5R 1B5
Tel: 416-410-1080
Fax: 647-439-1409

Consulting to Tenants Exclusively

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18. Anthony Milston

----- Original Message -----
From: Anthony Milston
To: Jay Abraham
Sent: Friday, August 02, 2002 8:58 PM

Dear Jay,

Since I stumbled upon a tape that Nightingale Conant produced of you being interviewed by Tony Robbins at San Diego airport about seven years ago – which led me to buy my first NC program 'Your Secret Wealth', I have been an ardent fan and follower of both you and your many wonderful principles.

I had the pleasure of meeting you at the Ex-factor seminar in London in 1996 and whilst I found the four day event somewhat overwhelming it was, nonetheless a mind-blowing experience. I came home on a high, which lasted for quite some time recounting the details to my very patient wife! But to my disappointment I couldn't bring myself to truly apply and execute the incredible wealth of knowledge gained in those four days and on earlier tapes.

You see my business at the time was an Independent Financial Advisor and I was having great difficulty maintaining motivation due to the over burdensome compliance and regulatory regime that it had become subjected to. At that time in the UK this industry was undergoing nothing short of a witch-hunt. As you can imagine it proved very difficult to feel enthusiastic about a business that became the butt of so many derogatory newspaper and T.V articles. As a sales orientated person I found the whole environment suffocating and debilitating to my natural creativity.

Having attended the seminar I was inspired by the many successful delegates many of whom were 'retreads' as I think I recall you referred to them. Meeting so many people who appeared to be 'doing what they loved and loved what they were doing' was enough of an inspiration to help me make my mind up to get out of the quagmire!

Six years on, a load of history and water under the bridge - far too much for the purpose of this exercise – I am about to undertake a new challenge, which I will be able to (at long last!) apply the root and essence of the 'Abraham Technique' (remember my earlier email?) with passion, enthusiasm and great respect to the modern master of seminal thinking – that's you Jay – you are a cool dude! Watch this space – the best is yet to happen!

Probably your greatest fan in the UK (the family has been brought up on your tapes!)

Anthony Milston

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19. Anton Kaufmann

----- Original Message -----
From: Anton Kaufmann
To: Jay Abraham
Sent: Friday, July 26, 2002 3:24 AM

Dear Jay and everyone of Jay's team,

Thank you for this invaluable offer, a offer, that one cannot resist.

Unfortunately I started studying Jay's materials just a few weeks ago and I cannot come up with a success story as described yet.

What I can say is that the study has already completely changed my way of viewing, experiencing and doing business. It is incredible to realize what I have missed all the years being in business and doing it the same way as 90% of the rest. Almost at once I found several "life changing" solutions to implement into my business.

Since last year I am working as a business broker (selling and buying of businesses) and financial adviser in Germany. I am caught in a struggle for new clients against a hefty competition day by day.

1) Now inspired by Jay's materials, that he is sharing so generous, I am preparing a brochure "How to sell my business for the price I want in the time I want!" This brochure gives the seller all the knowledge necessary to sell one's business successfully, including check-lists. In ads I will offer interested people to order this book free. I am sure this will bring in clients really interested in my valuable services and knowing that I have the competence to really help them in the process of selling their business.

2) I am in the process of opening a platform on the internet for people who want to sell their business and for people who are looking to buy a business to bring those together.

3) I put together a brochure for business owners who want to reflect the way of doing business. Also this brochure is free and I know that part of the readers will call for my services.

4) I will send out the free material also to people who are not in my local area. But I know a lot of colleagues all over Germany that I can refer. And then I get a percentage out of the referral.

..... and many more.

I know that these steps will be very effective and successful but I cannot prove the success yet - in a few months from know I can.

I am highly interested in the outcome of this research and I would love to receive the results as promised to those who send in the success stories. Perhaps you can add me to the list of people who will receive the results - I would be really grateful.

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With many thanks and my warmest personal regards
Anton Kaufmann

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20. Antony Howard

----- Original Message -----
From: Antony Howard - Jackpot Marketing
To: Jay Abraham
Sent: Monday, August 26, 2002 9:16 AM

Dear Mr. Abraham,

I've just got back from my holiday to find I've missed your August 16th deadline. I'm just dropping you this email in the hope that you might extend it a little further...

To be honest I've been in direct marketing for six years or so. It all started with me buying 'The Lazy Man's Way to Riches'. I was so impressed with it I phoned Richard G Nixon, who was the author who updated Joe Karbo's original version. I negotiated a license to sell it in the UK and that's how my direct marketing career began.

Since then I've direct marketed many products, the latest being of a nutritional nature. Although I thought I knew pretty well everything I needed to know to make my latest venture work, I was having trouble getting people to re-order on a regular basis. At the time only 5% of people who were buying the product were coming back for more.

One very important point I picked up from your manual was how to reinforce peoples buying decisions so they developed such faith in the product that they would want to order it again and again.

In your manual you state the way to do this is to send a pamphlet or brochure with each persons order to reassure them they've done the right thing. Well any good marketer would do that anyway. But the subtle difference you advised was **not** to use this mechanism to force more sales talk down the buyers throat. After all, this job has already been done by the sales letter. Instead, give them technical information (in a user friendly format) as to why the product they've just bought would be able to deliver on the promises made in the sales letter.

Thanks to this deft piece of advice re-order rates have increased from a paltry 5% to nearly 12% and are still rising. I could give you more details, but as I'm not sure if this email is even going to be read I'll leave it at that for now. If you'd like to know more and your case study offer still stands, please email me.

Many thanks

Yours sincerely

Antony Howard
Managing Director/Jackpot Marketing Ltd

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21. Armando Ortega

----- Original Message -----
From: Armando Ortega
To: Jay Abraham
Sent: Friday, July 26, 2002 3:19 PM

Jay:

The greatest influence I have received from Jay Abraham is my development of a "eagle vision" that makes me take a look at any business and immediately see its profit potential in many areas. In the last 12 months, due to this newfound ability, I was able to save a major school of the main university in my state, sharply raising its student enrollment (earning me a good fee), and also to rescue a faltering catalog company which now is on the road to be a company with a national scope (earning me a good contract with a $1,000 monthly retainer and a 10% equity in that business).

In the first case, authorities from the Facultad de Zootecnia school of the University of Chihuahua, in Mexico, approached me asking for help, telling me that the yearly enrollment in the university had been declining in the last 12 years, putting in danger the survival of the school, with all the implications like lost jobs and lost opportunities. They showed me a study and determination from education leaders telling about the closing of the school and or merging with other faculties in similar situation into one, if the enrollment decline wasn't stopped. This happened in the midst of January 2001 and the School council immediately authorized my intervention for a fee of $8,500 dollars, and I was to start at one, since time was against us, but one day later they called the whole thong off because one of the members of the council objected telling them that they didn't need me and besides, I had already told them the whole plan in advance before any papers being signed. "We can do this ourselves," he told them. I answered, "If you can do it yourselves, why hasn't he done anything in the last 12 years. It is a different thing to know what to do, If he really does, and another thing to do what you know".

Two months later, just a few days before the spring school vacation, they called me "We are ready to sign the papers, we convinced him. Come on and let's start". I was able to contact the first group of students on April 21th -and the enrollment day was on June 9th, so we had 6 weeks to do something -when we had so little to do since by January, the students have already decided which university to attend. Anyway, the previous year enrollment was about 60 first-year students, and I raised the number 132% to almost 150 new students.

How could I do that: I prepared and sent a series of informational and nurturing letters, brochures and "Special reports" to 8,500 prep-school students in the city of Chihuahua and small cities around it. The first special report was a small book that I wrote titles "57 tips to choose the best professional career", and the next one was another small book, "50 ways to earn money for students".

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The growth in enrollment was one of the deciding factors for the school to earn a statewide quality yearly award for 2001.

A few months ago, a new catalog company, fell flat on its face with a very graphic and beautiful big shoe catalog. They invested a lot of money in radio advertising being able to attract only 400 representatives (only 10 of the dealers resulted from radio advertising and 390 were sold by employees in their four retail stores, after a regular shoe buy). But they got only 20 active dealers with really dismal sales.

I met the owner after I gave a surefire 5 minute speech at a merchants meeting. He said: "I need a strategist and marketer". We signed a $1,000 dollar monthly retainer and a 10% stock transfer. Then I designed a very simple, low-cost strategy which consisted of (1) Recovering and activating old dealers, getting 50 renewed dealers in the last 30 days which are buying again, or for the first time, with a simple phone call asking what happened to them, why they stopped buying and inviting them to try again; (2) starting a barter of list-for-list with 8 local companies that also work selling thru catalogs -jewelry, cosmetics, lingerie, etc., exchanging our inactive for their inactive representatives-we have found gold in them tar hills, converting 3 to 4 from every 10 that we contact, and (3) bartering names with national catalog companies, mainly from Monterrey Mexico, which is opening for us the national market, giving us a glimpse into what could be the spreading of franchises when we reach a critical mass of dealers in an specific area. My partner is happy and we are starting distribution of the new catalog.

Without Jay Abraham's insights that would have been impossible for me. I have been most influenced by Jay's YOUR MARKETING GENIUS AT WORK, STEALTH MARKETING, ULTIMATE RESEARCH LABOPRATORY, and lately by the book GETTING EVERYTHING YOU CAN OUT OF ALL YOU'VE GOT.

Armando Ortega
President
Speak International, S.A. de C.V.
www.dirmex.com

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22. Arthur Murray

----- Original Message -----
From: Arthur Murray
To: Jay Abraham
Sent: Wednesday, July 31, 2002 2:48 PM

Dear Jay,

It is my great pleasure to send you the attached testimonial, with my sincerest thanks for the profound difference you have made in my life.

You're starting a new business. Which would you rather do – build it right, or try fixing it later?

Too often I see entrepreneurs flying by the seat of their pants. They'll say, "We'll figure it out later. Right now we need sales. We need to get product out the door. We need more staff." We need, we need, we need…you get the picture.

They're trapped. They know they can break free if they could just stop for a moment and regroup. But there's always another crisis getting in the way.

I admit – I was almost one of them – it was that close. But something amazing happened just as I was getting started. Maybe it was divine intervention. Or maybe it was just dumb luck. But I'm convinced this one brief encounter saved me years of trial and error. It rescued me from a lifetime of frustration, and who knows how many millions of dollars of wasted effort.

That defining moment was when I first met Jay Abraham and Chet Holmes. It was right there that I decided I would rather starve, sleep in my car, do anything before I would *ever* allow myself to fall into the same trap.

It was at the PEQ-II Live seminar in Los Angeles. I remember not even being able to explain to the audience what kind of business I was in. So it's safe to say I started with a clean slate, a blank page, on February 20, 2002. That was five months ago. I wish I could tell you I've made my first million in sales. In fact, up to this point sales are still zero. But that doesn't really concern me. And here's why.

Startup Success Story: Telart Technologies, Inc., Boyce, VA USA

Nature of the business: High end software is powerful. Companies can save millions of dollars and get huge returns on investment. But it's also very complex and very difficult to set up. Mis-apply it, and a million dollars worth of software sits on the shelf, unused. It happens a lot. It happens because most software vendors are interested in selling licenses. They don't have the resources to spend working closely with a client, looking at the client's processes, and finding the best fit for their product.

That's where we come in. We help companies get up to *ten times* the return on their high-end software investment. It requires establishing long-term, trusted relationships — make that *friendships* — with the users. And it especially requires, as you will see, taking a very *strategic* point of view.

Success principles at work: Core story; "partner or perish"

We built our core story and started shopping it around. Almost immediately tool vendors started banging on our door asking us to sell their product and partner with them. Even though we had no sales, they loved our story.

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Result: Within five months we established strategic alliances with seven high-end tool vendors and four IT consulting firms.

So what about the end users? The clients we really want to sell to? Well, I'm convinced that we haven't made any immediate sales because our strategy is causing our hottest leads to think more strategically as well. Let me explain.

Success principle at work: Strategy drives tactics

In one instance, a very high-level government official said he would buy our software immediately and put it to use (he had a particular application in mind). But he also said our presentation caused him to think about how many software installations failed for just that reason – because they were applied piecemeal, on a whim. So we are working with him on building a strategic plan for streamlining the entire way his agency does business. And guess who's software they will ultimately use? We gave up a one-shot sale for a high-probability chance at a much larger sale and a very long-term relationship down the road.

Success principles at work: Falling in love with your client, not your product; qualifying the buyer; stadium pitch; targeting the Dream 100

People hate being sold, especially in the government. Here in the DC area, the creation of the Department of Homeland Security has resulted in a mad *gold rush* of crazed, hungry vendors trying to give their sales pitches to government bureaucrats who have barricaded themselves inside their offices. But we have been getting in. Because we are educating and mentoring, not selling. We have been working with one particular agency in the area of security. Discussing their problems, their needs, their wants, their expectations. And it's been all client-centered.

Result: We are being given the opportunity to give our stadium pitch to a group of directors from over two dozen federal agencies. We are allotted one half hour, and we will be the only vendor presenting. In this case, our Dream 100 fell right into our lap. One contact and a lot of nurturing led to our being introduced, endorsed, and recommended to a roomful of high-level decision makers.

OK, you're probably thinking, *so what?* When *are* you going to get sales in the door?

Good question. I mentioned how we are partnering with several high-end tool vendors. These guys are starving. It's been a very bad year to say the least. They are in panic mode. When they see us educating prospects, rather than twisting their arms out of their sockets trying to make a sale, they could just scream. They are programmed to keep giving sales pitches, digging in their heels, and deflecting objections like a rapid-fire ping-pong match.

Success principles at work: How the brain works; setting goals; strategic marketing plan

I admit that at first, I felt the same way they did. Every cell in my body was telling me to stop this client education/mentoring nonsense and start *selling!* I knew I had to do something or I would go insane. So I started doing success affirmations, resetting my RAS (reticular activating system) to *think strategic, think strategic, think strategic…* I wrote down the strategic goals for the company, and plastered them everywhere. I built a roadmap for reaching those goals, using the PEQ workbook.

Result: I know that by giving in to panic I will put myself in serious danger. Danger of falling into that trap I talked about earlier. I am bound and determined to stay on course. If you're just starting out, I hope that you will be able to do the same. I'm convinced it's the only way to go — and still keep your sanity.

"My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

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CEO
Telart Technologies, Inc.,
Business productivity software consultants
Startup

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23. Ashley Jessen

----- Original Message -----
From: Ashley Jessen
To: Jay Abraham
Sent: Wednesday, July 31, 2002 5:37 PM

Simple Lifestyle

Everyday Solutions for the Future of your Choice

Dear Jay,

Thank you from the lofty heights of my bank balance!!! I have found over the last 6 months that I have known about your services that you have inspired me in a number of different ways.

Firstly the ability to generate leads through direct mail and using effective mailing techniques has been quite incredible. The results that I have been able to achieve in my endeavors have been fantastic. Its great now to know how many leads are going to be coming in each and every week and month.

Working in the financial services industry it has become increasingly difficult over the last year or so. We have had previously marketing efforts totally flounder and cost a pretty sum. Our company even paid a MBA qualified marketing and sales executive who in her time (6 months) managed to pull in a grand total of 13 new leads to the business. In the mean time the business was going backwards fast.

So after studying your methods and using your concepts the following resulted:

The first marketing effort enabled us to generate 164 new leads in a 9 days period with others coming in after that. I was able to compliment this with an effective sales copy to invite them to a seminar. I used a creative technique of introducing people into the seminar and charged for it (previously never done) and managed to get a 21% response rate from the one mailing. This enabled us to get a showing of over 30 people to our seminar.

From there we were able to convert more leads than possible due to the right follow up systems that were implemented thanks again to you Jay.

Nowadays the follow up systems enable the leads to continually flow and convert sales time and time again.

One of the biggest things I learned from you was that ad copy doesn't have to be short, long, have a funny jingle or any other gimmicky type of thing. Our main role when writing effective copy is not to BORE the people reading it. Respect your fellow consumer and respect their rights. Once you are effective at doing this you can further sell your message.

Another key message that I got directly from you is how to effectively get someone to the point of buying more efficiently through direct mail and all correspondence. What I mean here is, you say when someone first starts out looking to buy something their knowledge on the topic may be limited. Ie when looking to buy a stock market educational package for example.

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At the beginning the consumer is a little daunted by all the information they have to contend with. As they progress further from asking different questions and speaking to a number of people they start to get a feeling for what they want and the type of service they are looking for. Usually it will get to a point of extreme research where they know more than all the various sales reps (usually after several weeks!).

Your concept of fast tracking their learning experience has been invaluable. I have been able to write effective copy (copy that isn't boring!!!) that explains the ins and outs of what they are buying. Through my informative service I am able to get them to a clear buying decision much earlier than I have been able to previously. In almost all of the cases the consumer doesn't need to see the competitors as they feel 'at home' with our professionalism.

This enables me to close more effectively. And when I say close I mean the customer is simply in a position to buy much earlier than before. In effect I am not closing but I am simply facilitating their individual needs. This massively takes away the 'selling' pressure that most people in this industry have to contend with.

There have simply been a huge number of ways that our business has been able to benefit from your teachings Jay and to say the least one would be lost without it. I would definitely have to say that you just have to get your hands on Jay's work.

The increase in the bank balance isn't as important as the increase in confidence, the 'knowing' as to how many leads are going to be coming in the door next month. The knowing of how many leads you are going to convert. Knowing that all follow ups are systemized and creative enough to continue to get results long in to the life cycle of the client. Knowing that the database is set up to be profitable and how to effectively work the database to its maximum efficiency.

Basically the biggest benefits are the decrease of stress from running a business, the increase in self confidence, the ability to assist more people to make an earlier buying decision taking the pressure of all involved. There are just too many benefits to name.

Thanks Jay, it is a great relief to know of someone who has achieved massive results and is willing to share the ideas and strategies of how to achieve incredible personal and business success.

Thanks and best wishes.

Ashley Jessen.
Director of Marketing and Sales

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24. Becky Morris

----- Original Message -----
From: Becky Morris
To: Jay Abraham
Sent: Monday, August 05, 2002 9:56 PM

The one strategy I've used is to become a recognized leader in my field, "to become an expert".

There are only a handful of companies like mine that sell assistive devices. I looked for a way to stand out from the other companies and after researching our trade journals, I realized only a few professionals wrote about these products.

My goal was to become a recognized leader in two separate professions that use my products. I felt that by presenting at regional and national conferences, I would be able to become recognized and add the conference to my resume. I began with a regional conference and then submitted for a national conference.

After speaking there, an editor from a magazine approached me to submit an article; just because I had presented at this conference. Now I had a published article in one trade journal.

I looked for other strategic regional and national conferences and my proposals were accepted based on my past presentations. Other journal articles followed.

I did not receive payment for these presentations. I attended the conferences at my expense. I've spoken at 3 international conferences and several regional conferences over the past 4 years.

I've aggressively networked and publized my speaking engagements to the two professional groups I serve. Presenters at national conferences do not get paid. However, I've been able to negotiate free/reduced fee exhibit space at the regional conferences and have also received honorariums at some of those events. An estimated savings of about $3000.

My picture and bio have appeared in each program book where I've presented, several conference books have included articles by or about me. And I've written 4 additional articles because of my experiences. These are paid articles, only $600 additional income. But my resume includes all of them.

Based on the 'recognized leader in my field' status, I've received additional free advertising about the company, and subsequently have added 15 new dealers to my program in two years, directly from the free advertising.

Prior to setting my goal, I also performed 1and 2 day trainings at a rate of $200/day for the second profession I serve. After two years I raised the price to $300, then $500 and now $700 a day plus all shipping and expenses related to the travel. The price will increase to $1200 in 2003. I only perform two-three trainings a year because of my schedule.

I also perform assessments and provide reports. They used to be free, but with my status now, I charge $75/report and bring in about $8000/year on these reports.

Both of these fields are comprised of professionals who rely on word of mouth before committing to anything. They are fairly tight-knit groups and it can take 3 years before a commitment is made. Both fields are comprised of masters or doctorate professionals. I am not a member of either field, but am recognized as an expert based on my experiences.

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Summary
My goal was to attain the status of a recognized leader in my field. I started this goal 4 years ago. My strategy was to speak at regional and national conferences to build credibility. An outcome of becoming a presenter was the opportunity to write articles for trade journals. This further built my credibility.

I have attained this recognition with no advertising costs, or tremendous length of service in either field (average length of service is 15-20 years). I'm not accredited or a peer in either field. I started the company 9 years ago.

I now only speak at conferences where I can negotiate exhibit space. I only perform 3-4 trainings a year for a fee, because I choose not to travel more.

The reporting service fee tripled in two years because of my status. I've been asked to contribute several articles next year in a publication.

My product sales went from $70,000 year to over $250,000 in the past four years. My dealer program started two years ago, and has gone from 8 dealers to 50. I've spent $3000 in 4 years for advertising (all in the last year) to take advantage of advertising my presenter/exhibitor status in conference issues.

My resume now reads, 'a recognized leader in the field, an international speaker and noted technical trainer and published author in the field of assistive devices'. It includes 2 pages of workshop presentations in the past 4 years. My company ranks 5th in the nation for our small industry.

The success I have achieved started with my goal to set myself apart, develop a USP, become an expert in my field to quickly build my credibility and become recognized. This was just one strategy I've used to position my company.

Company Names: Effective Communication Solutions, Inc. and BeyondHearingAids.com

Distributor of assistive technology for people with hearing loss. Primary customer is the professional who provides direct services to these individuals. Products include amplified telephones, TV listeners and other products that can be used with or without hearing aids. (I am not a licensed hearing aid dispenser and do NOT sell hearing aids).

Assistive devices have only a 30-40% mark-up from wholesale to retail. Average product retail cost is $180-$800.

I have one assistant and one part-time contractor.

Becky Morris
859-371-9203

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25. Ben Wagner

----- Original Message -----
From: Ben Wagner
To: Jay Abraham
Sent: Friday, August 02, 2002 10:39 PM

The Jay Abraham idea that has made the biggest difference in my lease auditing business is testing the mailings I send out. Once I understood that I needed to test my mailings, I added a headline at the top of the letter I had been using. This alone increased my rate of getting appointments 150%, and the number of appointments who became clients increased 20%.

This one simple idea has made a great difference in getting clients.

Ben Wagner
Wagner & Wagner

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26. Beverly Yates

----- Original Message -----
From: Beverly Yates
To: Jay Abraham
Sent: Thursday, August 01, 2002 11:43 AM

Hello Jay and Abraham friends!

I had a natural medicine practice in Portland, OR from 1997-1999. When I started the practice, the patient flow was average, gross revenue was average and net profit was average. I attended the ULMRL program for two years and the way I do business and serve my patients is forever transformed. For me, it was a real eye opener to find out how to be super successful in business and ethical and honest at the same time.

I employed two techniques I learned from Jay and had wonderful results.

The first technique was to only accept patients who had been referred by other patients or colleagues. No exceptions. If someone was not referred, then I suggested (up front) other colleagues who might be helpful to them if they needed ideas about whom else to see. I only served those who understood what services my clinic offered and understood that their health results ultimately depended on their willingness to take care of themselves.

The second technique was to ask current patients for referrals, and to do it at the time of first visit and whenever they had a health breakthrough - "You are always welcome to refer other people you care about to our clinic so they can find out how we might help them." Or a similar statement requesting referrals when appropriate as their experience at the clinic progressed. The new patient Welcome Letter also discussed referrals, saying that if the patient was happy with our services please tell their loved ones and friends, if the patient was dissatisfied for any reason please tell me so we can respond to the problem.

My practice was all cash, no insurance or other third party reimbursement. I kept two patient slots open at all times for people who could not pay full fees at the time of service, whether it was because they had lost their job, had extraordinary debt burdens or whatever else had tanked their cash flow. This simple gesture generated a lot of good will. Many doctors and other health practitioners are afraid to offer reduced fees or sliding scale fees because they know some people will abuse their kindness and lie about their ability to pay. I found that having a referral-only practice eliminated the scam artists up front, as people who had been referred by someone else under our care did not want to look bad in front of the person who referred them as a liar and a cheat. As time went by, it became common for people to come in who were referred by 2 or 3 different patients. It was phenomenal. I had no uncollected debts from patients at all.

Extra special to me was the outpouring of generosity in my direction. As people got their health back, they began to paint, write, do photography, etc. I got numerous gifts and cards from my patients or their loved ones, all expressions of their thanks that mean more to me than any revenues. Practicing this way was truly "win-win" for everyone. I am now at home raising my young child with another on the way and plan to return to practice in 2005.

So, for the specifics:

1. Gross revenue increased over a 12 month period by 400% and maintained at that level until I sold the clinic.
2. Appointment schedule ran so full that I extended my office hours into the early morning and evening hours and still had to shoehorn people in to the time slots available.
3. Net profit increased by 500%, in part because the clinic schedule was more predictable and therefore we could order supplies and special medicines at a discount.
4. Back end opportunities soared. Patients loved that any specialty medicines, supplements or other supplies could be sent to them on a monthly basis at their convenience, they did not have to drive

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to the clinic to pick up these items. These items were paid for in advance so my clinic had no financial risk. In some cases I could buy items in bulk at a discount, thus increasing my profits and making it easy to offer reduced cost to those patients who were in financial dire straits. This way they could continue their supplements as needed and it didn't cause my clinic any financial difficulty to make this possible.

5. As a naturopathic physician (ND), I loved how the practice evolved. As the clinic got busier, it got more efficient and treatments remained effective. I found I really enjoyed working on the business instead of just in the business. When I did a patient survey and people shared great feedback that they loved the convenience of services and knowing that they were receiving true health care and not just disease management. They enjoyed referring the people they care about to my clinic. It made them feel like they had done something good for someone else.
6. In the midst of all this growth, I cut back my office hours to accommodate time for writing my first book and a weekly live call-in radio show, "Natural Health Talk". Patient care, revenue, profits, and my personal satisfaction remained the same.
7. I used no advertising of any kind, not even so much as a flyer to promote my practice.
8. Before using Abraham techniques, I had 1 or 2 new patients a week. While using Abraham techniques, I had 2 or 3 new patients a day on average, sometimes more.
9. It became easy to provide group educational classes to reinforce taking care of one's health.
10. Patient base was quite diverse, from CEOs to college students to electricians to homemakers to retirees.
11. Staff: There was 1 part-time employee, 1 independent contractor and an office manager.
12. It was fun to run my clinic this way! What a joy to be of service to others and get what I want from my business.

OK, that's it in a nutshell. I hope someone can make good use of what worked so very well for me.

Best regards,

Dr. Beverly Yates, ND

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27. Bill Oliver

----- Original Message -----
From: Bill Oliver
To: Jay Abraham
Sent: Thursday, July 25, 2002 5:31 AM

Jay,

Here is a testimony - measurable, but unfortunately not provable as you will see. Hope it still makes me eligible for your book of testimonies! I would REALLY appreciate it.

I agreed to help a Russian Bride agency on a results basis. It was a hobby business with about 10 clients per year @ $3,500 each. I applied your principles to create a Lead Generation System including mailer. (I actually learned the principles through Peter Sun, Brad Sugars, Mal Emery etc- but I realize now you were a prime source along with John Caples, Claude Hopkins, Gary Halbert etc! I consider you the present Jedi Master of Marketing!). The LGS more than quadrupled the new leads coming in almost immediately. They got 24 new contracts @ $5,000 each in 6 months.

Unfortunately, the business owners sabotaged their own business through 'value subtracting' (hidden expenses which made the customers livid). The sales manager - a real value adder - exposed their practices to the customers and none of them completed their contracts after the initial deposit!

Bill Oliver

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28. Billy Stewart

----- Original Message -----
From: Billy Stewart
To: Jay Abraham
Sent: Thursday, August 01, 2002 4:28 AM

Jay

I have been a 'fan' for the past few years and I have used your materials on so many occasions for my benefit and the benefit of my clients. As you always say - It's all about them, not about you.

Here are some specifics that I have used with the resultant benefits:

1 Risk reversal

I have used risk reversal exclusively and have seen my conversion ratio go from 1 in 6 to 1 in 2. There was a steady increase till I got to the point of converting 1 in 2 but the other principal you use about testing was put into use here.

I have also used this in selling to at least 6 different industries and it worked each and every time. I have no reason to believe it will not work in every industry if applied correctly.

When I started using risk reversal I said to myself that to improve it I would have to measure the 'key critical areas'. This I did and my testing told me where to go back and tweak my offer to receive the best result.

2 Joint Ventures

I have conducted many, many joint venture in recent years that I have now even written a book about them and I do seminars to teach my system.

Although this is somewhat proprietary a lot of the ideas are similar to yours and I have made over $16,000 dollars in one such venture in as little as three days.

3 Using you as an example

Often it is difficult to get people to believe that 'this wacky idea' will work so a lot of the time I use you and your work as an example. This quickly gets peoples minds turned around and they can see the possibilities a lot quicker than if I have to educate them using all of my own time, skill and expertise. This has saved me literally thousands of dollars over the past year alone (at least $6,000) - Why re-invent the wheel?

I hope this is of benefit to you and you may use the above comments in any way you see fit for your own purpose.

Regards

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Billy Stewart
Premier Consultants

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29. Bob Battaglini

----- Original Message -----
From: Bob Battaglini
To: Jay Abraham
Sent: Thursday, August 01, 2002 3:50 PM

Hi Jay,

Here is my story.

First let me say that I am a HUGE fan of yours. Thanks for all your hard work and effort. I own a small pavement maintenance business with many happy customers. Things were slow, so I employed a few things that you teach such as:

1. I sent out a mailer to most of my existing customers telling them it was time to have their driveways sealed again. The results were pretty great, 20% had me come out to check out their project (and most of them bought).

2. I begun to treat my clients as friends instead of just a source of money. Friends will refer you more clients and are much better references than people who you just do work for.

3. I raised the level of quality of my work, making sure that every client was very happy with their work

4. During my sales calls, I TEACH my prospects all I can about my line of work, and how method (which is quite a bit more expensive than most of my competitors) actually saves them money in the long run.

5. And the best part is that I do not look at my business as a just another commodity, but as a one of a kind proprietary and this mind set has brought me tens of thousands of dollars that I other wise would not have gotten.

All in all, Jay's material has made me a better business person and I recommend his products with out any reservations.

Thanks Jay,

Bob Battaglini
221 Robble Ave
Endicott, N.Y. 13760

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30. Bob Concoby

----- Original Message -----
From: Bob Concoby
To: Jay Abraham
Sent: Tuesday, July 30, 2002 12:28 PM

Dear Jay,

Thanks for your email. Here's my testimonial...

A while back, I received several letters from Jay Abraham about his marketing training sessions. The letters themselves were excellent training. I used the techniques Jay touched on in his letters in my sales ads for telecommunications products. My sales manager bought ads that were 3 times larger than mine, and got 1/3 the response. So my smaller ads, written using Jay's techniques, saved me 66% in costs, and got 3 orders for every 1 that my manager got.

That convinced me to go to Jay's personal training class, and like Jay said, got a Eureka moment sometime around 2:00 a.m. Thursday morning that revolutionized my life. The lesson: write ads from the customer's viewpoint, load them with benefits, and above all, make it interesting.

I started in the advertising end of the business, writing direct mail promotions. At first, it was tough going as my bosses poo-pooed Jay's ideas, and made me write promotions their way. But the results were lackluster - I averaged only $36,000.00 per year in royalties using their methods. Response rates averaged 2% plus a fraction, profit per piece mailed was in the 30-cent range.

But then I wised up. Without their knowledge I ran a test of Jay's way, and paid for it out of my own pocket. I had to know the truth.

Jay's way won. Big.

So big that I said goodbye to that job, opened my own business, and make more money than I thought possible.

I've been using Jay's techniques for several years now in the direct mail business. I remember Jay saying that his techniques were so powerful, you could get better results in less time.

That's true. Here's more proof.

One of my associates doesn't use Jay's techniques. He writes direct mail packages the old-fashioned way, and they generate $.21-.38 profit per piece mailed.

My packages do better - much better. My last mailing did $2.21 profit per piece mailed. That's profit, after all the mailing expenses have been recovered.

Same mailing costs, same mailing schedule, but for the same work and effort I make 6-10 TIMES as much money as he does. So I don't have to

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work as hard or as long to make the same money. Jay's ideas literally bought me another lifetime of extra time. I can play, volunteer or goof off with all that extra time and not lose a penny while doing it.

The direct mail industry talks about response rates in the 1% range. I never get below 3.4%, and the last mailing got a 4.8% response rate. Sounds to me like the direct mail pros ought to listen to Jay a bit more. They'd be better off for it.

So now I work easy weeks, take several vacations, make much more money than I did working for someone else, and I never miss my kids recitals, games or horse shows.

Never.

And I couldn't have done it without Jay's ideas and motivation.

Sincerely,

Robert Concoby
President
Newman Corporation
A Direct Mail sales company
18,000 customers and growing

Note: All the above statements are true and verifiable. You have my permission to use this testimonial in your promotional and marketing endeavors.

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31. Bob Logan

----- Original Message -----
From: Bob Logan
To: Jay Abraham
Sent: Wednesday, July 31, 2002 12:54 PM

I wrote one then I took it off, and didn't send it to you because.....I could not tell you how much money I made, but it is a large sum of money, and I guess worry about bragging about it being so good.

But your programs have helped me so much in my business and my life.

I have read every thing I can get my hands on that you have wrote or put on tape, and have learned from it all, and it has helped my business grow. I am now publishing a magazine, books, and videos, in my world of expertise. I have spent many years in the horse business, and as a horse trainer and rancher, your information has taught me to get out of the box, that most ranchers are taught to live in.

And that is don't trust a salesman.....but I know I can trust you, Jay. You are the very best their is. I have learned so much, I first started getting your information in the 1980s. And my life and income changed, and has been up and is still going up.

And don't let them fool you, ranching is not the the place to make a lot of money, it is the place to go and have fun after you made a lot of money.

Thank You Jay You Have Helped Me Become A Richer Man

Bob Logan

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32. Bob Van Ginkel

----- Original Message -----
From: Bob Van Ginkel
To: Jay Abraham
Sent: Friday, August 02, 2002 3:55 AM

Dear Jay L. Abraham,

Here is my success story of upside leverage & exponential business growth. Four years ago a started working at a pub called Café Flater at Oudegracht 140, Utrecht, the Netherlands. In half a year time I became the manager of this pub. Half a year ago I quit working there. What happened in the meanwhile? Which of the nine drivers of upside leverage & exponential business growth did I use? And what were the results by using them? I put it down in the following writing:

How can one turn a medium range pub in a top-level one?

Utrecht is the fourth biggest city of the Netherlands. The city is known for its high student population. That is the reason there is a highly developed pub culture in Utrecht. The competition between the pubs and thus the owners is harsh. At the time I became working at the pub, Café Flater was a medium range pub, mostly visited by students doing one and the same education (journalism and communication management). The owner was satisfied with the pub the way it was. He was a non-visionary man. The size of the pub is around seventy square meters.

The first thing I did when I became the manager of the place was persuading the owner to formulate a strategy. Together we formulated one and set up additional goals. We made sure that our goals were specific, measurable, acceptable and realistic. From there on we knew were we were going. The way of ad hoc steering the organisation was history. Policy and clear rules were made up and while the personnel were sceptic at first, they felt better within the new situation.

The second thing I did was trying to get a more pluriform (more than one kind) customer visitors. I did that buy doing some good marketing and personnel management. The Oudegracht, the street at which café Flater is located, is in the middle of the city centre, surrounded by the main clothing stores of Utrecht. Buy doing some direct mail at the clothing stores I managed to get people in with money in there pocked and looking great. I addition I looked for student environments with a lot of girls in it. Girls are the moneymakers for a pub; they attract the boys who want to impress girls by being the big spender. By setting one of the girls to work in the pub, I made sure all here female friends were there. Rapidly Café Flater became the place every modern student in Utrecht wanted to be.

The third and very important thing I did was getting acquainted with my competitors. I looked for a few pubs with which we could have a good relationship with, and not loosing anything of our marked share (pubs that stay open for a longer time, pubs that serve food, etc.). I did that by putting together a field hockey team (the most popular sport done by Dutch students) filled with pub owners and pub managers. From up this point we were sending customers to each other's pubs. Everyone was talking positive about the other one's business. But at that time Café Flater already was one of the most popular pubs of Utrecht, resulting in even more steady customers.

The last big thing I created was a mentality change by my personnel. A customer was no longer a person who came to spend his money, but became a family member sitting, dancing and consuming in our shared living. When a person came back a second time, he was being recognised. People felt they were special.

To summary, the drivers of upside leverage & exponential business growth I used were, in the following order, strategy, business model, marketing and relationships, all under my ideology of doing business. By using these drivers I turned a medium range pub into one of the finest top-level bars of Utrecht. The results

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doubled in the time working at Café Flater (prices and turnaround went up, costs, losses etc. went down) and a lot of tears were shared, not only by the owner and the personnel, but also by a lot of customers, at my goodbye party.

I hope this writing can and will be helpful for shared mindset members. At this time I am setting up my own business in the Internet branch.

Good luck to all of you.

Name of the company:	Café Flater
Address:	Oudegracht 140
Postal number:	3511 AZ, Utrecht
Country:	The Netherlands
Telephone number:	+31302321728
Internetsite:	www.cafeflater.nl

Name of the author:	R.H. van Ginkel
Address:	Maliebaan 31
Postal number:	3581 CC, Utrecht
Country:	The Netherlands

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavours.

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33. Bob Wolfe

----- Original Message -----
From: Bob Wolfe
To: Jay Abraham
Sent: Thursday, August 01, 2002 12:10 PM

RE: Dream Customers Concept

We sell capital equipment to the Plastic Industry as Agents for International Manufacturers.

We learned in the Jay Abraham "Marketing for Your Eyes Only" some years ago that "your easiest sell is your current customer". Having applied that for the past several years we felt it was working well - with many USA and Canadian customers having multiple plastic machines in their manufacturing plants. We were searching for a way to improve our effectiveness. The concept of "Dream Customer", as expounded by Chet, has helped us to see a company with multiple facilities as a single entity and focus on the effort it requires.

Summary of our Approach:

1) Define "Dream Customer" (keep it very simple)
   a) Need for our product
   b) Potential for multiple purchases (over $500,000 per year)
   c) Financial stability

2) Key Elements in Approach
   a) Be scrupulously transparent and fair on pricing
   b) Give service "beyond expectation", if possible
   c) Visit all locations with potential for this equipment (understand their need!)
   d) Answer concerns (safety, payback, quality) of Managers with approval authority
   e) Establish rapport with one key "point man" for this company

3) Implementation: Selected a company that met the criteria in 1. In this case, already had multiple machines in service.
   a) Strengthened ties with Approval Managers.
      i) Visited home office with Principal and alone (multiple visits)
      ii) Established with Management a suitable "Point Man"
      iii) Offered recommendations and payback information
      iv) Volunteered to visit plant sites and provide specific recommendations good return on expenditure.
   b) Strengthened ties at Plants with potential.
      i) Increased phone contacts with those already in communication
      ii) Visited two plants (as customer thought best) with Point Man to study details of needs.
      iii) Revised quotation as mutually agreed to best meet their need.
      iv) Pursued frequently and in detail any and all possibilities with Point Man.
      v) Negotiated with Principal an attractive discount for multiple purchases with in a six month period.

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4) Results: Too early to report actual but as of cut off date for report (August 2):
   a) Today was promised orders "next week" for two machines (exceeding $400,000)
   b) Was advised that their Management meeting (one week ago) charged the Point Man to get machines "more & sooner". Authorized five plants to be included in plan.
   c) Conservatively expect five machines in next six months to exceed $1,000,000.

R. W. Wolfe
Action Industries Inc.
P.O. Box 148, Vernon, Ct. 06066
Tel. 1(860)872-4660 Fax. 1(860)872-7574
Serving the Plastics Industry with Candor,
Integrity and Equipment that adds Profitability

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34. Brad Burt

-----Original Message-----

From: Brad Burt

Sent: Sunday, August 04, 2002 8:36 PM

Dear Carl:

I'll tell you a rather neat Abraham success story. Approx. two and half years ago I became very, VERY ill. Was rushed by my wife to the emergency room, etc. I obviously survived, but the travail of seeing my doctor twice a week for months and then to once a week, I frankly did very little on my business.

What little I could do I did, but the business suffered and I am many tens of thousands of dollars in debt and really just coming up to full functioning. The medication takes a toll also, but keeps me stable.

Here is the neat thing: I had set my business up using an almost totally Abraham approach and for the last two years EVEN with the bleeding of money we still are in business, coming back strong as I spend more time again paying attention to what needs doing, etc. I truly DO credit what I have learned from the numerous products that I have gotten from Jay for this. I have a brilliant guy working for me full time, who has severe Attention Deficit Disorder. Because of this he has degraded (not purposefully) many of the systems that were in place....EVEN with this, the business continues to make enough money that if we just stayed the same my family and I would be ok for a couple of more years.

God willing the illness will remain mostly under control and the prognosis is for a full recovery so I am not all worried that in time I will be in full profit again, out of debt and flying forward. At that time I hope to avail myself of the P.E.Q. course and all it many benefits.

From Jay I learned: System and structure, value of a customer for life and benefits of what I sell. I learned that a business model set up to help folks get what they want out of what I sell will ensure that they come back for more. It works. Where have I failed over the last two years.....Well, it is a biggie. I write good copy. In my industry maybe even great copy and I like to do my own mailings. I simply have failed to reach, to contact my LIST enough! If I could tell people in business just one thing that would be it: Get a list of your customers and contact them at least four times a year. Time to go and get back to work.

Wishing you all the very best of life,

Brad Burt
BRAD BURT'S MAGIC SHOP
"Information To Make Magic Exciting"
858-571-4749 Info Line; 800-748-5759 Orders
http://www.magicshop.com/online_store.htm
Web Site: **http://www.magicshop.com**
WE offer the finest in SELECT Tricks, Videos, Books and Accessories!

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35. Bradley Oaster

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----- Original Message -----
From: Bradley Oaster
To: Jay L. Abraham
Sent: Wednesday, July 31, 2002 6:58 PM
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HARVESTIME

Maximizing Ministry Momentum by Eliminating Growth Barriers

Harvestime is a Christian organization, offering strategic planning services to Christian churches throughout the United States. Harvestime is centrally located in Colorado Springs, Colorado and has provided its specialized services to Christian ministries for the last twenty-two years. During this time, Harvestime has developed a unique and proven system for guiding church clients through the complex process of developing long range "Strategic Ministry Plans" (SMP) and "Campus Development Plans" (CDP). The SMP is designed to focus ministry resources by identifying purpose, mission, vision, core values and strategies. The SMP includes a BHAG! (A Big, Harry, Audacious Goal) The CDP is designed to identify and eliminate barriers, maximize ministry momentum and lead the church to the fulfillment of all ministry objectives.

Harvestime is neither an architectural firm nor a construction company. Harvestime guides church clients through the complicated maze of long range planning and facility expansion. By limiting this activity to consulting, Harvestime side steps any and all liability issues that typically accompany the architectural community and the construction industry.

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Harvestime exists to help our church clients maximize their ministry momentum by eliminating barriers standing between their current reality and the fulfillment of their God given potential for reaching the lost, and impacting their communities. Barriers often include a lack of resources such as facilities, land, money and staff. In addition, ministries can suffer from a lack of community awareness, focus, prayer support, unity and vision.

At Harvestime we work with church clients across the United States to develop pro-active plans for ministry growth and expansion. These plans are based on 22 years of our own experience, along with the combined experience of more than one hundred past clients. By eliminating growth barriers and planning in advance for future challenges, church growth can accelerate freely, without the normal limitations that often hinder ministry growth.

The services offered by Harvestime are in high demand among growing Christian churches in America. There exist today, more than 400,000 churches in the United States. Between 4,000 and 5,000 build new facilities each year. It is estimated that in addition to these, an additional 10,000 to 12,000 churches that need to do something, but don't know where to start. Many churches are taken advantage of by real estate brokers, architects, builders, lenders and others due to their lack of experience in the field of property development. Church development (facilities or strategic planning) is not taught in seminaries. The F. W. Dodge company that tracks construction issues across the county reports that 60% of all church projects built this year are 30% over budget at the time of bidding! Churches across America have been crying out for professional guidance and direction in this area for decades and now. God has commissioned Harvestime to answer that call and Harvestime has been doing that for more than twenty years.

How Harvestime was built

You can have a great product or service but if nobody knows about it….you starve!
After receiving information from Jay and reading his material, I started a marketing plan that in a short period of time turned Harvestime into the #1 developer of church facilities in the USA. With what I call the Muhammad Ali school of marketing (climb to the highest point you can find and then scream to the world about how great you are!), I used these steps to build Harvestime:

1. I identified my primary target – churches in the USA with 1000 or more attending each week
2. I developed "Focus on Facilities", the Harvestime newsletter that goes out four times a year to our target market
3. The newsletter details my projects, the success of my clients and it gets my name out to 8000 churches on a regular basis
4. Focus on Facilities has made Harvestime the most sought after church developer in the country

The response is overwhelming. Since the publication of the first issue of "Focus on Facilities", my consulting rate per project has gone from $18,000 up to $60,000 and I now have to turn down work!

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36. Brady Flower

----- Original Message -----
From: Brady Flower
To: Jay Abraham
Sent: Saturday, August 03, 2002 12:01 AM

Jay,

For the past six years, I have been a distributor (retailer) for a company that sells reusable hot and cold packs through mall carts and kiosks (some people think of them as booths or stands.)

A successful mall cart can generate over $100,000 in sales, and $30,000 in profits, during a single Christmas season. I have operated these carts at the retail level for the last six years in the Minneapolis/St. Paul Twin Cities area.

Two years ago, in 2000, the national office of the company whose products we distributed asked if my partner and I could share some of what we were doing with their other distributors.

Their business at the national level had tapered off. Especially their efforts to find and retain distributors.

Distributors that followed the systems provided by the national office were usually successful. However, very few followed the systems the national office prescribed initially and even fewer stuck around long enough to experience the type of profit possible.

They were losing distributors faster than they were adding them. Could we help?

After reading your book, I had all kinds of ideas. I focused on how we could apply your "Three Ways to Grow a Business" model.

How we increased the number of distributors nationally:

We suggested a new referral program that ultimately that helped increase the number of distributors 80%, from 51 in 1999 to 92 in 2000. The program helped increase sales to distributors over 100% within six months of introduction, from a little over $1.2 million, to just over $2.5 million.

At the time, the manufacturer provided a $500 bonus to distributors who referred new distributors to them. They did not emphasize the program. It was communicated almost as an afterthought. Very few distributors referred anyone.

At the time, distributors were given first-right-of-refusal to open locations in other malls in their metro area. Distributors often did not want to "invite" competition into their market. They felt they might "lose" the chance to open and profit from other malls in their locale.

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The main method the company had for acquiring new distributors was to place business opportunity ads in Entrepreneur Magazine. Analysis of past efforts showed that it cost them on average, $2000 per each new distributor. Dealers stayed 1.2 years on average.

We convinced the manufacturer to increase (reluctantly) the referral bonus they paid to dealers. We suggested instead of a static, one-time bonus, they change to an ongoing, perpetual referral bonus. A dealer who referred a new distributor would receive 10% of whatever amount the new distributor purchased for as long as both they, and the new dealer remained active.

Furthermore, we suggested that instead of providing a cash bonus, they pay the 10% bonus in the form of merchandise credit. For the dealer selling the products, the credits were as good as cash. They were going to order the product anyway.

Under the new bonus system, a dealer would receive four times the previous bonus, in the first year alone. And they would then continue to receive an ongoing bonus for the life of the new dealer.

We reasoned that an active dealer would be much more likely to refer someone else that might infringe on their territory, if they received an ongoing benefit in return. Furthermore, it would be in their best interest to help train, advise and guide the new dealer to help preserve the ongoing referral bonus.

We also reasoned that an existing dealer would become much more committed once they started receiving the credits. They would not want to lose the advantage they gained.

The manufacturer could provide the credits at what they perceived was their production cost. Their production cost was about 40% of dealer cost. The average dealer purchased $23,144 in 1999. So their "hard", they reasoned, would be only 4% of the referral orders or $925.66 if the order amounts remained the same. (4% x $23,144 = $925.66.)

The "hard" cost of acquiring new dealers was much less than the cost of dealers acquired from the Entrepreneur Magazine ads. And, they only paid the referral bonus as long as both distributors were active.

The manufacturer agreed to the ongoing bonus of 10%, paid in merchandise credit. The only exception was that in the first year, they agreed to provide flat $2000 credit per new distributor referred during the 2000 season and offer 10% on purchases after Jan. 1.

They wanted time to design a system for keeping track of the ongoing credits. The ongoing credits would begin with January 2001 purchases.

Once the manufacturer agreed to the new referral system, called the Affiliate Program, we wrote a 25-page manual that outlined a step-by-step method for finding new distributors that was based upon the methods I had used in the past to find partners in Minneapolis. We outlined an entire process for finding prospects, and turning those prospects into distributors.

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Included in the manual were the exact classified ads I ran in the business opportunity section of the Sunday paper to find partner/distributors. Also included were voice-mail scripts, telephone scripts, follow-up schedules I used when speaking with prospects. Provided were a series of forms we made up, that dealers could use to organize their efforts, including prospect information sheets, follow-up sheets, newspaper contact information sheets.

We sent each dealer a kit with all the instructions and then offered to walk them through the process by letting them listen to us speak with their prospects the first few times via three way phone calls. Dealers were offered "advertising territories" in their home area and areas where no dealers existed. They retained a territory as long as they were actively advertising in the business opportunity section of the local Sunday paper.

The company added 41 new dealers in less than three months. The program was responsible for an 80% increase in dealers, as compared with 1999.

Almost all the gain could be attributed to the new referral program. Total sales increased over 100% from just over $1.2 million to over $2.5 million in less than six months.

The "hidden" benefit came in 2001. The retention rate was almost 400% higher than the previous year. As a whole, existing dealers seemed much more committed to the business. And returning dealers purchased 34% more, and sold 66% more than a first year distributor.

By adding the new referral program, we enlisted the existing dealer bases help in finding new dealers. The result was a cheaper and more effective method for acquiring new dealers.

The program excited the existing dealer base. They are now offered an opportunity reduce their biggest expense, product, to zero - and - double their profits in the process. The result has been a dealer base that is more satisfied with, and more committed to the whole program.

How we Increased Frequency of Purchases:

Although the Christmas selling season was the primary method dealers sold the company's products, my partner and I had made a lot of money selling the products during the "off-season"(Jan-Oct.), at shows and fairs. However, very few distributors sold in this manner as well.

We wrote another manual explaining the benefits of selling at shows and fairs. In the manual, we presented a step by step approach for setting up and selling at shows and fairs. We taught a session at the annual training conference for new dealers on how and why to sell at shows and fairs.

At our suggestion, the national office had someone call convention centers, fairgrounds and other show venues to identify potential shows. Emails were then sent to dealers with the basic show information including dates, cost and location.

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We sent regular "tips" throughout the off-season via email offering suggestions for making the most of shows and fairs. We also sent "congratulations" emails to dealers after their shows and copied in the entire dealer base.

We reasoned that if we guided dealers through the early stages of setting up a show program, they would be likely to stick with it once they understood how much money they could make.

We found once dealers realized how profitable the shows were, they emailed information to us regarding shows they found - like computer shows, dog shows, dental expos - shows, that also turned out to be very profitable.

The emails we sent had another effect. In the past, dealers would drift off to other things after Christmas. However, through the show emails, the company was able to stay in touch with the dealer base much better.

Even the dealers not participating in the show program, were interested in hearing how others did.

The results of increasing the show programs were as follows. The 2001 non-Christmas sales increased over 1000% in 2001, as compared with 2000. The actual sales increased from about $50,000 to over $500,000.

Dealers ordered much more often once we showed them the significant increase in profits they could accrue, and walked them through the steps they needed to take to achieve the increased sales..

How we increased the average order size:

We found that the biggest obstacle preventing distributors to succeed initially, was their resistance to learning the five-page sales script. Once a dealer learned the script and used it, they typically did well and made lots of money. The script had proven to sell the product.

But many new dealers never took the time to learn the script. As a result, their sales staff did not learn it either. And they did not have the success they could have otherwise. Many quite without ever realizing the potential.

The company has a national training session that covers all aspects of start up. Theoretically, dealers are supposed to learn the script prior to attending the training session. In reality, virtually no one learns the script ahead of time, deciding to wait until the conference to start. Some dealers often put off earning the script to the extent that they never learned it.

We suggested, and added a series of "Boot Camp" training sessions that started two weeks after the first training in September, and ran every week through the end of October. New distributors were to attend one of weekend sessions in addition to the national training. In the "Boot Camp" training sessions, new dealers came up to work on existing carts in Minneapolis for a weekend.

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We started each session Friday at seven in the morning. We held a meeting that replicated the breakfast meetings we suggested they hold each week with their staff.

We proceeded to the mall to cover opening procedures. We then spent the rest of the morning in classroom sessions, going over how to train their staff on the script. We went over drills that we had used successfully and broke the script done section by section and explain the reason why.

After lunch, the dealers again went to the malls and spent the entire afternoon and evening selling at the mall. They worked side by side with existing dealers so they could learn by doing. We helped coach the dealers.

By the time they left the training session on Sunday, if they didn't know the script they at least understood the importance of it.

Folks that attended both training sessions, the national sessions and the new "boot camp" sessions, made double the sales, and four times the profit from their carts, on average.

The increased sales at the retail level, led to a much higher level of purchases. The average distributor sold 13% more in 2000, compared with 2001. And in the second year of the Boot Camp training sessions, average dealer sales rose another 25.1%, even in the wake of 9/11.

According to a national trade magazine, this company was the only national mall cart or kiosk program to increase average location sales during the 2001 Christmas season. They featured the company on the front page of an issue earlier this year.

By investing in better and more expansive training, and walking the dealers step by step through training process, we were able to help dealers become profitable quicker than ever in the past. We were able to help dealers, who may have never made it otherwise, get through the first few steps so that they could enjoy the profits on the other side.

These changes, that we suggested and helped implement, have been responsible for $3+ million in extra sales in the last two years alone. The best part is that all the gains now are building upon earlier gains and the expectation is that the company will continue to grow.

****
We offered the suggestions for change based on thinking about the Three ways to grow a business. And we were able to grow the business just as you suggested.

As a result of my partner and my efforts, the company asked us to step aboard as part owners of the company at the national level this last year. In addition, it seems like we see opportunity everywhere we turn. Thanks for taking the time to write down your ideas.

Brady Flower
The Comfort Zone
2001 National Sales: $3+ million
P.O. Box 582083

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Minneapolis, MN 55458
612-396-8572

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37. Bruce Caswell

----- Original Message -----
From: Bruce Caswell
To: Jay Abraham
Sent: Saturady, August 3, 2002 11:09 AM

Case Study from Bruce Caswell former Marketing Director at Ex-Or Limited

In 1995 we were a company selling to a single, quite small, niche market. In fact we used to say that we sold to a niche market of a niche market. But the business was profitable and easy to come by and the company made enough money to pay the wages and keep the directors in the manner to which they had become accustomed. We never made anywhere near the money we could have, but we made enough.

Our niche was using a directly employed sales force to sell lighting controls to save energy for the public sector. It was a classic 'diving-board' situation.

However, things started to change and within a couple of years we were on the ropes. Our market become competitive as competitors saw what we were doing and wanted some of it and then the budgets dried up. To put this into perspective, we used to pick up 50% of our business in the first three months of the year, and then spend the money waiting for the next year to come around. In 1996 and 1997 we did not get the big first quarter and so we struggled for the whole year just to keep our heads above water. When 1998 came and we didn't get the business, the penny finally dropped that things had changed and we had better take more seriously the task of finding different markets to sell to.

Fortunately, after I had listened to Jay's PowerTalk interview, I had taken the Home-Study option for The Ex-Factor in December 1996 and had been chipping away at a few ideas which would revitalize the business. In July 1998 I was given the job of getting the company back on track.

We set up a number of foreign distributors, which, whilst not making a huge contribution to turnover, do not require a lot of effort to support them.

Also, third-party arrangements with wholesalers and lighting OEMs selling the basic product range to their own customer base – which was different from ours.

We took on a number of commission-only agents, which worked extremely well - in some areas the commission only salesmen out-sold the employed salesmen.

We developed a range of advanced products which enabled us to set up strategic partnerships with some lighting OEMs. This was less profitable business but involved much less ongoing sales effort so the reduced margin could be tolerated.

In addition to developing our own new products we added products from two other sources, by partnering other organizations with complimentary technology and, in one case, buying a product range outright. These new additions to the range gave us a more complete offering to be able to approach the specifiers and consultants who were driving many of the larger projects with which we wanted to get involved.

And then we picked up the contractors as well when the equipment was being installed.

With regard to the financial aspects: The increase in turnover has not been as quick as the company would have liked. The diversification in products and markets has made it more stable and provided a launch pad for growth. However, the transition from 'diving-board' to 'Parthenon' is what saved the company from almost certain demise.

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From a situation where over 80% of business came from one, diminishing source, the business is now much more diverse with 25% coming from the old customer base, 30% from partner OEMs (it was zero) 20% coming from overseas (up from about 10%), 15% from stockist wholesalers (up from zero) and 10% from end-users. The commission-only sales agents generate business through the other channels, which is why it doesn't show up as a separate figure.

The next stage in the development of the company could be for specialist sales people to have specific responsibility for smaller segments of the company's markets.

As an important aside. One of the difficulties in creating a clear picture of what was going on and, indeed, what is going on now, is a lack of clear, easy-to-use management data. The company accounts were run on a rudimentary system, incapable of any real analysis. Management used to simply receive the total sales broken down, manually, into sales by sales man. There was no break down by product or market sector and because we couldn't measure it, we couldn't manage it. The looming crisis and the breakthroughs would have been much easier to see with better quality management data a situation that has now been rectified and better quality data will be available in the future.

However, when all said and done, the biggest breakthrough has been undoubtedly between my ears. I now have the absolute certainty that nothing is as complicated as it seems, there is always a better way, if not several better ways, and that it is a waste of a life not to demand the highest return from the investment in your business. I look forward to many years of thinking non-linear thinking.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Bruce Caswell
Marketing Director (former)
Ex-Or Limited

Ex-Or limited is a company turning over £3million and employing 20 people. Based in Merseyside, UK, it designs, manufactures & markets lighting management systems.

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38. Bruce Wilson

----- Original Message -----
From: Bruce Wilson
To: Jay Abraham
Sent: Tuesday, August 13, 2002 1:05 AM

Dear Jay,

Five years ago I sold my pharmacy. I had lost my vision for where I wanted to take the business, was burnt out and needed a break.

About a year ago while I was looking for a new business I came across your book and loved the way you think you so much I keep the book on my desk permanently, never to be consigned to a bookshelf.

Seven weeks ago I bought my second pharmacy. It is too early to share a success story with you right now but here is what I have done already and what I am about to do.

First thing I did was put the prices up to what the market will stand and not to a simple formula of x % markup. I couldn't believe my retail manager didn't know what a gross profit percentage was. So I taught her. Then I wrote her a simple spreadsheet so she can calculate the profit percentage at different selling prices. She understands now that something will sell just as well at $19.95 as it will at $19.50. This alone should add at least 2% to our Gross Profit Percentage.

We can't put the prices up without doing something more for our clients. So we talk to them more. We tell them about the products and how to get the most out of them and we make sure that they are safe for them to use. We give them written information about the products. And if we don't have any information we get it for them.

Secondly we have started systemizing everything. Standard Operating Procedures for everything so we are consistent, logical and effective each and every time.

We are working hard on the appearance of the store. New lighting to German Auvlex fluorescent lighting with a perfect natural light spectrum has made everything stand out crisply and clearly with bright true colours. It is so much easier on our eyes too.

We have a regular, disciplined cleaning schedule.

We have not paid lip service to companion selling but have put companion products together side by side on the on the shelf so we don't forget to do our job which is help our clients the most we can.

I have bought new thin screens for our point of sale computers so there is more space on the counter for our lady customers to put their bags. Enough space has been freed to allow us to put more impulse lines on the counter.

I realize that before I have the quantum leap in sales success I need to do all the little things really well. A lot of the effort so far has not paid off yet but it will as we become more efficient in our administrative jobs so we can spend more time with our clients.

Next on the list is some repainting and new display material for our windows. Further down the track is a serious focus on our written material and the quality of the copy. I have been thinking some about that too and have started listening to myself when I sell to evaluate what words or phrases seem to strike the right chord with the client and motivate her to buy from me. If it works

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I use it again and re-test it with a slight change in phrasing. Everything has become an experiment where we test and test again.

The best thing though is that I am having fun again. The ideas are starting to flow quickly again where once they had all dried up.

Please keep the emails coming. I do read them and am inspired by them and love hearing how others make improvements in their businesses.

Thanks and best wishes,

Bruce Wilson
Strand Arcade Pharmacy

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39. Bryan Brandenburg

----- Original Message -----
From: Bryan Brandenburg
To: Jay Abraham
Sent: Thursday, August 01, 2002 1:45 PM

Dear Jay:

Early this year, my younger brother asked if I could join his network engineering company in order to prepare him for a first round of capital and eventually an exit strategy that would compensate us both for our efforts. Since I was semi-retired at the time and mostly fly-fishing I agreed to help out my brother and the father of my god son.

My CEO background growing high-technology companies allowed me to stabilize the operations in the first 4-6 weeks in preparation to grow. Analysis of the financials for the past 3 years revealed that the company had reached a plateau of around $30,000 per month. The thing that I had found interesting was the fact that this revenue rate was maintained through the dot-com and technology bust. This was promising. My strategy was to create process, automate and then grow revenues with a firm foundation.

This was a perfect company to leverage the techniques I have learned along the way, particularly from my marketing mentor, Jay Abraham. The first thing I did was an analysis of the client marginal net worth. I discovered I could easily spend $1,000 to acquire a new client, based on the average revenues per client he had experienced over the last three years. This was exciting. I then developed a permission marketing pipeline that targeted warm prospects; referrals, etc. and created a three-stage process that culminated with a one to two hour security survey of the prospect's IT infrastructure. We told the prospect this was a $250 value but cost less than $150 to orchestrate. We then proceeded to convert almost 25% of the prospects, easily below our cost target of around $1,000.

The next program we implemented was a client communication process designed to extend the life of the relationship and reduce churn. Thank you cards are sent to the client immediately following the service. Client Satisfaction Surveys are included with each invoice. Every client periodically gets a phone call, not to sell, but to check in, make sure the system is performing properly. Volume per client has already increased by 20% as well as referrals.

Speaking of referrals, we leveraged an Abraham technique with great success. We sent a letter thanking the client for their business and explained that we would rather spend our marketing dollars expanding the quality of our services. We had determined that our best prospects were people just like them and asked for a referral. We included a $10 coupon that they could apply to their next purchase with our company. If they didn't want to give a referral, they could keep the $10. If they really loved us they could write a letter of recommendation. For that we promised to promptly send them a $50 coupon they could apply to their next purchase. The response was tremendous generating almost 200

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very warm leads. We even got a couple of comments from the client/business owners that they thought it was a very clever marketing strategy.

Based on the Abraham philosophy we analyzed the super-set of products and services that we had delivered to clients over the last year against a matrix of current products and services that a client had already received. If there was a potential to add backup or anti-virus or VPN, we contacted our satisfied client to educate them of the services and begin the sales process. We also educated the network engineers to look for potential up-sell opportunities every time they visited a client. They were trained to mention the product or service need they identified and many times the client would give the go-ahead right then.

We also implemented some sophisticated CRM procedures using Gold Mine so that we could properly track and test our marketing efforts. We systematically come up with several scripts, headlines for emails for each campaign to determine which one has the best pull. This also is used for client follow-up, birthdays and other procedures once we have turned a prospect into a client.

I've spent a lot of time gathering intelligence on competitors. It's clear to me that some of the systems we are developing could be formalized and marketed to other network consulting companies outside of our target market. We plan to do this by the end of the year.

I've appreciated the impact Jay Abraham has made on my understanding of marketing. Since we started implementing these Abraham strategies, we have increased sales every month for six months and have gone from $30,000 to $50,000 per month in a flat market. The tools allow me to enhance client satisfaction while increasing revenues, a very attractive combination.

A raving fan,

Bryan Brandenburg
CEO
Network Solutions Int'l
(310) 314-7325
(310) 314-7326 FAX
14058 New Saddle Road, Suite 100
Draper, UT 84020

If you haven't gathered, we're a network consulting company. There are currently 5 employees and about a dozen full- or part-time network engineers.

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40. Carl Berger

----- Original Message -----
From: Carl Berger
To: Jay Abraham
Sent: Saturday, August 03, 2002 6:51 PM

As a senior in college, I had a few job prospects but nothing that challenged me. I had already attended the eX! Factor in June 1996, but found that I had not completely implemented the concepts that he had taught us in marketing ourselves.

Using the Strategy of Preeminence, I attended the eX! Factor in February 1997 with the intentions of finding a position. As the youngest person in attendance of the seminar, I marketed myself as the consultant who could help implement the Abraham ideas that small business owners struggle to find time to implement. As you note along with Michael Gerber, too much time is spent in the business rather than on the business.

In finding a specific niche as a young (and relatively less expensive) consultant with the Abraham mindset, I was able to secure three job offers within the weekend, and later took a position as Director of Business Development for an office supplier in the NY/NJ area.

The key to my success was what Jay teaches as process learning. It is not enough to be intellectually stimulated...you need the repetition to make the ideas become actions.

P.S. Your email did not deliver in time for me to make the deadline of August 2nd. As a 2 time seminar attendee and regular promoter of your work, I hope that you will consider this as part of the collection and include me in your PDF file mailing. Thank you.

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41. Carol Ann Wilson

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----- Original Message -----
From: Carol Ann Wilson
To: Jay Abraham
Sent: Tuesday, August 13, 2002 8:19 AM
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August 12, 2002

Hi Jay,

One of your approaches that really worked for me was the "risk reversal." I am the President of the College for Divorce Specialists and we train financial professionals in the financial issues of divorce so that they can better help their clients achieve an "equitable" financial settlement.

The price of our course is $1,255 to $1,895, depending on different discounts and whether they take the live workshop or the self-study class. This leads to "sticker shock" for some people. But when we point out our Money Back Guarantee, they become convinced to invest their money in this new venture and take the class. They know that if it does not seem right to them, they will get a full refund.

Our guarantee reads like this: "Money Back Guarantee. If you are not satisfied after receiving your materials and before taking an exam, please notify us immediately for our return procedures to receive your money back."

In the past 9 years, we have had about 1500 people sign up for our class and we have refunded tuition to 4 people in that time.

Sincerely,

Carol Ann Wilson, CFP, CDS
College for Divorce Specialists
6395 Gunpark Drive, Suite Y
Boulder, CO 80301
303-527-3193
www.carolannwilson.com

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42. Cathal Spelman

----- Original Message -----
From: Cathal Spelman
To: Jay Abraham
Sent: Friday, August 02, 2002 3:14 AM

Dear Jay,

My best success story was my first attempt to use your material.

Back in 1996 I bought your "Money-Making Secrets." book. I paid about $600, which was a lot of money to me at that time because I was as poor as a church mouse.

The whole thing made a lot of sense to me and I read the book with growing excitement.

At the time I had started out on my own in the decorative art business. I had a lot of experience in selling, but none in marketing. So I decided I would follow your guidelines and market some decorative art.

I found a beautiful old painting of the local landmark buildings. I knew I could get it painted beautifully. I t was finding customers that was the challenge.

So I approached the local monthly magazine about advertising. They quoted me $1500 for a single sheet insert. That was a huge sum and a huge risk for me.

Before deciding, I went away and wrote the salesletter according to your book. I literally wrote the entire piece with your book open in front of me.

I started with a headline, using the key words you talk about. Then a beautiful photo with a selling caption as you said. Then I put loads of details about what I was offering. I don't think anyone ever wrote anything using so much of "you" and "your"!

Then I put in the offer. With a guarantee of course. And I finished with a call to action which stressed urgency and scarcity. Then I put a "Risk Free Reply Coupon".

Then I paid my $1500 and waited.

I needed at least four orders to even cover the expense of advertising. It was nail biting stuff!

But I'll never forget the feeling when I opened the first letter to find my coupon all filled out.

Then the faxes started to come in.

I ended up taking in about $7800 on that one ad!

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What more can I say. Your ideas worked for me first time!

Warm regards,

Cathal Spelman.
Artworld.
Staff: One sales (me), one secretary, one framer.
USP: You've probably despaired to find a really nice Picture for your new home. Especially if you are on a tight budget. Well, it doesn't have to be that way anymore, because we've got real Oil Paintings to show you. And they won't cost you any more than you are going to spend on prints.

We have paintings from 115 different artists. These are highly talented Oil Painters. You can get examples of every style from classical to impressionist to modern abstract. You can see over 150 paintings at any time. Plus, we have access to hundreds of other paintings at short notice.

You can also choose from twenty different styles of frame to perfectly complement your Oil Painting and your Home or office. We have 15 years experience supplying quality affordable Oil Paintings to delighted customers.

How to Transform your Living Room into a Gallery! The Oil Paintings you will see are work of highly skilled fine art painters with decades of dedication to their craft. Because we deal directly with art studios and because the artists practice their craft for 40 hours a week in the studio, we are able to pass considerable savings to you. What that means to you is that you can get a genuine hand painted Oil Painting for about the same as you could spend on a print in a department store or gallery. What that really means to you is that you can afford a striking Oil Painting for your home rather than a print.

Product: Decorative art. Copies of famous paintings. Portraits and commissions.

Jay, you should find out about our family portraits. They are stunning!

Location: Ireland.

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43. Charri E

----- Original Message -----
From: Charri E.
To: Jay Abraham
Sent: Wednesday, July 31, 2002 1:08 PM

Jay:

I was a supplier of coffee to restaurants, when the competition started taking away my accounts.

What I did, I told the restaurants that they could pay me with their services (food bartering).
Then I went to one of the local TV stations and exchanged the "barter food credits" for advertising air time.

Sincerely,

Charri E.

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44. Chris Woolfolk

----- Original Message -----
From: "Chris Woolfolk"
To: Jay Abraham
Sent: Friday, August 16, 2002 9:50 AM

Jay,

Hope this will be of interest.

Two of the distinctions that I gained from the PEQ was

1) Caring more about my clents.
2) Developing a deeper relationship, (selling them more).

I had been laboring under the idea that my influence was limited and that the final decision was really up to the client. I realized that in my computer support business, I gave solid rational advice with a take it or leave it attitude, not insisting that they do the right thing.

Two areas that dawned on me was backups and virus protection. While these are not very sexy topics they are a good indicator of mindset. I decided that it was not optional that my clients do the basics.

Visiting every client I scheduled a meeting to talk about those two items, did a review of what they had and where they needed to be. I added an online backup service to improve backups, researched expiration dates on tapes and media and implemented a monthly virus datafile update review.

During the meetings, they all squirmed and wanted to be too busy to talk about these things. I made it clear that this was not optional to do business with me and offered to help them find some other service providers They paused, stared at the ceiling and every single one did the right thing.

This impacts my business by raising my monthly net cash flow by 10% which will allow me to test some more marketing ideas (from Jay).

Thanks,

Chris Woolfolk
Woolfolk Systems, Inc.

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45. Christian Cares

----- Original Message -----
From: Christian Cares
To: Jay Abraham
Sent: Wednesday, July 31, 2002 8:40 AM

Here is my case study:

About three years ago I quit my job working for a high-end international clothing retailer. I was frustrated and tired that after working long hours for many years and producing some amazing results I was still earning peanuts but I didn't know what to do about it.

I bounced around from jobs for a while until I found a tape collection from you. I was hesitant at first to make the purchase - it was at a garage sale and it was not priced cheap. But it talked about wealth and how to achieve it - unfortunately I am on holidays and I don't have it with me... though I should have brought it!

In it the sessions gave suggestions on how to negotiate ideas within companies for greater success. I thought about all the ideas I had created and how many of them profited organizations I worked for yet netted me gift certificates.

I resolved to put into practice the ideas immediately. I called a competitor to the former company I worked for - by this time I was no longer under any non-compete agreements and expressed to them that I wanted to work for them for three months for a very low salary, if they agreed I would put into place a program that would help them save near 1 million dollars in non-selling hours - I had done the math and already done some research on the amount of hours a typical store would spend processing stock or merchandising. I had already developed a program that creates a process for educing non-sell activities at retail stores and then use these hours and redeploy them on the sales floor where they have much more value.

They jumped at the idea, however I made one caveat, that if I pulled it off during this period of time I would get a percentage of the savings over the next year. They hesitated at first but I explained that I was in reality giving them 1 dollar back from money they where throwing out the door and in exchange I wanted 15 cents. We agreed on 12 cents and I got to work.

Three months later I resigned from the company despite their petitions for me to stay and by the end of the year I made almost three times what I had made at my previous employer without lifting another finger.

This happened two years ago and this year I am working at doing the same concept with a computer retailer in a slightly different fashion. I have negotiated that if I begin a new line of business with a recurring revenue model then on a monthly basis for the period of 5 years I will earn a small percentage of the net margin revenue personally whether or not

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I continue with the business. I am focusing on HotSpot technology (public wireless high-speed internet access - i.e. in Airport's, Hotels etc.) with a monthly subscription model. I will certainly keep you posted on how it goes. I have yet to grow truly wealthy but at 27 years old I have a new perspective on working not just for a wage but intelligently for my personal wealth growth. I just can't imagine what I will be able to accomplish once I attend one of your seminars if I have already had some success with a couple of tapes!

Christian Cares

CSM Canada

403-212-0008 ext 303

I really look forward to getting the case studies from your other readers. I admire your work and when people ask me who my mentor is I, for the past two years, have stated it is Jay Abraham.

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46. Dale Hamlin

----- Original Message -----
From: Dale Hamlin
To: Jay Abraham
Sent: Tuesday, August 13, 2002 1:02 PM

Name of Company: Carriage Park Associates, LLC
Type of Business: Land Sales
Length of time in business: 10 years
Primary market: retirees (generally from Eastern part of country)
Average lot price: $88,000
Average home value: $300,000
Historic annual sales approximately 30 per year
I wanted to boost sales so I wrote an informational book entitled "HOW TO FIND THAT PERFECT RETIREMENT LOCATION."
We now offer that book free (29.95) to anyone who will agree to visit and take a sales tour. Have also linked the website of the book with the development website.
Since doing this, the rate of sales has doubled.

Dale A. Hamlin

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47. Darrell Tyler

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----- Original Message -----
From: Darrell Tyler
To: The Abraham Group
Sent: Wednesday, August 21, 2002 6:35 AM
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Advanced Solutions Data, Inc.
3914 Mt. Holly-Huntersville Rd.
Charlotte, NC 28216
Phone: (704) 236-8880
Contact Person: Darrell Tyler

Advanced Solutions Data, Inc (ASDI)

ASDI was formed in 1999 primarily to provide large mainframe businesses with effective software tools that would quickly and accurately (98% errors captured and repaired), check their legacy code for Y2K compliance. These mainframes used COBOL, PL1, Assembler and RPG. The owner and founder of ASDI is Darrell Tyler.

My Story

Before starting ASDI, I was introduced to Jay Abraham's marketing materials in the early 1990's. At that time, my experience in business had been managing a small $3.2 million dollar security operation for a $125 million dollar parent company. Because of my desire to learn all I could about marketing, I started purchasing Jay's marketing materials.

Because of my successes in this business, even though I had never been to college, I was asked to move to corporate and become their Sr. Marketing Manager. All of my direct reports were MBA's, college graduates and those working on their college degree.

Within two years, trouble started brewing within the family of the family run organization and I decided to go back out to the field. I was given the responsibility of the Western ½ of North Carolina and all of South Carolina. The security business there was only doing about 1.2 million dollars a year when I took responsibility. Within a short period, after using Jays ideas on running a business (I had purchased his 3 volume set on how to run a business along with "Your secret Wealth") I expanded this business to 5.2 Million within 5 years. However, this is just part of my story. . . . . .

In 1999, I was one of two individuals, in our organization, to be selected to help get our field offices ready for Y2K. One day while driving to work, I listened to an individual being interviewed by one of our cities talk show hosts, who said he had developed a software program that could find 98% of the errors in legacy code used by large organizations. He had just been featured on the front page of USA Today (Money Section) and had been successful with his software at several large banking institutions. After hearing this, I wondered if he had anyone in the Carolina's selling his product. The only problem was . . . . I wasn't a computer programmer and I didn't know anything about COBOL, Assembler, etc…

Because I had read Jay's materials and he had always said that we should "push ourselves to success", I decided to see what I could do.

I contacted the company and they asked what experience I had. I told them I didn't have any computer programming experience, however, was excellent in marketing. I told them I would fax to them my accomplishments and give a brief description of what I felt I could do for them.

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They contacted me back within 3 days and asked me to fly to their corporate office. After meeting with them for two days, I signed an Independent Contractors Agreement with a 25% commission on anything I sold. I would never have had the guts to do something like this if I had not been reading Jay's material.

To make a long story short, in a very short period and with very little knowledge of their product, I was able to sell $205,488.65 worth of software. This amounted to $51,372.16 dollars in commissions. Also, this was all done while still running the other business for the parent security company.

Thank you Jay for sharing your ideas and helping me succeed in the businesses I've been involved with.

Sincerely,

Darrell Tyler

Darrell Tyler, President
Advanced Solutions Data, Inc.

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48. David Conallin

----- Original Message -----
From: David Conallin
To: Jay Abraham
Sent: Tuesday, August 13, 2002 12:39 AM

Thank you for extending the dead line for my success story. Many years ago I purchased some tapes (audio & video) of Jays. From those I confirmed the concepts that marketing is not one campaign but a series of continual little things.

So over the years I have tried and tested lots of little things but the one that was a hugh winner and which I nearly didn't do because no body in my industry was doing was was sending out to all our clients birthday cards. Now not earthing shattering I know but very effective in a few ways.

1. Clients really appreciated it.
2. I was aware of their birthday if i happened to have contact around that time.
3. It reminded clients to think about us. We would get a many call or appointments after receiving the card.
    1. Helped keep client data base up to date.

So thanks Jay for opening my eyes to the benefits of little things and to keeping in contact with my clients.
David Conallin
Chartered Accountant
Australia

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49. David Merkle

----- Original Message -----
From: David Merkel
To: Jay Abraham
Sent: Wednesday, August 14, 2002 12:32 PM

Dear Jay,

Here it goes. I don't know where to start. And that's just it. I've been a professional photographer for over 25 years. I've taken photographs of countless thousands of my clients, customers, friends and families. I've taken photos of 5 living U.S. Presidents, equal VP"s , 2 First Ladies, USSR Mikail Gorbechev, Dr.Norman Vincent Peale, Collin Powell, Rev. Billy Grahm, Dr. Schuller, Oliver North, Zig Ziglar, Mark Victor Hansen, Jim Rohn, Les Brown, 2 Supreme Court Justices, Congressmen, Brian Tracy, U. S. Senators, Astronaunts, well the list goes on. And countless of thousands of my local people who pay me so I can pay the bills. I'm great at what I do as a mater of fact I think I'm great.

That's not the problem. The problem is I'm either tired, burnt out, bored, or I've got an incurable disease that we've not discovered yet. I feel like I'm a shorted out appliance. DO YOU UNDERSTAND WHERE I"M COMING FROM?

I've talked to Carl Turner briefly to see if I could jump start what ever it was that was keeping me UN PLUGGED. I was hoping that you could see a way for me to get back on track, get off the track, get run over or go on to doing something else that I can get my unending passion back.

If I have one Nightingale Conant Set of tapes I have 50, three or four are yours.

HELP, HELP, HELP.

Thanks J,

I Look forward to an answer and any HELP you may send my way.

PSS. I look forward to reading the other success stories. MAYBE one of them will trigger me. It is my sepreem quest.

Many thanks again J , I look forward to hearing from you soon for my answer.

David E. Merkle

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50. Doyle and Baker

----- Original Message -----
From: Doyleandbaker
To: Jay Abraham
Sent: Wednesday, August 14, 2002 5:48 PM

Five years ago, motivated and mentored by Jay Abraham and Tony Robbins, my husband-to-be and I made an exciting move.

Partners in our orthodontic-pediatric dentistry practice, we had won the lease on a much sought-after upscale building, formerly a bank in our mid-sized midwest city. And we moved our practice in.

We were learning and installing the Abraham mindset and began to effectively apply dozens of Jay's lucrative concepts. Every week we listed and carried 7 new actions to grow our practice – our business. We developed a unique business proposition and put it on our stationary, in our yellow page ad, and in letters to our patients' parents: "Parents stay with your children – we insist." (It is extraordinarily unusual in pediatric dental practices – to allow, let alone insist – that parents stay with their child for all procedures, even tooth extractions, and surgeries.) And the parents loved it.

We connected with a nearby children's haircutting business and a nearby children's shoe store, and we each gave out coupons to parents to make them aware of the other business. We took service to a previously unknown level in our city – patients were seen on-time – every time. We offered a selection of beverages-coffee, tea, soft drinks, spring water - to every parent, every visit. The bathrooms were stocked with Turkish cotton washcloths, potpourri, candles, diapers, and even inexpensive child-sized sweat shirts and pants for the child who needed one in a pinch. In the reception room mothers enjoyed the Yamaha player piano and its music, and found our stationary available right there - to use to write notes and lists to take with them. We scheduled every-3-month checkups, instead of the usual every-6 months. And we watched it work – seeing exponential growth every quarter. We celebrated, enjoyed, and savored the joy of making people happy and seeing it all work! We looked forward to joining Jay in person to take our business acumen to the next level.

And then the roof fell in: my business partner and love of my life, died after a sudden, unexpected short illness. And I was left with a busy 2-doctor practice – and I was only one – a lady doctor who had <u>always</u> enjoyed the support role, the secondary role – the activator-to-a-brilliant-professional-man role.

And now, there I was – with a business to run, a large staff to pay, many patients and parents who adored us – and presented for care – and I in the midst of a tragic, unspeakable loss.

Facing one day at a time, I delved into my now familiar Abraham mindset. I started listing actions which would deal with the challenges at hand. I personally responded by short cards to every one of the hundreds of sympathy cards from our patients and parents – creating even stronger connections to each one. I began contacting hundreds of professional colleagues all over the world, to tell them each how much our professional relationship means to me, and to tell them our professional seminars in orthodontics would continue and grow, and to invite them to join us and to send young associates, to the courses.

An online orthodontic study club was born, through which to keep in touch with our colleagues. And I presented at every professional meeting I could find, further growing the network and bonds with our colleagues. A group of local practitioners became our mastermind study club, sharing patient care, referrals, and business strategy. We meet monthly. I remain the organizer, stimulator and "mom" to the group. We meet more at my office than any other office, and the various practitioners and I study and learn together, holding each other to the highest of standards, and growing our businesses as a result.

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I changed the pay rate mechanism on which my staff are paid – each employee is paid on – and only on – actual practice collections. Based on years of service/employment, the employee's multiplier, times previous quarter practice collections, times hours worked for that pay period determines the pay – no base, no profit sharing plan – just salary tied completely to the business income. They are making more than they would have, they have a vested interest in seeing the practice grow – and they chose to stay with it after the first year. They like it.

In the first year after Walter died, our practice income by all logic should have been about half, since only 1 doctor (me) was producing dentistry. Instead, our business income was slightly higher than it was the last year Walter was alive and we were both producing dental care income. And then the second year after his death, we celebrated 33% growth in income over the previous year.

Currently I am developing a consulting/coaching arm to our seminars. This will expand our ability to teach and coach other doctors in the Abraham mindset – in success strategies. It will offer doctors help in transforming their practices to achieve extraordinary results, to deal with the pressures of rapidly evolving information technologies, aggressive competition, the need for continuous innovation and the stresses of current events and economy. Many consulting services provide information. We offer doctors strategies, specific actions and solutions by integrating business relationships with the various experts who have supported and guided my businesses, with some employees in my business, and coaching by myself and other experts. Training and expertise in various areas will be offered: graphics and marketing, information technology, practice organization, staff training, office planning and design, and transitions to nonpharmacologic practice, which allows children to be treated without sedation, drugs and general anesthesia. This shares state-of-the-art concepts and strategies with the doctors who ask our advice, and creates a new profit-center as we do what we do, and teach what we do.

Through an overwhelming personal and professional loss, I have incorporated Jay Abraham's strategies to find surety, method and joy.

Loving what I do and doing what I love is reality for me, because I continually adopt and put these technologies and techniques into action.

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51. Dr. Gregory Stetzel

----- Original Message -----
From: Dr. Gregory Stetzel
To: Jay Abraham
Sent: Sunday, August 18, 2002 6:40 AM

Dear Jay,

My name is Dr. Greg Stetzel. I am a chiropractor practicing in a small town in northern New Jersey. I have been using your marketing concepts in my practice for about 10 years, ever since purchasing your Marketing Secrets tape set and workbook.

We successfully use risk reversal in our marketing for new patients. While it is not ethical for doctors to guarantee results, it is ethical to guarantee satisfaction with service. The offer we make in our advertising and in our practice brochures is a "No Risk Satisfaction Guarantee" on our first visit fees. If, after the patient has completed their initial examination and report of findings visits, we will refund their entire first visit fee if the they decide that chiropractic care does not fit their health care needs. We also offer a reduced fee initial examination to remove the first visit barrier that frequently keeps people from investigating chiropractic care.

By reducing the initial cost to a fee that most people could handle and assuming all the risk of the initial transaction, we have been able to increase our new patient numbers. And, in the four years since beginning with this technique, we have not had a single request for a return of the initial visit fee.

We have also separated ourselves from the rest of the market by marketing our USP more consistently. Rather than following the crowd into the pain relief market, we have set ourselves apart by creating our niche in the family wellness care market. This allowed us to move from one of the pack to leader of the pack in our area.

Thanks for your advice and concepts.

Dr. Gregory Stetzel

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52. Ed Laprade

----- Original Message -----
From: "Ed Laprade"
To: Jay Abraham
Sent: Thursday, August 01, 2002 2:44 PM

Jay,

I just wanted to drop you a note to say thank you. Before I tell you why I am thanking you, a little background is in order.

ADNET is a technology organization. We supply technical expertise to small and medium sized businesses. Specifically, we are the ones who install and support Local and Wide Area Networks (LANs and WANs) as well as accounting/distribution/and manufacturing software. We are over 10 years in business and employ 21 people. We have always been a very technical organization and are very good at what we do. Unfortunately, sales has not been our forte. Therefore, seven months ago, I made a commitment to turn our organization into awesome sales machine.

The plan was to first educate myself in the areas of sales and marketing. At the very least I would understand what the current methods were so that if I were to outsource some of this function, I would know what I was getting into. I began attending marketing seminars and reading everything from "Unleashing the Idea Virus" by Seth Godin to Brian Tracy's "Success Mastery Academy". Also, along the way I picked up a copy of your "Your Secret Wealth". This was the tape set that introduced me to your work. Being the engineering type, I was intrigued by your methods, how simple they seemed, yet so unobvious for someone with my background. This quest for the "keys to the kingdom" sales prowess) led me to purchase the PEQ program and then the PEQ II program. It was with those programs that I realized that there was no "silver bullet", but a process that I needed to follow if we were ever going to grow geometrically. One other point, I started this "venture" of sales improvement at a time when the industry that I am in was in a recession of its own. So, we were not flush with resources.

Where are we now? Well, it has not been all that long since I have been working on the PEQ programs, about three months at this point. From what I have learned from the PEQ program, I have been able to reduce expenses by eliminating marketing programs that do not work and have begun to replace them with new programs (testing, testing, testing - we are). While the overall process is slow, we have begun to see results (we have a lot of work to do in a lot of different areas, but we have begun regular management team training using the PEQ study program and we are doing the workshops). It is too early in the process for me to give you very specific and quantifiable sales figures, but I can tell you that a direct mail campaign with telemarketing follow-up that we recently began has been successful in the testing phase. We started the campaign, tested, it wasn't working, tweaked, tested, we are now getting some results, we will tweak and test some more. This is on a small scale (3 appointments on about a 200 piece mailing). My point is, in the past, we would have either not gotten any appointments, or> we would have not been able to tell you how we got them. I can see this

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really heating up as we get deeper into it. If it wasn't for scheduling issues, I would attend the PEQ Cubed session that is coming up to accelerate our progress.

What I am really thanking you for is packaging up all the brilliant ideas that you have and placing them into a program that shows you how to build the necessary processes to grow your business. That is what it is all about. I am an avid listener of tapes and reader, and this is the first time I have come across anything this complete. I am sure that in six months from now I will be able to report the specific sales improvements that have occurred through our PEQ training. I would highly recommend the PEQ program to anyone who wants to really grow their business.

Thanks for everything.

Sincerely,

Edward Laprade
President

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53. Gary North

----- Original Message -----
From: Gary North
To: Jay Abraham
Sent: Tuesday, August 13, 2002 10:25 AM
Subject: Don't Break This Rule

It was 1987, as I recall. Jay Abraham was about to mass mail a newsletter insert offer to the entire hard-money industry. He was using his newly patented "mother of all offers" -- lots of free bonuses for subscribing, plus a super-low discount first-year subscription price.

Meanwhile, I was planning a conventional direct-mail offer for my newsletter, ***REMNANT REVIEW***.

We could not get them printed. The paper we had ordered had become overly waterlogged from Texas humidity. The printer literally could not print them. I had to cancel the mailing, which was a big one. I was upset. But not for long.

I missed diving head-first into Jay's flood of offers. Everyone else in the industry who tried to compete with Jay that month got killed. I was able to mail a few weeks later, so I broke even. I may even have made a few dollars.

So, I saved myself tens of thousands of dollars by not competing against Jay. Some mysterious force had made those sheets of paper stick together.

This has led me to formulate this rule of marketing: "*When you compete against Jay Abraham, you need a miracle*."

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54. Gay Hendricks

----- Original Message -----
From: Gay Hendricks
To: Jay Abraham
Sent: Saturday, August 17, 2002 11:49 AM
Subject: Are you back?

Here's a great testimonial I think you'll enjoy!

To Our Magic Key Community:

A woman who's lost 12 pounds so far writes in to tell us about a very magical experience:

"At first I didn't have any idea what you were talking about when you described choosing foods that feed your spirit rather than your physical body. Then one day I was passing a hamburger stand and I got a powerful craving for a double cheeseburger with bacon. Instead of running in to buy one, though, I used the "Magic Moment" breathing technique to disappear the craving from my body. It took about a minute to get rid of the craving, but as soon as it disappeared I got a picture of a bowl of fruit salad in my mind. I realized that my old programming made me want the double cheeseburger, but my "new self" really wanted the fruit salad. A few doors down the street there was a fruit-and-vegetable market, and guess what? They had fruit salad ready to go! I took it to the park and feasted on grapes, cantaloupe, berries and pineapple. Afterwards I felt happy and alert, rather than that sluggish feeling I sometimes get after eating heavy food. I truly felt more in contact with my spirit afterwards."
Marjean Teppers, Louisville

YES! That's exactly what the Magic Key can do for all of us. Thanks to Marjean for sharing her magic moment with us.

With respect and love,
Gay Hendricks

.....

Gay Hendricks, Ph.D.

The Hendricks Institute

The Foundation for Conscious Living

http://www.hendricks.com

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55. George Williams

----- Original Message -----
From: George Williams
To: Jay Abraham
Sent: Wednesday, August 14, 2002 1:06 PM

Hi Jay,

Last December I spent $3000 in advertising using pay search engines and in a month did $30,000 in sales for a company. Also increased another company's Web site visits from 0 to 150-200 per day and helped their bottom line and exposure immensely. This was not by spending 100s of hours on SEO optimization (which I do for some companies), but rather using a few specific techniques on Overture and Google.

Do you need the company names? Also, how specific do I need to get. Let me know and maybe I can send you something. What I do know is this.

If a company has a good product, and a decent Web site, I can show them how to increase exposure in a matter of minutes - which, if their product is good - will convert immediately to sales. This is even more true if they are in a unique niche market.

Please let me know. I would like to read the other case studies.

Thanks,

George Williams

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56. Glenn E. Woolsey

----- Original Message -----
From: Glenn E. Woolsey
To: Jay Abraham
Sent: Wednesday, August 21, 2002 12:59 PM

We have operated as an Industrial Real Estate Owner in our market for the past twenty (20) years. Our emphasis has been to acquire "underperforming property", suffering from physical deficiencies and vacancy, to complete the necessary improvements and consequently lease the vacant areas.

Our real estate market has historically suffered vacancies in excess of 10%, which resulted in aggressive low lease rates or "free rent" to attract industrial tenants.

We contacted the Jay Abraham organization in 1998 to generate marketing ideas to overcome our difficult industrial market problems. Jay established a marketing program that isolated promotions for commercial real estate agents, residential real estate agents and existing tenants. This program involved organizing marketing meetings, providing incentive programs, monitoring progress and reinforcing performance achievements. We were very impressed with Jay Abraham's immediate responses to our problems and his ability to provide a myriad of alternatives to resolve those issues.

Since our involvement with Jay Abraham, we have increased the size of our portfolio to 1,300,000 sq. ft. and our current vacancy is 0.6% - well below the current industry average.

Thank you to Jay Abraham and Carl Turner for your assistance.

Glenn E. Woolsey
President

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57. James McKnight

----- Original Message -----
From: James McKnight
To: Jay Abraham
Sent: Thursday, August 01, 2002 2:21 PM

Since I moved to Miami I've placed our entire financial future on Jay and everything I've heard, read watch and patiently listened to him say. While in Illinois I did multiple things that generated me multiple incomes, from owning property, teaching college economics, running a small home based business, which supervising a team of dedicated claims processors for a very well known and respected company, Oh and by the way I worked 8 to 10 hr. for American Eagle, the largest regional air lines carrier in the United States.

But when we relocated here, left the house, and decided to venture to the Magic City. It was here I developed the firm of Brimm,Barrington,Bernard & Basil Inc., a Niche Marketing firm offering Premier Discount Travel Packages of $15,000 for a mere $1,295.

Because of Jay I decided to contact credit unions, who see the value of offering what we believe is the best value added benefit possible, for most credit unions offer vacation club accounts anyway. And as you know most people ask well, what have they done for me today.

So I'm putting my entire financial future on 1 thing and that is the host/beneficiary relationship.

In a nutshell I want access to 50,000 people who have been credit union members, who already have accounts and who wish to save money on all there vacation needs. e offer this to the credit union absolutely free! Money is never an issue because if a person wants our package, they can finance the purchase thru there credit union, thereby giving them new loans on there books.

My girlfriend and I have already decided that we will purchase a new place. Our goal is to furnish it with Italian furniture and all of this will be due to the teachings, of Jay.

Sincerely,

James McKnight/Miami Florida

Ps. The credit union community is accepting this very well.

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58. Jiri Slovencik

----- Original Message -----
From: Jiri Slovencik
To: Jay Abraham
Sent: Tuesday, August 13, 2002 10:42 AM

Hi Jay,

I am in the magic business, yes I am professional magician. I'd like to mention one of the methods that helped me tremendously - FOLLOWING UP WITH CLIENTS ALL THE TIME. Just last week I went to visit one of my old clients that I stopped working for and didn't keep in touch. The guy was very pleased to see me and told me that he was using other magician in the spring, just because I wasn't around. What a simplistic way to realize that taking care of my client could of made me additional $1500-2000 just from this one visit. Needless to say I was rehired on the spot so I wanted to thank you Jay!!!!!!!!!! I have about 300 clients in my database! I will work it diligently...

THANKS A MILLION!!!

Magically,

Jiri Slovencik

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59. Joshua Perelman

----- Original Message -----
From: Joshua Perelman
To: Jay Abraham
Sent: Friday, August 16, 2002 8:08 AM

Trophy and Awards Business

I purchased this trophy and awards business this past May. While the company itself has been around for 50 years, it has been competing solely as a trophy and awards business. Customers would call or walk in and ask for trophies or plaques to commemorate an event, reward an individual or to give as a gift. The equipment includes several engraving machines and a glass etcher that allows the company to personalize glass and metal. The customers have been loyal and no marketing efforts have been made to increase the flow of traffic to the business because the sellers have been comfortable with the size.

When I took over the business the first step was to redefine the business. Instead of calling ourselves a "trophy shop" and competing in an industry of $700 Million we broadened our view to the personalization and recognition markets which is an $18 Billion market.

With different products to sell we have had to change our selling process. Before the change, a customer would call and we would ask the infamous "Can I help you?" and expected the customer to know everything that we could do for them. Occasionally a customer might have asked if we knew where they could get something personalized, but that was rare. We were essentially order takers and there was nothing that differentiated us from our competitors.

Now our sales process is more of a consultative session to get at the real needs of our customers. When someone calls, we now ask if this is their first visit. We explain our philosophy of filling their specific needs for an event. This allows us to sell not only trophies for a little league team, but also personalized cards with the child's picture and name on it as well as hats, shirts and cups. It allows us to provide other items for an awards ceremony other than just the plaques. The most common response that we get now is "Oh, I didn't know you sell that."

We have also differentiated our company from our competitors by setting up our unique selling proposition. While most others say that they offer service, we offer specific answers to our customers buying criteria so there is no reason to go anywhere else. We realized that 99% of the people who call on our business are looking to fulfill a pressing need. To satisfy that need, our product must be delivered on time, made with quality materials with 100% accuracy in the personalization. We answer the first need by offering several different production schedules ranging from normal production to "Super Speedy Service" delivered in under 24 hours. The second concern takes the customer through several different product categories that compares different types of material for the same products. We show the customer samples that our competitors use and then show why our

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materials will look better, last longer and be comparable in price. Lastly we offer a 100% complete satisfaction guarantee. If there is a typo or if the customer is not completely satisfied, we will redo the work or refund the customers money if not completely satisfied…no questions asked. By taking the risk out of the decision and satisfy all of their needs, there is no reason to shop around.

While I have only had the business for three months, and we are still trying to fine tune the processes, I believe the results are positive. We are getting less people trying to bargain with us on price since we have put our products on a different level than our competitors and we are adding more items to each sale.

Our next step is to approach other businesses in our area to use their customer lists to solicit business for our personalization service and to set up a referral process for our existing customers.

60. K R Bhutta

----- Original Message -----
From: " K R Bhutta
To: Jay Abraham
Sent: Monday, August 05, 2002 1:21 PM

Dear Jay,

First of all, I am sorry for not sending you this e-mail last Friday, I had been away in connection with my business and did not get a chance to read the e-mail earlier.

2ND, I AM NOT DOING THIS FOR THE "REWARD" BUT AS WAY OF SHOWING MY GRATITUDE FOR EVERYTHING YOU HAVE TOUGHT ME. THANK YOU. Here is my humble input.

Over the last 7-8 years, I have definitely benefited immensely from Jay's mind set and all the unique strategies he has taught me. INFACT, EVERYTHING I KNOW ABOUT MARKETING CAN BE ACCREDITED TO JAY.

It was in early 90s, when I moved to US, I knew nothing about the marketing or any part of running a business. Therefore establishing a successful small business was definitely an uphill battle. After managing to survive for a few years -(when it was hard to pay the bills) I believe it was 1993, I came across jay's newsletter- business breakthroughs. In a matter of one short year I went from doing small patios and back yard sprinklers to building major remodeling projects, custom homes, commercial jobs that costs hundreds of thousands of dollars and starting a number of my own businesses - from the scratch.

The amazing thing is not that I happened to get all this business but that I got all this business despite not knowing anything about these businesses. For example, I had a construction company but I could not even make a straight cut on a stud. I started a number of beautiful salons / retail shops, and a sign company in a matter of 18 months.

First of all, I did not know the first thing about salon, retail or sign business. 2nd, I sold many of these businesses separately for

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good six figure amounts. 3rd, some of those businesses have either closed or have changed because the new owners could not "keep up" - because THEY DID NOT KNOW WHAT I HAD LEARNED FROM JAY. IT DOES MATTER TO HAVING JAY'S MINDSET, BECAUSE IT HELPS YOU OUTSMART YOUR WEEKNESSES, YOUR COMPETITORS. THE NEW OWNERS HAD BOUGHT FROM ME SUCCESSFULY RUNNING BUSINESSES BUT NOT A MINDSET. I WAS AMAZED WHEN THEY REFUDED TO USE MY CONSULTING SERVICES. THEY WERE SPENDING A LOT OF MONEY TO BUY A BUSINESS BUT THEIR REFUSAL TO SPEND A LITTLE MORE TO KEEP THIER BUSENESSES GROWING, WHICH LATER COSTED THEM DEARLY. Last but not least, it costed me next to nothing to start these business.

I heavily relied on catchy headlines on all of my advertising banners and other promotional literature, I laid great emphases on standing out from other similar businesses. I always remembered what jay said repeatedly – an ad that costs you $1000, had the potential to bring you ten clients or one hundred clients. Work on your headlines, copy and the offer. I also made sure I and my staff provided a much higher standard of customer services, every time we came across any individual from our business demographics.

It is hard for me to pin point exactly what principles helped me succeed. Besides sticking to the basics, it was a genuine desire to give my clients the best I could. But overall I think it was "can do" attitude and a good understanding of the principles that I had developed after being introduced to jay's marketing strategies - which in essence are commandments that can make or break any given business.

sincerely,

K R Bhutta

PS. I will feel privileged to do anything for a person that I hold in such high respects. Please let me know if I can be of further assistance.

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61. Kimball Norup

----- Original Message -----
From: "Kimball Norup"
To: "The Abraham Group"
Sent: Friday, August 30, 2002 1:14 PM

I was first exposed to Jay Abrahams theories at one of the first Bootcamps (April 1990 I believe). I subsequently used many of his techniques in growing our management consulting and publishing firm, Geodex International, into a multi-million dollar enterprise.

As I sit back and reflect on it, there were a great number of individual marketing and business development campaigns that we successfully (i.e. profitably) implemented. However, they all shared certain common elements which were at the core of Jay's philosophy:

1. Calculate your customer lifetime value, and use it in your decision making.

2. Offer a strong guarantee.

3. Harness word-of-mouth

Let me address them in more detail.

Lifetime Value: We took a random sample of 1000 accounts (out of 50,000 active) and went back as far as our records would allow us. From this we calculated that our average client was worth about $750 over the course o our life. Given our very high contribution margin (well over 50%) I knew that we could spend a lot of money getting new clients. This was a valuable piece of knowledge to have everytime we contemplated marketing and business development investments.

Guarantee: We developed a very powerfully written 100% lifetime satisfaction guarantee. Given that a lot of what we were selling was printed materials (workbooks, calendars, binders, etc.) this was outlandish. We continually had clients (and prospects) question our sincerity. I can tell you that I tracked all returns and the most we ever refunded in a year was $1500! Most people want the reassurance of a guarantee, but few will take you up on it! One caveat: It goes without saying that we were confidant in offering a strong guarantee because we were selling first class products, and backed it up with exceptional customer service.

Finally, word-of-mouth. Beyond sending out a catalog to our client list once a year, we had no other marketing efforts aside from promoting word-of-mouth. In addition to an exceptional customer service team that was trained to elicit referrals from every customer contact, every product we sold had multiple referral opportunities built in (pass-along coupons, referral cards, etc). In addition, every package that went out had a package insert that elicited referrals. An example that we could trace: one Air Force Colonel (who was a referral) was personally responsible for procuring several million dollars worth of products and services over his customer lifetime with us.

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In my current role (the Senior Vice President of Marketing for a conglomerate of companies in the Human Resources Management field) I still use tools and techniques that I learned from Jay on a daily basis. Don't tell any of my graduate school professors, but I learned more about marketing and business strategy from Jay Abraham, than I did from them!

Kimball Norup

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62. L Stocks

----- Original Message -----
From: LHS
To: Jay Abraham
Sent: Thursday, August 15, 2002 4:49 AM

Dear Jay,

I have been using your courses and tapes now for over 10 years. My success story could easily top any others. My practice of General Surgery for 15 years had been good, but not spectacular. Advertising in North Carolina is frowned upon by medical peers.

I started a fax service from my office computer, with a referral list of over 900 possible referring physicians. Using that, I write a one page educational fax, do not solicit, and send the faxes out automatically over a weekend. The weekend delivery does not interfere with their business hours, and it is on their desk Monday morning.

My practice volume has more than doubled, and I now have trouble finding the time to see all the patients. I suppose my new problem of increased volume, and how to handle it, can be bounced back to Jay, and use his resources to help work through these more efficiently. I also continue to use USP with every transaction.

One could not place a value on Jay's advice.

Regards,
LHS

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63. Larry Blair

----- Original Message -----
From: Larry Blair
To: Jay Abraham
Sent: Monday, August 19, 2002 8:17 AM

To whom it may concern:

We are a small manufacturing company that does about $3.5 million per year. We deal in a competitive, low margin industry where the products have become almost a commodity.

There is a large company about 100 miles from our facility that uses the products we can make. We approached them using two of your concepts. First, marginal net worth of the client and second, presenting an irresistible offer that moves us out of commodity status.

While pricing was capped (they would not pay more than what they are paying from their current supplier) we went in to find out their 'hidden needs'.

They were buying the product from overseas, they personally receive a bonus on inventory turns and they were paying for freight into their facility.

Applying traditional overhead values to the product the estimated selling price did not allow for much margin. Any mistake and we would be losing money. But when viewed from a marginal bases, the product offered a decent return. A considerable amount of the 'cost' is for non-direct items such as overhead, underutilized labor and equipment.

Now that we saw a decent profit from the units we were able to differentiate ourselves with items that carried a high perceived value to the customer, but cost us relatively little.

First, since they were importing the units they were buying full container loads. This meant that they were getting a couple of months supply at a time. Next they were paying for freight into their facility and their personal bonus off of inventory turns gave us an area to focus on their needs.

We were able to offer a price that was competitive with their current supplier, even though they are 11 times are size. We were able justify this by using they underutilized resources.

Since they were personally rewarded for increasing the inventory turns, we looked at our true cost of supplying them on a weekly release Vs a release the size of a container load. We concluded that the additional set up time was only going to cost us about $2.00 per set on products that sell for about $600 a set.

Next, since the customer was only a 100 miles away, we decided to offer to pay for delivery of the product, thereby reducing our customers total cost to receive the product. We did this by using our truck and people.

So we were able to offer a comparable product, one that would have carried a commodity type perspective from our customer, but by looking at the marginal net worth of the customer, we could be competitive against a company 11 times our size.

We were able to offer weekly releases and free delivery instead. This increased their inventory turns from 6 to 52 and reduced their total costs. Because of our proximity and view of our 'costs' we were able to land a 5 year, $502,000 per year contract with an additional marginal costs of only about $18 per unit. A relatively low cost to us, but a high perceived value to the customer.

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These factors allowed us to move the deal out of a commodity deal, into supplying a service that our competitors could not match.

Sincerely,

Larry Blair
PosiTech

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64. Larry Steele

----- Original Message -----
From: Lsteele@entre
To: Jay Abraham
Sent: Thursday, August 15, 2002 9:56 AM

Dear Jay,

I am responding to your request to one of my marketing stories. I would very much like to receive the book of stories you are collecting.

My story: I am recruiting independent contractors as sales agents for our new business we call eBanking Experts (www.ebankingexperts.com). We supply cash flow enhancement services to merchants nationwide. Our foot-in-the-door product is Electronic Check Recovery (ECR) where we collect NSF checks for merchants by electronically drafting the check writer's account. This is a free service to the merchant.

So I originally advertised for people who wanted to make $100,000 per year selling a free service. This was done by purchasing access to Monster.com's database of résumé's. I emailed Monster's new people with a message that had a header of "Make $100,000 or more Residual Income providing a **FREE** service!!

In conversations with prospective agents, it seemed that most of them ignored the message as to good to be true. You know that people are inundated with email about unbelievable promises. I was receiving 10 responses per day, and half of them were asking me to be "removed." We send about 1000 emails per day to new résumé's registered with Monster.com who are looking for a sales position. I expected the response percentage to be low since we are looking for independent contractors who are paid on commission only.

I decided to change the original message to be more of a letter type email. I changed the heading to "Response to Monster.com from eBanking Experts". The first thing I noticed was the ratio of people asking to be removed dropped from around 50% to less than 10%. I assume that we are not offending as many people this way. And the number of respondents also improved from around 10 to around 15 per day. So we have more than doubled the number of respondents asking for more information.

We have signed 26 agents to date in various states of the country, and are looking forward to a very profitable future. Now our attention must be turned to helping and motivating these new agents. I hope your stories will provide me with some new ideas in this area.

Thanks you for the opportunity to tell my story and I hope that someone else can benefit from it.

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Larry Steele

larry@ebankingexperts.com

lsteele@entre-okc.com

405-721-0803

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65. Leo Restrich

----- Original Message -----
From: **Leo Restrich**
To: **Jay Abraham**
Sent: **Wednesday, August 14, 2002 5:30 PM**

The following is a case study for your review.

This case study deals with using Jay's teachings for a sales representative of a corporate organization. The strategies, concepts, ideas, and techniques can be altered and used in other selling situations inside a flexible company environment or as a study for a Manufacturers Rep.

The situation involved the selling of software tools that gave the user a ten to one productivity gain over existing methods.

My company's stated goals were to gain market share. Yet there were many inappropriate procedures and policies that hindered sales growth.

During my 6 year employment with the company the I was able to sell 215 companies out of the possible 222 candidate companies who could qualify for my product. To qualify, the prospect needed a certain make and model computer and was currently programming their business applications with typical computer languages.

My fellow sales reps had a average territory size of 600 qualified account to sell into. There were only 222 companies in my territory that fit this criteria. This meant I had to be much better at developing a workable strategy and implementation. During the 6 years selling for the company I never lost any sale to any competitor.

As expected, the company handed out higher quotas every year. Every year they raised the bar a bit more.

It became my personal philosophy that my personal sales goals would always be higher than their quota. I also committed to reach the company quota in 8 to 9 months. I then set my own personal quota at 125% of theirs...sometimes even higher. Now my mind was programmed to produce at higher levels which challenged my subconscious to uncover ways to make it happen.

Here are some ideas, strategies and concepts that coincide with Jay's teachings.

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There was no budget for mailings so I telemarketed to all 222 companies and built a database of companies, contacts, budgets, number of machines, types of applications for my products, etc.

After the initial telemarketing event I went back and made appointments with the most critical prospects. My goal was to sell the most strategic accounts that would prove our products in the local marketplace while gaining credibility and references for other prospects.

Later I re-sold deeper into existing accounts. I made a spreadsheet of all accounts and listed our products along the top columns. When a customer had a certain product, I would put a check in the appropriate box. Then, over time, I would review the customer accounts and see which products haven't been purchased. An open box meant an opportunity. My goal was to fill all appropriate boxes for each customer.

Another strategy was I used was sampling. I would allow the prospect to install our software on their computer and try it out. This worked well. They enjoyed a 30 day trial period to evaluate the product in their environment.

Over a period of years, as my strategies and systems evolved, I would have the prospect's programming staff ask upper management for a report or application that was critical to them and was not yet in the queue for being developed in the near future. There was always a 6 to 18 month backlog of applications to be programmed.

The Information Technology staff saw how fast they could generate applications and visualize how their backlog of work could be quickly reduced. Productivity in any organization was key and this became my USP.

When upper management had their programming request done in a few days, instead of a few months, my contacts became instant heroes.

Now, after 30 days my software would expire. Upper management expected their monthly report or application again. However, they couldn't generate it because...the 30 day trial had expired.

My policy was not to renew an evaluation trial without a commitment to purchase. Upper management saw the immediate value of my product for their own needs and, upon more thought, for the entire organization. I quickly became upper management's best friend and a they became a motivated partner toward getting purchase orders generated. Purchase orders were now being generated in record time.

Of course, I offered that I would extend the trial period during the time it took to generate a purchase order and get the product was shipped to them. This made me a hero as well, and allowed me to maintain a strong customer referral base.

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I never had to cultivate a specific group of customers for use as referrals. Every customer was a strong reference for me. When asked by a prospect for 2 or 3 customer referrals I'd take out my 6 inch thick book of business cards. I'd go through the book and point out major companies they would recognize and then I'd hand the book over to them and tell the prospect to call anyone they wished. That was impressive.

When the sales quotas became very high I knew I had to find better strategies and tactics. The average sale still took 90 days to close. I knew I couldn't survive without a major overhaul of how I did my selling.

I took a blackboard and wrote down all the activities for selling my product. Then I confronted every step, every part of the presentation and every step of a sale. I picked it apart, discarded, restructured and repositioned activities. Every aspect was challenged. I discarded over 40% of the activities and combined others it streamline the selling process.

I now fully understood that my job as a salesperson was to advance the sale. I was now shifting into overdrive.

On one occasion my company got a bit strident in their policies and wanted the sales reps to charge a hefty amount for a prospect to install the aforementioned software for a 30-day trial.

This meant a major change in my sales approach. It also meant I had to go to purchasing for a purchase order even before I even got started. This would stall the sales cycle considerably. Strategic thinking was needed.

So I looked at the letter of the law that came down from the new corporate policy It stated that I had to charge the prospect for a 30-day trial. (Remember, this 30 day trial period was free before.) I know that "free" is a great marketing concept, and the way I read the new policy was that I had to charge for a "30-day" trial.

But, the way I read it, it didn't state I had to charge the prospect anything for a 29 day or 21 day trial. Well, the free trials continued - but never for 30 days.

As part of the strategy to reduce the sales cycle I'd ask the prospect if they needed the entire 30 days to evaluate the product. If so, I'd have to charge them for it. Most said they only needed about a week. So I asked them if today or in a few days would be better to put up their 10 day trial.

It worked great and rapidly reduced the selling time to close a prospect. I was revering my time and my products productivity. Many times before I would install a 30 day trial and the prospect would ask for an extension because they had been too busy to try it out.

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Now the prospect respected my product more. I was giving him/her something free that others had to pay for. I was getting them to value my time, their time, my products, as well as their own vital position in their company.

My strategies worked well. I made more heroes and got strong referrals because I was looking out for my client's best interests. (However, many of my fellow sales rep friends around the country were all hurting desperately from this change in policy.)

All of my lemonade came from the lemons that were handed to me by my company.

There were many more useful strategic and tactical methods.

I was always in front of a lot of prospects and customers. When I was asked if I knew of a potential person to fill a position at a prospect site I would review my rolodex of customers and find them a person who was skilled in programming and was also skilled in my products.

When that person was hired, I later received an invitation from the prospect to come and present my products. I had strategically inserted someone who was expert in my product into the prospect's programming department. He/she became my best salesperson. They reciprocated by getting me in front of their decision makers to review my product. They always bought.

The result of all these strategic changes over time was to reduce the sales cycle from 90 days to 30 days or less. In doing so I was now doing 3 times the sales in the same amount of time. However, a small problem arose when I had sold every account I possibly could. I sold myself out of a job.

The strategies I employed were:

A referral system
Valuing yourself and your product - revering what I do
Sampling
Going the extra mile
Backend selling
USP
Tightly defined market niche
Guarantee
Octopus marketing
Leverage
Direct selling
Cross selling
Controlled word of mouth advertising
Reciprocity

Leveraging expertise:

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Educate the prospect
How to articulate, how you say something
Testing, measuring, comparing
Moving parade
Brainstorming session with other top reps in the company
Setting goals, objectives, strategies, plans, tactics and activities
Joint venture with computer company reps
Marketing pillars
Free report
Advancing the sale
Consistent performance
Offering something FREE!!

And more...

Thank you for the opportunity to share this case study with you.

Your friend,

Leo Restrich

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66. Letsgo

----- Original Message -----
From: LetsGO
To: Jay Abraham
Sent: Wednesday, August 14, 2002 6:33 AM

This is quite simple but it worked.

The story is in the Computer industry. I have networking firm and we also sell hardware, but our focus is on network setup installation and support. What we did was we had an enormous amount of hardware left in stock and needed to get rid of it because in our industry it becomes junk very fast when new equipment comes out. Therefore we needed a way to unload it.

So I decided to make my customers my sales people. I have been in business for over 9 years and have a database of over 3000 clients. What I did was offer to give them a piece of the action if they brought me new customers.

I would give them a $50 gift certificate if they brought or sent someone in whom purchased more than $300 worth of upgrades or equipment.

To my surprise most customers sent 2 people and we sold out our inventory as needed. Then each customer whom came in for their stuff we offered the same deal.

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67. Linda S. Brewer

----- Original Message -----
From: Linda S. Brewer
To: Jay Abraham
Sent: Wednesday, August 14, 2002 5:32 PM

My success story is:

Having the PEQ in an organized usable format has giving me the courage to become a consultant as a Chief Operational Officer for a Dental Group. In years to come, this will be millions of dollars in income. With the PEQ information I am focused, grounded. and proactively implementing the steps for a multi-million dollar organization.

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68. Loretta Wright

----- Original Message -----
From: Loretta Wright
To: Jay Abraham
Sent: Tuesday, August 13, 2002 5:53 AM

I'm not sure of the type material you are looking for in your requst. I've been in the business three sometimes short and three sometimes long years. There are aspects of the business I thoroughly enjoy and aspects that is very draining. One success story that comes to mind is a call I received from service desk. An out of town family had inherited their late sister's home and needed someone to sell the home. I was told later, by the family members, after interviewing three agents I was chosen because of three reasons.

(1) I showed up! One of the three agents never bothered showing up or called.
(2) I took notes and
(3) I listened.

All of which seemed very minor. I remember that interview particularly because, to be honest, I had never dealt with an estate and wasn't sure what I was doing. I wanted to be careful not to come across as inexperienced. The only thing I knew to offer was my warmth and charm I had learned from living in the south (these folks were some the south) and my willingness to learn what I needed to know to make this house go as smoothly as possibly.

As it turned out, I sold the house very quickly, overcame a major obstacle (home was in the flood zone) and got both sides. In asking for a letter of reference I received one of the best, most professional letters anyone could have received and gained some valuable friends. Mr. Brown closed the letter by saying "If I ever have reason to do real estate business again in Louisville, KY. I would not consider any agent other the Loretta Wright."

That is a treasure to me. Hope this helps.

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69. Lou Farris Jr.

-----Original Message-----
From: Lou Farris, Jr
Sent: Monday, August 05, 2002 1:00 AM

We are in the real estate settlement services industry. Several years ago we were in a position to direct a significant amount of work to vendors in a particular type of industry that provides a service needed in the sale and or refinancing of real property and our state law prohibited us from being in that type of business. In addition federal law prohibited us from taking compensation from the referral of business to that type of vendor or any other type of vendor. So we did the following:

We directed a very good portion of the business that was able to be directed by us to one selected vendor in that industry.

Because of volume the vendor gave very attractive pricing and a quick turnaround time for the service, which all was passed on directly to the consumer by us.

The vendor outsourced the portion of their work which could legally be performed by us and it was work that they rather not perform anyway.

We had an existing employee perform the work that was out sourced to us when she was not doing other higher priority work.

This arrangement worked out to be a win, win, situation for everyone and it was all, clean, uncomplicated and legal:

- The consumer received better pricing and service.
- The vendor got more business and could concentrate more on their core business because they were able to outsource the none core work to us.
- We allocated an unused resource, the free time of an employee, performed a service using that time and got compensated for performing the service.

This arrangement produced a very nice income stream over the years, unfortunately the arrangement was ended by factors which were not in any of our control. But it was great while it lasted.

Jay, I took concepts and ideas gained from your material to develop the arrangement.

Thank you,

Lou Farris Jr.

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70. Lou Landau

----- Original Message -----
From: Lou Landau
To: Jay Abraham
Sent: Tuesday, August 13, 2002 2:55 PM

Hi Jay,

I'm happy to share this success story of mine.

It happened about five years ago, I listened to one of your tapes where you introduced the idea of "taking ideas from one industry and applying them to other industries" I was very excited about this idea and decided to try it.

I was in the exterminating business at that time, and I knew that I need help with Referrals, and Prospect handling. So I thought to myself, Which other industry has these challenges? and How do they deal with this?

I discovered that the Insurance industry (Life Insurance in particular) is by far the most challenged by Referrals and Prospects, so I contacted an insurance agent friend and to make a long story short he introduced me to a few of the most amazing prospecting and contact handling tools that's available in the world.

In the end I actually bought an insurance prospect handling tool called OCS (one card system) and was very successful in my exterminating business with it.

I would like to take this opportunity to thank you for your help, knowledge sharing, tapes, books etc.

I'm looking forward to seeing other's success stories.

Thanks a ton keep up your splendid work

-Lou

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71. Maria Pesin

----- Original Message -----
From: Maria Pesin
To: Jay Abraham
Sent: Tuesday, August 13, 2002 6:01 AM

Hi,

My name is Maria Pesin and I am the VP/Division Head of an apparel manufacturer. My company is a leader in it's market. I began this division 10 years ago. In the beginning we floundered. It was when we focused on the most important things in our business that we began to be successful. First and foremost was product. We worked on it and refined it over several seasons. We are still working hard to make the best product available to our customers.

The second was relationships. No matter what happens our customers always come back to us. Even if there might be a season where they have not had the most success. That is because we speak their language. We are always concerned about fulfilling our customers needs. We work hard to make sure that their experience of our company is always as positive as can be. We strive for excellence in our customer service.

The third is training and employee development. We constantly look to educate our associates. They are truly our assets and keeping them motivated is very important. When we hire people we are more concerned with their attitudes and self motivation than their experience. You can teach people who truly want to succeed. But, you cannot teach them to want to succeed.

Running a business is a truly creative endeavor. I consistently read and listen to tapes to help me stay motivated and always learning.

Loving what I do makes a big difference in my success.

Regards,
Maria Pesin

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72. Mark Leonard

----- Original Message -----
From: Mark Leonard
To: Jay Abraham
Sent: Monday, August 19, 2002 9:37 PM

Case Study: Share the load, Share the price, Receive Full Benefit

Hello Fellow Followers of Jay Abraham,

Here's my story:

I am a computer "Techie" who was looking to increase my business services (reaping the increase in profits too). My most recent activity involved Wireless Internet Access. I have a client that was using a High Speed Internet connection in his Condominium complex. I suggested that he and I pull our abilities to make some money. He agreed. We started some word of mouth advertising, offering High Speed Internet connection with web surfing and email account access for about half the regular price - $25 per month (normal price for the connection speed is about $50 per month). My client would pay the regular fee and bill his neighbors for their connection to his service. I was paid for the setup and maintenance of the clients and will receive a portion of the month payments-if the connections don't need service, I still receive my cut of the bill. I have no out of pocket expenses, but receive a residual payment. Granted, for each network, it is not much money, but it's more than what I was making.

Mark Leonard

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73. Master Van Donk

----- Original Message -----
From: Master Van Donk
To: Jay Abraham
Sent: Friday, August 16, 2002 10:25 PM

Jay,

Thanks for the opportunity to share. I appreciate your relentless pursuit for excellence in all you do. Your marketing concepts and ideas are invigorating, insightful and have pioneered a new way for thinking about doing business.

Simply put for a small business owners like ourselves your marketing materials have stimulated our business from doing $140,000 a year to over $350,000 within 3 years and I have had to slow down the growth in order to better automate and expand the continued growth of our video/book distribution business. Next year we expect another 40% growth due to our new positioning into the market place. We have gone from 40 products to 300 products. We have gone from a 6 page handout to a 40 page catalog. From 5 web pages to several hundred web pages. The internet sales 3 years ago was 12% of our business. I have automated much of it and rebuilt a whole new site after studying the Abraham Billion Dollar Internet Summit material. Our internet sales are now 84% of our business with NO loss in the direct mail or phone orders from direct mail catalog sales. We went from selling just our own produced products to selling our competitors products and now are #1 in our market taking at least 75% of the marketing share. Our personal products have increased in sales as we are the one stop shop for our market. No one offers more is our slogan.

Some key things I have worked on:

My business is serving my customer not making a sale
I had always believed in win-win and giving my customers a good value for their money. You taught me to think of the customer as myself. You taught me to pre-think out every possible need and use that my customer would have with my product and make them happy as I would make myself happy. Which lead me to better packaging. I put several products together in separate bundles, which gave them everything they needed in one super deal. It worked wonders. Repeat sales and referrals went up 25%. Think long term relationship Vs. a one time sale.

Creating strategic alliances –
I was mainly selling my own videos and books to a single martial art market. I encouraged the Grandmaster of our system in Japan to do a series of Video tapes on his art. Through my advice he contracted with a large producer in Japan to produce these titles in Japanese. I secured the rights to market them outside of Japan and within 1 year talked the producer into doing English subtitles. Many of the higher ranks in my art where a bit jealous that I had control of these sales and stopped their students from buying from me. So after listening to your MasterMind Marketing series I got the idea to go to the top instructors of this art and pay them a larger than usual royalty to offer their books and videos in my catalog and on our website. It worked very well as now they where being profiled along with the grandmaster and myself and getting paid for it. This largely increased my exposure and sales of not only the grandmasters tapes but my own as well. Surprising to me is that my products out sell the grandmaster and all of the other master teachers combined. So you can sometimes buy your way into alliances by paying more if it will bring you more customers, especially getting your competitors to encourage it. If you can't beat them get them to join you. Now I can claim that we are the "Worlds largest supplier of authentic >>>>>information" No one offers you more. Our sales over doubled and I am now just going into the wholesale and affiliate marketing. I will now offer my competitors who now have website stores the opportunity to buy our products wholesale making them my sales force as well.

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Dr. X book - I really didn't think that I had an extra $500 to buy one book. My wife said I must be crazy (as well as other business friends). So after receiving it I was motivated to do something with it. I was doing an upcoming martial arts camp that I usually get 20-25 people to attended with a lot of push. I used the information in this book on Jay's Marketing to write a very compelling 12 page letter (for the first time) and sent it out to the same selected list I always have but I limited this special retreat (not a camp) to the first 50 people who signed up and a free manual of techniques to the first 10 sign ups. In less than 10 days the retreat was full!! This had never happened in 10 years. I made $5,000 from one letter off the $500 book. I now have more information to put into practice than I have the time or capacity to do. I have created a 100 step plan step by step for evolving my business (the only thing missing from Jay's material is how to do this).

I have many years of outlined actions to take in growing my business. Marketing is one education study is one where you can earn while you learn and there is no ceiling on the knowledge you can learn, money you can make and service to the world you can make. I highly without reservation recommend anyone at any level of involvement to study and apply Mr. Abrahams Marketing genius. If you don't think you can't afford to means you really just need to do it.

Sincerely,
Rich

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74. Mayur Shah

----- Original Message -----
From: Mayur Shah
To: Jay Abraham
Sent: Thursday, August 15, 2002 10:12 AM

Variety Silk House

We are a retail fashion company, selling Indian ethnic garments. We decided to try a technique from Jay Abraham, where we would acquire the customer at cost. So we wanted to entice them with an offer that would be hard to resist and we would make our money on repeat purchases. The headline had to be powerful and the one we selected was, "Spend £20 at Variety Silk House and get £10 refund." This was followed up with copy explaining why we were doing this (another of Jay's ideas). From our research we knew that over 95% of our customers had visited us before, so that repeat purchase was very likely and we were confident that what we were giving away initially would end up making us more money in the future.

We created an A6 size colour postcard with the offer on the front and copy on the reverse. It was inserted in a weekly newspaper that meets my target audience. We gave 8,000 postcards to be inserted in one issue. Our expectation was that we would get about 50 to 75 responses.

We had 484 postcards redeemed at our shop. It was quite an amazing response, we had 6.05% of the cards redeemed. It led to an increase in sales of £13,868 for those two weeks (it was a time limited offer). These names were added to our database and mailings were sent to them regularly. Normally we would add about 500 to 600 new names to our database in a year, so 484 new names in two weeks was a great way to acquire new clients rapidly.

Below is the front and reverse of the postcard.

Mayur Shah

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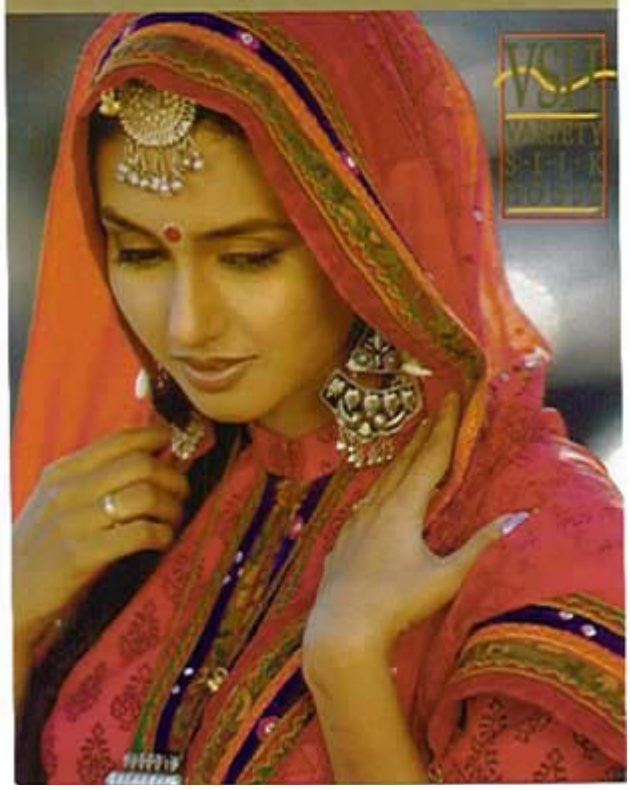
Free £10 Shopping Voucher From
Variety Silk House



"Just spend £20 at Variety Silk House and get back £10 refund"

40/50

If you are wondering why we are making such a fabulous offer to you, let me explain. Recently we carried out a survey. About 25,500 people shop with us every year. We found that of these 24,325 are coming again to us. We were amazed. They are obviously very happy with the shopping experience at Variety Silk House. We feel that you too will enjoy shopping with us and the best way to get you started is by giving you £10 off any purchase of £20 or more. Now, that's an offer that you can't refuse.

Whatever the occasion, whether it is a wedding, a party, reception or something just to wear at home, you will be spoilt for choice. Do not worry as our friendly and helpful staff will make selection easy for you without being pushy. In fact the hardest decision will be which one of the many items to go for. You can choose from traditional hand loom sarees like Kanjivarams, Orissas, Benarasis and Patolas (we will help you explain the differences). Or you may want a designer suit with a flowing lengha or an ethnic churidar. Complete your look with matching jewellery and accessories. Shopping has never been more easy than this.

So do not delay. Bring this card and save £10 and join the many thousands of satisfied shoppers who visit us again and again.

(Only one card accepted per customer at 150 Ealing Road, Wembley. Voucher not valid with any other offers. Valid till 30/9/99).

Name URMILA PATEL

Address 45 UXENDON HILL
WEMBLEY MIDDX
HA9 9JB.

Variety Silk House 150-152 Ealing Road, Wembley, Middx, HA0 4PY

Tel: 0181 903 6302. Open Mon-Sat 9.30 am to 6 pm; Sun 12-6.00 pm.

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75. Michael Scott

----- Original Message -----
From: Michael Scott
To: Jay Abraham
Sent: Friday, August 16, 2002 4:33 AM

Accelerated Health & Fitness Pty Ltd
A.C.N. 088 936 583
Level 31 Aurora Place 88 Phillip Street
Sydney NSW 2000
PO Box 20 Manly NSW 1655
Phone: +61-(0)419-276-308 Fax: +61-(0)2-9977-8996

The Accelerated Health & Fitness Case Study

Hi Jay,

On July 1, 2002, Accelerated health & Fitness opened its first health and fitness clinic within a gym situated near Manly beach, Sydney, Australia.

This new business has been built using PEQ.

The clinic, which will be the first of hundreds around Australia, includes the disciplines of physiotherapy, osteopathy, acupuncture, nutritional assessment and programming, massage therapy, podiatary, and personal training, is all based on the main USP element of **"measurable results within specific time frames … guaranteed"**.

In building the business' core story, we took a fairly anatomical view of most people's problems and came up with ideas ***such as***:

"There Are 31 Reasons For Why You Need A Massage …"

"Scientific evidence both supports and explains the beneficial effects of massage which has developed into a sophisticated and specialised tool in today's treatment of muscle, tendon, ligament and joint injuries.

Massage therapy helps maintain healthy skin by:

2. Improving oxygenation and nutrition to the basal layer of skin.
3. Increasing skin flexibility and elasticity and loosening scar tissue to maintain skin health and movement.
4. Improving sebaceous secretion to lubricate the skin, improving its condition and texture.
5. Relaxing the fascia on the scalp, decreasing tension and some forms of headache.

It also maintains muscular functioning and health by:

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6. Helping to maintain muscles in the best possible state of nutrition, flexibility and vitality … speeding up muscle recovery after activity or injury.
7. Relieving muscle restrictions, tightness, stiffness and spasm which may limit full movement.
8. Delaying muscle wasting due to disuse, for example, after a stroke or during lengthy bed rest.
9. Encouraging better muscle activity through increased movement of nutrients and removal of waste products.
10. Relaxing muscles and other tight tissues. For example tight muscles can press on nerves causing pain and nerves can also become trapped in connective tissue. Massage relaxes muscles and other soft tissues decreasing pain due to nerve entrapment.

It promotes cardiovascular health by:

11. Increasing local blood flow without putting additional strain on the heart.
12. Mechanically propeling blood towards the heart in sedentary people and those on long term bed-rest.
13. Stimulating nerves that control blood vessels. Widening the blood vessels can increase blood circulation and lower blood pressure in some cases.
14. Increasing delivery of oxygen to muscle and other tissue cells and removal of waste products.
15. Decreasing accumulation of metabolic waste and by-products from tissue damage and inflammation thereby assisting healing.
16. Decreasing heart rate through decreased stimulation of the sympathetic nervous system ("relaxation response").

Massage therapy aids in respiration by:

17. Slowing down the rate of respiration via reduced stimulation of the sympathetic nervous system.
18. Increasing lung capacity and pulmonary function if these are decreased by tight primary and secondary muscles of respiration.

It supports the lymphatic system by:

19. Stimulating the lymphatics when the person is immobile due to pain or when injury interferes with lymphatic drainage.
20. Reducing some forms of swelling (lymphoedema) by mechanically stimulating circulation.
21. Decreasing swelling after injury which encourages repair and faster return to activity.
22. Increasing presence of natural killer cells and their activity, suggesting that massage may strengthen the immune system.

It influences the nervous and endocrine systems by:

23. Providing a sedating and relaxing effect on the body by normalising nerve activity.
24. Stimulating muscle activity through specific forms of massage.

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25. Promoting relaxation, decreasing insomnia and improving sleeping patterns by stimulation of the parasympathetic nervous system.
26. Decreasing pain with release of pain-reducing neurochemicals. It can provide stimuli to modulate pain perception and decrease pain directly with some massage techniques.
27. Decreasing stress levels by activation of the relaxation response. The many physical stress-related problems of everyday life can be soothed away by slow rhythmic massage. Massage recipients show an increase in dopamine and serotonin levels which suggests a decrease in stress levels and depression.

Massage therapy assists the digestive system by:

28. Increasing movement of the large intestine, helping to relive colic and intestinal gas.
29. Promoting activation of the parasympathetic nervous system which also stimulates digestion.
30. Decreasing constipation by stimulating the parasympathetic nervous system and by direct movement of faecal material around the bowel. This will aid in elimination without drugs.

It influences other soft tissues by:

31. Assisting with proper alignment of connective tissue fibres after injury.
32. Increasing movement at a joint by decreasing muscle tension and connective tissue thickening and rigidity.

Classes of massage therapy:

- **Cranio-Sacral** is a technique for finding and correcting cerebral and spinal imbalances or blockages that may cause sensory, motor or intellectual dysfunction.
- **Deep Tissue** releases the chronic patterns of tension in the body through slow strokes and deep finger pressure on the contracted areas, either following or going across the grain of muscles, tendons and fascia. It is called deep tissue because it also focuses on the deeper layers of muscle tissue.
- **Reflexology** (zone therapy) is organized around a system of points on the hands and feet that are thought to correspond, or "reflex," to all areas of the body. Though the massage is specific to an area, it is intended to affect the whole body.
- **Shiatsu and Acupressure** are systems of finger-pressure massage, based on Oriental healing concepts, which treat special points along "meridians," the invisible channels of energy flow in the body. Energy blocked along these meridians can cause physical discomfort, so the aim is to release the blockage and re-balance the energy flow. They can be used for the full body or for specific areas of the body.
- **Sports Massage Therapy** is classified into three main categories: maintenance, event and rehabilitation. Maintenance massage is a regular program of massage to help the athlete reach optimal performance through injury-free training. Event massage takes place before, during and/or after competition to supplement an athlete's warm-up, readying the athlete for top performance, and/or to reduce the

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muscle spasms and metabolic build-up that occurs with vigorous exercise. Such techniques enhance the body's recovery process, improving the athletes return to high-level training and competition, and reducing the risk of injury. Rehabilitation massage techniques are effective in the management of both acute and chronic injuries.

- **Swedish Massage** uses a system of long strokes, kneading, and friction percussive and vibration techniques on the more superficial layers of muscles, combined with active and passive movements of the joints. It is used primarily for full-body sessions and promotes general relaxation, improves blood circulation and range of motion, and relieves muscle tension. Swedish is the most common type of massage.
- **Trigger Point Therapy** (also known as Myotherapy or Neuromuscular Therapy) applies concentrated finger pressure to "trigger points" (painful irritated areas in muscles) to break cycles of spasm and pain."

After creating an educational process in our marketing collateral, we then looked at seting people's buying criteria. An example is as follows:

"When it comes to selecting a personal trainer, there are many questions that you should be asking before going ahead with any provider:

- What will the trainer bring to you in terms of results that you can't produce on your own?
- What level of education has the trainer attained: Is it the minimum level necessary to get insurance and work in gyms and fitness centres (ie. approximately ten days of education), or, is it a significant list of certificates and/or degrees (ie. hundreds of days, or more, of education) reflecting a deep level of understanding of exercise physiology and prescription?
- What experience do they have that compliments their education, and, does it match what you require?
- Can they demonstrate their ability to help you create the specific results you want through testimonials / endorsements / case studies from other clients who've achieved what you're looking for?
- Will they put you in contact with other clients who have attained similar results to what you're wanting to attain?
- What is their approach to writing health and fitness programs, and how will you know that it is customised to your needs?
- How often will your health and fitness program be reviewed and upgraded as you progress towards your goals?
- Will the trainer educate you so that you can train independently, or, will the trainer simply oversee what you do without providing you with the training activities that you can do on your own?
- Can or will the trainer give you an estimate of how long it may take and how much it may cost for clients to achieve their health and fitness goals (assuming your commitment to the programs designed for you)?
- Does the personal trainer have education and accreditation in nutrition and dietary assessment and programming that truly works along with your health and fitness goal?
- How interested and committed will the trainer be to your goals later in the relationship?
- Will their commitment to you and belief in their abilities and experience come in the form of a guarantee of results, where reasonable, with a money-back policy?

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- Are they currently insured for public liability and professional indemnity?"

Once the selection criteria was set, the next process in the business was to use the many "Abraham-isms" to create unfair advantage …

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76. Mike Gilgan

----- Original Message -----
From: Mike Gilgan
To: Jay Abraham
Sent: Friday, August 16, 2002 1:07 AM

BCNetwork is a small Internet based Inbound Tourism Portal for British Columbia Canada. The company is currently the #1 portal in British Columbia in terms of inbound tourism traffic for British Columbia.

Earlier this spring the President's Executive Assistant suggested he visit www.abraham.com for marketing ideas. (The Executive Assistant makes a percentage of the revenue as her income).

The company is a "medium" in it's own right with nearly 2,000,000 unique visitors annually. This means that there is a "free of charge" market to test and market to. The company also used fax broadcasting to it's main client base and ironically very little email marketing.

Upon visiting Abraham.com the President listened to the Tony Robbins interview with Jay Abraham tapes. What immediately began delivering results was the concept Jay refers to as "upside leverage". This means essentially, that before spending more on advertising and promotion, get better results with what you already do.

The President thought this was a good idea and the price was right. No increased spending on marketing. The problem was, he found that his existing marketing was getting such low results, it was hard to come up with "test results". Using some of the "successful headline approaches" noted at abraham.com and realizing from what Jay and Tony talked about that "risk reversal" was a good strategy, the President decided to offer a money back guarantee.... to his entire list. The response was amazing!! Almost every single respondent wanted to be removed from the list!

The President was amazed. He had never had this volume of response. Good or bad, it was a response that was measureable. He decided to look back to the small, but positive responses he had received in the past. What was the difference? He now knew how to get a big bad response. He now focused on getting a big GOOD response. The copy he developed for the new piece was shot down by his Executive assistant as being slanted too far in the other direction.

The next fax blast received a 6% response and they were almost all positive! The sales staff were inundated. In fact, the President noticed that the sales team were now so busy, they weren't taking the time they used to with prospects on the phone. This resulted in a lower than usual conversion rate.

The company is now taking a scientific approach. Testing. Testing. Testing. and with the new knowledge and skills resulting, is beginning to gain market share. All of this without spending any more money on advertising!

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77. Mike Salmond

----- Original Message -----
From: Mike Salmond
To: Jay Abraham
Sent: Tuesday, August 13, 2002 12:19 PM

October 28, 2002

Dear Jay;

I am responding to your request for success stories. My story is rather simple, yet impactful to me. I have been in a situation that limited my opportunity to implement your principles. I have non the less continued to learn from your materials (i.e. PEQ). I am currently entering into a new business venture that screams to have your principles applied to it. My business partner recently purchased a 32-year-old business that specializes in putting together buying groups and linking them to providers of products and services. I am confident that I am better prepared for my part in the venture now that I have your principles to guide my actions. The simple position of having the confidence to know what can and should be done was critical to arriving at the decision to become a part of the venture. I am especially excited about implementing PEQ principles as we grow, what we believe will be a nation wide company.

Thank you for your work,

Michael R. Salmond

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78. Mike Westbury

----- Original Message -----
From: Mike Westbury
To: Jay Abraham
Sent: Monday, August 19, 2002 6:48 PM

Hi Jay

Logging turn around

Jay I operate a logging company in NZ. With nearly three Million tide up in plant. The problem I was having was I owned the gear and employed the labour on wages. Problem was the production rates was all over the place and I would spend many hours training new operators on the complicated mechanical plant , set out systems for working the bush and maintenance programs. Just when I get every one up to speed, bang One or two of the men would leave, ether gone off to set up there own gangs or where head hunted by other operators, then I had to start the training all over again.

About one year ago I tried one of your ideas, I told the crew I was going to give them the whole production cheque every month, this would be divide between them equally, All I wanted was that
they hired my equipment on a hourly rate. Needless to say there eyes nearly popped out of there heads the whole place was a buzz with improvement ideas and enthusiasm.

Result:
Production increased 30%
Staff turn over 0
Operation hours Up 10%
Maintained cost down 35%
My net profit up 25%
My liability risk reduced to nearly 0
No Acc payments because the workers are now self employed, They get to claim all the tax benefits as well there income up 25% in the hand.

It took a bit of working out but we got there in the end. I would like to thank you for your inspirations

Regards
Mike Westbury
Taupo
New Zealand

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79. Neil Maxwell-Keys

----- Original Message -----
From: Neil Maxwell
To: Jay Abraham
Sent: Wednesday, August 14, 2002 11:33 AM

Dear Jay,

I have only very recently been introduced to the Jay Abraham methodology. Around two months ago I purchased a tape set from Nightingale Conant called "The Marketing Mastermind System" and this was the very first introduction I have had to Jay.

We run a specialist recruitment agency called MK Recruitment and we specialize in recruiting personnel to work onboard some of the world's most luxurious cruise ships in various different departments. We basically earn a fee from each cruise line company for every qualified person that we recruit for them.

After listening to all 6 cassettes I decided to think about which of Jay's strategies I could implement immediately that would have an instant and positive effect on our business.

One thing he said that really hit home was something so obvious that I almost feel embarrassed to say that we haven't done this already! He said that every single business should have at least one (preferably several) systemized referral generating systems in place. I immediately began to think about how we could do this and increase the number of qualified candidates we recruit.

I had an idea straight away. The candidates that we were currently processing to work onboard a cruise ship (these are people that we had already spent money on advertising in specialist publications to recruit) - of course, they would know other people with similar experience, backgrounds, etc as themselves (i.e. work colleagues and friends). So why didn't we just add a few extra lines as a "P.S." on the bottom of each letter that we were sending them (that we sent them anyway, so the extra cost was zero) asking them if they knew of any other people with similar experience as themselves that may be interested in working onboard a cruise ship?

We did this and the result was immediate. Our results show that the number of people that we recruited jumped by over 50% just through this one referral generating system and we haven't even offered any kind of incentive to them for doing this. Our candidates were actively asking their colleagues and friends whether they too fancied the once-in-a-lifetime opportunity to work onboard a luxury cruise ship, as a favour to us for getting them such a sought after job!

Basically we recruit people by placing classified adverts in local newspapers throughout the country. These adverts cost us around 100 pounds each. From each advert we get around 50 positive enquiries. After vetting and then interviewing each person we will end up recruiting an average of seven people from this ad, which equates to

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around £1400 in revenue. Now that we have a referral generating system in place and the people who enquire and candidates we recruit are referring friends and colleagues we are now recruiting around 11 people from each advert that we put out. This means that our revenue has gone from £1400 per advert to £2200 per advert from doing nothing more than adding precisely three sentences to the bottom of each letter!

Although this is only a very small success story it has had a very profound effect on our business. Not only are we happy with the much improved results and increased revenue it has brought us but our clients are delighted with the increased number of people we're sending through. And this is only the beginning. We plan to use as many more of the 93-referral generating systems Jay talks about that we can get away with!

Business Name: MK Recruitment
Size: Operates part-time with two employees.
Business Type: Specialist Recruitment Company, recruiting personnel to work onboard luxury cruise liners throughout the world.
Contact: MK Recruitment, 43 Mainwaring Road, Wallasey, Wirral, CH44 9DN.
England.
Tel: +44 151 512-5218
Email: neil@mkships.co.uk

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavours.

Kind regards,

Neil Maxwell-Keys

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80. Nick Di Mondo

----- Original Message -----
From: Nick Di Mondo
To: Jay Abraham
Sent: Wednesday, August 14, 2002 9:42 AM

Hi Jay,

Let me tell you about a small, but very profitable way, that I adopted your marketing techniques in my practice. I am a partner in a two lawyer firm in the greater Toronto area. As part of my practice I act for clients in the purchase and sale of residential homes. Often when clients are buying or selling a home we used to talk to them about also preparing their Wills and although our clients expressed an interest they were not motivated enough to follow through to actually have their Wills prepared.

After reading and listening to your materials specifically the chapter in your book entitled "Would you like the left shoe, too?" I decided to create a service add on for every client that bought or sold a house with us.

First I labeled the service, for this example I'll call it the "Wills at Home" program [I actually use a different name in my firm] then at our first meeting with our client and after we discuss our clients real estate transaction I explain our Wills at Home process and present the client with a one page sheet that sets out that when a client buys, sells or mortgages a home with us and they decide to have their Wills prepared and signed at the same meeting that they come into sign their real estate transaction then we will have eliminated at least 1 ½ to 2 hours of our time. This additional time would have resulted in meeting with our clients on another separate occasion to specifically discuss their Wills and an additional meeting to sign their Wills.

I further explain that signing their Wills on the same day as their real estate transaction results in a reduced cost for a total package of Wills and 2 different types of Powers of Attorney (one for financial and one for their health care) that I offer them.

I then set out on the same one page the cost of preparing their Wills and Powers of Attorney if they came to see us on a separate occasion vs. the cost of preparing them at the time of their real estate transaction. For example in my firm the cost of a husband and wife wills and powers of attorney would amount to about $800.00 – I then reduce the total cost by $250.00 [and I show and circle this savings on the sheet of paper] the result is that the client pays $550.00 for standard Wills and Powers of Attorney and the client is motivated to get them done.

I also have a space on the paper where the client signs to agree to these terms and to pay these additional monies on the same date that their real estate transaction closes.

This process is win- win as our clients are motivated and thankful to us for finally signing these important documents. For my firm it adds about $550.00 for every couple that agrees to add on the service. Since we implemented the service a couple of years ago we have averaged an additional income of about $7,000 annually with over $20,000 in additional income so far that we would never have realized with very little further effort on our part. This Wills program is ongoing and will continue to be profitable for many years to come.

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Thanks Jay. I hope this helps to show that your marketing techniques work in a very small and profitable way.

Sincerely Nick Di Mondo

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81. Nicolas Courchesne

----- Original Message -----
From: Nicolas Courchesne
To: Jay Abraham
Sent: Monday, August 19, 2002 12:36 PM

Hello Jay,

I was working for a Canadian fabricator of cracking towers for the oil refineries. We wanted to expand our sales to the USA so we acquired a list of potential customers. There were 120 potential customers on the list.

We gave the list to a young employee and said "Send a brochure and the usual information about our company so that we can get new customers".

The young person did just that: we sent the corporate profile, a list of qualifications, a few pictures, our capacities in handling steel and welding, etc. Everything was done on the company letterhead and quality paper. The cost of each envelope was around $3 US (including postage).

Guess how many response we got... None! Nobody called back. Whenever we were able to contact someone on the list, they would say that they did not receive the brochure or that they were happy with the current supplier. The success rate was zero.

We then decided to try the Abraham way. Three of us worked on a letter for about 4-5 hours. We target the project engineers (those are the guys who specify the suppliers in the first place) and the letter was a long 3 pages (compare with Jay's letter this is a Post-It) with a three line headline on plain paper.

The letter described the pain that we all face when we choose a bad supplier or when the project did not go as it should. It also portrayed the pleasure of a first class project where everything turns out fine. It spoke the language of the refinery engineers and used real examples that they could relate to. It then said that we, as a company, were not always perfect in the past but after studying the projects that went well as compare with the others, we had found the recipe for a successful project. We were now in a position to help them with their project and that if they would contact us about their future cracking tower needs, we would send a top ten list of conditions for a successful project (tailored to the industry). The cost per envelope was $0.50 US and we sent it to the same names as the first mailing.

The success rate was an astounding 9% within 10 working days. After we did a follow up call for the ones that did not answer directly, the success rate was more than 15% of all envelopes sent (120 altogether). Better than that: we had first hand information of the coming projects and were able to enter on a relationship with the specifying engineers because of the instant credibility that the letter gave us.

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We tested two headlines with the same body but there were no significant differences.

This story is true and can be published.

Nicolas Courchesne

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82. Niel Malan

----- Original Message -----
From: Niel Malan
To: Jay Abraham
Sent: Friday, August 16, 2002 12:52 PM

Making a Fortune By Selling Personal Development Seminars Through Guest Events

Hi Jay,

As per your email, herewith a strategy that I have used very successfully after studying some of your collateral.

The main principles I used are using guest events, barter trading, host/parasite relationships and risk reversal to sell motivational seminars. Here goes:

I am in the business of doing personal development seminars in South Africa, very much Tony Robbins styles since he was my mentor in this area. I have been battling for some time to reach my target audience. Previously, I was selling into the corporate market, but I got frustrated with it as you get a different kind of course delegate this way than the person that pays for him/herself because they want to develop themselves further.

After studying your work, I decided the route to go is to do free 2 ½ lectures where I will educate, entertain and inspire large numbers of people, and ultimately offer them to buy a ticket to our relatively expensive seminar.

When I decided on using this strategy, I identified that I essentially had 3 goals: Nr.1 was to reach a large enough number of people to compel them to attend the free lectures, Nr. 2 was figuring out how to mitigate my marketing expenses as I had just gone through some infrastructure changes and was operating on a very tight budget, and Nr. 3 was how do I get the highest conversion ratios for attendees to sign up for the program.

Well, to reach the largest audience in the quickest, most direct and cost effective way, I figured it would have to be through doing endorsement emailing. The reason for that is the marketing costs nothing, it is instantaneous, direct and it is very measurable. So what I did is I contacted an Internet service provider who has about 100 000 subscribers, and I cut a deal with them.

They would do an endorsement to their database for them to attend the free lecture “as a means of them saying thank you for their clients’ loyal patronage.” Double whammy! Credibility (though the endorsement) and reasons why (to make it believable and more compelling). They also agreed to design and host the website that would take all the enrollments, and give me accurate details on all enrollees, as well as accurate telephone and email details as a means to communicate to the people that enrolled.

I would provide them with a series of appearances at schools where they are launching a new campaign. So the deal was great. It cost them nothing as sending email is free, and it cost me nothing, except for a little bit of time.

After launching the campaign we had in excess of 5 000 people sign up for the events! Not only did it work beautifully, but the quality and purity of the date was fantastic. I gained all the

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information on the clients, I found out what industry they are in, what company they work for, as well as their positions within that company.

But that's not all…

I also engineered a referral campaign into the whole thing. When people enrolled on the website, they had five fields where they could send the same email they originally received to friends and invite them to attend, simply by supplying their email address and cellular telephone number in the fields. This sent out an automatic endorsement email the referees, with a personalized message from the referring client, and it also sent an SMS (text message) to the cellular phones of the recipients alerting their friend as to the email waiting for them.

Well, the campaign was an overwhelming success from an enrollment perspective. Now the next step was to get the conversion ratio as high as possible. After scratching my brain for a while and looking at it from all angles, I decided that I would give people a 90-day money back guarantee on the training. Not only would they have 90 days to test out my powerful strategies, if they decided to get refunded, they would end up having receiving the entire program and program content for free.

This went down very well with the audience, and they responded very well to the offer. In fact, we went from signing up only 3.6% of previous delegates to 11% this time. So the event was profitable, I filled up two seminars, built a large database and the whole thing cost me nothing!

But that's still not all…

I ran a competition at the free event that went like this. Each entry form that contains the names and cellular telephone numbers of 5 friends, colleagues or family members, would go into a draw. This offer was made to the delegates just before the halfway break, and we ended up with over 13 000 referrals! The details where captured that same night, and the SMS's where sent out to all 13 000 referee's, compelling them to visit the website and sign up for future programs.

This was so successful, what we have another two events ready to go with more sign up's than we can handle. Form here, I foresee us running similar campaigns once a quarter and the marketing will continue to cost us virtually nothing, with the exception of the hosting fees as well as some minor printing charges.

Give this strategy a go, you won't regret it!

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83. Patrick Hawley

----- Original Message -----
From: Patrick Hawley
To: Jay Abraham
Sent: Thursday, August 15, 2002 4:58 PM

How to Gain a Competitive Advantage Getting The Job You Really Want!

Background: I created a marketing system designed to give individuals in the job search market a way to **gain a competitive advantage** over other applicants applying for the same position.

To accomplish this I looked at the job searcher as the product and applied many of the strategies and techniques I learned from Jay Abraham to market them just like any other product or service.

My job search system consists of behavioral analysis software based on the DISC theory to identify the individual's unique characteristics and the value he or she would bring to the new employer. This was the first time the job searcher really understood the "features" of what he or she was selling to a potential employer.

Once the behavioral analysis assessment software identifies the individuals' unique characteristics, the users are taught how to turn their unique "features" into powerful benefits they can use to effectively market themselves to employers.

Problem: One of the biggest challenges job searchers face when sending their resumes to potential employers is to get them noticed, read and create enough interest to compel employers to call them and request an interview. The problem is that businesses receive hundreds of resumes, and for the most part, they all look the same. As a result, applicants' resumes get thrown in a huge pile and generally do not receive adequate consideration.

Objective: One of the objectives of this product was to give job searchers a strategy and tactics that they could use to *get their resumes noticed* and moved to the "short list" of applicants to be called for an interview.

Strategy: One of the direct mail strategies I learned in the Jay Abraham protégé training program was how to use **"grabbers"** to make a direct mail letter **stand out** and **grab the attention** of the recipient of the letter. Grabbers can be anything attached to the letter that is relevant to the offer or to the *visual format* of the letter. The objective is to do something different to break through the monotony of the sameness of all the other mail received by the reader.

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Test: First we **tested** several "grabbers" with the Human Relations departments of seven companies that agreed to participate in this test. We wanted to find out if by changing only the visual format of the resume (not the applicant's qualifications) we could improve the applicant's chances of getting called back for an interview. The test consisted of giving the HR departments 35 resumes from which they were asked to select 5 applicants that they were interested in interviewing. One of the resumes in the stack of 35 was uniquely formatted in a way that would **stand out visually**. To make sure that the selection by the HR departments was not based solely on an applicant's qualifications, we included a resume with the identical qualifications of the individual on our visually enhanced resume. All we did was change the name of the applicant and make it look similar to all the other resumes.

The unique resume we created looked like a ***personal letter*** and presented the individual's positive characteristics in ***bullet form*** under the headings; Value to the Organization; Strengths; Leadership, etc. It also had one of the heading and the bullets under it ***circled in red ink***. Finally, it had a ***red paper clip*** on the right edge of the page.

Results: The resume we created made the "short list" of applicants to be called in all seven of the companies that participated. We asked the HR managers why the resume we created was selected. All of the participants said that it really ***stood out*** and ***caught their attention***. They also said that it ***clearly communicated the benefits*** this individual could bring to their company. (Remember, the employer is the customer for individuals in the job search market. And customers always want to know… "What's in it for me?") Several of the HR managers said the red paper clip made the resume stick out in the pile and raised their curiosity. A few of them even thought that their bosses had seen the resume first and had circled the particular benefits of the individual in red ink -- this resulted in an implied endorsement of the applicant by their bosses. By the way, the resume we included among the 35 others that had the same information on it as the one that stood out visually, but used a traditional resume format, did not make it to the "short list" of any company.

As a result of testing this strategy, we determined how to significantly improve an individual's chance of breaking through the ton of resumes submitted for the same position and *move his or her resume to the top of the list*. We have received several testimonials and success stories from individuals that have used this technique to gain a competitive advantage in the job search market. Many of these individuals were getting nowhere in their job search prior to using our job search marketing system. Their newfound success did not require them to change their qualifications. All they needed was the *knowledge of their strengths* they could offer an employer and the marketing skills to *position* themselves in a compelling way to potential employers.

Comments: This is just one example of how the marketing principles, strategies and techniques I learned from Jay Abraham are universally adaptable and applicable to selling anything. Every business owner or professional can increase the effectiveness of their marketing by using "*grabbers*" and *unique visual positioning* of their products and services. The key is to try some; test them with members of the target market to determine which ones work best; take action by using them; and then begin to reap the benefits of increased sales revenue produced by more effective marketing.

Submitted By:

Patrick Hawley
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"My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

Patrick Hawley

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84. Paul Meier

----- Original Message -----
From: Paul Meier
To: Jay Abraham
Sent: Wednesday, August 14, 2002 5:09 AM

Hi Jay,

SUCCESS STORIES

Approx 10 years ago I set up a DRTV company in New Zealand with my partner Suzanne Paul we learned and used several of Jays methods and mindsets over a 7 year period and finally sold the company to a NYSE listed company National Media for $ US 20 million

The following is a few of Jays methods and ideas that we used...

1) Our DRTV business used to receive phone orders and half were credit card and the other half were cheques to be sent in the mail. Of the cheque orders only 30% ever used to arrive so we tested getting our phone room operators to tell the customer that we would send what ever product they were ordering by cheque tomorrow if they PROMISSED to send a cheque.If the cheque had not arrived by 2 weeks we would send them a letter reminding that they PROMISSED to send it in this was followed by a seris of 3 further letters progressively stronger and if still no cheque we then would hand it over to a debt collection agency.

Results: We increased our cheque orders from 30% to 92% only 8% bad debt. We only used the above program for goods that were $US 60 or less and we were very specific about making sure we obligated them by getting them to promise to send us the cheque.

2) We used to run several lead generation programs for products like Hooked on Phonics ,Mega Memory etc these products had no price in the infomercial and the customer had to phone in to find the price we used to get any where from 15-30% of the people who called in to purchase most products were around $ US 150. By calling all the people who did not purchase the following day and offering them a 30% discount from the owner we actually doubled our profit on these programs.

Result: Approx $ 1 million extra profit to the bottom line.

3) Increasing Price to revive sales. We had a face powder called Natural Glow which had been on the market for 6 yrs and its sales were starting to slow. So we decided to increase our selling price from $NZ29.95 to $39.95 this gave us an extra $6 margin which we used for adding additional products into the Natural Glow kiteg;a pot of night cream cost us $5,a bottle of perfume $4 etc, we planned to do this 4 times per year and run the promotion for 2months then give it a 1month break then start with a new additional product.

Result: Almost a 50% increase in sales

4) The Health Rider was the biggest fitness product that we had ever marketed we sold approx $NZ4-$5million of them then along came a lot of copies. It was decided that we would sell other Rider like machines also in all we sold 5 other machines from $1,200 -$100 and then finally gave one away free with another fitness product

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Result: By adopting this strategy we sold an additional $10 million worth of riders at an average of 10% profit.

5) Test, Test and Re-test: After Ambervision glasses had been done to death around the world I decided to retest them(3yrs latter)I tried buy one get one free on TV for $NZ29.95 and it was a disaster. then I tested buy one get 2 free at $39.95 this was a huge success and an increase of 300% on the first offer.

6) Let Your Customers Decide Weather a Product is Right or Wrong for a Market: When we first started out on TV we were so successful that we ran out of stock and only had a Massage Pillow in our warehouse that we had earlier decided we could not sell on TV since people had to feel it to understand how it felt, as we had nothing else to sell we thought we would put it on to use up some of our long term TV contracts that we had to pay for anyway, we gave it a $2,000 TV airing and fell of our chairs when it sold over $40,000 of Massage Pillows.

The most valuable thing I received from Jay was the mindset to go about developing successful marketing concepts and how to implement them, I am confident in stating that without Jays Philosophies we would have probably only got $US10 million for the company when we sold out.

Yours Sincerely,

Paul Meier

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85. Paul Shrimpling

----- Original Message -----
From: Paul Shrimpling
To: Jay Abraham
Sent: Tuesday, August 13, 2002 1:15 AM
Subject: Re: 500 Ways To Skin A Cat

I'm keen to read the success stories - but I'm not sure my story will qualify - you decide.

For me so far the biggest achievement has been a mindset shift of amazing proportions. I studied to degree level and left college determined to make my millions. Decided to pursue a sales career because "no matter how good the product or service you have to be able to sell it".

Despite my commitment to success I chose to avoid more learning and exposure to more ideas as I thought my degree had given me all I need to be successful. Four career changes later and 15 years later I was no closer to my millions than when I left college!

However I was kindly introduced to Jay's material at a Million Dollar Summit which created a paradigm shift of momentous proportions. I left with a thirst for knowledge that has yet to be quenched - and never will. And it seems that even though I have yet to make my first million I am so confident that I am on the right path I live each day with a zest and energy some people think I'm on drugs!

My learning to date has seen me experiment with the family business and unfortunately caused it to fail due to cash challenges I did not plan for. Maybe a story you don't want to share with your public but it has liberated me again to pursue what only I can do with even more enthusiasm. My business success is inevitable as I am so successful in every other department in my life - wonderful wife, four amazing children, a friends network to die for and an outlook on life I'm totally proud of.

All of this is not down to Jay's mindset but boy did it help.

Thanks Jay

Every happiness

Paul Shrimpling

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86. Perry Turnbull

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----- Original Message -----
From: Perry Turnbull
To: Jay Abraham
Sent: Tuesday, August 13, 2002 8:48 AM
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Case Study of the powerful influence an Abraham principal can have on a small company.

Company Description:

Educational Products Company deriving income from the sale of audio visual equipment and resultant maintenance fees of the same hardware. Annual sales were approximately $500,000-$600,000 per year with a profit margin of about 5%.

Business Model Challenge:

The biggest challenge the company faced was that most of the company revenue was based on new hardware system sales. Little of the company profit came from same customer sales. Therefore, little lasting value (other than word of mouth testimonials) came from the existing customer base.

Abrahamic Insight:

After reading "Your Marketing Genius At Work", the idea of continuing to make a profit from existing customers weighed heavily upon me. I was also impressed with the win-win concept of delivering excessive value in the product or service a company offers. I struggled to find how we could marry those two principals together in our business model.

After a few days of thought, it came to me; offer an extended warranty on the hardware based on the recurring purchase of textbooks we had customarily offered for free with the original purchase of the system. We knew that our systems were hearty and required only minor maintenance, but customers were always concerned since the systems were unique and only our firm knew how to repair certain parts of the system.

The solution was to set a minimum requirement of textbooks purchased per year in order to renew the warranty and free maintenance on the hardware systems we installed. Due to the increase profits that came from the textbooks sales, we lowered the hardware price. As a result of the lower hardware prices, our hardware sales increased, which by definition drove our textbook sales even higher.

Result:

By the end of the first year our sales volume had doubled, and our profit margin increased to approximately 15%. Our customers were happier than they had ever been and our business was far more profitable.

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87. Pete Grof

----- Original Message -----
From: Pete Grof
To: Jay Abraham
Sent: Thursday, August 15, 2002 8:49 AM

Dear Jay:

Thanks, Jay, for opening my eyes and showing me what's possible! The concepts you've discovered and shared over the years changed my future.

(I will write the following referring to you in third person)

The importance of using Jay Abraham's principles of using scripts, testing, and taking the time to fine tune it.

I was turned on to Jay Abraham many years ago. I heard about Jay from Tony Robbins. My first of exposure his materials was called "The 10 Mistakes Almost Everyone in Business is Making," or something like that. That talked about testing. I remember the concepts from that book while I was not having the success I was shooting for in the project explained below. Jay's thoughts on testing really pulled me through emotionally so I stuck with it long enough to make it work.

Some years ago I was doing some sales consulting.

I had a client who sold a somewhat uncommon opportunity (at that time). They gave business owner an opportunity to be seen by thousands of viewers. This company produced a television business news program. It was news magazine style interview of three or four business owners. Each segment was about 7 minutes.

The company I was working with charged the business owners 12 thousand dollars to appear on this program. In return, the business owner got to be interviewed by a celebrity and pitch his/her company on a program that was to be aired three times within one month (or something like that). The business owners appearing also received a master video of their episode for their
own use.

When I entered the picture sales were dismal. They had maybe six sales people. Only one of which had a potential sale on the board that week. These sales people made cold calls from D&B leads and attempted to set appointments. A "closer" met with these business owners to finalize the deals and get a check.

The turn over rate of sales people was high.

Of the many problems and overlooked opportunities this business had, I was assigned to do something about the appointment making process.

Here's what I did. First, I reviewed all the marketing materials, research and documentation. I tried their current telephone script to

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find out what kind of reaction I would get. People where just responding well to that script.

So I knew what to do. Devise a telephone script that would work like crazy.

I did. It didn't. People responded positively to the new script, but it was not getting the number of appointments that we wanted.

One appointment per 100 calls. Not good. Better than previous, but not what we were looking for.

I knew the leads themselves were not the best. The audience wasn't profiled as well as it could have been. But the company was not interested in doing that. They just wanted help setting appointments. So that is what I continued with.

I went back to the drawing board and rewrote the script based on the feedback and objections I was getting.

OK. Now there was more progress. I would get three appointments per 100 calls. Not good enough.

I kept hammering away on the script, writing and rewriting, and writing some more.

It took three month to develop a script that pulled enough appointments that this company could live well on.

Three appointments from 40 calls. The profit per sale was like six thousand dollars.

So the moral of the story is listen to Jay and use scripts, test and revise for maximum effectiveness, and give it the time it needs. It doesn't always happen over night, but it you keep working it, you can get it where you want it.

Best Wishes,

Pete Grof

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88. Peter C. Geisheker

----- Original Message -----
From: Peter C. Geisheker
To: Jay Abraham
Sent: Tuesday, August 13, 2002 2:04 PM

Case study of Pete Geisheker Consulting
New Location: Green Bay, WI (as of September 1, 2002)
Previous Location: Colorado Springs, CO
Type of Business: Small business marketing consultation
Year Established: March 2002
Contact: Pete Geisheker at peter@entropymusic.com

How I Learned of Jay Abraham
I learned of Jay's marketing genius after purchasing his book, Getting Everything You Can Out Of All You've Got. Prior to starting my own marketing consultation business in March of 2002, I worked as a Marketing Director for a dot-com.

My Business Model
Jay's book both inspired me and gave me the courage to start my own marketing consultation business. The business and marketing advice provided in Jay's book helped me to develop my business idea to provide marketing consultation services to small businesses. Jay says that one of the leading reasons why small businesses fail is poor marketing. My business model is to help small businesses become more successful through the implementation of Jay Abraham's business and marketing strategies.

3 Simple Steps to Business Success
One of Jay's best marketing strategies is to become involved in business networking groups. Taking Jay's advice, I joined a local chapter of Business Network International (BNI). Within my first two months of joining BNI, I landed two large accounts. My marketing cost to join BNI was $270. Revenue generated from implementing this marketing strategy was $12,000 within 5 months.

Using Jay Abraham's marketing strategy of creating strategic business partnerships, I formed a strategic partnership with a graphic artist in my BNI group. This relationship led me to landing another large account within two weeks after forming our strategic partnership. Marketing cost was $0. Revenue generated was $6,000.

Using a third strategy of Jay Abraham, selling your value to your employer, I went back to my previous full-time employer and sold my employer on the value of hiring me as a marketing consultant instead of as a full-time employee. Jay's advice worked and my previous employer gladly hired me as a part-time marketing consultant at an hourly rate that was four times more than what I was making as a full-time employee. Marketing cost was $0. Marketing value was $12,000+.

Revenue Generated
During my first five months in business, my business generated $28,000 in income and my business was profitable within its first month in business. I owe my success to Jay Abraham. Granted that $28,000 is not a gigantic sum of money, but I have only been working part-time

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while refining my business model and target market for maximum results. Now that I refined my business model and my target market, I am confident that I will be able to easily earn $100,000+ a year working 40 hours a week or LESS. Thanks Jay!

Pete Geisheker
Pete Geisheker Consulting
peter@entropymusic.com

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89. Peter Pearson

----- Original Message -----
From: Peter Pearson
To: Jay Abraham
Sent: Wednesday, August 14, 2002 8:05 PM

$302,500 so far. But that's nothing yet!

About 5 1/2 years ago I began to seriously harness one of Jay's most valuable principles. The USP. As a successful psychologist specializing in couples therapy, (my wife, also a psychologist, and I have 10 therapists working for us) I really struggled with the concept of unique. Yes, I had a number of qualifications that were distinct from other therapists working with couples. That allowed me to charge a little extra than most therapists but I hadn't truly developed "a nobody else is doing it" kind of uniqueness.

However, by recognizing that price is what you pay and value is what you get, I raised my fees in a way that I wouldn't have without Jay's tutelage. The past 5 1/2 years I increased my fees an average of $50 per hour that I would not have done without my association with Jay. That increase led to an extra $302,500. (1100 billing hours per year x 5.5 years @ $50/hr.) That is pretty good for someone in my profession but it is far short of the additional income I wished to earn.

The USP concept became a driving force to unlock the possibility of rapid change. I used the current yardstick for generating rapid change and Tony Robbins is perhaps the gold standard. I read his books and listened to his tapes, (actually I studied with Richard Bandler and John Grinder when they originally introduced the concepts of NLP which became the foundation of much of Tony's teaching).

He also seemed to be the benchmark for getting rapid change with large groups of people. So if I was going to be unique - I had to locate a way of transcending the best of what Tony could offer. And not just by a little bit, to be really unique I had to make his process look like ox cart travel by comparison.

This process would have to meet additional criteria in addition to speed (this is the scientist part of me that has been on the faculty of Stanford University the last 15 years).

The results had to last, couldn't be effective for just a small group of highly motivated people, had to clear out the unconscious roadblocks to success in multiple endeavors, could be done with large groups of people, would need minimal insight and only marginal motivation.

This process would also have to work with a very tough group. Hard headed driven business people who are more interested in results than woo woo touchy feely conventional change oriented approaches. Best of all they wouldn't even need to talk about the problem with others in order to get the benefits.

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If I had this USP then I would have discovered the Holy Grail of change. Because then I could then employ Jay's other powerful concept -joint ventures. But I had to bring to the table something so massively powerful that it would be totally irresistible. That would give me an enormous advantage in who I select as a joint venture partner.

That's where the "But that's nothing yet!" statement comes in to play.

I have now located and have been fine tuning the Holy Grail of change. It meets all the criteria mentioned above. Deep change can be made with no more effort than brushing your teeth. Fast? it's as fast as the speed of thought. Thorough? Basic causes of the problem are eliminated – in seconds. People are freed from the crippling hindrances that choke off their economic and personal success.

The market for proven rapid change is enormous. Many people teach wonderful and powerful "what to do and how to do it" strategies but the emotional and psychological blocks are enormous which prevent even the best knowledge from being fully utilized. It's an enormous waste of knowledge and information. It's like teaching people all the best techniques for rowing a boat and then giving them one oar.

Rapidly releasing these people from those limitations is more than a dream- it is now a proven reality. I will next be utilizing Jay's other strategies - especially the joint venture concept- again and again to my future client's and my enormous economic satisfaction.

Peter Pearson, Ph.D
Co-founder The Couples Institute
Menlo Park, Ca. 94025
650-324-0150

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90. Peter Schibli

----- Original Message -----
From: Peter Schibli
To: Jay Abraham
Sent: Friday, August 16, 2002 4:21 PM

CASE STUDY
SAVANT BUSINESS COACHING

I run a small business coaching consultancy in Auckland New Zealand and have been doing so for around three years working with a variety of marketing and personal selling endeavors to attract clients.

In the early stages of starting the market was fairly new but in the last three years the marketing of these kinds of services has become increasingly saturated and sophisticated.

I knew that what I wanted was an automated marketing system that would generate a steady flow of highly qualified leads that didn't me cost anything (zero acquisition cost to follow a strategy of immediate and sustained profits), and that bypassed the 'noise' and competition in traditional communication mediums. In other words I wanted to re-write the playing field.

As you can imagine this 'Holy Grail' eluded me for some time. The breakthrough came to me quite suddenly while talking about the subject with a friend while driving. He asked me if my clients used mail-outs and in that moment I saw the light. In essence it is a combination of growing through endorsed referrals and linking my business to a strong partner in a host/parasite type relationship and making offers than can't be refused.

The specific solution is that I assist my clients to draft a follow up thank-you letter to each and every person who purchases their goods and services. The design of the letter is such that it encourages repeat business and referrals. The whole flavour of the letter is educational, helpful and friendly. Included in the letter is a section that goes under different titles depending on the client from, 'recommended businesses' to 'great businesses to work with' and so on. In either case the section has a small paragraph along the lines of … "*Peter works with small business owners from start-ups to veterans, with whom he works closely with on a weekly basis, typically for a 12 month period. He proactively develops breakthrough strategies which the client can implement, with the objective of increasing their profitability between 20% to 50% and reducing their hours to zero. His monthly fee is based on a percentage of the increased profitability. Thus there are no overhead costs, but a sharing of the increased profitability. I work with Peter myself and it produces impressive results!! Peter's expertise is primarily marketing and operational.*"

While this letter is not precisely targeted at my target market, there is a high enough percentage of self-employed and business owners among the clients of my clients that it works. It also gets passed on to business owners from friends. Being in a different place than anyone else also seems to help 'sneak' the message in.

Prior to developing this approach I had already made as part of my contract with a new client the agreement that that if they are delighted by the results we achieve that they agree to give me 2 referrals every 6 months. With this in place it was easy to suggest a way they could provide this without even having to open their mouths.

The final icing on the cake is that I get to use this mechanism as a way of testing and measuring my headlines, copy, guarantees and calls to action simply by changing these with every thousand or so letters.

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The bottom line impact is that I generated clients worth $94,000 (over 1 year) in my 1st mail out to 1000 clients with a consistent stream of mail-outs to follow.

Very Nice.

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91. Philip Bayles

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----- Original Message -----
From:  Philip Baylis
To: Jay Abraham
Sent: Friday, August 02, 2002 10:05 AM
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Healthy-sport
healthysport1@aol.com

Healthy-sport is a company conceived on June 5th 2000, and officially set up on 9th July 2002 to build, launch and operate *Healthy-sport*^{com}, from September 2002 onwards. The web sales and marketing operation will establish financial independence for the company and surplus funds to establish and drive the development of The Global Wellness Foundation.

The Global Wellness Foundation will be launched at the end of August 2002, as a not-for-profit organisation, and web site construction is to be completed Q4/02 at www.globalwellnessfoundation.org. The foundation is designed to support two hard working global organisations who are presently doing fantastic work, namely Manna Relief and Water Aid. The third vital part of the foundation is a public educational arm, "*Freedom To Choose*", which will bring awareness to the public about up to date evidence from research and development in nutrition and health issues. This educational work will allow simplified, informed choice for the public, so that personalised chronic health management and/or complementary preventative (self-)healthcare programmes can be considered, from all the information available at that time.

MannaRelief is an international, non-profit organization that has helped thousands of children around the world have a better quality of life by offering a unique combination of Nutrition, Attention & Prayer (N.A.P.) to hurting children. MannaRelief wants every child to get the N.A.P. they need to pursue a fuller, happier life. (www.mannarelief.org).

WaterAid was set up in 1981, and has become one of the leading international non-governmental organizations in the global drinking water sector. It is the UK's only major charity which is dedicated exclusively to the provision of safe domestic water, sanitation and hygiene promotion to the world's poorest people. (www.wateraid.co.uk).

The vision of Healthy-sport is to provide a "one stop shop" for educating athletes about the benefits of glyconutritionals' use in sport, supply product and to highlight the associated business opportunity.

This will be achieved by working with professional, semi-professional and amateur clubs, and individual weekend warriors in the top 20 sports across many countries (which presently include USA, UK, Canada, Australia, New Zealand and Japan).

To raise brand name awareness, Healthy-sport intends to work specifically with professional sports companies world wide to develop commercial models involving maximising of core assets (i.e. players), and establishment of fan club based referral marketing programmes to create indigenous revenue streams. This will be supported by world class, cutting edge scientific validation, to the highest standard (e.g. technical principles only recently discovered in 1999 leading to the award of the Nobel Prize for Medicine).

Healthy-sport will provide access to technical information on clinical sports nutrition and products, educational links to latest scientific validation data and commercial trends in the wellness sector, links to interesting sports internet sites, a services directory with 50 categories of wellness product or service and a business opportunity for sports marketing entrepreneurs to support the

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international expansion of global operations. A long term outcome of achieving the target of working with 200,000 athletes in the first 5 years will be a significant spill over into the general non-sporting Baby Boomer market segment of the general public with chronic health challenges who may be looking for naturopathic alternative therapies.

Its turnover for the first 12 months from site launch is projected to be $30million with a growth exceeding $200 million in 4 years, releasing a $10million+ revenue stream. 50% of this will be donated directly to the Global Wellness Foundation. Half of the remaining net income will be invested by Healthy-sport's appointed holding company, TPZ Investments, and the remainder used to run Healthy-sport's global operations.

The breakthrough that the Abraham mindset provided was in providing the confidence and belief that the vision of this new company could be achieved.

Tim was full time employed in another organization when he developed this vision and growth for Healthy-Sport. With his sporting and nutritional contacts he developed the understanding of the products that could benefit that people within the healthy sport field. He also identified the potential world markets within this area and the potential growth of the business.

This was a huge venture to launch, and Tim had not had the experience of anything like this before. Therefore there were queries and doubts about his own abilities in pulling this off, until Tim came across the work that Philip was carrying out using the Abraham mindset on beliefs and values.

To change Tim's mindset and to engender a ***real*** sense of belief that he could achieve his own vision with this new company, then Philip analyzed Tim's own internal and external beliefs and values, both towards and away. There were a number of internal beliefs that were putting the brakes on, and putting them on hard. One of these beliefs was the uncertainty of the business process and the products that he was to sell.

To overcome these braking beliefs and values actions were taken which including
- producing a development model of the business
- personal development by going on a personal empowerment weekend course using the Abraham mindset
- setting up a new mindset of winning beliefs and values

The benefits of changing Tim belief and values, to the Healthy-Sport business, by using the Abraham mindset has been:-

- removal of the fear of success, created the belief & certainty that the vision can & will be achieved. A complete change in state that has given the confidence to launch this company
- to be able to live the vision today. Becoming so positive and energetic. All that has to be done now is to "turn the handle" to take the actions to deliver the growth.
- an understanding of the key areas of personal development required in values and beliefs to maximise business development along the designed roadmap
- increased credibility and empowerment of peer group entrepreneurs looking to work with Healthy-Sport due to the quality and completeness of the business development planning
- unique training approach that brought together sales (including NLP), the wellness sector boom and the internet into a training methodology for Healthy-sport Leaders designed for success
- accurateness of thinking in the priority, impact and timing of the myriad of activities required at the launch of a dotcom
- the growth of Healthy-Sport, to $30m after the first year, will be due to the change in the beliefs and values as promoted by Abraham..

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My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavours.

Signed

Tim Patterson
Chief Executive Officer,
27 Cobham Close, Enfield, EN1 3SD

Philip Baylis,
Vice President Operations
18 Iberian Way Camberley, Surrey, GU15 1LU

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92. Pierre Pelletier

----- Original Message -----
From: Pierre Pelletier
To: Jay Abraham
Sent: Thursday, August 15, 2002 11:24 PM

Well our main business is in the alcoholic beverage industry. We sell to wineries and breweries various products to help them make beer or wine. In the wine industry you must trade between aging or bringing the product to market.

So in making testing a priority I tested some high prices verbally on a select few customers and it worked out amazing.

This chemical ages wine instantly, add a small amount to young wine and you get a wine that taste like it's a couple of years old.

The quantity needed is very small, and the product cost is around $30 dollars a pound. Normally we are happy selling it at $45 to $50 a pound. I brought up the price to $1000 a pound and the customer thought it was amazing. One guy liked it so much he asked that I not sell any to other wineries.

So testing really paid off, big time.

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93. R Crandall

----- Original Message -----
From: R Crandall
To: Jay Abraham
Sent: Tuesday, August 13, 2002 11:18 AM

Jay,

All right, I'll finally bite. Following is an unusual case. You have the rights to use it, but I receive all the other cases in payment:

I've done a number of businesses in publishing - from newsletters, to books, to ghostwriting. I'm going to give a case from one of my markets that is an unusual one - publishing of academic journals. The lessons here apply elsewhere. The trick was to use my knowledge of the major players in the market to create a new product that would have an strong niche. I essentially sold the opposite way others did.

A Negative Marketplace

In brief, the leading journals in the social sciences reject 90% of all papers received. And they are slow about it. They use volunteer college professors as "peer reviewers." That is, each submission is read by about two "peers." These reviewers often are competitors of the people whose papers they are reviewing. They are often busy with their own work and are slow doing reviews. This means that authors seldom receive prompt, courteous feedback.

Reviewers also know that 90% of papers are turned down. Combined with research that shows that critical reviewers look smarter, they have a strong bias to reject papers. They make themselves look smart by listing criticisms, rather than saying what it would take to get a paper published. They also push authors to revise to suit reviewers' biases rather than to clarify the points authors want to make.

Journal editors often do not take control of their reviewers. Sometimes the reviewers are higher status than they are. Sometimes editors are overworked (they all think they are). Sometimes editors are not competent to make methodological judgments. This all results is very slow reviews. Editors often look for reasons to reject papers, rather than reasons to accept them. This decreases their workload. This tends to weed out unusual or new ideas. They are not "safe" for reviewers and editors to pass on.

Journals are funded for a certain number of pages a year. That means that the more papers than are accepted, the slower they are published. Most journals take a year of more to decide and publish a paper.

The above is a brief overview of why the publication process is painful for many people. For instance, in psychology, the average new Ph.D. never publishes anything. Many people are so discouraged by their first submission to a journal that they quit trying to publish.

A New Look

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Publications are worth a lot to authors. (Something like $10,000 for the first publication was estimated by economists years ago.) They need them for promotion, tenure, status, grant money, and so on.

Most journals in the social sciences are free to publish in, but all the power is out of authors' hands. We simply reversed the process. We focused on doing fast, polite reviews that advised authors how to get published. And we charged money for accepted papers.

The important factor was to use peer reviews and to not accept bad papers. But most papers have some potential to be published if they are revised properly.

Success

We found the right lists of potential authors and wrote them a personalized letter. Many authors would never pay for publication. But we didn't need the majority, we only needed a niche group who appreciated our advantages. Authors appreciated our unusual speed, our courtesy, and the fact that their odds of publication went way up. The Journal of Social Behavior and Personality was born successfully. Word of mouth did most of the rest. Soon papers flowed in without effort on our part.

There were several added bonuses that were profitable for us. Here are two:

1) When someone wanted to buy the journal, I turned it into a paid consulting job with him instead, and started a journal the same way for him.

2) People proposed guest editing special issues. I agreed. Then they did all the work to recruit, review and edit papers. They got the glory, we received the money, and our subscribers received an extra journal free. Win/win/win.

Summary

Of course, this particular product took a knowledge of a niche marketplace. It took credentials on my part, and a willingness to take a small risk. But isn't that what every new product takes?

Rick Crandall, Ph.D.
RickCrandall.com

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94. Randall Evenson

----- Original Message -----
From: Randall Evenson
To: Jay Abraham
Sent: Thursday, August 15, 2002 12:13 PM

Subject: Case Study -- Major Video Product Distribution Organization Grows Sales by 667%

Submitted by: Randall Evenson, President of Evenson &
Associates at: www.eandaonline.com

This case study is about the US's largest non-profit religious organization, with over $380 million annual revenue.

Basic Background:

This 50-year old religious organization had a 5-year old religious video production and national product distribution division. The largest quantity of units they ever sold in a single year was 272 thousand units of the few video titles they offered.

Primary Marketing Goal:

Client now desired to dramatically increase their total video unit sales during the next three to five years by at least 10 million units cumulatively within the USA, even though they had never sold at least one million units all together, during their entire existence.

Additional Background Facts:

- This division's unit sales were not growing. The last two years unit sales levels had actually decreased each year from prior years.
- Their marketplace's primary distribution channel was a very fractured, unorganized distribution system. However, parent organization required this division to not use alternative distribution channels.
- Because this division was restricted to only sell into this particular marketplace (a market that only consisted of unique wholesale/distributor buyers) and whose entire market universe of possible customers was less than 280 thousand total, they had only sold 4,600 customers out of this entire market universe, during their entire 5-year history.
- This division only had production and marketing rights to out-dated video products.
- The religious video market itself was in a mature market phase.
- Division did not have an existing successful marketing and sales system.
- Division never had a positive net income fiscal year.
- Parent organization now required the division to generate positive net income each fiscal year forward or it would be closed down.

Final Results Achieved:

By exclusively using several Jay Abraham type marketing and sales systems, this division reached their parent company's goal of 10 million unit sales within 4 years from when I started helping them.

How We Did It:

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Began evaluating their market situation. Results from these studies provided key information about: 1) their previous marketing and sales campaigns, 2) their distribution channel's sales operations and processes, 3) the overall competitive environment, 4) their average cost per sale and 5) allowable sales investment to acquire new customers.

Next, tested several Jay Abraham-styled direct marketing and sales campaigns to determine what this division's realistic marketing cost per sale level was per product sold by each marketing campaign. We tested three separate direct mail and two space ad lead-generation campaigns, three structured-referral programs, plus three telephone follow-up sales closing campaigns.

From these tests, determined that the optimum lead-generation systems and sales closing methods were: 1) a particular direct mail postcard sent four separate times (during a four month period) to targeted prospects, 2) a structured referral program where we got satisfied clients on a 3-way conference call to verify the benefits and results of program, having them speak with responders to our DM postcards, plus 3) a 6-step telephone follow-up campaign which together resulted in a tremendous sales closing rate. More about these results explained below.

One of the key reasons for these above tests, was to evaluate the optimum marketing systems given this clients limited financial resources. In order to achieve vast sales increases, when you're restricted to only using your organization's existing cash flow to capitalize such growth, it's very important to create the proper balance between the "ease of finding" new customers, versus the "cost of finding" these very same customers.

The easier it is to find new customers, while having as low of cost as possible in finding them, then the better it will be for you to achieve your business' growth objectives. You'll benefit because you'll then be able to create a stronger cash flow level, which you can then reinvest into growing your company's sales.

From the results of the above analysis and marketing tests, developed the division's short and long term strategic marketing plans.

Review of Results Achieved:

We worked for this client during all of 1997 and 1998. During that time we created and implemented several key marketing programs, which dramatically increased unit sales, revenues and new customer acquisitions, plus established this division's new on-going sales programs.

As a result, this division experienced a 667% cumulative revenue increase (more than $11.5 million), more than a 2,900% cumulative unit sales increase (over 3.25 million units) and more than a 980% cumulative increase in new customer acquisitions (more than 17,000 new wholesale/distributor customers!) within a 2 year period.

Exclusively using these Jay Abraham-styled marketing and sales systems, this division reached their parent company's 10 million unit sales goal within 4 years.

To produce the vast increase in new customer acquisitions, in early '97, we created and implemented a powerful direct mail lead-generation system, which realized an average response rate of 9%, when the industry average was between 0.6% to 2% maximum.

During the same year, to solidify our new customer acquisition program, developed a special outbound Tele-sales program and hired the division's 23 outbound Tele-sales team to handle all outbound sales and service calls. This group used the sales leads that were produced from our direct-mail lead-generation system. Special training and sales scripts were used. This group achieved a closing rate of 87% on these qualified leads, when the industry average was between 26% up to 40%.

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The following (used with permission) is a summary of the organization's performance since we were brought in, at the beginning of 1997, and their results three years prior:

	Sales ($Millions)	% Change	Unit Sales (in 1,000's)	% Change	New Customer Acquisition Qty.	% Change
'98	8.9	+242.3	2,800	+522.2	12,600	+168.0
'97	2.6	+73.3	450	+87.5	4,700	+193.7
'96	1.5	-13.3	240	-11.8	1,600	+3.2
'95	1.7	+13.3	272	+14.3	1,550	+14.8
'94	1.5	+4.0	238	+4.7	1,350	+7.5

Primary strategies and tactics used to create these dramatic results were:

1. Refocused their main product's market positioning to better distinguish it from competitors.
2. Redesigned and rewrote all of their marketing communication pieces (brochures, sales letters, sales videos, magazine and newspaper ads, PR kits, flyers, Welcome New Client kits, training manuals, etc.) to clearly articulate their Competitive Advantage Distinction over all competitors.
3. Developed strong direct mail lead-generation system that dramatically lowered cost per lead and cost per sale, while increasing the quality and quantity of leads produced. Generated over 17,000 new wholesale clients (up from 4,600 originally) in 2-year period!
4. Used specially trained tele-sales team to follow-up on all leads and to close all new clients. Special training tripled closing rate over this division's prior levels and industry averages.

That's it!

Sincerely,

Randall Evenson, President
Evenson & Associates, Inc.

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95. Randy Diefel

----- Original Message -----
From: Randy Diefel
To: Jay Abraham
Sent: Tuesday, August 13, 2002 12:01 PM

Hi Jay,

I needed a way to get small business owners to advertise in my new publication. I was the 'new kid on the block' with a new media that they had not seen before. Credibility was an issue.

Risk Reversal to the Rescue. I simply gave them a 'better than risk-free' guarantee that stated they would be happy with the response from the ad or it was free. And they could keep the 'special report' as a thanks for trying us. Simple, but so effective. I went from nobody signing on to almost everyone signing on. By the way...

I only offered this guarantee to advertisers who would insert a coupon or an irresistible, compelling offer that was only being tested in this media, etc… some sort of direct response mechanism that they could measure and see for themselves how the ad pulled.

Lots of added benefits have resulted. Some of the business owners asked me about writing all of their ads for them. Some of them asked for help with a marketing plan. So far, so good.

Sincerely,

Randy Diefel

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96. Raymond Young

----- Original Message -----
From: Raymond
To: Jay Abraham
Sent: Tuesday, August 13, 2002 1:34 PM

Hi Jay!

I've bought your materials since around 1990, but haven't used them proficiently. Despite that, results were achieved. One of the ideas used was giving away books. You had suggested giving away the $20 hardback books. Well, I did that, however, I made sure I paid between $1 to $8 for them through remainder sales. On most of them I made sure that the black "remainder" mark was not on them. There was a big sale once where every book was $1, and I bought a bunch. I am a Certified Public Accountant, so I bought books on finance and money management and saving for my clients and prospective clients to read. I did not measure the response precisely, but people appreciated the large value that I gave them. On the other hand, some people were not readers. So maybe out of $1,000 spent on $3,000 worth of books per year for 5 years, I got $15,000 of additional yearly business out of it from existing or new customers, or a 1:15 ratio.

Parasite marketing is a term I remember you mentioning. I started connecting with the attorneys and bankers in my area. I definitely learned that banks require financial statements, my specialty :~) I can't call any of us parasites, because I definitely tried to refer business their way whenever I heard of a client needing an attorney or banking services. With just my local bank, I made very good friends with the branch manager, and just from her alone we've worked on about 40-50 deals over a six year period. In fees that would be about $112,500 additional business averaging $2,500 per client.

Testimonials: my brochures were the same as everyone else's, full of descriptions of what my firm could do for my potential clients. Reading multiple times through the years regarding using testimonials, the best I have kept in my marketing materials were for the IRS Offer in Compromise Program, how I had one client pay the IRS $1,000 literally instead of $92,456, and the other client paying $500 instead of $21,456. Some people have commented regarding how it brought them in to see me. The Offer in Compromise fees are between $3,000 to $12,000 each client. After including these testimonials, I estimate it added about $30,000 to my business each year from $150,000/year. More importantly after I got them in as Offer in Compromise clients, I could also do their annual tax returns, financial statements, and other financial planning tasks, so it's more than $30K per year.

Backend: instead of just doing annual tax returns for clients, I started looking at what I could do for them throughout the year. Against my database of clients, when me or my staff was not busy, i could review my checklist of services and see if any client needed them. Financial planning was something I added in recently, my newest case is where an elderly woman owning an engineering firm whose daughter is also in the business. I suggested doing the succession

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planning to her. Her business is worth $5,000,000 to $10,000,000. I think the fees for this alone will be $5,000+. This addition to my business is still to be improved since I am busy most of the time anyway. But so far I've added an estimated 10% additional revenue from this (about $20,000/year). It should be more.

Packaging: you mentioned bundling services together before, i have no idea where. one of the problems I have in my business is getting paid on time. I can definitely get 90 day receivables. From your ideas, I thought of packaging my time into 5 hour increments. Instead of paying me $75 to $150 per hour billed at the end of the month, I sold 5 hour packages for $500, saving the client around 15%. This sounds good to them. More importantly for me, sometimes the client would not use the time for months on end, resulting in a positive cash flow for me. Even better, I sold more hours per month to these same clients compared to the past, maybe 20% more. Meaning if an average client was at $700/year for 6 hours of me and my staff's time previously I would sell $1,000/year for 10 hours of my time. I had to hire one additional staff accountant because of this.

Well there's some of the things I remember. These comments are true. The measurements of improvement are my best guesstimates and should be within range. If you need anything else, email me at cpaphoto@pacbell.net.

Thanks Jay!

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97. Ric Gordon

----- Original Message -----
From: Ric Gordon
To: Jay Abraham
Sent: Tuesday, August 20, 2002 6:13 AM

Hi guys

Well I hope I'm not too late, but I had an experience in the last week that I thought would be great for your book. Sure, it hasn't brought in millions of dollars (...yet), but it does go to show that the principles Jay teaches are applicable to a whole range of life experiences - not just business. Anyway, on with the story ...

I am an Aussie who is living in London for a couple of years on a "working Holiday". Now as you may or may not have heard the job market over here for temporary work (the only type of work I am eligible for under my visa) is very tight at the moment: a friend of mine who is a Recruitment consultant was telling me that they are getting literally hundreds of applications for a single position!!

Now, without blowing my trumpet too much, I have (what I consider) a pretty strong CV - I have a number of academic qualifications and have worked with some of the leading financial institutions in the world. But I was getting absolutely nowhere by applying for positions that were advertised on the net or in magazines, or in the paper - I was literally sending off up to 5 applications a day and getting pretty much zero response. At the same time as I was searching for work I happened to be reading a copy of Jay's book called "Stealth Marketing", and in particular I read a section on the power of USP's and testing different headlines in sales letters.

I was getting so fed up looking for work through the traditional route so I decided I had nothing to lose by using this idea.

If you've done any traditional job hunting at all (or read any of the books on "How to find a great job" etc) then you know that the typical headline of your letter starts off something like:

"[Desired job title] Positions Vacant" ... or something equally as boring.

Now, the first thing I did was brainstorm USP's (I could test different ones over time) ¡V how could I differentiate myself from all the other people out there and at the same time provide a compelling argument as to why the prospect should hire me. One of the ones I came up with was the fact that the employer wouldn't be paying a huge margin to some fat-cat recruitment agency for basically doing nothing. In fact, I felt so passionately about this (I can really get going on what a waste of money those guys are!) that I thought I¡¦d start testing with this concept and go from there.

Next I thought about the risk proposition the prospect (a possible employer) was facing and how I could reverse this risk. The primary

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risk to my prospects, as I saw it was that they would hire an incompetent, lazy, stupid staff member (some people shine in interviews and really suck when it comes to the crunch) and then still have to pay their wages and even incur severance costs, regardless of whether the employee could do what they said they could. The risk-reversal proposition as I saw it seemed pretty clear: tell them that I would only accept my wage if I did what I said I would do.

The next step was to draft up a couple of alternative headlines that were primarily designed to get the readers attention (remember your AIDC's?!) and incorporated my USP. Here are some of the ideas I had: "Are you sick of paying exorbitant rates to recruitment consultants for temporary employees who could care less about your business? "Save up to 40% on your temporary placement - and great a more efficient, effective service. GUARANTEED. "Don't let a recruitment agent waste your time with underqualified, overcharged candidates. I am so confident that you will be happy with my work that I guarantee it.

The body of the letter didn't change so much from a traditional job hunting letter, although it was a little less formal, and really reinforced my USP, and elaborated on my risk reversal prospect.

The result showed up clearly ¡V I sent out 5 letters on the first day and got 2 interviews as a result (the same total as I got for 150 prospects.) Actually, one of the guys who interviewed me said he came across my CV because his secretary was showing my letter around the office, apparently she found my proposition so different to the normal job search letters that she just had to show somebody else. Anyway, to cut the story short I landed a job within 3 days.

So there you go. That's my story. And the lession I got out of it: target marketing with a compelling argument and a risk free proposition is so much more effective than the normal "formal" introduction.

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98. Richard Ebbs

----- Original Message -----
From: Richard Ebbs
To: Jay Abraham
Sent: Wednesday, August 14, 2002 4:47 PM

In April 1994 my sales were microscopic and declining, and I was near giving up, thousands of dollars in debt.

Then I attended a Jay Abraham Mastermind Seminar, and marketing became clear to me. Something that had apparently not happened before, even during my 2-year MBA at a top European school.

Soon I was orienting my communications to my customers' wants, instead of bragging about what I could do. I had a USP. I reduced customers' risk by offering an unconditional satisfaction guarantee: if you aren't happy we'll redo it, and if you're still not happy, you won't owe us a penny and we'll refund any money you've already paid us. Then I started giving away the first month's service unsolicited, as a way to develop streams of income from a business category that repeats every month for anywhere from 6 months to 24 months. Cost to sent the sample? About $25. Average sale? About $2000. Average close ratio? About 50%. Wow!

I went from nearly broke to getting by in less than 9 months, and now have a successful, growing, sellable business, thanks to Jay's input. I grew 40% a year for 5 years in a row, and having maxed out the existing markets am expanding into 3 surrounding states and am adding 2 new product lines that I believe will enable me to double or triple gross revenues within 18 months.

Thank you Jay

Richard Ebbs

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99. Richard Gerson

----- Original Message -----
From: Richard Gerson
To: Jay Abraham
Sent: Wednesday, August 14, 2002 5:22 AM

Jay,

Here is an approach of yours that I used several different times. You talked about it in your example of selling gold early on in your writings. You titled the approach Concentric Circles. I call it Refined Targeting. It is the same thing.

My approach was to take your concept of using direct mail and adapt it to my speaking engagements. I selected several related professional organizations and associations that had companies as members that I wanted to do business with. I then arranged to be a guest speaker at one of their meetings, either local, regional or national. Prior to the speeches, I researched my selected companies. During my speeches, I used examples that related specifically to those companies. Afterwards, I made sure that I spoke to representatives of those selected companies and got them to agree to further discussions.

I then contacted my targeted companies and offered to either provide training for them, present a speech at one of their corporate meetings, or offered consulting services for performance improvement based on my background in sports psychology. These contacts and subsequent contracts led to my repeating the process. As with your concentric circles concept, a certain percentage bought from me initially. Then, when I went back to them, a smaller percentage bought, but they bought more services.

I continued the process until the "well ran dry" and literally made hundreds of thousands of dollars in a few years with little to no marketing and client acquisition costs.

The concept and the process is so successful that I continue to use it today. It is so simple and so effective that it continues to work. Now, I supplement it with some e-mail marketing and follow-up phone calls. As someone said to me, it is so simple and elegant that it is a beautiful thing.

Thanks.

Sincerely,

Richard F. Gerson, Ph.D.
Gerson Goodson, Inc.
727-726-7619
getrich@richgerson.com

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100. Richard Suchorzewski

----- Original Message -----
From: Richard Suchorzewski
To: Jay Abraham
Sent: Tuesday, August 13, 2002 12:46 AM

My Case Study of Using Jay Abraham's Marketing Techniques

By Richard Suchorzewski
Managing Director Floor Coverings International (UK) Ltd

Technique: Risk Reversal

Background:

Floor Coverings International (UK) Ltd is Britain's leading franchise flooring specialist with 25 franchisees operating a shop at home service across the Untied Kingdom.

We were approached by a number of Insurance Companies requesting that we become a 'preferred supplier' of flooring, dealing with insurance claims for flooring replacement. However, 25 people are insufficient to cope with the demand.

We decided therefore to recruit existing Independent Flooring Retailers to a lead generation plan, whereby they pay us a monthly fee and £10 ($15 per lead). After 3 months we had recruited less than 5 retailers.

Technique Implementation:

We decided therefore, as a result of Jay's teaching to offer retailers a risk reversal pledge: "If you stay on board for 12 months and have not made a profit over and above the fees paid, then FCI will refund you the difference."

Result:

Within the next 3 months we enlisted more than 50 new retailers (with just 1 salesman) and plan to have up to 200 retailers on board within 12 months. Already, the company's income has increased by £50,000 per annum (on existing numbers) plus we have rejected £300,000 less leads as a result so far. Providing we achieve the 200 target, our income will rise by £200,000 per annum and we stand to attract £10 million worth of sales per annum for our franchisees/retailers.

Difficulties encountered:

Traditional British attitude has been one of suspicion – I have often been asked "Where is the catch, this sounds too good to be true". However, we are overcoming these objections and the passage of time will cure any further suspicion.

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101. Rick Corby

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----- Original Message -----
From: Rick Corby
To: Jay Abraham
Sent: Friday, August 16, 2002 12:07 AM
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Atmospheric Excellence, Inc.
26230 Green Acres Rd., Colfax, California 95713
(888) 870-4800

We manufacture and market a device called Fuel & Air Saver® that easily installs on the engine of cars, trucks, RV's, buses, boats, generators... any 4-cycle internal combustion engine in the world. Gasoline or diesel.

Here's what it does for the vehicle:

1. **It dramatically reduces the emissions (pollution).**
2. **It increases mileage.**
3. **It reduces repair costs and prolongs engine life.**

Jay,

Thank you for this opportunity to share how one of your techniques helped launch our business. We are in the process of re-marketing a product that has been in the market for over 20 years, over 100,000 units have been sold and nobody really knows about it. We feel strongly that our product can help heal our polluted air one vehicle at a time and extend our dependence on oil by increasing fuel economy.

Our biggest challenge: Marketing

We have used direct sales letters and followed up with phone calls to set appointments and despite many interested clients for our product with testimonial letters backed up with fuel savings and a 90-day money back guarantee; potential clients would not commit to any orders.

After Reading your book **"Getting Everything You Can Out of Everything You Got"** I knew that the Risk Reversal technique would open doors to the clients we needed to create explosive growth for our company. As you had mentioned in your book, two of the main fears that hold potential buyers back was the fear of making a wrong decision and looking foolish in front of your peers.

That's when we changed our focus on marketing and used Risk Reversal. We changed our 90-day money back guarantee to try our product "Risk Free" for 60 days.

Just by changing that seemingly simple sentence our "new" marketing results have been phenomenal. We went from a 1% response rate to evaluate our product to over a **90%** response rate to evaluate our product.

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How can you increase your company's bottom line? Make it easy for your potential clients to buy.

Companies that are evaluating our product::

Safeway: San Francisco Bay Area 225 tractors 650 TRU's
They would be satisfied with a 1% increase in fuel we can offer them a minimum of 6%

Evergreen School District: Vancouver WA 225 buses: 2 units testing

Beale Air Force Base: CA 600 vehicles 200 diesel generators: 20 units testing

State of California 500,000 vehicles

Philippine Islands 8 units evaluation Government Vehicles

Turkey 12 units being evaluated

First year potential sales $3,000,000.00

Warmly,

Rick Corby
Director of Sales NW region
360-882-6805

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102. Rik Villegas

----- Original Message -----
From: Rik Villegas
To: Jay Abraham
Sent: Thursday, August 15, 2002 2:50 PM

Below is something that works very well for me utilizing the "host-parasite" concept. I prefer to call it a strategic alliance when dealing with the other businesses, and it works well for getting an on-going stream of referrals.

Concept: Strategic alliances with other businesses that share the same target market.

Objective: To get businesses that have the same target market to share leads with one another using a turnkey program that benefits customers and encourages them to contact your business and make a purchase.

Method: As a management and marketing consultant, I worked with several clients (jeweler, photographer, printer, etc.) that all had in common one type of customer - engaged couples. Each one of them had a certain percentage of their business based on that target market, and none had an effective method for capturing their names and putting information into their hands. After brainstorming with some of the other business owners and gathering their sales literature, a packet was created using a linen folder with a gold silk-screened illustration of a couple on the front. Inside the folder was placed the literature of the businesses, along with incentives such as a coupon or a gift for visiting. The packet also included a detailed checklist that the couple could use to complete their wedding preparations, and of course the name of the participating business was next to the type of service that they would eventually need, such as photography, printing, etc.

A small tabletop display let couples know the free packet was available, and the owner or sales clerk would have the couple complete a card with their detailed information. The card would be used to enter their name in a drawing to win a bed and breakfast stay that was given away monthly and donated by another strategic alliance member. The card had a mailing address already printed on the other side and a stamp, and it would be mailed to me in exchange for another folder. This allowed the business to always have enough folders on hand, and it allowed the names to be gathered into one place where I would place the cards on a copier to make enough copies for each of the other business owners. Each week the other business owners would receive the copies with the engaged couple information and replacement folders.

Results: This method is like tapping into a vein of pure gold because these names are usually very difficult to come by in a timely manner. Engaged couples will spend from $10,000 - $20,000 getting ready for their wedding, but by the time you can get the names from a mailing list for this type of target market they have usually bought what you are selling or are already married. Jay Abraham's techniques were used to leverage the mailing list, and increase their revenue. It's difficult to say how much more each client earned due to only this

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technique; however, for some business owners it more than doubled their sales. I charged a small fee for the service, and used it primarily to gain new clients to work with. I went from about 12 clients to more than 40 in less than six months.

Other Applications: There are a great number of possibilities you can adapt from this basic concept. Look at your client base and ask what other businesses does each target market also visit in the course of their buying experience. Make a list of those types of businesses, and then pick the ones you would like to work with that would give you the greatest advantage. Prepare a prototype of the packet you plan to use so they can see what it will look like. Make sure it is simple to administer, and project the number of leads they could gain and what the purchase value of converted leads would mean to them. You should have a 90-100% closing ratio if you do it to share leads and charge nothing or a small fee for the cost of materials. If you charge a larger fee for the program to administer it, you should close 60-80% of your presentations and make enough to hire someone part-time to take care of the details. You will want to occasionally make the weekly visits, though, to build relationships with the other strategic alliance members and keep the referrals coming in.

Submitted by: Rik Villegas
Business, Hospitality, and Computer Technology Department Chair
Northern Marianas College
E-mail: rikv@nmcnet.edu

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103. Robert Campbell

----- Original Message -----
From: Robert Campbell
To: Jay Abraham
Sent: Tuesday, August 13, 2002 3:30 AM

RE: Unique Selling Principle (USP)

To make my coming real estate book (Timing the Real Estate Market) a likely best seller, I created a USP for it that clearly distinguishes it from any real estate book ever written. By doing this, it is likely I already have 250-500 pre-orders from book buyers ... and I have never written a book before and nobody knows me from Adam.

The USP that I created for my book?

"The Campbell Method: A System for Buying and Selling Real Estate for Maximum Profits!

I got this USP idea from Jay Abraham. By putting it on the cover of my book directly beneath the title (Timing the Real Estate Market), this USP prominently distinguishes "The Campell Method" from all other real estate books and gives me a competitive advantage in the market place.

I believe this USP idea will play a prominent role to make my book into a national best-seller.

Thanks for the idea Mr. Abraham.

Robert M. Campbell

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104. Robert Norris

----- Original Message -----
From: Robert Norris
To: Jay Abraham
Sent: Tuesday, August 13, 2002 2:10 PM

We have a regular data base of customers that we have accumulated through the years. (We are working on the list to clean it up, define it and make it more useful, but we do have a list).

We had an opportunity last year to get involved with a new project but didn't have the current budget to mail to our own list of people for this unsuspected new project.

Since we would need to have the help of other offices to work on these matters once we got them we were able to do a "reverse Jay Abraham" mailing, us promoting us and then once we got the claims us promoting our "partners".

The fact that we had the good data base and others wanted to work with us on the claims was enough to help us get co-op money to do the mailing, follow-up etc.

It enhanced our position with our current customers, got things going quickly, kept us from missing a surprise opportunity and gave us new business to work on. We are confident that the long-term pay-out will be very positive.

Simple and quick.

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105. Robert Robinson

----- Original Message -----
From: Robert Robinson
To: Jay Abraham
Sent: Thursday, August 15, 2002 8:08 PM

I have made a lot of money from concepts taught by my mentor Jay, but the number one thing I have mastered from Jay is how to think differently...how to squeeze more out of everything you do---and believe me when you do this it changes everything in your life.

Robert Robinson

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106. Robert Rolih

----- Original Message -----
From: Robert Rolih
To: Jay Abraham
Sent: Monday, August 12, 2002 11:37 PM

We are a small internet strategy consulting company. Our main services include setting an e-commerce strategy, content development and usability testing. In the spring we wanted to test a new product - Internet strategy workshop. All of our competitors are marketing similar workshops in an usual manner - they send "normal", boring sales brochures, which have very short description of the workshop and only focus on features.

Instead of that we used "Abraham" style 4-page sales letter, with detailed description of benefits, writen in interesting way. Then we also used e-mail marketing. All of our customers received sales letter in e-mail form, so we had very low cost of marketing.

The results were amazing! Our competitors are struggling with 12 to 20 participants on each workshop. But we sold out our first two workshops (40 participants) with half the marketing costs of our competitors. For the autumn season we are preparing 6 more workshops and I am confident, that they will be sold out too.

By implementing Jay's advice we developed another great product and we are marketing it with great success.

Best regards,
Robert Rolih
CEO, Uspeh ltd.
www.uspeh.com

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107. Rod Aries

----- Original Message -----
From: Rod Aries
To: Jay Abraham
Sent: Tuesday, August 13, 2002 9:33 PM

Overview: I have gone from having Prodigy, Compuserve and AOL accounts in 1996 (being happy just to be able to post a classified ad) to owning an Internet company that owns Internet companies. Our enterprises include:

1) Internet Marketing

2) Search Engine Optimization

3) Mortgage Loan Leads Company

4) Term Life Insurance Leads Company

5) Owner of 10,000+ domains

6) Creator of Online Training Company

Additionally,

1) Internet Marketing Speaker

2) Monthly Writer for National Trade Journal on the Internet...

A BRIEF HISTORY OF THE REAL WORLD

I have an undergraduate degree from the University of Washington and a graduate degree from Ohio State in Health Care Administration. I started one of the first networks of urgent care centers in the country, with 2 Harvard MBA partners and a fist-full of venture capital.

Hmm, capital intensive medical business and labor intensive as well... what was I getting into?

I also had to help raise two more rounds of the ol' dinero, before the venture capitalists bought us out. Between full and part time employees, we probably grew the company to 220+ people. I consulted all over the US, and was a speaker at medical conventions, at 28.

Hey, now I am a speaker at internet marketing seminars...

I next was an officer in a publicly traded company (where I met my wife, the corporate attorney). That was also in the medical area, and it too was capital and labor intensive. ***Did I see a pattern emerging yet?***

Gosh, labor and capital intensive was beginning to get the best of me, so I looked around for other options... I had turned my attention to real estate, **at l*east it was without the mass labor needs***, but still capital intensive. Besides, I had developed skills in identifying and procuring building for medical centers, so for a while I bought income property for my own account.

In fact on my first transaction, I made about $40 grand in 90 days, so I started buying a lot. I thought I was hot stuff, ***but little did I realize it was the market that was hot... not really me***. I soon was brokering transactions as a partner in the largest income brokerage firm in San Diego. Most brokers do about 6 deals a year and call it a good year. I partnered up and I participated in 150 sides of escrow in 4 years.

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About 80+++% of my clients were agents or brokers. People always wondered why my clients who were 'people in the know' would use my services and become clients, instead of their own talents. I told them I had a secret method . ***(Of course I use this same secret method for my Internet clients... I have a lot of web designers, graphic specialists and web masters as clients.)***

When desert storm hit Camp Pendelton here in San Diego, Linda and I experienced significant vacancy and lost our financial interest in most of our investments. ***Hmm, I got rid of the labor, but the capital investments were still there... and then they weren't :(*** No fun, and a bit of a hit in the wallet.

THE INTERNET BECKONS
So, back to square one, "How could I create a business without labor or capital requirements?" ***Well, there was this thing called the Internet, maybe...***

When I started, I did e-mail and ads on AOL, Prodigy and Compuserve. After a year or so, I broke down and finally bought my first web site. I had spent two years in grad school, and have now spent almost a decade at "net school" learning the in's and out's. It constantly changes and I practiced on my own sites.

For quite some time, while I was learning the net, there were many days when I would drive my little girl to school and she would have more money for lunch than I was going to earn that week (or month).

Now it ain't braggin' if it is the truth, I became very proficient in creating web pages, for myself and clients, that are ranked and produce results. My first site, which I have since sold, achieved over 800,000 unique page views a year (totally from web page optimization).

Can somebody say no capital and no (well, a few independent contractors) labor? Hey, I can't do this all by myself... I have found a cohesive core of talented internet professionals who now work with me. I have 23 computer stations, one partner and one full time staff member, plus several part time college kids. We create highly specialized software to replace human activities. In example, we used to have a person work 4 days a week for us managing 100,000 pay per click words. We now have software which does this 24 hours a day, for about the cost of a month's salary.

I have also helped my now 12 year old get started with her own "lemonade stand" ***(What is that little sound you hear? "Ice cold cola, ice cold cola here" Kenzie shouts as she hawks the cans to unsuspecting moms with strollers, beach-goers, surfers and roller-bladers. "Ice cold cola here.")*** as we are next to a public access to the beach. On hot afternoons in the summer, she makes a few dollars, but the real value is that Kenzie now has far better interpersonal skills than I (wasn't hard), and she can make change for a buck, without a calculator.

I always tell her if she learns HTML, she will never have a job where she has to say, "Would you like fries with that?"

So, Kenzie is becoming Internet proficient and has her own computer and cable modem access in her room. I put a web site up for her as well http://www.beaconsbeach.com with about 45,000 unique visitors a year and about $300/month in earnings. And I will be adding another business for her (my wife nixed the discount condom idea and I sold the domain), I just didn't know if Kenzie was ready for secured server orders. ***I just hope she doesn't hack into Toys R Us...***

Then we got into domains and own over 10,000 generic domains.

And our search engine optimization competency increased rapidly. We went the whole cycle, doing our sites, doing clients sites, back to only doing mostly our own sites - plus a few larger corporations.

Now we have developed online training for several of the dominant functions on the net, whereby customers pay us to learn the secrets, tips and tricks of various Internet related activities.

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Now we pretty much build 1-2 web sites a week and pounce on numerous internet opportunities, often hours after hearing about them, we will a site up and running...

Gawd, I love the net....

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108. Rod Wolford

----- Original Message -----
From: Rod Wolford
To: Jay Abraham
Sent: Thursday, August 15, 2002 6:59 PM

Dear Jay,

PEQ and PEQ II are starting to transform my business.

My family, my son (29) and daughter (31) with myself and 27 employees buy and sell houses. Our usual spread is between $20k and 35K. We have been buying approximately 150 houses per year. We sell most homes on short term owner financing where the new buyer obtains a mortgage after a few months of payments. We have bought and sold nearly 2,000 homes and currently have over 400 that are sold and that we are receiving monthly payments. We see 15 to 20 homes refinance every month and that is when we really make our good money. We became the largest company of our kind in the midwest and we are told we are in the top 10 in the country. But with success came major cash flow problems, employee problems and all the difficulties that a 10 million dollar company has (as you stated in your course).

The three of us are experts at buying houses wholesale, so that we ran into a major problem of too many houses in our inventory and not enough being sold in any one month. Our sales team was not keeping up nor did they develope the expertise in dealing with higher end homes which we were now buying.

At the right time you sent several letters and e mails concerning PEQ. We order the home study and started developing our core stories and started trainings in our office. We saw some results immediately but old habits were difficult to let go.

Along came the home study of PEQ II and that material plus PEQ started to take hold.

We interviewed (Chet's way) for superstar sales people and found one that has been with us for a month and he is outselling everyone. We are looking for more superstars. The trainings as outlined in your material plus the example of the superstar have the other salespersons working smarter and harder. Our core stories and educational marketing orientations have resulted in better buyers for our homes.

We first tested Chet's superstar interviews with trying to find superstar mortgage brokers who will go the extra mile for our homebuyers in finding them financing. I fielded a great number of callers, interviewed seven and I'm sending deals to two of these and seeing immediate results not only in the dollars but also in the client satisfaction with the results.

We are currently looking for superstars in processing, personal assistants, even outside accounting firms.

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PEQ and PEQ II is transforming our business in every way. We have the tools now and it is up to us to keep growing in this success method.

Thank you

Rod Wolford
The Wolford Group

PS I told Carl that I will get to a live event. We are tracking our results and will have a concise update for you later this year.

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109. Ron Sill

----- Original Message -----
From: Ron Sill
To: Jay Abraham
Sent: Wednesday, August 14, 2002 4:01 PM

Hello Jay,

Several years ago my wife and I started a small family business coaching kids in a very unique horse sport called vaulting. This international competitive sport is, in a nut shell, gymnastics on live moving horses, not something we see very much here in America outside of the circus. Over the course of several years we have trained regional and national champions and have experienced the joy and heartbreak of completive sports.

Our promotional budget, being very limited, encouraged us to get in front of the public by participating in parades, giving impromptu demonstrations at horse shows and at the Los Angeles County Fair. Contacts from those events led us to people who asked us if we would perform at parties and that led to a number of referrals for other demonstrations and parties.

Competitive vaulting is a small sport in America and the expense of keeping horses is such that we had to start thinking "outside the box" for additional cash flow. We know that in Europe riding academies use vaulting as a foundation for other equestrian sports so we contacted riding instructors to see if they had students who would benefit from the balance enhancement, confidence building and fun we had to offer. We formed an alliance with an instructor and have run a very successful program for many years.

The next step, one we are about to take, is to develop a "program in a box" instructing other vaulting clubs in the methods we used to bring in additional revenue. Then that program will be repackaged to offer riding schools a foundation course to better prepare riders for their other riding programs.

Another alliance we are about to form is with a "natural horsemanship" trainer we met who understands that properly trained horses are "happier" when there is harmonious interaction between horse and rider. The next step in this new relationship will be for us to use the trainer's techniques to improve our horses performance AND train more horses to offer for sale to the riding instructors and riding schools that have purchased our "program in a box."

Without having studied a number of Jay Abraham's business and marketing models our vaulting club would only involve coaching competitive vaulters; satisfying and rewarding to a degree but not able to grow and evolve into a business with significant cash flow.

Thanks, Jay, for sharing your wisdom.

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110. Ronald L. Miller

Ronald L. Miller
497 Pine Haven Lane, N.E.
Atlanta, Georgia 30342

404 255-0110

To: Jay Abraham **August 17, 2002**

Subject: Business idea

I have a one-man mergers and acquisitions business specializing in manufacturing and distribution companies. My niche is selling companies above the business brokers ceiling of approximately $1 million and below the investment banker's floor of $25 million.

Until the past 12 months, my business was put on hold for several years due to heart surgery and a carotid artery induced stroke, but everything has turned out well. It is amazing how good you can feel when the main arteries are cleaned out resulting in more blood and oxygen flowing to the brain. During that period I listened to your tapes and read many of your articles. The first improvement in my current business was establishing an USP and that is the main message to you.

To my prospective clients, I establish the fact that I have an Industrial Engineering Degree with many years of manufacturing experience. This one item gives me an edge over others in the business of selling manufacturing and distribution companies. However, to make me extremely different, I now utilize a special tool of investment bankers and it is the core of my USP.

Several years ago, my investment banker son indicated I could market manufacturing companies under $25 million in a professional manner by utilizing discounted cash flow (DCF) calculations. DCF's are foreign to most business brokers and company owners in my category. Working with my son, we developed a simplified version of a DCF used by investment bankers to create free cash flow calculations. The free cash flow calculations are place on a single piece of paper. But, I didn't let prospective clients know I could do these calculations and how unique my marketing approach would be using DCF's. The DCF is difficult to setup due to the many formulas required and limits the number of people that can duplicate the spreadsheet by simply reviewing my work.

Today, in my direct mailing to prospective clients, I include a sample of a DCF spreadsheet. In the letter, I stress that a potential buyer is interested in the income stream that an investment will generate and is not concerned about how the owner has worked for many years with little pay to build the business. I use other

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words in the letter to express that point. I indicate that a DCF spreadsheet shows projected sales for 3-5 years, expenses, fixed and working capital investments during that period of time. The resulting cash flows are discounted to present worth and result in a proposed selling price. I tell owners that buyers can argue with the numbers, but not with the format.

Of course, the DCF spreadsheets are used in what-if discussions and substituting various numbers quickly result in different totals. It is not unusual for an owner to call me at night and ask to change numbers while on the phone. I either tell him the results or immediately fax him the new DCF.

In conclusion, in the letter I now use headlines and always close with the statement "please expect my phone call in the next few days". I'm still refining my follow-up telephone call script.

Hope this is something similar to what you wanted.

Sincerely,

Ron Miller

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111. Ronald Sisto

----- Original Message -----
From: RONALD SISTO
To: Jay Abraham
Sent: Tuesday, August 13, 2002 8:32 AM

Jay,

Referral System

I am the Circulation Director of The Lebanon Daily News, a daily newspaper in Central Pennsylvania. We started a referral system in order to acquire new home delivery customers to the newspaper. With each renewal notice we mail, we include a letter allowing the current subscriber to recommend a non-home delivery customer to become a subscriber with a half price offer, when they send in their payment. We receive 72 referrals per month with a 60% conversion rate to paid. This generates yearly revenue of $73,613, which we would not have without the program. Our costs are producing the letter and stuffing which are minimal. One simple letter included in our renewal statements has helped grow our home delivery base and increase our revenue.

"My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors"

Ron Sisto II
Circulation Director
Lebanon Daily News
717-272-5611 ext.171

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112. Russell Martino

----- Original Message -----
From: Russell Martino
To: Jay Abraham
Sent: Wednesday, August 14, 2002 3:44 PM
Subject: How I used Jay's mindset $ucce$$fully

CASE STUDY

After attending one of Jay's live events I applied his mind set and principles to secure hundreds of personal injury clients that resulted in very significant legal fees over a three year period. Here is how I did it.

At the time (the laws have since changed) it was legal for attorneys to send accident victims direct mail advertising their legal services. The attorneys could easily identify the accident victims because there were several services that went to the court house daily and compiled accident reports, which were a matter of public record.

The result of this was that anyone involved in an accident routinely received anywhere from 10 to 15 letters from attorneys within a few days of an accident report being filed. Some attorneys would even show up at the persons home or hospital attempting to sell their services. (ultimately it was this type of unreasonable aggressiveness that resulted in the law being changed)

The marketing challenge was simply this: how to communicate with a known accident victim WITHOUT coming off like an ambulance chaser AND building a UNIQUE and POSITIVE presence in the mind of the potential client that would result in them tossing away the 10 other letters and calling my friends firm to represent them.

During Jay's seminar I had an true marketing epiphany regarding this problem. In fact, as far as I'm concerned the problem was 100% SOLVED before I ever left the seminar, all I had to do was get back to Houston and run the strategy. As it turned out, I was right.

The solution was blindingly simple and amazingly effective.

We still had to send mail to the accident victims, but instead of sending stuffed shirt lawyer letters advising these people how they should get down on their knees and thank their lucky stars that we were willing to represent them; I used a different approach.

My epiphany came from asking a simple question, who is the customer and what do they really want. And, how do we communicate to them that we understand their situation and are sincerely interested in their welfare.

The answer came in the form of an 11x17 2-fold mailer printed on yellow paper and titled:

TRICKS & TRAPS; 10 WAYS YOUR INSURANCE COMPANY AVOIDS PAYING CLAIMS

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This "hard hitting special report" laid the facts at their feet. It explained all the things insurance companies do to justify DENYING a claim altogether OR to dramatically reduce the amount of the claim ultimately paid.

Most accident victims don't realize that the "friendly voice at the insurance company" is SPECIALLY TRAINED to ask questions and obtain admissions on THE INITIAL CONTACT PHONE CALL that could dramatically reduce the amount of a potential settlement offer.

The report was factual, well written, matter of fact, and lively. Even though I wrote it, credit was given to the lead attorney in the firm, (I am not an attorney, the owner of the firm is a friend), who is board certified in personal injury law.

The report also explained why "Board Certification" was important and what to look for in a law firm, any firm, that may be responsible for putting money into your bank.

Readers were invited to phone the firm with questions and advised in bold print to READ THIS REPORT BEFORE AGREEING TO ANYTHING or BEFORE HIRING AN ATTORNEY.

Another little twist we added was this; In addition to sending to accident victims in Harris County (Houston is in Harris County), at small expense, the firm hired someone to go to all the surrounding counties to gather accident report information and mail to them also. There was no service covering surrounding areas.

The results were superb.

Personal injury sign up went from 4-5 a month to 8-10 A WEEK and some weeks even more. This increase in business was 100% the result of the Tricks & Traps mailing, not a dime was spent on television, radio, bill boards, or anything else.

Each case was usually worth anywhere from $5,000 to $12,500 to the firm, however several of the larger cases that went to court or settled on the court house steps just prior to trial netted the firm $40,000 plus, with one case yielding $230,000 net to the firm.

This rate of sign ups lasted for about 3 years; right up to the day that the Texas legislature changed the law and took access to the accident reports out of the public domain and made it a crime for attorneys to directly contact known accident victims within 60 days of an accident.

By thinking like the potential client (no one wants to get ripped off by an insurance company or anyone else), managing their perceptions, and quietly establishing the firm as the REAL expert, Tricks & Traps was a tremendous success. And it would have NEVER happened with the information, ideas and inspiration gained at a Jay Happening. Thanks again Jay!

Russell J. Martino
http://www.totalhealthdynamics.com

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113. Russell Sherry

----- Original Message -----
From: Russell Sherry
To: Jay Abraham
Sent: Friday, August 16, 2002 7:45 AM

Dear Jay:

Over the past twenty-five years I have been in every sales capacity there is. A little over a year ago I restarted my own regional sales training business as a sole proprietor. Not exactly the best of times and economic events. It has been tough. My job is to find prospects, help them understand the need for sales training and convince them that out of a very crowded field of bigger firms, with lots more resources, that I should be the vendor of choice.

Up to a year or so ago I never heard of Jay Abraham. Shame on me. It's cost me untold time and money. That's the downside. The great news is that I did find him, and that is, and will continue to make, all the difference in the world.

As I studied Jays' material, a single sentence continued to resonate in my mind. This sentence was a sentence from his book talking about what the results would be from using his principles," *It will make people enthusiastic to do business with you instead of your competitors."* that made me lose sleep with excitement . This was like a kind of "holy grail" I'd been searching for. It didn't take much longer study to come to the following conclusions:

- If I used two or three of Jays' fifty questions that asks an owner about his or her business; most would never have thought about their business this way, don't know the answer and would now want to find the answer . This would "get me in the door" because it differentiated me from the pack. At that point I would simply suggest some of Jays' strategies as possible answers.
- If I then suggested that for the very same reason the prospect now is considering/considered me for the business-what would be the bottom-line results to his/her business, if, as part of my sales training to his staff, we incorporated a similar approach his sales people so that they could use these concepts and strategies to gain a similar consideration advantage, and more business.
- If I then over time (and at each new assignment), dripped more of the Abraham questions on him, including a couple of more Abraham strategies, I would as a result have a constant mind share and his continued business.
- If I then shared with them Jays' strategy of preeminence this would be a kind of s cement that would bond me with the client.

This has started to work extremely well. It is working on telemarketing calls, letters and even in "in person" cold calls. Much more can and will be done just on this concept alone. But it gets better.

Some months ago I became acquainted with a prospect that was familiar with some of the Abraham material. He had also gone to one of Jays' live trainings. We bonded, he became a client and late last year when I heard about Jays' PEQ, I thought it would be ideal for him and his employees to become immersed in and take the company to a new level. He ordered. Again being in the Jay loop and mindset provides so many opportunities.

Results:

1. Knowing and understanding the Abraham strategies has gotten me three times as many clients in a quarter of the time. It costs far less to get them than was previously the case.
2. I am gradually moving into a role of marketing advisor by sharing the "Abraham Philosophy" of preeminence which further differentiates me from the crowd.

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3. I find that I now, because of constant exposure to Jays' mindset that I now look at a business tangentially, inside out and every conceivable way in applying Jays' teachings and strategies. This is providing me with quantum leaps in uncovering opportunities.
4. I have been asked to do some speaking again (something I have long wanted to rekindle) on getting more results from a business.
5. I fully expect my income to not only continue to grow, but grow dramatically next year as a major result of knowing about Jay Abraham.
6. I'm now enjoying what I'm able to do, not only do for myself, but what I'm able to now do for other businesses.

Lessons learned:
The Abraham strategies can transform business of any size. By adopting the "Abraham mindset" great things happen. Any salesman or sales manager can easily adopt and adapt any or all of Jays' techniques and enjoy their own preeminence in their own prospect/customers mind. It can transform one from being considered just a salesperson into a business strategist that also provides what their own product or service is regardless of industry or niche. Who would choose something less? And by teaching them to suggest to their client to teach their salespeople...and so on becomes self perpetuating. You are not "feeding them but truly teaching them to learn how to fish". That's what Jay is doing for me.

Sincerely,

Russell Sherry
Sherry Training Consultants
infofind@bellatlantic.net

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114. Sandra Broekema

----- Original Message -----
From: Sandra Broekema
To: Jay Abraham
Sent: Tuesday, August 13, 2002 10:34 AM

CASE STUDY

DIRECT MAIL THAT WORKS

I have used Jay's recommendations to develop a solid direct mail program that works. I am averaging a 5% response rate of self qualifying prospects.

Here's what I do:

1) I buy a targeted mailing list from Dun & Bradstreet's Marketplace Service - using only companies with the top executive listed by name (and title). This eliminates blind mailings to companies which would be useless for my business. Quarterly updates keep the addresses reasonably current.

2) I mail religiously - 100 letters every week (except December 15th through 31st) timed to arrive on Tuesday or Wednesday.

3) My envelopes get opened by the addressee. I use laser printed envelopes - no labels, without postal barcoding and a first class postage stamp. I stamp each envelope "CONFIDENTIAL" to divert it from the screener's process to the addressee.

4) I use a conservative bond letterhead with stately black & white logo. Each letter is short and sweet (one page long) and carries an actual ink signature.

5) I always use a bold subject line "RE: THINKING ABOUT SELLING YOUR BUSINESS?"

6) I always use the "PS". Usually "Call for your FREE copy of "The Business Transfer Report". The magic word "FREE" gets noticed.

7) I use enclosures to add substance and handling time. I enclose a business reply card for the convenience of those who prefer to mail or fax their reply rather than making a telephone call. They are used infrequently, but the response rate is better with the card than without it. I found people used their company envelopes, so I stopped enclosing a Business Reply Envelope saving an unnecessary expense.

8) I enclose a business card - because even if someone isn't immediately interested in our service, they will hang onto the card for later use.

9) My company name, last name and industry all start with the same letter ("B") to increase the odds that client's can find me when the time comes.

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10) I track my responses using a database and spreadsheet, so I can track when the initial mailing was made and understand how long it takes for first (within 3 days of receipt) and second wave (up to one month later) responses.

11) I use a series of 3 mailings at 6 week intervals to increase familiarity, name recognition and response rates.

12) I include my website address so prospects can check me out, prior to response.

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115. Scott Gingrich

----- Original Message -----
From: "Scott Gingrich"
To: Jay Abraham
Sent: Tuesday, August 13, 2002 10:10 AM

EMAIL NEWSLETTERS WITH TRACKABLE RESULTS

One of the key ideas of Jay's is how every marketing effort should be tracked....don't just send off image advertising into the ethos of the air waves!

With that idea in mind, we challenged every marketing effort we were undertaking. One effort that we nearly didn't give second thought to was our email newsletter. We thought, "we have to have an Email newsletter!". Then we thought again.

When we gave it a second look, we challenged with "How do we know if anyone is even reading this?"

With that, we set out to revolutionize how we do Email newsletters. (And, yes, this is sort of a plug for us, but I think you'll agree this is a valid one) Because not only did we develop a solution for ourselves, but we developed a solution we call GoldPump that we now sell throughout the world...thanks Jay!

The idea is this: in the Newsletter, provide enough copy to excite. But, have readers take an action (clicking on a link) and go to a Web page to view the full article or the full copy. Embedded in this link is a number that uniquely identifies the reader in our database. When they go to the Web page of their choice, our Web page automatically sends our GoldMine contact manager a message that "Mary Jane" just read our article on "Whatever it is".

Now I know exactly who is clicking on what within my Email newsletters and sales letters. That's power.

To take it to the next step, by organizing the newsletter such that different topic areas are discussed, I can now AUTOMATICALLY begin building a profile of my readers' interest and begin targeting them with different offers.

Is it difficult to do? NO. We've developed the technology so it's EASY. We have weekend warriors doing this every week! To add "StealthLink" technology to an Email only takes 1 or 2 extra minutes on every newsletter or sales letter. This is a high leverage, high results effort!!

Thanks Jay!

Scott Gingrich
President & CEO
BestFit Solutions Corporation

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116. Scott Mounce

----- Original Message -----
From: Scott Mounce
To: Jay Abraham
Sent: Friday, August 16, 2002 8:27 AM

Dear Jay,

The marketing material that I have received from Jay has been incredible. I have implemented several of his ideas. The one that I wanted to discuss is with postcards and testing. We took Jay's ideas regarding test, test, test everything. We had a postcard that we were going to mail out to 20,000 people that we had not tested. Before reading Jay's materials , we would have mailed these out without testing. But luckily, we tested 10 different postcards to smaller mailings to test the responses. And actually the one that we were initially going to use got the worst response.

When it was all said and done, the postcard that we mailed to 20,000 people got a 6% response rate. This would have never occurred if we had not followed Jay's advice on testing. I hope this is helpful to people who do not test in smaller amounts initially. By testing, you can greatly increase your response rates and save money in the process.

Thanks Jay.

Scott M.

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117. Scott Sheldon

----- Original Message -----
From: Scott Sheldon
To: Jay Abraham
Sent: Friday, August 16, 2002 2:33 PM

Dear Jay,

Your offer interests me and I'd like to have the opportunity to share our story with you.

My company publishes card packs in several markets as well as selling multiple products through direct mail. In the course of selling advertising to our clients I have become an expert in direct response advertising, copywriting, follow-up programs, etc. To gain this expertise I have depended on your materials almost exclusively. As a result I am a respected authority to those I deal with - about 1,500 advertisers.

As the economy has stalled I have been able to relay excellent encouragement to my clients to focus on business and marketing basics. I have been encouraged in my own marketing efforts as well - I put the advice into practice in my business, when it works I have incredible confidence in encouraging my clients to move and act in particular ways. These clients range from $500,000/yr to over $25,000,000/yr. They are incredibly diverse in their product offerings. When they apply the principles I share with them the results are almost always identical.

Further, in my direct marketing company, I have seen growth over the past 12 months of over 300% as I have started implementing the same principles.

We've increased the number of ways we sell our products - direct mail, telemarketing, direct response ads, and joint ventures so far. We've increased the average order from $55 to $117 in the past six months. We're working now to implement a continuity program that will launch in January 2003. We've been able to establish a sound system that we are able to ad products to with ease. Our biggest success has been due to our terrific guarantee - 500% for 100 years - it's had an amazing impact and we really mean it.

Thanks Jay. I hope this is what you're looking for. If you need clarification on anything, please contact me.

Best to you.

Scott Sheldon
President
Windsor Communications Group
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scott@windsorcom.com <mailto:scott@windsorcom.com

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118. Sean

----- Original Message -----
From: Sean
To: Jay Abraham
Sent: Tuesday, August 13, 2002 8:13 AM

I was working with a client whose schedule was very full with a coaching practice. Every week was filled with appointments. So we applied the idea of leverage the way Jay teaches.

We came up with a program by which coaching clients would have, instead of weekly consultations, BI-weekly consultations alternating with a phone-in group teleconference on alternating weeks.

Coaching clients STILL had weekly input from their advisor (in the form of personal calls and then group conference calls, alternating each week), but instead of constant telephone consulting, my client's workload was effectively cut in half.

Now every other week has only one hour on the coaching phone, instead of 30.

Not only did her workload get reduced in a big way, but INCOME actually INCREASED. How did it increase?

With one more Jay-style optimization strategy: We sell recordings of those biweekly teleconferences on cd!

PLUS, clients who cannot afford the one-on-one coaching paid to have access to live teleconferences. Which was new revenue without additional labor (since the group coaching call is the same no matter how many dial in).

Thanks!

Sean

P.S. I look forward to reading other experiences of applying Jay's principles in the collection of "Abraham case studies"!

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119. Sean De Vore

----- Original Message -----
From: Sean De Vore
To: Jay Abraham
Sent: Thursday, August 15, 2002 11:55 AM

Jay,

It all started a little less than a year ago. One humid day in Mid August 2001 I went to interview at a company that sells magazines. After leaving the interview I remember thinking, wow this group is crazy. One guy name Sholom kept laughing and another employee asked me if wanted a glass of water 4 times. The people all looked like they were still in college including the owner. A few days later I was hired at Magmall to sell magazines.

After being hired Jason (the CEO) said here is your phone and computer. Good luck let me know if you need anything. A few days into my job I began to think who should I sell, corporate client's maybe doctors offices?

As I began to sell I began to reflect on the last four years I worked in Film as a loader. I worked on shows such as Angel, 7th Heaven and Voyager. Now I had to think about who can sell to. After three days of brainstorming I finally got nervous and thought this won't work out. I was persistent and began working long hours and developed a pitch that would present me in the most unique and competitive light – I called it "Personal Persistence".

For the next two weeks all I called were Hollywood Media companies. Most of these companies were flaky and did not care where they bought their magazines. I kept strong to the pitch and told them not only was I selling them on the ubiquitous great savings value and kickass service but I was offering them a compelling concept called "Personal Persistence". PP meant that could reach me personally 24 hours a day by phone, fax or email to get the job done. I wanted to be their personal brand of Advil. So I a hammered and hammered away at the phones sometimes making as many as 15 calls to each company working my way up the ladder to the right people - and then, even calling that right person five or ten times until I could get a meaningful conversation and someone's full attention to my pitch.

Three months into the new job I got my first break with Creative Artist Agency, one of the largest talent agencies on the planet. I "communicated" with their buyer and told many tales of my experience as a loader to smoothen the process of my pitch. And it finally worked. Not only did we save them 20% on their first purchase but they immediately gave us their entire account for 2002. I am convinced it is because of my personal persistence gambit. The fifteen phone calls finally paid off and my personal pledge made them feel comfortable.

I followed this same level of persistence up by later hand delivering Newspapers when the publisher couldn't get it right. Even when Christmas came I took my Weekend and went shopping for the buyer. The gift was not expensive and, convinced her that she was in good hands. It seems that I gave her a more meaningful gift than anything she got from her family.

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Next thing I knew I got another sale United Talent Agency only to find out after I set up their account they had changed their minds. This time I knew that price and service were not their concerns so I quickly moved on to the next sale. I was determined not to give up and went after many large Media clients such as UPN, Discovery Channel, Sony, William Morris Agency and many more.

Over the next 9 months I continued to sell and worked hard to improve Magmall Corporate website. I took that level of service and made sure that we addressed our customer's needs.

I have followed this pledge to service with clients like Nike and NBC. Not only did I fly up to Nike's corporate office in Oregon but, I gave many of their buyers my personal cell phone number. Over the year that I have been at Magmall we have doubled our corporate sales.

I hope this story of personal persistence helps your clients.

Thank you,

Sean De Vore
323-933-9291
1-888-All-Mags

120. Shachar Shlesinger

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----- Original Message -----
From: Shachar Shlesinger
Sent: Wednesday, August 14, 2002 2:07 AM

Dear Jay,

In response to your request for case studies/success stories, here is a referral system which has worked very well for me and which was painstakingly developed over a period of about a year until it now works superbly well.

My main business used to be one of direct marketing of insurance policies by phoning existing policyholders and upgrading/cross-selling them or by cold calling to a list.

I often wondered how I could implement your principle of referrals in this market since people do not seem willing to refer friends and family to an insurance company. We finally struck on the following process to get referrals for a ladies' cancer plan (which pays out a specified amount on diagnosis of breast/cervical other female cancers):

- We put together a nice educational pack on the product. The pack contained two very informative booklets, an article we reprinted by permission from a well known magazine and a free sample policy valid for a short period.

- We telephoned existing policyholders and explained to them that we had produced this really nice pack and that they could nominate up to four of their friends or family to receive this free gift. As you can see, we have now switched our posture from begging for referrals to giving out gifts to a privileged few.

- We also included a competition in this procedure so that for every "referral" we receive from a policyholder, that policyholder gets one entry into a draw where there is a monthly prize of a two-day getaway to a health-hydro.

- The ladies gathering the referrals get paid per referral of course.

- The result is that we regularly receive an average of 3 or 4 names from each policyholder to whom the offer is made.

- The referral is then telephoned, asked for a postal address for the gift which they have been nominated for and the gift is dispatched.

- Two weeks later, we call the lead who is now both a referral and has received an educational pack from us and we sell the policy.

- Our success rate in the final sale is highly dependent on the telemarketer but is much higher than for a cold call.

- The point of this illustration is the method which can be used in any situation where people are reluctant to give referrals.

Kind regards

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Shachar Shlesinger
Johannesburg
South Africa
Email: shles@iafrica.com

121. Sharaga

----- Original Message -----
From: shraga
To: Jay Abraham
Sent: Tuesday, August 13, 2002 3:50 PM

The business: a startup. MATCHMAKING.

First step, create a core story for the client. Together with a USP explaining their uniqueness.

2. Research potential matches.

3. Devise a strategy to attract a particular candidate, including how to try to impact on their market buying criteria.

4. Provide workshops teaching specific tactical skills, according to need (examples - how to make a certain type of food/ communication skills/)

5. Review strategy and tactics after each meeting.

6. Because of the professionalism of this service, referals are easy ... just need to ask for them, from both parties to the match, and from those outside helpers who help in the workshops.

7. Unlike most businesses, our clients are our salespeople! Selling "themselves". And they retire after their first sale!

Jay, thanks for your help over here!

Specific case:

Approached by a woman, 25 anxious to get married. She described the type of man she would like. We helped with her self-image problems by highlighting to her who she was and what she had to offer.

We researched possible candidates. One particularly interested her.

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Workshops in communication skills, and cooking were provided.

Even before they met, there was resistance from the man she was to meet, who thought she was too passive and quiet. We spoke to him about his desires, and shifted the buying criteria, since he did not want someone who had the traits of being loud, domineering, conceited, or very demanding.

Success!

Jay, your ideas are universal.

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122. Shawn Dreger

----- Original Message -----
From: Shawn Dreger
To: Jay Abraham
Sent: Monday, August 19, 2002 5:48 PM

Hello Jay,

Sorry I am late in getting this to you, I hope you can still use it. My story proves what testing can do for a business and to prove you can find ways to test anything.

We owned a convenience store which had bars on the windows for security purposes. I never did like the bars but the threat of a break and enter and the cost of cigarettes we knew we had to leave them on.

We had owned the store for about 5 months and were getting ready for our grand opening. We wanted the windows extremely clean so I removed the bars and cleaned the windows. I liked the look of bare windows so much I never put the bars on until we closed for the evening. The next month I was looking at our daily income for the past month and one day really stood out as being considerably higher than the others. I investigated this and discovered the exceptional day was the day I took the bars off the windows. Was it coincidence or was there something to it and how could I prove it. We were increasing business each and every week and payday weeks were quite a bit better than non pay day weeks so how could I prove or disprove that business increased without bars on the windows.

Being a bit of a math nut I decided to test the next two Mondays. I took total income for several weeks divided it by 7 to get an average and then compared it to the Mondays income. I discovered that the Mondays income was always between 85% and 90% of the average daily income for the week. Okay this way I would know if we took the bars off the windows for a Monday and if the income for the Monday was more than 90% of the daily average for that week we had to figure out a way to get the bars off the windows. Calculating it this way took care of increased business and the fluctuation in income for pay day and non pay day weeks.

The following Monday I took the bars off the window and then put them back on for the rest of the week. At the end of the week I did the calculations and found out the Monday with no bars did 106% of the daily average for the week. Coincidence or not? The following week I did the same thing and discovered that Monday did 99% of the daily average but also took note that it rained from 4:00pm till 6:00 pm which was our busiest time, everyone stopping on their way home.

Bingo I knew if we took the bars off the windows business would increase 10% - 15 % easily. How easy was that. I called a welder and made brackets so the bars could be put on at night within 5 minutes and taken off in the morning. The bars really only needed to be on at nights when we were closed.

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Shawn Dreger

BD's Convenience

This was a small convenience store with 3 employees two full time and one part time. We tripled business within three years and then sold it three years ago. I hope this helps, I thing it really shows how you can test almost every aspect of your business.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

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123. Simon Healy

----- Original Message -----
From: Simon Healy
To: Jay Abraham
Sent: Wednesday, August 14, 2002 3:25 AM

Hi Jay

Whew I missed that deadline but really wanted to join that program of yours.

Here's my case study. Let me know if the format is OK or I'll redo it

Best Regards and LOVE your stuff Jay. I'm a big fan and I've got you as a Highly recommended resource our new SolvePoverty which was updated last week. See www.SolvePoverty.com

==========

THE QUESTIONS

==========

Briefly describe your Internet business and give the main web site address

www.SolvePoverty.com

The business is called OrphanIT (which is part of SolvePoverty.com) and it provides a service for companies to help them find new affiliates for their websites associate programs.
http://www.solvepoverty.com/jobs.asp

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We do this by creating an email introducing our clients business and Affiliate Program and then using Opt in Ezines, Cause Related Marketing and individually contacting potential affiliates with an introduction message. It's just good old fashion hard work and some smarts from some of the webs best marketers to help us identify the prospective affiliates.

The difference about this business is that aside from management and strategy by myself and 2 teachers the entire service is undertaken and carried out by young adults (including more than 50% orphans) in 2 Telecentres located in Manila PI and Chennai India.

There's some Press at the World Resource Institute Site

"IT skills, practically prerequisites in today's job market, are often basic and straightforward to learn-but are a world away from the chronically poor. GLOW Centers teach vocational and Internet skills free of charge, delivering online education to poor young people who otherwise would remain unskilled and without prospect of employment." http://www.digitaldividend.org/project_week/project_week_glow.htm

We plan on expanding expand these 'remote services' as we become proficient in more areas like:

Simple web site building

Site optimisation and search engine submission

Other Traffic and sales generation services

How, why and when did you start that Internet business?

I started the service on May 15th 2002 as I was finding it very hard to find the time to continue sourcing affiliates for my commercial site - Hyperstudy.com and needed a solution.

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We ve been running a Micro Enterprise development AID program for 2 years now as part of our business and we thought the graduates would probably be ready to start on some commercial work

It coincided that we had two classes of young graduates just finishing their first year IT studies at 2 Micro Development telecentres I helped build in Manila PI and Chennai in India.

Many of the young graduates were emailing me asking about work opportunities and the web and I decided to start them on finding new affiliates for us.

After 1 month the students had found us something like 30 new affiliates including 1 that now brings us more than 18,000 sessions a month and we all thought "lets take it to the next level and see if others are having the same challenges and want to hire us to do the long hard yards of affiliate recruitment"

I put together exactly the tools we had used to get our program running and then contacted the owners of our software and let them know what I was doing and to make sure they were all OK with it.

Then I made a simple one page site and launched online to test the market. Here it is - http://www.orphanit.com

Costs and time:

Idea and resources in place to make it happen - About three years overall but about 200 hours for this project.

Total cost = For this service about $1500 cash but to have everything in place ie Telecentres etc about $250,000

Apps required: Dreamweaver, Photoshop, My Affiliate Program, Opt In Pro list builder, ICQ, Web Position Gold

What was your initial Internet sales expectation?

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I expected lots of queries about the service and requests for testimonials but really only a few sales in the first month and building up from there.

WRONG! Cashflow began within one week of being online. When Neil Durrant mentioned us in his newsletter at the end of the first week we had more than 8 new clients and made 5 affiliate sales totalling more than AU$8,000 in income...Astounding.

To date we have 14 clients and 3 who want us to work on a ongoing part time basis.

There is now a 3 week waiting list for us to take on new clients and we are getting several requests for new orders each week despite the delays which we are having to refuse.

We have an article about our service being written on "remote services" in the Harvard Business Review in October.

Needless to say our sales expectations have far exceeded our initial estimates

What on- and off-line marketing are you doing?

We run a good paying Affiliate Program offering 15% of high value sales. We submit Page to other directories using Web Position Gold. We Request Links on Aid sites. We Issue News Releases. We Capture Visitor E-mail Addresses and Request Permission to Send Updates. We have all Installed our web "Signatures" in our E-Mail Programs. We are running a BIG Contest every year to help increase sign ups. We buy Pay Per Click (PPC) ads on search engines. We've partnered with other good sites and like minded people to help us promote the services. Tell me about your one, most productive marketing tactic – what you do, how much time it takes, expense, difficulties, tools to help you do it etc.

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Our absolute key tactic is affiliate marketing. Makes sense if we're offering an Affiliate recruitment package ;)

we are pretty creative on our copy and highlight the fact that young people in developing nations are every bit as capable of undertaking web marketing as the very expensive marketing firms in the big cities if they have the right tools and knowledge.

Is there ONE THING that has made your Internet business work so well?

The one thing thats made our business work so well aside from the market testing is the fact that we're not offering some new device or marketing tool but rather something that anyone who has an affiliate program knows all about.....the long and hard hours you have to put in to find new affiliates.

Especially the really good ones.

Most importantly its being offered by young adults in developing nations with a little bit of a guiding hand from us. Orphans and underprivelged kids aren't incapable or unmotivated...they just dont have the same opportunities we have in the western world. Hopefully www.SolvePoverty.com can do its little bit to change some perspectives in this area!

Like I always say Jay "If you're not giving, you're not living!"

Hope this reads OK. The actual story should you need any background is here

www.SolvePoverty.com. Here are some of the clients we have worked with since we launched http://www.solvepoverty.com/affiliate_directory.asp

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Here are some testimonials http://www.solvepoverty.com/testimonials.asp

Thanks Jay

Simon

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124. Sjacoboson

----- Original Message -----
From: sjacoboson
To: Jay Abraham
Sent: Tuesday, August 13, 2002 11:25 AM

Dear Jay,

It was your "risk reversal" that helped get my business off the ground. I guarantee, in writing, that my system will return from their customers, 10 times the investment in my system or I give them their money back; no proration, no kidding. That's quite an ROI! With this guarantee, my income is on track to double what I did last year!

So, Jay, Thank You!

sjacoboson@att.net

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125. Stephen Johnson

----- Original Message -----
From: Stephen Johnson
To: Jay Abraham
Sent: Tuesday, August 13, 2002 4:48 PM

Jay, thanks for your contribution to my education. You delivered a boot camp at Sanctuary Cove, Australia, a little over 10 years ago. My parents participated, although they didn't sit through a hotseat and haven't done much with the material you provided. It is, however, helping me establish my own business... a marketing consultancy... and I value that material greatly.

I'm a partner in a tiny consultancy helping small businesses grow faster. For our clients, as well as ourselves, we employ a number of Abraham techniques, shamelessly. Some of the more exercised concepts include educating one's customer, usually about a unique core offer, which often reverses the risk. And the most potent example in a recent client is a start-up maintenance management consultancy. They walk into a facility and help their client improve the operations of all the behind-the-scenes systems - like electrical, water and plumbing, air conditioning, exterior grounds, interior cleaning, and more. The premise is that their client wants to focus on its core business, as a club or hotel or shopping centre, and not have to worry about the supporting infrastructure. The maintenance management consultancy had no clear description of what they really achieved, but quite obviously employed a science in their work. After wading through much chaff, we learned some of their science, and it was interesting... they audited the facility in what amounted to three dimensions, logging all the systems and equipment and processes within. Then they calculated what was necessary to maintain each piece without over-servicing or under-servicing, so that the 'optimum' balance was achieved between spending money and getting function and longevity from assets. Then they put all the new processes they developed into a computer program that told their client what needed preventative maintenance and when. Now the computer program was not unique and neither was the nature of their service, in many regards. Their promotional material consisted of simple listings of a breakdown of their services, and failed to tell the story of what they were capable of achieving and failed to tell the story of how they were so thorough. But then we pressured them about what they could achieve and why the heck they're so confident, and they let slip that they could walk into a sufficiently-sized facility and practically guarantee us they'd find savings of at least 10 to 20% AND make it all run better, and then added that the 10-20% would be clear of any fee they got out of it. When we helped them discover they had an incredible USP, they were enlightened. We all went through the maths to confirm it was possible to safely offer a guarantee... That they'd help a client manage their back-of-house services better, at a cost at least 10% less than the client is paying now, or they'd pay the 10% themselves. By then targeting a handful of desired prospects and making them such an offer, they have, in a little over 6 months, tripled their size from one major client to three, funded a move to larger premises, and secured funds to begin a more aggressive and wider marketing of their service.

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126. Steve Curtis

To: Jay L. Abraham
From: Steve Curtis
RE: Implementing the Big Promise

THE BIG PROMISE

All great companies (Disney, Federal Express, Nordsrom) and even your favorite local restaurant have developed a distinguish advantage over every competitor in their market by offering a specific reason customers HAVE to buy from them.

CASE STUDY

The following is a set of questions top management of Ascolta Training Company used with their middle managers to help formulate their **Unique Selling Proposition (USP).**

Why is Ascolta different? What do we stand for? What do we offer to our customers that is unique, superior and is a distinctive benefit above and beyond our competitors? What sets Ascolta "apart" from every other competitor?

By thinking and reflecting on these questions, management at Ascolta can develop the "Unique Selling Proposition"(USP) which defines "what Ascolta's core competence is and why we are in business".

When we can identify what we are really good at and have a distinct advantage, we can integrate our "core being" into all promotional materials, sales effort, customer service, elevator pitch, and the internal cultural at Ascolta.

I like to call this "The Big Promise". You don't have to say it…. You demonstrate it. You live it! Listed below are several questions to assist you in developing Ascolta's market position and USP.

USP QUESTIONS:

1. List all the unique reasons you have, or would like to have, as to why people should do business with Ascolta and not anyone else?

2. What do think is the Primary advantage of doing business with Ascolta over our competitors? (From our customer's point of view … what they will appreciate the most … what the true benefit is to them

3. Does any of our competitors offer any advantages over Ascolta?

4. What needs are going unfulfilled within the training industry?

5. List your favorite 5 biggest successes you know or see in any field? What is their UPS?

6. Write just one clear and concise "headline" for an advertisement for Ascolta in a IT magazine

7. Create several "tag line" options which could be used under the logo of Ascolta

8. Sound Bite Exercise. .. Describe your business in terms of who you are, what you do, who do you cater to, what problem you solve and how you benefit your customers, and how you are unique and different. (Write a short and clear paragraph. Read it out loud to your self or friend)

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MIND SET SHIFT

Two lunch meetings (2 hours per session) caused a total mind shift of the middle management team and assisted in better alignment in thinking what the company stands for. The process on getting agreement so that the "core message" was the same throughout the company as well as any outside communication (eg Print materials, oral presentations to prospects and clients, new employee orientation, annual reports, and even water cooler talk)

There were some obstacles to over come. Mainly, asking key employees to do a "gut check" and dig deep inside to determine why they work for Ascolta, establish clarity and reclaim their passion for the business Soul of Ascolta.

By using this process, a clear direction and a new human spirit were instantly integrated into Ascolta.

OUTCOME

1. Attracted the best and brightest teachers and seminar leaders
2. Become Cisco Systems major training company
3. Re-evaluated branch locations and better served major markets
4. Upgraded their E-learning initiative
5. Showed through testing that Ascolta seminar attendees scored highest in competence
6. Raised their referral business by 200 per cent
7. Increase their repeat business by 300 per cent (new certification programs)
8. Average fees per client went up (firms sending more attendees)
9. "We serve our clients" attitude cause more buzz and public relation opportunities
10. Major breakthroughs of using Game Theory and internet techniques for retained learning skills

(EXHIBIT A)

BIG PROMISE RESULTS

(1) UNIQUE REASONS (WHY ASCOLTA)

- Virtually Everywhere
- Recognized Global leader for Network Engineering Education
- Multi-language Offerings
- Quality, technical, flexible, fun, leading edge, many locations
- Learning culture, learning communities, blending learning, understanding
- Learning styles and Learner Orientation
  Expert champions of : Story telling, games, simulation, assessing and mentoring
- Cisco Systems views Ascolta as premier provider of training for their product line
- Personal and friendly touch to our customers
- Ascolta has a strong passion for success and provide best possible training
- Flexible, competitive price, professional organization, reliable and accountable
- Consistent quality, high value and Name recognition

(2) PRIMARY ADVANTAGE OVER COMPETITION

- Reputation of our instructors … being best educated in industry
- Overall Cisco focus, as well as product and service knowledge
- Level of service Ascolta provides . . . personal attention received in classroom
- Highest level of customer care before, during , and after training

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- Richest total learning experience for Cisco Certification
- Top notch education experience and be part of Ascolta culture
- Great instructors, convenient locations, quality equipment in labs, customer focused attitude
- Knowledgeable instructors . . . "real-world cases" and breadth of course offering and frequency

(3) COMPETITORS ADVANTAGES

- Geographic reach, baseline business $$$ and marketing engine
- Size and breadth of offerings
- Size and available resources
- Global Knowledge offers larger selection and world-wide training sites
- East Coast saturation and specialty courses such as "Boot Camps"
- Online labs and evening classes

(4) UNFULFILLED NEEDS IN MARKET

- Evening and weekend classes … prep classes for exams
- No standard delivery methods
- Entry level training, modular training
- Pre-associated class learning and process outside of the class room
- Alumni programs and University Accreditation
- Certified courses held at night, college credits, courses customized for customers
- End to End solution (Skill assessment, modality assessment, customized blended offering
- Laboratory simulation

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127. Steve Gamlin

----- Original Message -----
From: Steve Gamlin
To: Jay Abraham
Sent: Friday, August 16, 2002 5:11 AM

Good morning Jay,

Thank you so much for the inspiration you've provided through your books, interviews, etc.

Here is my story...

After nearly ten years in the radio industry as a Creative Services Director, Program Director, Promotions Director, on-air talent, etc., I found the industry to be in a dangerous corporate tailspin. The rules had changed, and unfortunately I was finding myself working harder and harder, with less resources and more frustration, to create effective radio advertising for our clients.

With inspiration from your material, particularly the Powertalk interview with Tony Robbins, I decided it was time to assess where I was, where I COULD be, and realize the wonderful opportunity I actually had to break off on my own. The only drawback at this time was the Powertalk interview cassette being eaten by my tape player...

The initial goal was to build a recording studio to function as an advertising agency. After reading your book 'Getting Everything You Can Out of All You've Got', the horizon suddenly exploded with possibilities. From the little seed of my advertising agency came such an array of possibilities that I was immediately overwhelmed, and very excited.

Construction began on the studio in July 2001, and in January 2002, ACE Productions got its first radio client. It's been an up and down ride, with the trials and tribulations of any small business, but we're moving in the right direction. Our initial plan for radio commercial production has expanded to include on-hold messaging, voice-mail system recording, CD-ROM business cards and other multimedia presentations, radio comedy (national network), talking gas pumps, and audio for animated productions. I am sure the future holds much more, which I look forward to discovering.

Jay, THANK YOU! I look forward to creating many more success stories for myself, and recommending your materials to others who have the dream.

Sincerely,

Steve Gamlin
ACE Productions
Providing the soundtrack to YOUR success!!
www.aceproductionsnh.com

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128. Steve Gibbs

----- Original Message -----
From: Steve Gibbs
To: Jay Abraham
Sent: Monday, August 12, 2002 11:35 PM

Using email.

With my website I want to generate solid leads for my gambling product, and I don't want any tire kickers since they are useless. So, with my site I only advertise a free newsletter located at: casinogamblingexposed.com

My newsletter page pre-sells my credibility and then pre-sells them again with the second page of my site, casinogamblingexposed.com/page2.htm where I give them mistakes on gambling instead of any good advice. Once they read page 2, they are then taken to the sales letter which feeds them all the good advice they've been hunting for.

I also use the email form for my affiliates page, so I can send them e-mails. And train them, instead of having a bunch of affiliates running around that I don't know about. Email should be the biggest aspect of your website if you want to make it a success.

That's what I learned from Jay, now send me my free course too:

Steve Gibbs
stevegibbs@shaw.ca

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129. Steve Smailes

----- Original Message -----
From: Steve Smailes
To: Jay Abraham
Sent: Thursday, August 15, 2002 11:25 AM

Development of Personal Branding and Business Building Skills using Abraham 101 Lessons.

Background: Steve Smailes was unable to find a job that gave him the revenue streams he needed to support his growing family.

Challenge: Focus and sell the idea generating capabilities of Steve Smailes.

Solution:

Phase 1: Using the Secret Wealth Principle I conducted an analysis of my strengths and weaknesses in order to determine where I could provide the most value. The analysis consisted of reviewing past personal and professional job experiences in order to find the key lessons and skills learned. After creating a comprehensive list of the skills gained, I determined my key areas of strength. I targeted a set of prospective customers within my work. I then created a sales presentation that centered on the key skills and the benefits they could bring to my prospects. As I begin presenting to my prospects, I began to develop a clearer picture of my USP. I then continued to refine my presentation to two key areas of strength- Sales and Marketing. After clarifying my exact areas of strength, I continued to develop my sales and marketing skills by focusing on the delivery of the hole, not the drill. I created sales scripts that centered on buying the benefits. I created processes that made it easy for my customers to buy. (Using the internet to find the closest Kinko's for pickup of applications, creating emails that allowed customers to choose the time and date for my to call, emails that included a space for them to provide the rating criteria for their purchase)

Results: Sold consulting services at the rate of $50/hr 3X's what I was receiving as salary for my job. Within two months I moved to a new job doing sales for an online insurance company and within one year had doubled my income. A year after that I was recruited for a management position at a different company and grew my income another 65% from the previous year. I was then promoted to another management position and am on pace to grow my income another 74% this year. In all I am on pace to quadruple my income in three years.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Steve Smailes

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130. Steven Feinberg

----- Original Message -----
From: Steven Feinberg
To: Jay Abraham
Sent: Monday, August 12, 2002 11:33 PM

A Risk Reversal application:

My business:
Leadership efficacy: creating a profitable course of action. In the midst of all the economic uncertainty, Leaders need to be able to rapidly adapt. I have a professional services firm that provides advice for Management executives to dramatically improve their performance, their teams and organizations.

Employing my Leadership efficacy programs for advantage making one client generated $4 million dollars of revenue, another saved 1.5 million in the midst of the worst economic downturn in years, a reduction in workforce, a hiring freeze. In their words they were able to do more with less.

I would seldom broadcast the results of my methodology to clients in quantifiable business return dollars. This has improved my credibility.

In addition I use risk reversal.

Risk Reversal:
I do a free day or free 1/2 of consultation and advice. It is an exploratory conference to see if my client and I are a match for further work. I provide as much value as possible while determining while we determine if we are a match for what they need and the forward thinking executives I prefer to work with.

By letting them know I don't work with everyone it has positioned me as the authority. In the past I haven't mentioned this to prospects. It changed the dynamic in the relationship. It was easy, true and effective.

This has opened up a number of clients opportunities that have been financially lucrative, professionally satisfying and personally rewarding.

"Give to get"

Risk reversal and positioning are the main stays.

Warm regards,
Steven

Steven Feinberg,PhD
ROI Dynamics
650-852-0574 (o)
650-852-0573 (fax)

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sfeinberg@roidynamics.com

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131. Steven Kiges

----- Original Message -----
From:"Steven Kiges
To: Jay Abraham
Sent: Wednesday, August 14, 2002 8:18 AM

eGlobal Markets Inc

Cutting Edge Marketing Solutions & Web Site Integration

816 Peace Portal Drive
Blaine, WA 98230
Email; steve@eGMarkets.com
www.eGMarkets.com
604-945-7451 Tel
888-595-4424 Toll Free
775-256-6377 Fax

August 14, 2002

RE: Jay Abraham Success Story

Dear Jay,

Well, you got me with your last email! I might miss out on some great information so I am taking the time to write you with one of my success stories.

Just a little background; you may already know of me or have read about me. If you turn to page 244 in Robert Allen's latest bestseller "Multiple Stream of Internet Income " you can read 5 pages all about me. Since Robert also talks about you in the book maybe you have read it?

I am president of eGlobal Markets Inc. We are a Internet Development Company and have done web developments for Fortune 500 companies as well as dozens of other sites for smaller entrepreneurs. The success story I want to tell to you and the other readers about is not about my Internet Company but about an informational product I partnered on and am joint venturing to success.

For this project I need to credit both you and Robert Allen. Jay you get the credit for bringing the power of joint ventures to my entrepreneurial mind and Robert for showing me the power of informational products.

After attending one of Robert Allen's seminars I was really caught by the idea of marketing informational products…. as Robert calls it, " being an infoprenuer". While I was aware of the information product business, I had never really seen the potential. Basically, what I learned from Robert Allen was the nuts and bolts of creating your own information product and the dollar potential of information.

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After the seminar my goal was to develop my own product, however with a thriving company to run I could see that was going to take much more time than I had. So, instead I decided to take a " Jay Abraham Joint Venture approach"; look for someone with an existing product that had good market potential but was struggling and looking for some help.

I won't give you the details on the struggles to find a good product but my search brought me to a woman named Cathi Graham and her weight loss product "The Fresh Start Metabolism Program". Cathi was successful with her seminars and selling via radio but her Internet site that she spent $6,000 on 4 years ago still had not made one dime. This was perfect, a product that had been tested in the market successfully and a person with a problem… plus, I could solve this problem.

We negotiated a joint venture agreement with my company providing a new eCommerce site http://www.CathiGraham.com plus a special members only website. You see Jay, she had been selling her program for about 10 years and in addition to the basic kit she was selling she had a library of 6 other videos, 12 audio cassettes and a willing audience ready to buy just about anything she came out with. The back end of this business is what is exciting; tapes, videos, supplements, scales, drinking mugs etc……. this is why I created the Private members club.

Anyway, we launched about 12 months ago, the first 6 months we spent working on the offer and doing the regular Internet marketing stuff…. Search engines, ezines advertising, banners etc….. and having marginal success. So we developed an Affiliate program and that eventually brought our numbers from 10 a week to 35 a week. Jay, selling a product with hard costs of $8.00 and selling it for $79.95 that is very sweet!

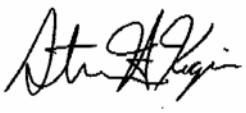
Then two month ago we did a joint venture with a company that manages 3.5 million opt in email address and various web properties. In total the last 3 months our site has generated $32,000 in sales.

I am sure you aware how great it is to make money online. I have been doing it for years and I am still excited every time my inbox goes ca ching. There is no other business model like it.

As far as my future with "Fresh Start" the infomercial that I arrange on a joint venture basis is doing very well in Great Britain and is testing well in the US Market. I think I will save how I managed this special joint venture for another time.

Thank you for all your wisdom throughout the years.

Yours truly,


bal Markets Inc.

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132. Stuart Daniel

----- Original Message -----
From: Stuart Daniel
To: Jay Abraham
Sent: Friday, August 16, 2002 10:18 AM

Hello Jay,

I know that I have probably missed the deadline, however I do hope you will take the time to read this short note.

I have been a student of yours for almost 2 years now. I have read and re read everything on your site, and have purchased you book " Getting everything you can out of all you've got"

You have taught me how to "think" outside of the box and have burned into my subconscious that " there is always a way"

My success story is not yet completed, however I will bring you up to date: I am currently marketing ATM Machines. I have spent time studying the marketplace and also my competition and have come up some data.

1) Most sales people are just out there going into every door they find.
2) Most sales people are selling the ATM machine itself.
3) Most sales people have not done their "homework"

Jay, what I have learned from you has taught me a few valuable lessons as I compare it with the above.

1) Not everyone is a customer for you product or service.
2) I do not sell ATM Machines. I sell all the BENEFITS of having an ATM Machine in their place of business, and what they would loose by not having one.
3) I have done my homework. Since the placing of these machine depend largely on the amount of transactions I asked myself: " Where do lots of people go that spend money, places that are off the "beaten path?"

Jay, because of that question I have been able to identify at least 10 " niche " markets that no one else seems to have noticed as of yet.

Your marketing 'Genius" has helped me to do this and I am now in the implementing stage.

I want to thank you for you Generous spirit in sharing your wealth of information with me, and I would ask, that if there is anything that you can help me with as I start to implement my marketing, I would greatly appreciate it.

Thanking you in advance,

Stuart Daniel
President

The Distribution Network.
Helping companies create additional "cash flow"
that up until now has been invisible.

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133. Stuart Tenner

----- Original Message -----
From: Stewart Tenner
To: Jay Abraham
Sent: Friday, August 16, 2002 6:27 AM

Conducted a brainstorming workshop, for a group of community stakeholders involved in tourism, with a theme, "Low Cost-No Cost Marketing" and developed a number of important, effective and inexpensive marketing activities. Subsequently established priorities for the activities and then wrote them up in an action plan that contained columns for placing the name of the responsible person, the date for completion and a possible cost.

The community now works together on achieving their mutually agreed activities. The increase in tourism will bring more money into the community, make businesses grow and become more profitable. This, in turn, will allow the community to spend more money on future marketing activities.

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134. Swade

----- Original Message -----
From: swade
To: Jay Abraham
Sent: Wednesday, August 14, 2002 4:01 AM

Dear Jay,

I do have a small story of how I went to a group meeting of 50 mechanics to offer my services as a marketer against a management consultant and a professional marketing team an the mechanic only voted on me doing their marketing.

At the meeting I told them how to make there paper advertising better, head lines and offers

One mechanic tested a ad in a local paper and got no response then he tested it to his past clients and 5% of the clients made appointments.

But they will not sign a 25/75 profit share agreement with me.

They don't believe that marketing can be profitable.

So I am doing some letter writing for some other business for free to get referral.

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135. Tan-Ting Tiam

----- Original Message -----
From: tan ting tiam
To: Jay Abraham
Sent: Friday, August 16, 2002 2:06 AM

Dear J. Abraham;

I am an agency manager representing a local Life Insurance company In Malaysia.

I have sincerely follow your teaching and materials since mid of 2001. In the process of learning, I had purchased one of your book. The book title is " Getting everything you can out of all you've got ".

This is a very wonderful book to read for those people who really want to break through their marketing and sales result. My own group sales result in 2001 double by 100% was contributed by the ideas I learn from your book. Because from there I realize how to design a sales approach which really able to touch the feeling and emotion of the prospect. Selling now become easier because it is not more we want to sell, but because the prospect want to buy. Once it was become they want to buy, then they will willing to pay and pay in large sum.

My success story as follow:

From the chapter 1 of your book " your flight plan", I realise that if I want to be successful in my sales situation, I must invent some sales ideas from the existing pool of sales fact and logic.

All the while, in my business, inorder for us to convince a prospect to agree on our plans. We use the motivation factors of Love, Fear, and Obligation. But in today business environment, big percentage of population already have certain type of insurance. The above three motivation factors have already lost its attractiveness. I will be very difficult for us to convince the prospect if we continue to use this. Because we are still in the selling stage.

Your book give me the idea of using the fourth motivating factor, ie The Greed Factor.

By using this factor effectively, I have successfully turn the life insurance from selling to buying.

Example, a product know as critical illness cover. In the past, we only focus on what this product can help to solve the medical fee problem if the client was diagnosed to have cancer. This is using the motivating factor of fear. Even if the client accept my proposal, the amount of coverage still based on the medical fee requirement. But the benefits which the clients can enjoyed from this product are very much more than the medical fee only. This is the only life insurance product in the world which pay in one lump sum when the client is still alive. By using the greed factor, I allow my clients to see the real benefits of this product. Now they no more focus in the figure of medical fee. But they focus on the total financial solution figures. Like buying lottery, they want as much as possible for the coverage. The process become something they want to buy, not I want to sell. This change allow me and my people able to convince almost all of our clients and prospects.

Thank you, Mr Jay Abraham.

From : Tan Ting Tiam

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136. Terry Hansen

----- Original Message -----
From: Terry Hansen
To: Jay Abraham
Sent: Friday, August 16, 2002 10:36 AM

Jay:

Thanks for extending the time on this project. Here's is my submission.

Since recognizing your preeminence in the marketing arena, I have been influenced by many of your concepts such as growing by mailing to your customers, educating your customers on the value you provide, the lifetime value of a customer, and many others.

Here's an example that is underway currently. I have a product distribution business. One of our suppliers changed the name and packaging on a product on we distribute. It was done with little notice. It was very distressing in that I was holding thousands of dollars of inventory of the "old" product. Of course, I did not want to get stuck with this and take a loss.

Racking my brain about what to do, I reviewed the concepts and principles I have learned from you over the years. It came to me to write a sales letter telling our customers the truth about how the changes were being made and we wanted to move out our remaining inventory. I offered to let them buy at our cost with an even greater incentive for larger purchases. I also included an educational piece about the product which they could pass along to their customers with their sales of the product. I offered to reproduce this at our cost as a bonus to their purchase.

We are in the final stages of finishing this up. At this point, the numbers, although admittedly much smaller in comparison to other projects we have done, and much smaller in comparison to the ones typically reported in your results reports, illustrate the beneficial leverage in doing a letter of this type: postage and printing - $288; $7,480 in "old" inventory moved out.

...seemingly a simple idea...yet powerful results!

Cordially,

Terry Hansen

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137. Terry McVay

----- Original Message -----
From: TERRY McVAY
To: Jay Abraham
Sent: Friday, August 16, 2002 4:15 AM

Jay,

Please feel free to edit this letter as you see fit. First, I can't believe you are going to send me the collection of case studies free! I already downloaded the "21 Power Principals to Maximize Your Business Success" for free and at this point have not paid you for anything.

Let me give you a little background for the last 2 years to explain how important your report was to me. About 2 years ago I moved my family to Tampa to work for a mortgage company called Greatstone Mortgage, which was the #16 volume FHA lender in the USA. It was great. I immediately started making $10,000 to $12,000 a month. Not getting rich but not bad money for a job. Well, I got 3 or 4 months into it and things were going great. The company was doing $100 million in loans a month. Then the next month HUD shows up and audits the company. Seems the company closed $130,000 million in loans but only had a credit line to cover it of $100 million. Needless to say the owner fled the country and the company was shut down.

It took me about 2 months to find another job. In the mortgage business it usually takes 30 to 60 days when you change companies to start closing loans at your new company. By the time I started closing loans here I was broke. But things picked up again and though I was not making $10K to $12K a month I did start to make $6K to $8K a month. There were 7 loan officers working at this company and we were closing 50+ loans a month, which is pretty good. Most of my business came from what I called my 3.95% mailers. This was a loan that I really liked and when I would do a mailing I would get a pretty good response. Well, it didn't take long for the owner to figure that if he was doing 50 loans a month with 7 loan officers he could probably do twice as much with 14 loan officers. So he hired 7 more loan officers, at least 3 of these were friends of his when he had been in another line of work. Well, needless to say he didn't actually train anyone so the office was still closing 50 loans a month. The owner is stpartners and that he would take care of him. When confronted the thief denied it and the owner refused to do anything about it. Within 2 weeks of that occurrences 5 of the "real" loan officers quit. Unfortunately, I should have resigned several months earlier because my income had taken a drastic turn for the worse.

At this point, a friend of mine from church introduced me to a company that encouraged me to go to work for them and develop a "BC" division. I thought it was a great idea and made the switch. Of course, after I made the switch the company never came through with the promised salary. They basically wanted me to train everybody for free. Being ignorant as I am it took me 2 months to get fed up enough to make another move.

All this time I am not closing anything as it generally takes 30 to 60 days to close a loan once you move to a new company. Well, this company didn't know anything about mortgages, come to find out they were insurance people wanting to use mortgages to get to people's insurance needs.

Well, I have now made another move, at this time it seems to be a good company and I am basically an independent contractor. I get paid after a loan closes. I have been doing mailings, (postcards and letters) to people with high interest rate loans. The response has been less than expected, as these people get several letters in the mail each week. This has proved to not be cost effective. Anyway I am out of money and needed a way to market for NO MONEY spent. At this point, I get on the internet and start looking for marketing ideas. I look under the name of most if not all the marketing guru's, Dan Kennedy, Gary

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Halberg, Yourself and many others. The problem is everyone wants quite a bit of money to purchase a "Tool Kit" or some other program. The only free downloadable information I discover is your "21 Power Principles to Maximize Your Business Success." I download this report and thoroughly digest it during my library time in the mornings.

You put me to thinking on a different level. I then go through the following steps: 1. I pick 1 product to concentrate on. I feel that the 3.5% loan offers the best cashflow and in my opinion is the best loan in the country period, if someone can qualify . 2. Then I try to discern the best niche to go after to generate closings. The people I have closed on this loan in the past have been either professionals or small business owners. These people understand cashflow. 3. I also want to deal with people that will do more than one transaction with me and refer me other business. 4. Then once I figure out who I want I need to decide how to go get them without spending ANY MONEY.

So it went down like this: 1. As I said I am now going to concentrate on the 3.5% loan. 2. Has to be someone that understands cashflow as that is the USP of this loan. 3. I rule out real estate agents even though they can refer business. I just don't like real estate agents. What other group can do and refer me multiple loans, that also understands and needs better cashflow. Now, Jay I know being the genius you are you figured this out several paragraphs ago, but it took me almost a week (during this time I was re-reading your report every morning). The answer was real estate investors. 4. Now that I know who I want how do I go get them for NO MONEY. Well, the only way I could think of was the telephone. But where would I get my list to start calling them? I just looked in the Sunday paper under rentals and found a couple of pages of FREE leads. I started calling the numbers and everyone to a person said, "Sounds great but give me a week to get this place rented and call me back." I waited the week to star

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138. Terry Roberts

----- Original Message -----
From: Terry Roberts
To: Jay Abraham
Sent: Tuesday, August 13, 2002 10:07 AM

The company: A full-service market research company.

The challenge: The company was struggling to obtain new business in a slow economy and the aftermath of 9/11. Since past clients were not returning with new projects as much as in the past, more first-time clients were needed.

The strategy: The company had historically solicited business directly from companies. The new strategy was to develop referral partnerships with other firms whose services were complimentary to, but not directly competitive with, research services - namely consulting firms. These firms were already working with the type of clients we wanted. And by offering market research services to their arsenal these firms would add to their own perceived value with their clients. By aligning with them, their sales efforts helped to scale our sales efforts, putting us in front of more prospects.

The tactics: The company developed close working relationships with a number of consulting partners: one in association management consulting, one in equity investing and management, one in branding and design, and one doing distressed company turnarounds. We developed customized marketing materials which presented the two companies as a strategic alliance offering complimentary services whose combined value was greater than either service provided independently.

Results: In the space of 9 months, this strategy generated prospect referrals which resulted in research proposal amounting to approximately half a million dollars in value. To date, the proposals resulted in business amounting to around $125,000, with more alliance-driven prospects in the pipeline.

Terry Roberts

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139. Thomas Furnas

----- Original Message -----
From: Thomas FURNAS
To: Jay Abraham
Sent: Friday, August 09, 2002 11:47 AM

The year 2000 was very slow and showed little promise so it ended with our inventories near bottom. Any new orders for our principal product would have to stretch to the limit of our usual delivery schedule of 40 to 120 days as we did not have a full compliment of parts with which to make an assembly. The first quarter of 2001, however, had a burst of requests for quotation
so we completed some new drawings to incorporate better safety and improved assembly techniques and sent them out for quotations. Some were quite favorable so we placed orders for a quantity that previously would have sufficed for several years but seemed appropriate for the flood of inquiries.

The year 2001 actually was a disappointment so we both lost heavily and finished with an enormous inventory which still lacked three critical components because our vendor had problems with damaged CNC machines and broken tools. First quarter of 2002 we received an overseas order that would consume 20% of our new inventory (and pay for most of it) provided we could ship within two weeks. We still lacked the three critical components therefore we were unable to fill the order so it evaporated. Today, 08/02/02, we finally received the last of these three critical components so we now have everything needed to assemble the product in reasonable quantity but have no orders or recent inquiries for quotation.

Revisiting the flood of inquiries from early 2001 has informed us that although perhaps in the future, they too have had hard times and not only are no funds presently available but their present equipment is not being fully utilized so there is no great need for the improvements which our product offers them.

Our other activity--the design, development, manufacture and delivery of custom analytical equipment and accessories (it has encompassed upgrading existing equipment, building accessories no longer manufactured anywhere, and totally new hardware & techniques for special requirements) for research laboratories, has been sporadic over the past 33 years of our being in business.

Although "Our Expertise can save you money" has been our motto and commitment, it seems to hit a blank wall when research budgets are drastically trimmed "because research does not bring in money this year!!"

The other aspect of any business with only one or two people concerns the health of the participants. For the past 10 years, MDC has consisted only of my wife Judy and myself. For the past 5 years MDC has been conducted from our home. Judy has done the office kind of work and I have done everything else. Judy has type II diabetes, high blood pressure, etc. Within the past two years she has had cataracts

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removed from both eyes, was hospitalized for severe anemia (they still do not know why!), she had spinal surgery on 25 July 2001, fell on 21 November 2001 (no broken bones but) tore the hamstring muscles from her left hip bone, and they say that overcompensation has caused the development of a charcot joint in her right foot. She has had a cast on her right foot and leg for 10 weeks now (with orders not to put any weight on that right foot while ignoring the fact that her left leg is seriously compromised by the injury to her hamstring and the trauma to the incompletely healed spinal surgery.) They now say she will be incompacitated for another six to twelve months. We have spent a major portion of this past year (and similar prospects for this next year) going to, being at, and returning from the Cleveland Clinic. You guessed it, I have been the sole caregiver, providing transportation, laundry, shopping, cleaning, cooking, washing dishes, paying the bills, etc. It is a tough road.

I have great hopes with respect to the P_DQ program but my progress is distressingly slow as the time to devote to it has been fragmented by circumstances that cannot be ignored. Fortunately, my health is quite reasonable, I eat well, I go up stairs many times every day and generally two at a time as it seems easier, I sleep reasonably well but I may be up once or twice during the night. I do now and have for eight years taken some astonishing nutritional supplements from RELIV INTERNATIONAL in Chesterfield, Missouri, to which I have added MSM and extra Vitamin C.

Thank you for your encouragement and patience with us.

Sincerely, THOMAS C. FURNAS, Ph.D. President,
MOLECULAR DATA CORPORATION
2869 SCARBOROUGH ROAD, CLEVELAND, OH 44118-4053
Phone: 216-932-7636 = 216-WEB POEM

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140. Thomas J. Bujnowski

----- Original Message -----
From: Thomas J. Bujnowski
To: Jay Araham
Sent: Wednesday, August 14, 2002 10:51 PM

Jay,

I am a real estate investor who buys distressed properties - primarily bank owned properties. My case study deals with a mindset philosophy of giving more than normal - sort of the way you deal with us your customers.

I devised a letter based on your copywriting principles of what's in it for the "letter opener". I wanted to establish a relationship with the real estate brokers who list the properties for the banks.

In my letter I stated I would do the following things:

1. I would give up my side of the commission (I am a licensed broker) to the other broker if I got first crack at the property and bought it.

2. I would pay all cash and have no contingencies thus speeding up the deal for the agent.

3. I promised to secure the property on my dime from vandals.

4. The agent would not have to attend the closing - I would pick up his check and personally deliver it along with the key lockbox to his office.

As one example of the success, in seven months a broker has given me first shot on three properties and my net profit after sale on those three is $124,000.

Without the letter and mindset, that is business I would never have had.

Right now I am working with three additional realtors!!

Thank you Jay - you are the most giving person I know in the business world.

Thomas J. Bujnowski
President
The Hamlin Group, Inc.

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141. Thure Eneroth

----- Original Message -----
From: Thure Eneroth
To: Jay Abraham
Sent: Tuesday, August 13, 2002 12:01 PM

Dear Jay!

Thank you for your extended offer to take part in this exchange of success stories. Our case is so obvious that I at first felt it must be used by all your customers but since it have had such positive results for us, I enclose it so hopefully others will go ahead and use the same method.

We are publishing executive book summaries in Sweden and at the time I got your material we had approximately 1.500 subscribers. To recruit new customers we relied mostly on Direct Mail.

I added Telemarketing and we got a small boost in sales but nothing spectacular. After relistening to your material I understood the concept of customer value over time.

We calculated how much a new customer would bring in during his lifetime. Based on this number we were able to calculate how much we could afford to spend on commission to the Telemarketing company. The amount was quite impressive. With this in hand I managed to recruit the top Telesales company in Sweden to sell our product.

And then things started to move. After a couple of months we had 2000 subscribers and during the next 12 months we doubled that number to 4000. That meant an increase in sales of USD 500 000 in that first year alone. We made a very nice profit already the first year and will make much more on this customer base in the future.

During spring this year we started our first host-beneficiary relationship. It´s made with an organisation which has 6000 managers as paying members. We let this organisation send printed and e-mail offers to their members with a discount. So far it has generated aprox USD 25000 in increased sales. The host receives 50% of the income and are quite happy to not only be able to give a nice offer to it´s members (discounted subscription) but also getting revenue.

We are now working on a Christmas giftpackage which they will market to their members where we share the profits.

Inspired by this positive result we went on to make another host-beneficiary relationship with a much larger organisation. This one has 30,000 managers as members. This time we have structured it as follows.

The host makes advertising in all their media like Magazine, Direct mail and e-mail to their members where they recomend members to subscribe. Their homepage on the Internet has a list of membership benefits where we are included with a direct link to our own homepage.

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We recive a list of all the members so our Telesalecompany can call each one.

The Telesalescampaign will start after the first advertising has begun. Then Direct mail pieces are send to 2000 members each week followed by a sales call during the following days. This ensures that each member is aware of our product, is aware that his organization recommends it and has just prior to the call received a Direct Mail piece.

This organisation does not charge us for all this. They are elated at being able to give their members a nice offer of a good product!

Based on earlier tests we estimate to sell 3000 subscriptions to this list alone. In dollars that means 750000 in sales the first year.

We are now discussing with producers of other complementary products which will benefit this organisations members. We will then include other products in the future with the same structure as above. We will profit directly from a commission on sales, the organization will love us for bringing more benefits to their members and we will have as a condition to the deals we make with other producers that they let us market our products to their customer lists.

Jay, you may use this material in your collection of success stories.

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142. Tim Lysgaard

----- Original Message -----
From: Tim Lysgaard
To: Jay Abraham
Sent: Friday, August 16, 2002 2:58 PM

Case Study:

I have used one of your original concepts back from the 80's called "concentric circle marketing" to great effect. Our company provides trade show and event planning services and use a variety of direct mail to develop leads. We developed a list of 78 hot prospects from a mailing and closed 34 of them on a "trial rental exhibit" at a low cost of just $400 for a show and total revenue of $13,600. Once they rented a single exhibit from us, we went back with a concentrated marketing program including more direct mail, educational pieces, telemarketing and personal sales calls and rented one of our deluxe custom rental packages at an average price of $5000 per rental to 10 of them, for a total incremental revenue of $50,000 additional. Then we went back to the 10 that rented the deluxe custom exhibit and sold two of them a full custom exhibit for $40,000 each, for a total of $80,000 in revenue. Our front end was $13,600, but using the power of concentric circles we developed a back end revenue 10 times greater out of the same list.

Best Regards,

Tim Lysgaard
CEO
ExpoMarketing Group

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143. Toby Marsden

----- Original Message -----
From: Toby Marsden
To: Jay Abraham
Sent: Tuesday, August 13, 2002 12:16 AM

Hi Jay,

We sell golf holidays. We are a new company in the UK and when we started we had to try and think of ways of how we could break into this very competitive market which has been dominated by some big holiday companies for many years. How could we steel some of that market place? We had one big problem is that we had very little start up money. Most of my competitors took big expensive adverts in all the main golf publications, we couldn't afford this, so how was we going to find customers?

Obviously our market place is people who play golf. So the obvious place to find them was at the golf clubs. However rather then trying to pick them off one by one, we decided to try something different. After some research we found none of our competitors were doing this. Which really surprised us. We though to ourselves who at the golf clubs knows everyone? Who is the team leader? Who can get to our market place and do the selling for us? Well it's the golf professional of course. We mail shoted every golf professional in Europe a no lose offer. We offered to give him a FREE golf holiday plus pay him commission for every person that books, in return he simply had ask his golf club members when he gave them golf lessons, if they would like to join him on a golf holiday. It worked like a bee to a honey jar!

The beauty to this, is not only did we get a good response from the pro's but when his members bought a holiday after a while it snowballed because they then sold it to there friends who booked. We started getting bookings from virtually no advertising at all, we just sold the concept to one person gave him a incentive he couldn't refuse and he sold it to his groups who then sold it to there friends. Bingo! We were in business. Unfortunately the big boys have seen what we have been doing and they are now copying us. So competition has gotten a little stiffer this year. But hey we are in business where many, many small start up companies has failed.

Moral to the story - Blanket advertising can sometimes be very expensive way to get to your market place. Find out, or think of the group leader, the person who knows everyone in your market place. Target him with a letter and follow up calls and give him a bonus or incentive he can't refuse in order to sell your product to his circle of contacts - who will then sell it to there contacts.

Best Regards

Toby Marsden

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144. Toby Wilson

----- Original Message -----
From: Toby Wilson
To: Jay Abraham
Sent: Tuesday, August 13, 2002 6:26 PM

I am still in the early days of my entrepreneurial progress and have been doing contract work, while developing my business ventures on the side.

As an employee of a large telecommunications company, I soon came to realize how little value multinationals place on their ground level staff.

Being part of a group of over six hundred call centre staff that were being let go due to the re-location of the department, I was no doubt a commodity - zero uniqueness, zero differentiation.

My wife was studying at university and earning a minimal wage. I couldn't afford not to work and my business was not ready for take off as yet. I had just two weeks of work left until my contract was over and I was to be out of work.

In applying the Abraham mindset, some interesting things happened.

As is the first step in any situation, I realized that the company cared nothing for me, but only for their self serving interests. So I decided to join them in that view and focus only on the success of the company, not on my petty concerns. I knew that all they cared about was results - that's it, not effort, not attitude - just results!

Firstly, I needed uniqueness, I needed differentiation. I needed to turn myself into a proprietary they could not afford to let go of, instead of the commodity I currently was. How to do that? Working in the Finance and Administration department, I was dealing with "bankers" whose only focus was on statistics and figures. It seemed there was no room for upside leverage, as there was no way to "increase business" - the sales department was in a whole other division and I simply did not have the knowledge, skill or time to re-design there accounting systems. I thought to myself, "If this was my business, what would I do?"

Over the next three nights I developed an eighteen page document, clearly outlining specifically how all of the processes I had come in contact with could be improved to maximum efficiency (This was not hard after being so immersed in Jays material; all inefficient processes stood out like a sore thumb). I broke everything down into specific, actionable steps of how to get the most out of each and every staff member (borrowing heavily from master of business, Julian Richer - taken from the interview Jay did in the tape series "Encounters With Jay"). I added in every other strategy I could think of also and focused on making it as practical as possible. All of the information was related to the way they ran their call centres as this was the area I was familiar with.

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Once completed I located the National Managers office and traveled up to the 24th floor to hand it to him. He was not there so I left it on his desk. Over the next two days I heard nothing (These damn bankers, they wouldn't know talent if it hit them in the face, I thought). I sent an email to him requesting a meeting and he agreed so we made a time for two days later.

In the meeting he had the document there and I outlined all the reasons the processes within the call centres were not running a optimal efficiency and specifically what to do about it. He didn't say much throughout. At the end he told me he was very disappointed that all these points had been missed by upper level management, thanked me for pointing them out and advised he would pass them on to the appropriate area to be looked into.

At this stage, I felt it time for a trial close. I explained to him that although the points seemed very clear and logical, their application can be quite tricky and cautioned him against leaving it in the hands of someone inexperienced in dealing with these specific strategies. I outlined the importance of an entrepreneurial skill set as opposed to an academic one, which may end up costing more money and rendering the process ineffective.

To cut a long story shot, I ended up with a 46% rise in my income and secured a management position in the training and development section of the department.

Thanks Jay!

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145. Todd Beeler

----- Original Message -----
From: Todd Beeler
To: Jay Abraham
Sent: Thursday, July 25, 2002 7:06 AM

Jay,

A few years ago, I was downsized from a job. I was given 3 months severance to decide what I would do next.

The first thing I did was buy your Home Study Course, which you were advertising in several pages in Entrepreneur Magazine.

I must have listened to those tapes in the next 2 months and studied your manual for 200 or 300 hours. I really wanted to get this down.

Next, I decided to start a business. Now, keep in mind, I had zero experience in the business world and had never even taken a business course in college.

The business I chose was automotive service center promotions. I had a great idea- go to auto centers, offer to get them 1000 new customers in 90 days without them having to pay me a dime. I would make money from selling the memberships for $39, he would make money from upselling the ones who needed tires, brakes, engine work, etc.

My core idea was to get them to agree to let me package their services into a membership card, so we came up with 4 oil changes, 2 brake adjustments, 2 tire rotations, and free pick up and delivery for any of these services for 12 months.

I made up a sample card and started to visit the auto centers. Most said "No", I can't give you 4000 oil changes. But I kept trying until I found one that would say yes.

The breakthrough was when I went back and read your chapter about risk reversal. I then went to the next auto center, gave him my "Abrahamized" pitch.

I told him a few things. First, he would only being paying for results with my promotion. True, it would cost him $4 for 5 quarts of oil and a filter, IF they didn't need anything else, but he would not risk that $4. He was getting a hot lead for $4.

And if 1 out of 10, just 10%, spent $40 or more, he was getting 1000 new customers for FREE.

I explained if he spent $4000 on a billboard, he needed 1000 new customers for that to pay for itself and compare to my $4 lead cost. And that wasn't realistic to expect 1000 people to get excited from seeing a billboard. My offer would create a wave of excitement and he would only pay out money for people that came in to his shop and asked for service.

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Basically, I told him he needed to reinvest his tv and radio budget into oils and filters.

I also told him he would have these customers locked in for 12 months. And if he treated them right, many would spend hundreds with him over the next 12 months. His back end was staggering- average $250 per person over 12 months, an extra $250,000 from those 1000 new customers.

The catch was he didn't want to sign away the rights for 4000 oil changes. The risk was too high.

So I used risk reversal to lower the risk. I told him he could try it out and at any time, he could stop the program, and I put that in writing. It closed the deal.

This created the "irresistible offer" and he just couldn't say "No".

Just like that, I had 4000 oil changes, $60,000 worth of services, for $0 out of pocket.

Now I had to figure out a way to sell them. I put together a $20 classified ad that said something like "Could you sell 4 oil changes for $40 if you got to keep 1/2? If so, call xxx-xxxx and ask for Todd" Everyone that called was invited to a 1 hour overview at a conference room I had rented for $10.

20 people showed up and I set up interviews with them all and then hired 8 of them on pure commission to sell these for 50% profit.

My top guy sold 56 in one week. I made him my sales manager and gave him a small override on everybody's sales.

Bottom line, 4 months later, I had made $50,000+ from the sale of 1300 of these cards. We sold 5200 oil changes.

Keep in mind, I made that money without personally selling anything. Without any work. Without any start up capital.

My only job for those 4 months was to go to the bank and make deposits, and hire new salespeople. That's it. My sales manager trained and managed them.

It took me about 1 hour a day to run the business- collect checks, deposit checks at bank, occasionally hire new people.

I eventually lost the account because, can you believe this, I was flooding him with too many customers. He was backed up with oil change appointments for weeks, in both of his locations.

But none of it would have happened without the confidence I gained from my Home Study Course. And the breakthrough was when I put some risk reversal into the deal and created an irresistible offer.

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I can verify all the information here by providing you with the auto center, and the names of former employees.

Thanks Jay. My friends were stunned when, at the young age of 27, without any business experience or training, I made $50,000 in my first 4 months as an auto promotions consultant. And most of my success was due to you.

Sincerely,
Todd Beeler

ACCOUNTABLE MARKETING GROUP
29 Deerwood Rd.
Savannah, Ga. 31410
(912) 898-4058

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146. Todd Gerstein

----- Original Message -----
From: Todd Gerstein
To: Jay Abraham
Sent: Tuesday, August 13, 2002 8:12 AM

We provide Software, Custom Development and Consulting Services to mid to large law firms. We are a small local shop that competes with large national consulting firms.

Years ago, before reading Abraham, we would dig in and fight for our fair share of consulting. We used traditional methods. We were often out-gunned. There was no way our collateral materials, presentations could be as slick as a national competitor that had unlimited marketing funds.

Until I read an article by Jay that taught us to think about the long term recurring value of a client. That shifted our thinking. Rather than lunch, write and market to potential candidates - we offer a free 4 hour working session to potential clients. We position it this way.

"Hiring a consultant is a very personal thing. Not only must you assess the consultant's competency but you must assess if you are compatible and can work with the consultant over an extended period of time. Is there karma? The only way to do see if there is a "good fit" between you and the consultant is to roll up your sleeves and work together for a short period of time. Only then - can you figure out if you hired the right consultant."

To do this - we offer a four hour free working session. (Sometimes we even offer more.) We start working on the project with the potential client...we talk about goals, strategies and tactics. We hold nothing back. We give out as much info as possible.

We find that once people start working with us - we create momentum. If there is a "fit" and more often than not there is - we get hired for the complete project.

So while we are "working" with the potential client - our competition is "marketing". This subtle difference gives us the "tempo" to close the business.

This simple Abraham inspired idea has significantly increased our close rate against the national competition.

Regards,
Todd Gerstein
Gerstein-Small, Inc.

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147. Tom Boz

----- Original Message -----
From: Tom Boz
To: Jay Abraham
Sent: Monday, July 29, 2002 10:27 PM

Dear Jay:

I'm a one man operation, I speak to school aged students and teach them about the danger of drugs and alcohol. I bought a copy of your book "Money Making secrets of marking genius Jay Abraham and other marking wizards" and thanks to your book I came up with a great USP and headline, and used them in a mailing I did recently.... By the way I book 33% (WOW) of the school I targeted.

Thanks

Tom Boz

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148. Tony Arnold

----- Original Message -----
From: Tony Arnold
To: Jay Abraham
Sent: Thursday, August 15, 2002 8:18 PM

Jay,

I want to tell you what a profound difference your principles have had on my approach to doing business. Two simple phrases you regularly use really sum it up for me: "it's all about them, never about you;" and "work on your business, not in your business." To me, your philosophy in a nutshell is to put your customer first by serving their needs and wants in a superior and profound way and keep working at optimizing and improving how you do that by continuous innovation and testing.

Anyway, to my story...

Our company is in the telecommunications sector, based in the UK. We had an opportunity a few months back to bid for a project to provide a fibre-optic cable based data solution to a large multinational organization **(company A)** that needed to connect two separate buildings together for their IT requirements. There was also another similar project (which was due to start a few months later) with a different organization **(company B)** in the same vicinity. Neither company new about each other's project.

Whilst we were in discussion with both companies, we weren't close to winning either deal due to our costs being much higher than our competition - this was because we had to lay fibre-optic cable in the ground over a much longer distance than other suppliers who were bidding for the business. In fact, our prices for the first year were double that of the favorite contender for company A's project!

I knew we had to do something innovative to get even close to having a chance on either of these projects. After some personal brainstorming (i.e. making a list of every possible way I could think of to solve the problem...no matter how ridiculous it seemed) I came up with a plan which put a slight twist on your principle of getting "endorsements" and also provided a compelling reason for both companies to do business with us.

Here's how we did it...

1. We recognized that our offer had a some unique advantages and was almost certainly the best solution for both projects from a technical and service point of view...but our costs were simply way over budget for both organizations. This prevented our proposals from being taken seriously.

2. We realized that if we could somehow get both companies to co-operate, and share the initial dig costs, then we could provide them both with a superior solution which was "in-budget" - this was because the same installation of fibre-optic cable would serve both organizations.

3. We lavished company A (the one we were closest to) with superior service, we focused on them like a laser beam, educating them, showing how essential our USP was to them and providing resource that added value beyond just the deal on the table. We made them feel like they were the most important prospect on the earth! As a result of this point they became hungry for our solution - but still could not afford it!

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4. We then said "If there was a way to half the initial installation costs of our service, would you take it?" and they said "Yes!" We then asked them to approach company B and endorse us to them - even before they had placed an order! We asked company A to "urge them to look at our solution seriously and tell them that you want to go ahead with it but the initial installation costs are too high to bear alone and suspect it would be too much for them also." We suggested that they said "We respect that it is your decision to do what is right for your company, and if you feel this solution is right for you, it would make sense for us both to share the initial installation costs so we can both benefit." This they did...they were quite happy to be led in this way because we did it with respect and it meant *they could potentially save a substantial amount of money by doing it!*

5. Whilst this was no guarantee that company B was going to choose our solution, it made our case much stronger as we were now being endorsed by a multinational organization that was very well respected and had a real incentive to recommend our solution - they would save £200,000 (about $310,000). We then focused our energies on company B lavishing service and value upon them in the same way we did with company A - pointing out the massive savings they would make on our solution if both organizations were to go for it. That, coupled with our strong technical and service oriented USPs incentives them to only put our solution to their board for sign off - they gave us that commitment.

6. But we were still not home and dry! Due to the different nature of the projects, company A had to make a decision several months before company B were able to make their recommendation to the board of directors. Although there was a desire, there was no guarantee that company B's board would pass the business case – as their project was much more speculative than that of company A (company A had a set deadline for their project and simply had to do it by then - company B's project was considered important but did not have a compelling event driving the deadline).

7. To remove the risk of company A committing and then being stuck with full costs because company B's board failed to sign-off, we engineered a retrospective discount arrangement. Simply put, we promised them X% discount for Y amount of business they placed with us in the future - up to the full amount that they would save if company B came on board. Although this option would take a little longer for them to realize the savings, it was an adequate back-up strategy as they could transfer costs they were already incurring with other suppliers over to us...at a better price and at better service levels! They just couldn't do it straight away as current contract terms had to honoured with existing suppliers.

8. This removal of the final "barrier to buying" gave company A the confidence to place an order with us worth in excess of £1,300,000 (or $2,000,000), which they did 3 months ago. Also, company B have their board meeting next week, if they pass our proposal (and we've every indication they will) that will be worth at least an additional £3,000,000 (or $4,600,000) - I'll let you know how it goes!

So, the lesson from this experience is: Always be looking for innovative ways to remove the "barriers to buying" from you and continuously look for ways to incentivice customers (or prospects in this case!) to give you an endorsement.

I hope this may be of value to at least someone somewhere.

Keep up the great work Jay!

Best regards,

Tony Arnold

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149. Dr. Vijay Vithani

----- Original Message -----
From: Vijay Vithani
To: Jay Abraham
Sent: Thursday, August 08, 2002 4:13 PM

Jay, many thanks for your inspiration and your friendship. I can't even begin to list the innumerable ways I have benefited from knowing you. I hope I can repay you sometime....

MY SUCCESS STORY

I have been a HUGE fan of Jay Abraham ever since I attended one of his seminars. It was mind blowing. I have read and re-read all the seminar notes, and I have listened to the tapes over and over. This is not because I am a geek or that I need a life, it is because everytime you go over the material, I get a new insight.

First of all I need to tell you a little about my business.

I am a SMILE CREATOR! :-)

That is, I am a dentist! This "elevator talk" was something I formulated as a direct result of concepts, ideas, and mindset learnt at a Jay Abrahams seminar. In a crowd this simple definition of what I am and what I do makes me instantly memorable, popular, likeable.....
PEOPLE BUY YOU BEFORE THEY BUY YOUR SERVICES

I am only a small business, with just two dental practices (the second dental practice set up soon after the Jay Abrahams seminar!, as a direct result of the altered and enhanced mindset achieved at the seminar).

The joy and pleasure that I derive from my businesses and from my patients cannot be measured in monetary values.

ADAPT AND ADOPT:
This is the single most useful concept I learnt at the seminar, and is, I believe the single most useful thing I have EVER learnt in my life.

Ever since, I have NEVER gone to an establishment, or business, shop, office, park or visited ANYWHERE, and not thought in my mind WHAT CAN I ADAPT AND ADOPT FOR MY BUSINESS FROM HERE!

For example, we went on holiday to Walt Disney World, Florida. My mind kept asking itself, what can I adapt and adopt from here? I was so impressed with the staff there, EACH of whom could answer ANY question on ANY Disney subject from ANY child or ANY adult. I returned to my dental practices, and set about my TEAM to be able to answer ANY question, relating to ANYONE'S TASK (Receptionist, Accounts, Practice Manager, Dental Assistant, Dentist,....) FULLY and at ANY time, from ANY one (pregnant mother, a perent, a carer, a child, a debtor, a potential patient, someone new in the area,....)

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RISK REVERSAL
I have introduced this in my dental practices. I believe, in so doing, we are unique in Great Britain.

I offer an Oral Health Programme to patients. This Programme is aimed at preventing Gum Disease and Dental Decay. Patients who agree to undertake this intensive programme, are told: if they don't think they benefited from the programme, or they think they didn't get or see an improvement, or it wasn't good value for money or... IN FACT, IF FOR ANY REASON THEY WERE UNHAPPY WITH THE PROGRAMME AFTER ONE YEAR, THEN I WOULD DO ANOTHER YEAR FOR FREE!

I have had a 1000% increase in take up of this preventative programme because of this risk reversal offer. I see it as a win-win-win situation for the patient, for the dentist and for the business.

GUARANTEES
Following on from the above concept, I guarantee all my work for three years. I call this THREE TIMES BETTER THAN MERCEDES BENZ! (Mercedes Benz offer a 1 year guarantee on their cars, in the UK)

Dr Vijay Vithani
BDS(Lond.)LDS RCS(Eng)DGDP RCS(UK)
DENTAL SURGEON
0208 311 9400 (work)
0208 316 6313 (work)
Fax: 0208 317 3637 (work)

I am the owner of two dental practices in South East London: Heronsgate Dental Centre and Vijay Vithani Dental Practice Total number of Team Members: 13

This personal story, case study, testimonial is given by me to Jay Abraham, totally freely and without pressure. It is entirely true. It can be verified. It may be used in part or in full.

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150. Vu Dinh

----- Original Message -----
From: Vu Dinh
To: Jay Abraham
Sent: Tuesday, August 20, 2002 11:42 AM

I'm a big fan of Jay Abraham when I was still in college. I could not afford his programs that cost over $200 at that time. But I listened to his "Your Secret Wealth" tapes, read his book and everything he has for free on the internet.

I graduated last year and started my business instead of finding a job. My girlfriend and I rented a little cart in a mall. We sell this fashion Italian Charm Bracelet where people start out with a bracelet with one or more charms and they would come back to buy more charms to add on to their bracelet anytime they want.

We started out with about $10,000 which was the left-over from school subsidized loan. Now we're making over $150,000 and preparing for a killing during Christmas.

I know my success come from the knowledge and experience I learned from Jay Abraham. As an immigrant from Vietnam at the age of 19, what did I know about doing business in America? I was hard for me to even understand the words Jay Abraham was shouting in the car when I was driving, or in the bathroom when I was taking shower. But I kept listening over and over again, trying to piece his words together and gradually I got it. After that I found out he published his first book which costs $25. I went to the bookstore, got it and read it many times.

Anyway, after we set up the cart in the mall, I began to apply the Strategy of Preeminence that Jay Abraham taught. I really spent time to talk to people to make friend with them. I don't care whether they buy or not. As long as they come to my booth , they deserve to be treated nice. We explain to new customers (which are clients in my hearts) what we're selling so they can spread the word out for us. For those who already have the bracelet, we offered a shining-up service by just saying: "Oh, let me shine up your bracelet while you're here." I just try to make them remember us next time they want a charm or buy a bracelet for someone. The amazing thing I experienced is that over 90% of them end up buying something, right there after I shine their bracelets up. That simple gesture (just shine up the bracelet with a jewelry cloth) makes sales almost every time.

In the beginning, I was really hesitating about offering a guarantee on the charms because I was afraid that people would wear them out and then exchange them. But people were hesitate to start a bracelet anyway when we told them it was guaranteed for only 14 days. By listening to Mr. Abraham's tapes in the car everywhere I go, it reminded me to keep testing. So I went ahead and tested by extending the guarantee to infinite. I told any clients that if something happens to the charms, they just bring the charms back and we'll replace another one for them. Our sales shoots up 150% in 2 months and stay that way until now. The return rate is very small, less than 1%. But when people come back to

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exchange, they end up buying 2 or more charms. Maybe we're so nice and they feel guilty, or because of the guarantee, I'm not sure. The sales we make when they come back covers the replacement and we also make some more profit. Nothing to lose, all to gain. Maybe without the defective charm and without the guarantee, they don't even think about charms and going back to us. That's one of the beautiful things about guarantee I discovered. I did not understand what magic a strong guarantee could deliver until I learned from Mr. Abraham about guarantee and testing. The magic word is TEST. If you're afraid, test it.

Having a strong guarantee put my business above my competitors like crazy. When we first started our business, nobody in the area was selling our product. When they saw we were doing good business, they started carrying the charms in their stores, in and around the mall. We have at least 4 competitors in the mall and 6 competitors in the area. Yet our sales keeps going up. The reason is that we guarantee the charms while others do not. Customers came back to us and said other stores won't exchange it without the receipt. They said something like: " Well, it looks like you damaged the charm or worn it out. We can't replace it." We make it clear to our clients that if something happens to the charms, just bring them back, no receipt needed when we know you. This policy makes them want to come back to us more frequently because they want us to know them. Some of the customers even said it out loud to people at the store: "Don't even go anywhere. Just come to them because they are easiest on exchange." Man, am I glad to hear that!

Another great experience I learned from Mr. Abraham is the idea of building business on multiple pillars. I took it to heart and took actions on it that gave our business very strong foundation and position in the market. Right at the beginning of the business, I put a sign at the store telling people that we do home party. We give the host 10% commission and 15% discount on whatever they buy. The purpose is not only to sell more, but also to get to know customers, because of the philosophy that it's easier for people to deal with those they already know. At the party we get to meet people, become friended with them, give them a stamp card where they buy 10 and get one free. One party leads to another because other people also want to book parties at the current party. We told the current host that when someone book a party at their party, the current host will get a free charm. I even told them to ask their friends: "Who else want another fun party?" based on one of the headline suggestions that I read free on Mr. Abraham's website. From one party per night, we have to hire more people so that we can book two parties a night. And the number of people who come back to the store after the party is tremendous!

I also went out to fairs and festivals in the area to promote our store. Sometimes I don't care if we'll make money at the fair or not. I just want to get to know people. I also want to establish my relationship with the fair management(I did not grow up in America.) so that later I can get in easier whether I sell charms or other merchandise in the future. I've got a lot of good relationships going on for me right now that I can mine in the future.

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Through talking to my clients, I also found out some ladies are organizers of fun bus trips, school or community events like Swimming Championships, Little Baseball League, Soccer, etc. I offer donation of charm bracelets and raising fund for them at these events. I did fantastic and made more friends. The lady running the fun bus trip refers us many clients who gave us thousands of dollars in sales.

I clearly understand what Mr. Abraham meant by Back-end business, even though I have not really analyzed mine. Since people come back to buy more charms for their bracelet, we offer new clients to buy 2 charms and get a bracelet free(a charm is 3 times more expensive than a bracelet.) And each charm after that they get stamps on the back of our business card so that when they buy 10, they get one free. None of our competitors does this.

We started a customer list by making a "Wishing and Birthday List" file. Since people buy charms as gifts for others, they have to remember what their loved ones have already had on their bracelet so that they don't have to buy duplicate charms. We created a "Wishing and Birthday List" so that clients can list what charms they want next. When their loved ones come, they look at the list and buy. By doing this, we can get customers' name, phone numbers, and addresses for future used (Direct mails, host-beneficiary, etc). Also by doing this, we "lock" our clients with us because they want to come back to their wish list, and their loved ones have to come to us to know what the client wants.

We did well enough that a company offered us sole distributorship in North Carolina, Arizona, and Louisiana at a lower wholesale price than we previously paid for. That means we can retail and wholesale that brand in these 3 states. Anyone who wants to sell this brand has to go through us. I'm very excited and anxious about this because I don't know how to expand to other states without spreading too thin the resources we have.

Reading and listening to Mr. Abraham opens my mind up to endless possibilities to make our business really strong and secure. There are so many other ways I can do to increase my business and income that Mr. Abraham's book and tapes inspire me to do.

Now I have made enough money to arrange a wedding for my girlfriend and I, buy a house, and afford a $5,000 PEQ Home Study Program from Jay Abraham. In the future I will devote my time, effort, and money necessary to master what Jay Abraham teaches. I will become a lifetime student of Mr. Abraham. I truly believe that by mastering Mr. Abraham's materials, I can create massive values for people and earn a handsome profit for my family and myself.

Thank you, Mr. Abraham.

Vu Dinh
A Thousand Charms
Santa Rosa, CA

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151. W.D.

----- Original Message -----
From: W.D.
To: Jay Abraham
Sent: Thursday, August 15, 2002 8:31 PM

Hi Jay,

I don't have much of a success story--I am concentrating on redesigning my website, and developing some new ecommerce software right now.

However, your general theory of making the use of my existing customer base rings true. By marketing different services as well as more frequently to my customers, it's pretty easy to generate revenue.

Recently, I spent probably about 30-45 minutes communicating by email to some clients. I received 2 orders totaling about $700. So, for the time spent, I made about $900 / hour. Not something I can do all the time, but definitely proves that 'marginal revenue marketing' works.

I don't know how much you have emphasized search engine marketing, but I've been doing fairly well:

Ranking #1 & #2:
http://www.Google.com/search?q=ecommerce+webmasters

Ranking #1:
http://www.alltheweb.com/search?cat=web&lang=any&query=ecommerce+webmasters

Ranking #1:
http://msxml.excite.com/info.xcite/dog/webresults.htm?&qkw=ecommerce+webmasters

Ranking #1 & #2:
http://search.netscape.com/nscp_results.adp?query=ecommerce+webmasters

Ranking #1:
http://HotBot.lycos.com/?query=webmasters

Ranking #3:
http://www.AltaVista.com/sites/search/web?q=webmasters

Clients:

Overland
Rankings 4 of the top 7:
http://www.Google.com/search?q=sheepskin+coats

Ranking #1:
http://www.Google.com/search?q=leather+coat

Ranking #1:

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http://www.Google.com/search?q=fabric+jackets

Ranking #1:
http://www.Google.com/search?q=western+jackets

Regards,

W. D.

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152. Warren Biscoe

-----Original Message-----
From: Warren Biscoe
To: Jay Abraham
Sent: Monday, July 29, 2002 8:07 PM

Jay,

I work for Morgan Stanley as a Retail Broker/Financial Consultant. The brokerage industry has always been one of the most highly regulated industries from the standpoint of what we are allowed to represent to the public. Due to the restrictions placed upon us by our Compliance Department, It has been quite a challenge and in fact not possible to implement a lot of the suggestions that you have offered. For example: I can't use risk reversal, change our pricing structures, use the word "guaranteed" unless I'm talking about US Govt bonds or deviate from the industry approved "plain vanilla" verbage in my marketing materials.

I have, however, been able to distinguish myself from other Financial Consultants by using your technique of offering something of value at minimum cost (cost of a breakfast) to a targeted niche audience. The audience is CPAs (Certified Public Accountants) who require continuing professional education credits to maintain their California licenses. I provide educational seminars and referrals to other professionals with specialized expertise that can increase the benefit that they (the CPAS) provide to their clients.

I act as Master of Ceremonies and bring in guest speakers who are former/current IRS officials, tax experts and other knowledgeable professionals who are happy to network with local CPAs and often increase their own business from meeting new contacts. Approximately 40% of my clients are either CPAs, former speakers or referrals from people met as a result of the seminars. I also use an audio business card on cassette or CD with the USP "Building Your Financial Security and Creating Peace of Mind". This is a 6 minute audio presentation of my business philosophy with the recommendation to play it while in your car. The package has my picture on the cover, biography and six testimonials from existing clients. (The package was professionally done by Cold Call Cowboys, Inc in Palm Springs.)

Without the business generated from the seminars and the USP along with the audio business card, I would probably have left the brokerage business. I'm continually looking for ways to leverage what I have within the constraints of our industry Compliance restrictions.

The previous statements are provable and true (I sent Terry Ackley a copy of the Audio Business Card) and you have my permission to use them in your promotions.

Warren Biscoe

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153. Wayne Powell

----- Original Message -----
From: "Powell, Wayne"
To: Jay Abraham
Sent: Tuesday, August 13, 2002 12:46 PM

August 13, 2002

Dear Jay,

I didn't respond to the first offer because I didn't think I had much of a success story to tell. And it isn't on the same level as many of your students, I'm sure.

However, I'm motivated by two things:

2. I'd really like to have a copy of all the case histories sent in by your more successful students.
3. I realized that your principles had helped me, even in the very small enterprise I was involved in a while back.

I moved back to Missouri in 1993 to be near my aging parents. My father, in his 80s at the time still had the remnants of a farm machinery dealership that he was running on a part-time, almost hobby basis. He had always dreamed of me returning to the business and I thought it might have some potential for rejuvenation.

The first Abraham principle I saw in force was "life time value" of a customer. My father was still doing business with a few customers who were there the day he opened for business in 1936. He had provided good value and they had supported him for all those years.

One of your principles that I wanted to put in place right away was to find new things to sell to the existing customer base.

Before I could do that, I used one of the Nine Drivers of Upside Leverage: Number 8: I put in place some new Processes, Procedures and Systems. We cleaned house, we re-priced our inventory and our service shop rates. Employees started keeping time records for accurate billing. We started producing monthly financials and trying to run things on a more business-like basis.

Then I looked at what new Products and Services we could offer (number 7). Another Abraham tip: Ask your customers what they want. Listen to what their problems are.

We looked at adding some new product lines but I was coming off some personal financial set-backs and had no Capital (number 3). So I decided to substitute intellectual capital for cash and started looking for a product we could manufacture ourselves.

Our customers were interested in purchasing vintage tractors to use for light duty chores. But they wanted late model style front axles—wide set wheels, not the tricycle type that were popular in the 40's and 50's. So I designed a wide axle kit which could be retrofitted to the older tractors. This helped us sell used tractors and we also upgraded a number of local customers' tractors.

Now, we needed a Strategy (number 2). Our local market wasn't large enough to make the axle a business-saving project. We needed a national strategy.

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Without Marketing dollars (number 1), we substituted sweat equity and I worked at getting all the free editorial coverage I could in farm magazines. That exposure generated hundreds of leads and we were able to convert about 5% of those to sales (using a Gary Halbert style, long letter approach).

These axles sold for $500 to $750 and even with our nation-wide sales we still needed a larger ticket item. Once again, we listened to our customers.

We often were asked if we had any used hydraulic loaders for sale. (These are used for scooping gravel, manure and for lifting hay bales.) I started probing deeper into what was motivating these questions. The answer came down to this: A new loader sells for about $5000. Our customers couldn't justify adding a $5000 loader to a $2500 tractor. And most new loaders didn't have installation kits for older tractors.

We did some research and determined that we could build and direct-retail a loader for about $2500. And we sold some.

Then some of those customers complained about how difficult it was to steer their tractor when the loader was carrying a load. So we developed power-steering retrofit kits.

Now we had a full package: A loader, a wide front axle which was more stable with the loader and power steering.

The flaw was that our loader product needed a national strategy, we needed a network of installing dealers. To get enough margin in the product for them, we needed a more efficient manufacturing facility.

I was stuck in the middle of that quandary when two things happened: 1.) my father died and 2.) I got a significant job offer with a manufacturing company.

The business property was sold and I became an employee.

So, is this a success story?

Not on a grand financial scale. But on a personal scale it certainly was.

A. I got to work with my father the last few years of his life. My father was always a tinkerer and fabricator and we enjoyed collaborating on the new product development.
B. I was able to use at least a few of your principles in a small, hands-on environment that imprinted them in a way just reading about them never could.
C. I learned enough about the manufacturing process to become a plant manager with about 90 employees.
D. And I became even more of a perpetual student of Jay Abraham, looking forward to the day when I can put more of your principles to work.

Thanks for the opportunity to participate.

Sincerely,

Wayne Powell

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154. Wayne Springer

----- Original Message -----
From: Wayne Springer
To: Jay Abraham
Sent: Tuesday, August 13, 2002 5:58 AM

Hi Jay,

Here is my story about how I've used your methods. I started out with your Business Breakthroughs newsletter and I found it always gave me both ideas and just as important - HOPE! Since I knew everything about my business but virtually nothing about marketing my business I quickly realized what important piece of the growth puzzle I was missing. Your information filling in all the missing gaps.

I used several of your ideas. What I did was to take your "37 Million Dollar Headlines", along with your "Sales Letters That Sell" and started writing. I also used your ideas about focusing on just one point at a time. I also used your points about constant communication with the customers. I learned that long sales letters sell. I learned the incredible power of a headline. I learned the value of the back-end sales and cross-selling other products and services. Previous to this, I either hadn't used any of these ideas or had used them incorrectly.

What I developed from your ideas was what I call our "6-Letter Plan" in which I have a series of six pre-written letters that I begin sending to a new customer after the first time they have purchased from us. Each letter focuses just on one additional product or service that we sell, and these letters go out automatically spaced one month apart. Each letter uses a dynamic headline and the power words that you mention in your materials. Our sales have grown dramatically since I began implementing these ideas.

So, many thanks to you Jay for all your good ideas that you are spreading!

Wayne G. Springer
Atiwa Computing, Inc.

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155. Yeap Soon Ee

----- Original Message -----
From: Soon Ee
To: Jay Abraham
Sent: Monday, August 19, 2002 2:49 AM

Dear Jay,

Here's something my business associate and I have to say about some of the principles we apply in the dates(dry fruit) trading business.

This is an import and trading business we are involved in. Some of the methods use are adopted from your literature.

1. - We give an early bird discount of 25% for a period to induce buyers to come in early so that we can clear off the stock . This is a genuine discount and the volume it has generated is more than enough to offset the 25% lost in contribution. There is a great positive effect here.

2. -We practice risk-reversal of goods sold to our customers. In fact we went further to commit to customers, we will refund them twice their purchase value, if they are not satisfied with the products. However, since we are confident that we are giving customers quality products , which is of high value and premium grade, there are very few cases of compensation.

We recommend this method only if we are sure of near total acceptance of the company's products. Needless to say, dealers have no hesitation to buy from us as they are guaranteed. A tremendous interest among dealers was generated using this method.

3 - Instead of remunerating our employees on a fixed salary basis, we practice a profit sharing formula. 60 %to company and 40% to sales people.

This in fact generated a lot of sales for the company, which otherwise would not have been possible. There were instances where a salesman take home $14,000 a month from the profit sharing formula. As you can see, the company earn even more, which would not have been possible, if the salesman had not gone out of the way to make money for himself also. And there is also the positive factor of getting a lifetime value from new customers.

4. - The company has an understanding with the dealers that they need to pay only if they are able to earn x dollars from their products. This pass the risk on back to us but since the company is confident of the saleability of its product, it is able to give this sort of guarantee to the dealers. A sort of risk reversal principle again.

5. - Lastly the company always keep its promise of guarantee delivery of fresh produce from the most recent crop with promise delivery on time. ie it delivers what it promises and it has manage to keep its same customers loyal over the years.

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Warmest regards
Yeap Soon Ee

PS. I know this testimonial is late 3 days, but I'll be grateful if you can accommodate us and hope to see the testimonials of other success stories, which we can use to further our business.

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156. Allan Kirstein

----- Original Message -----
From: Allan Kirstein
To: Jay Abraham
Sent: Wednesday, July 31, 2002 9:19 AM

Dear Jay,
I am a trusts and estates attorney with considerable expertise, but little marketing experience. I followed your theory to stick with a simple concept. I also modeled a process set forth in your book that I recently purchased.

I decided to market living trusts. I spoke to a client who is a supervisor at a large bank about this. He told the new business manager to send me all the clients that he could who might have a need for a living trust. The bank receives trustee's commissions, so we both win. I have received six referrals from the bank in the last month. I am also working on marketing a more specialized type of living trust with the bank.

I spoke to another friend who is with a major financial institution. He asked me to speak about living trusts this month at an in house meeting with management, major stock brokers and agents. I expect to receive significant referrals from this presentation. He also immediately placed me on the attorney referral list for the institution.

You help in getting me to take action and providing a system is invaluable. I was able to use my ability and contacts to add new clients, without even a great deal of effort in a short time (four weeks). I will continue to use this great marketing system.

Much thanks and appreciation,

Allan

157. Bob Dwyer

----- Original Message -----
From: Bob Dwyer
To: Jay Abraham
Sent: Friday, July 26, 2002 8:38 AM

Hi Jay

I've been in a variety of businesses over the past 14 years, and I've been reading your books and some of your tape programs for about 6 years. I'm a big fan.

I'll tell you about one change I did that gave me the most instant and noticeable results I've experienced through advertising.

I owned a small New York Style Deli in Kona Hawaii for about 4 years called "A Piece of the Apple" (in reference to the big apple).

My wife and I were on vacation in Hawaii after having just sold a business and came across a closed and bankrupt restaurant for sale. We fell in love with the islands and after a week or so there, my wife and I decided to go for it and jump into the restaurant business.

We did a little research and found it had been a very popular place with the locals but had failed due to mismanagement and employee problems.

We bought it for pennies on the dollar and reopened 3 weeks later. It had been closed for about 3 months before we took over so it took a us about a month to get the word out that we were reopened, (mostly through word of mouth and a few small ads.)

I had read a few of your articles and listened to a few tapes but didn't really know how to put most things into action.

I put coupons for (free sodas on your next visit) in with the orders and worked with a drive thru coffee shop (only sold coffee drinks, so non competing) where we gave our customers coupons for free offers (with no strings attached) to introduce them to each others business. These were moderate successes but difficult to quantify.

We had a pretty steady business for about 2 years. Very consistent sales every day. Over a period of time I had gotten the impression from taking to customers that maybe our outdoor signs were not quite right. The name of the business was highlighted and many people (mostly tourist) did not make the connection that we were a deli when they walked by.

Our signs said what we were and what we offered, but the NAME stood out and many people just didn't get it. I started to realize this after many customers said they had walked by many times but didn't know we were there, and the reason they were there now was that someone had told them about us.

One day a regular customer came in who owned a sign business. He came in very often and I had gotten to know him. I said to him, how much would it cost to change my sign a little. I told him what I wanted to try. The cost was about $150.

I guess what I wanted to do was to change my "Headline". Put the focus on the Food and what we offered rather then the Name of our restaurant.

We changed the size of the words on our sign and the position they were in and 2 days later in the afternoon he returned to install the new sign.

The next day our sales went up about 25 percent. I thought it was just a fluke of course. An unusually busy day. We'd had that before. But the day after that was the same, and from that day forward our average monthly sales were up 25-30 percent. I kept very good track of our sales and we finished the next year up 27.6 percent over the previous year. It all changed the day I changed our "HEADLINE".

We sold the restaurant 2 years later for a very large profit over what we had paid and alot of that was because of the things I learned from your writings.

This is a true account of my success with only one thing I learned from Jay. This was a only small business but we had a profound change in our net profit for an investment of about $150 in a new sign with the correct focus.

I am now involved in a new business which you can check out at www.softcap.net. This is a new venture for me and we are just at the beginning. If you have any suggestions on how to increase our sales in this business please feel free to share.

We have a great product, but this is our first venture in a non location based business, and so our target market is much more spread out.

Maybe you'd like to take us under your wing and use www.softcap.net as an example or project and see if you can help take us, (a start-up) from 0 -2,000,000 + in sales in 1 year.

If not we'll be going through your teachings and try to get there on our own.

Thank you for what you've taught me in the past and what you'll no doubt teach me in the future.

Bob Dwyer

158. Bret Mundt

----- Original Message -----
From: Bret Mundt
To: Jay Abraham
Sent: Thursday, July 25, 2002 7:23 AM

Jay,

I have a couple of examples which exhibit the effect what I have learned from you has had on my career and now my business.

INDUSTRIAL CONSTRUCTION BUSINESS

First, my business experience has been in construction and to be honest with you I have had a challenging time adapting your techniques to my business, but the few that I have used have been what I would call wildly successful.

Let me start with my career working as a General Manager of a newly formed division within an existing construction company. I was brought into grow the business and make it extremely profitable.

When I came to the company, they had no marketing program at all. Their marketing, like most construction companies consisted of word of mouth and a mediocre sales effort from a mediocre salesman. The sales for the division I was responsible for was around $600,000 the previous year.

After researching the opportunities and determining a marketing plan, I first created a direct mail letter, determined the target market I was focusing on and started mailing letters with various offers to our target market. Direct response mailings in the construction industry just don't exist. Most companies just sent a lame brochure describing the projects they have completed and how great they are - nothing about benefits to the customer.

I started with the company in June of 1998. By the end of 1998 we had grown our revenue to around $850,000 with a net profit of around $100k. Not that great, but I was fighting the establishment and I knew my efforts would pay off in time. Using direct response letters and really improving the offers I was making we grew the business to $2.7 million the next year with a net profit of $256,000.

In the construction industry, the average net profit before taxes according to the AGC (Associated General Contractors) is 3-4%. The average is a little under 3% net profit. The division I was responsible for had almost a 10% net profit. What was even more amazing is that **my division provided only 10% of the company's total gross revenue that year, but was responsible for more than 50% of the company's net profit.**

Using direct response mailings, I secured new customers worth a minimum of $100,000 per year in sales. With the success of the direct response mailings, I started to work on other avenues to grow revenue.

I started looking at how I could leverage my hidden assets.

After a short evaluation period, I determined there were some services that I could offer my own company which were currently being subcontracted. I created no less than 6 separate ventures that all had 100% ROI in less than 6 months. One of these ventures went from start up to over

$1million in gross revenue in less than 1 year. I am unsure of the profit margin because I left the company for ethical issues before the final numbers were compiled.

While I was employed at that company, I really wanted to use host-parasite and I started brainstorming about what other businesses were serving my target market. I determined that manufacturer's representatives were serving my target market and I started contacting them to make an arrangement where my division could install the equipment the reps were selling.

This method was a little slower in its payoff than my COO was interested in waiting on. I had a couple of nibbles from reps, but didn't have time to really develop the concept before I left the company. When I left the company in November of 2000, the gross revenues were over $3.5 million. Again, I am unaware of the net profits as the COO was playing games with the overhead.

I went into business for myself in November 2000. I started developing my marketing campaign, but had little success as the industrial construction business was slowing. I used direct response mailings and host parasite relationships.

Things were bleak until around March 2001, when I received a call from a manufacturer's rep I had contacted at my previous employer. He had searched me out because he liked the method I used to approach him and our customers.

In short, the host parasite relationship resulted in a design build project at one of the most respected manufacturers in the area.

The project value was $182,000 with a gross profit of $69,000. What was amazing to me was the conversation I heard regarding my qualifications. I had only been in business for 6 months and **I actually overheard the customer telling his boss that "he must be good, since Air Systems brought him in."**

The host parasite/endorsed relationship had given me <u>instant credibility</u> and enough profit to weather the post 9-11 storm.

I am continuing to use direct response mailings and am developing a superior access vehicle to give me access to the highest decision makers in my target market.

Most recently, a mailing I sent has resulted in a lead from a major manufacturer in my area that is planning a large project. My contact was at the perfect time and I actually had the prospect begging me to come see him. This never happens in the industry construction industry.

Although the project has stalled due to operational issues, the prospect has continued asking me "to be patient with him until they get back on track". According to the prospect's previous request, I will be guiding this project from the concept phase, creating their budgets, designing the facility and completing the construction! Companies that have been in business 20 years dream of a project like this.

A large part of my success in securing this lead and subsequent project is as a result of my USP - We provide customer-focused, intuitive, and practical design/build construction services in a cost conscious manner with the achievement of your project goals as our main concern. You never know how much money other contractors are costing you until you give us a call.

The estimated value of the project is $6-8 million dollars with an estimated profit margin of 10-12%.

I am continuing to do direct response mailings and will most certainly grow my construction business even more.

To the best of my knowledge, my statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Thanks for the knowledge you have given me. Although it has taken a long time to reap the rewards, I will, Lord willing, be seeing the benefits of my hard work in the coming months.

I hope these testimonials help you and I look forward to getting the other testimonials you receive.

Sincerely,

Bret Mundt
Mundt Construction Services

159. Brian Jones

----- Original Message -----
From: Brian Jones
To: Jay Abraham
Sent: Thursday, August 01, 2002 6:07 PM

Internet Based Publishing Company Learns To Leverage Its Assets

Summaries.Com is an Internet based publishing company specializing in supplying 8-page executive summaries of great business books. We focus exclusively on electronic delivery of our materials and serve thousands of customers world wide. We operate as a subscription service. When people take out a subscription to Summaries.Com, we e-mail them a new book summary every week.

Our original business model was simply to sell yearly subscriptions. After reading more of Jay Abraham's materials, however, we began to realize there was an additional line of business available selling back-issue summaries which we had never before exploited. Our back-issue catalog currently stands at 293 summaries, and with one new summary being released each week, the back issue catalog will be 350 strong by mid-2003 and top 500 summaries sometime in 2006.

Therefore, using Jay's ideas, we set up variable subscription plans which people could take advantage of. One plan (we call it "Plan A") is to have a new summary delivered each week, as our service was originally envisaged. To that plan, we added a second option (which we call "Plan B") where the subscriber can select which summaries they receive, either from the new summaries being released each week or from the back-issue catalog. We also added a third plan ("Plan C") which is on-demand. Plan C has no weekly delivery of a summary. With Plan C, summaries are sent only when ordered. Plan C subscribers can order any summary they want from the entire back-issue catalog.

Jay Abraham's materials helped us become aware of a marketing asset we never even realized we had. By combining this asset with the Internet's ability to give customized service to each subscriber, we have been able to come up with a business model which works exceptionally well. We are just about to launch a new product in the near future which will consist of 300 book summaries on CD, delivered anywhere in the world. Again, this is harnessing our back-issue catalog and combining it with a different product delivery mechanism -- CD vs. electronic delivery. We think this product will do exceptionally well in the Christmas Season as a corporate gift. We also think this product will appeal to a broad market.

The insightful thing about Jay Abraham's materials is it helps us see things that were right in front of our noses in a different light. We never really thought about the marketing assets we had available at any length previously. We always assumed there was just one way to build our business -- get more subscribers. Jay Abraham's materials helped us see how much more we can do with what we have available. It also helped us more than triple our turnover in the past year. We project similar growth over the coming year as well.

Our vision is to grow to become the number 1 source of concentrated business information. We believe our marketing plan will help us move towards that vision in tangible ways. We look forward to the future with enthusiasm.

Signed:
Brian Jones
Editor, Summaries.Com
Postal: P.O. Box 15-091, Hamilton 2030, New Zealand
Tel: +64-7-846-2079
Fax: +64-7-846-2370

160. Brian Veth

----- Original Message -----
From: Brian Veth
To: Jay Abraham
Sent: Thursday, July 25, 2002 8:59 AM

My name is Brian Veth, and I am a huge Jay Abraham fan. I don't know how he does it, but he has the best ideas, period.

I first heard Jay in an interview with Anthony Robbins, talking about how to maximize your business, or your job if you didn't own a company. I was blown away. I was so excited, I knew I needed to use his stuff.

The first idea of Jay's I implemented was the idea of risk-reversal. I own a gymnastics gym for little kids. People who came in for information were sometimes skeptical about signing up for two months at a time. So I changed our policy and implemented a "Giggling Guarantee" which reads, "If your child does not have the most fun they've ever had, while learning gymnastics in a safe, age appropriate environment, you have every right to ask for your money back at the end of the 8 week session. No questions asked!" and our closing rate skyrocketed to almost 100%.

I could go on and on, but the most important thing I'd like to convey is that these ideas work. You have to adapt them somehow to your specific business, but they will and do work. I think you just have to trust that they will work, and go for it. The best idea in the world isn't worth anything unless you implement it. And remember, you can test anything small first before putting it out on a bigger scale. So go for it.

161. Brian Veth #2

----- Original Message -----
From: Brian Veth
To: Jay Abraham
Sent: Tuesday, July 30, 2002 2:53 PM

Brian Veth, Owner of The Champion Factory
A Gymnastics Gym that teaches tumbling for children 18 months through 14 years of age. 4 Employees including myself approximately $100,000/year in sales

Jay Abraham's material have literally changed my life. I am 28 years old, and I own my own business. The best part is my business has only been open for 2 years, and I'm building my business using as many of Jay's ideas as I can. You see, many businesses are operational for decades before they even start to implement Jay's ideas, if at all. And that's sad. There are so many ways to make your business more profitable, yet people don't take the time to figure out how.

It took a little while, but now I have Jay's mindset, I see opportunities everywhere, in my business and in other businesses.

The first idea I ever implemented was adding Risk Reversal to my brochure. We also mentioned it to everyone that called. We never mentioned anything about the clients getting their money back if they weren't satisfied, honestly, we never thought to. We were closing about 70% of the people who called for information or came in to get information before we added the money back guarantee. Many parents were reluctant about signing up for 8 weeks not knowing if their child would like gym class. So we decided to put it right in the middle of our brochure, our "Giggling Guarantee" that stated, "If your child does not have the most fun they've ever had while learning gymnastics in a safe, age appropriate environment, you have every right at the end of the 8 weeks to ask for your money back". Since that addition, we close almost 100% of people calling or coming in for information.

Another idea I took from Jay was not "paying" for advertising. We never do traditional newspaper ads, they don't do anything for gymnastics gyms and they're expensive. We look for non-traditional ways to advertise. The circus was in town last week and we thought that it would be a fantastic place to get at our target market, little kids. So we called the Lions Club, who was putting on the circus and asked if we could set up a little information table. They let us, no questions asked. We made up 200 coupons for free cotton candy to give to people who came over to our table to check us out. The circus charged us full price for the cotton candy ($3.00) but that will be negotiated on next year. So in total it cost us $600.00 but the very next day, we had 6 children sign up! Our average lifetime value of a client is $1000.00, so for our investment of $600.00 we made about $6000.00! Not bad for one night's work.

Another idea I took was the idea of host-beneficiary relationships. We have a club in our gym called the "Split Club". When a child learns how to do a split, they become a member of the "Split Club". I wrote a letter to the local ice cream store and proposed a relationship between us. They get me to pre-pay for banana splits to use as rewards for my kids learning how to do a split. They also get the extra sales from the child's parent when they came in to redeem the coupon for the banana split. They get to advertise in our gym where kids would see it every week. In return, we put up a professionally made board with pictures of our kids doing splits, and the board has a place that holds literature on our gym. This has massively increased our presence in the town. We just put up the board in early July, and we've had 3 signups from it already.

Brian Veth

Owner, The Champion Factory

The above statements are true and provable and you have my permission to use this testimonial in any of your promotional and marketing endeavors.

162. Cesar Fernandez

----- Original Message -----
From: Cesar Fernandez
To: Jay Abraham
Sent: Saturday, August 03, 2002 11:55 PM

I have gotten the following referral idea from reading **"Money-Making Secrets of Marketing Genius Jay Abraham and Other Marketing Wizards"**

I am in the Commercial Driving education business.

I teach people how to drive big rigs.

My ads say so "Get **Commercial** Driver's License . . . . " but guess what?

Lots of people call me for the "Automobile" Driver's License!

To help these people I would have to get a special license that I am not interested in getting for the time being.

I'd rather grow my Commercial Driver's License school.

How can I profit from all of these people calling me for help with "Automobile Licenses?

(Refer to page 34 of the "**Money-Making Secrets of Marketing Genius Jay Abraham and Other Marketing Wizards**" book where it says: "**Never Turn A Customer Away, Profitably "Refer**".)

I then started gathering these names and telephone numbers and then I called the best Automobile License school in Houston, TX (where I live) and told them:

Look I have a list of maybe 20-30 people with their tel. #'s that have called here recently because they need help in getting an Automobile Driver's License. I'm gonna give these to you FREE and I will keep referring people who call me looking for an Automobile License back to you FREE.

If you get any calls from people desiring a Commercial Driver's License, I'll appreciate it if you refer them back to me!

By the way, these people have a nice size "display ad" in the local paper, they do t.v. ads and they even appear in the Yellow Pages!

So I am benefiting by all of these ads without spending any money for them!

I estimate to have had 12 sales or so ($6,000 worth) from referrals from these people last year alone.

These 12 people were very happy with the service I provided that they will send me their friends, acquaintances and family as referrals in the future.

How much could all of these "referring" be worth to me in 10 years?

I don't know but "good enough" considering the $0 investment.

I keep sending them referrals and of course I always tell everyone calling me to tell them "Cesar Fernandez told me to call you."

Cesar Fernandez

163. Charles Hartman

----- Original Message -----
From: Charles Hartman
To: Jay Abraham
Sent: Friday, July 26, 2002 10:47 AM

Dear Jay:

It would be wonderful if this testimonial could be of value to you and your clients.

It differs significantly from the normal--but that is one thing I learned from you.

With the help of your tapes and written material, Jay, I have begun to amengen** a calendar more appropriate for our era. Compare this to the marketing calendar that you and Chet mention on one of your PEQ tapes. A calendar organizes work.

And our question, as you put it so well, is this that follows. What work are we doing? Or, how can I best be a SuperServant (Your Secret Wealth)?

Case Studies. Jay, you make great use of case studies, and emphasize them so that your students can remember them and apply them. The right type of calendar, marketing calendar, helps us to remember decisive times in the past, and to apply the principles of those who acted decisively in those times, to our times. Thus we remember July 4th, for example.

**So 'amengen' means to 'amen'--remember--and to begin--generate.

The right type of calendar helps us to ask the right questions, for it encapsulates things to remind us. And Jim Cecil and you both say that the quality of our life is related to the quality of the questions we ask of ourselves and others.

You see, Jay, that I am listing key concepts that have motivated this calendar, this House Of Singing Times. (The name is from the Dartmouth professor Eugen Rosenstock-Huessy, who said that groups and spaces are made up of our lifetimes. Universal History 1957)

Perhaps I should give examples. The days of our week were named about A. D. 334, according to infoplease.com. We started the present Christian Era dating about A. D. 554. July is name after Julius Caesar, of B. C. These have profound effects on our mindsets.

5th. Central to HOST is a method of making the enterprise participatory, of making proteges into conductors--this was helped by the methods you used to conduct your protege sessions.

In Symphony of History (see hyperlink below) I get people engaged by having them contribute their expertise in a subject that is driving them, and then we connect that up with a 7, yea 8 step process akin to

building the tabernacle of Moses a microcosm of the world creation. Jay, I know that this sounds add, but when I connected you and James Jordan and ERH, and Gary North (from whom I learned about you), I had a kind of derivative mastermind group--I working with what they and you had written and spoken.

7th. I do not hesitate to mention these efforts of mine, Jay, since I have the amazing example of the two young lady entrepreneurs who had the saw sharpening paste.

8th. The key thing I have learned, Jay, is that one need not associate with some people. That dentist in Australia principle. I apply this in a slightly different way, in that I believe that my marketing calendar efforts are of sufficient importance that there are some things I need not worry about doing, and that I can concentrate on what is more important.

Finally, Jay, I don't know how much use this might be to you. I have little that is quantifiable, except for the hyperlinks below. I am in the early stages. Even those whose work I am 'translating' into this new medium aren't much on board.

But, you have definitely helped me. I appreciate it. For what it is worth, I certainly will try to help you reciprocally. The Symphony of History website is the most developed. A summary of House of Singing Times (H.O.S.T) will be in a book summarizing the presentations at a small international conference of scholars and others interested in Rosenstock-Hussy's work.

Love in Christ,

Chuck Hartman
House of Singing Times/Symphony of History
(H.O.S.T)
524 N. Western St.
Stuart, Iowa 50250
515-523-1116

PS: This 'second headline' is a reminder that the Symphony of History website is the most developed.

PPS: BUT, were one to scroll down to the Mouse in the Corner Transcript of the H.O.S.T. website, one would get many pages in which I explain the calendar to other 'average' people. Another thing I learned from you, Jay, the use of the PS, and the use of the transcript.

164. Charlie Ellis

----- Original Message -----
From: Charlie Ellis
To: Jay Abraham
Sent: Sunday, August 04, 2002 9:24 PM

Jay & Co!

I have organized these by Jay principle involved... the principal principle, anyway since no one is used in total isolation.

Background: I have run an online magic shop since 1994. I also made the infamous underground film of the late 70's where the Three Stooges accidentally shot JFK. (Better leave that out.)

JAY PRINCIPLE:
LET THE MARKET TELL YOU WHAT TO DO

"EVEN IF YOU THINK IT'S A PIECE OF JUNK"

Sometimes I won't even bother to get a sample of some little pamphlet or magic effect that does not appeal to me. Actually, these days, most of it does not appeal to me. Must be experience or something...

However, I have learned that if two or more customers email me asking if I have it and how much, they represent a whole bunch more and I should list it in my next email newsletter whether I want to or not.

At that point, the item would have to be a complete ripoff for me not to carry it. It's my job to protect my customers from such junk. (It happens, especially in magic, where overpriced junk is an occupational hazard.)

I have learned that I am not all-knowing. No matter how "experienced" and expert I get, I'm just not omniscient. Ask my wife Natalie for more details...

Your market, however, IS all-knowing. If you'll just listen, you'll significantly increase sales.

JAY PRINCIPLE:
POST-PURCHASE REASSURANCE

Make sure all your online order forms lead to a thank-you page. This instantly reassures the shopper that his order went through. You should provide links to key areas on your site here.

This is a wonderful place to hawk your free email newsletter, by the way. Very effective at capturing those who order, but have not joined your list. (I used to automatically add those people, but a few dozen unsubscribes later convinced me never to do this. A few of these people swore they didn't know me from Adam! Some folks use the email addresses of friends while traveling, or they are not online at all

themselves. Naturally, the friend wonders why they are getting magic store flyers.)

The Thank-you page would seem to be a natural place to upsell or offer clearance junk, but it is awkward for them to go back and hit the form again. Too confusing for them and for you on the receiving end.

Rather, the place for upsell and more back-ending is in your confirming email, which they can merely reply to, having already given you their information.

JAY PRINCIPLE:
UPSELLING / CROSS-SELLING

THE SURPRISE SECRET TO BIGGER SALES WITH ORDER FORMS

Ta Da! In the last few months I have started a practice on my order forms that has increased my multiple item orders dramatically!

Simply put, I have each recent magic item with a simple check box next to it on the form.

I used to have a simple text box and let the customer type in whatever they wanted. That text box is still there at the bottom. People use it for special shipping instructions, inquiries, items not on the list, or just to say hello.

But having the recent best-sellers enumerated along with the brand-new items has increased impulse buying and the purchases of items they meant to buy a while back, but forgot about.

Design your forms from the get-go to have a whole range of items...but don't overload them with too many.

I keep the newest items at the top and I sprinkle "Submit" buttons liberally throughout. (Don't make your customer scroll to the bottom of a long form to submit their order, please.)

This one simple change has boosted my average order size to over $40! Life is good! Your mileage will vary...I have video sets that cost over $100, for example.

I know it seems obvious now (didn't I say that before?) but I was doing fine with the text box labeled "Items Wanted..."

I am constantly tweaking the items listed and the placement, etc. I get a new crack at it every time there is a new newsletter as I must add the new items. I just can't resist trying to streamline things further.

JAY PRINCIPLE:
MAKING IT AS EASY AS POSSIBLE FOR PEOPLE TO BUY

FORMULATE YOUR ORDER FORM FORMULA

Did you know that up to 70% of online shoppers don't complete their purchases? They stop at the order page.

The order form is so important to the sales process online that it deserves more careful design and execution than almost any other page on your site.

The goal is to make your order process easy and self- explanatory. It takes more than one form to do this.

You must offer a secure order form, a non-secure online form for those with older browsers (hardly anyone uses mine), and a form they can simply print out, scribble on, and fax or mail in.

To do this, I use an ordering page that links to the three forms. In this manner, all my sales pages can point to that single URL, not three different ones.

Some folks don't know what "secure" means, these are the ones who will use the print form.

Your ordering page (the one that points to the three forms) should have your telephone ordering alternative and the hours you are available to take calls, if you take phone orders. Many people like to talk to a human and some folks will more readily pick up the phone than fill in a form or mail a letter.

I mention at the top of my order form that it's secure and they shouldn't worry. I tell them that secure means that the communication between their browser and my site is now encrypted. I'm not giving you exact wording because your own personality should be here at this crucial hand-holding stage.

I get name, address, day phone, email, credit card number and expiration, and items desired on all the forms. Each is a self-explanatory text box.

I used to get evening phone and fax, but this was info overkill and an unnecessary burden on my customers.

Since my shipping is free in the US, and enumerated for overseas orders in the sales copy, I leave shipping calculations out. In fact, there isn't any mention of price or total on my order form. This probably contributes to larger orders!

I have experimented with those pop-up fields for state and country, but the lists are too long and unwieldy. Customers should not have to scroll while trying to fill out a form! It's MUCH easier to simply type in a state or country abbreviation for people than to use those stupid pop-ups.

A pop-up that only has six or less choices and actually saves time makes can make sense, I just can't think of any.

The Submit buttons throughout the form all have "clear" buttons next to them. If someone does decide not to buy you don't want them to feel they have to manually delete all the info. You would NEVER see them again>

Thanks!

Charlie Ellis
http://CharliesMagic.com/

Hear about the latest magic first with our free magic newsletter. Just send an email to: join-CharliesMagicNews@email.sparklist.com

165. Chet Holmes

----- Original Message -----
From: Chet Holmes
To: Jay Abraham
Sent: Thursday, July 25, 2002 9:37 AM

I first heard about Jay Abraham from a trusted colleague and friend who had paid $5000 for a home study program. I thought he must be crazy to spend that, but he was insistent that it was worth every penny, as this fellow, Jay Abraham, had ways of finding hidden profits and faster, easier ways to do everything in the pursuit of growing a business.

He shared one idea with me, that of "host beneficiary" and that single idea has earned me more than $10 million I would've never earned without it.

At the time, I had just developed a training program for small business owners. We were pounding away, trying to find the model to sell these training programs. Here are the specifics: We'd call business owners offering a "free brainstorming session on how to grow your business." Out of 100 outbound cold calls, we'd get three business owners on the phone and one would agree to do the free session. Out of three people who agreed to do this, only one would actually show up. Out of ten who actually showed up, only one or two would buy. So for every sale, we'd have to pound through a few thousand names. Obviously, this was not going to be a good business and we were struggling.

Jay's idea: "Why build a distribution channel from scratch if you can pay someone else to use theirs with their endorsement?" With that I idea I approached another company that sold products to small businesses. With their endorsement, for every ten calls wee made, we got seven people to come to the phone. Of them half ended up showing up for the call and half of them actually bought. A 15% sell through rate. Astonishing.

The next endorsement relationship we got was fantastic. We would do broadcast faxing and for every 1000 faxes (at a cost of $100), we'd get 80 leads calling in, already agreeing to do the free brainstorming session.

In these two cases, Jay's ideas were worth at least $10 million dollars to me. I've since gone on to make many millions more, including a relationship with Jay himself that has been worth many millions more.

Your biggest fan,

Chet Holmes

166. Chris Cady

----- Original Message -----
From: Chris Cady
To: Jay Abraham
Sent: Wednesday, July 31, 2002 10:09 PM

ALL STAR ENTERTAINMENT

775-425-5847

My Jay Abraham experience

First off -

Im a Stage Hypnotist and Team Builder. We provide entertainment for private and corporate events.

I'm a very creative person - not a statistician and I'd rather do hard time then sit here and crunch numbers so let me just say that.

Here's what I did with the info we learned from Jay:

1- I have been using 100% money back guarantee for about 4 years but I did not really harness the power of leading with a guarantee that less than 1% of customers take me up on. I used to offer it but I did not LEAD with it. As soon as I started leading with my guarantee in every "pitch" we closed more sales.

2- BACK END: I never thought much about back end till studying Jays stuff. We now have some sort of back end in everything we do. We have probably made about $5,000 extra last year from doing back end deals. I expect it to go up.

3- The power of follow up. Mailing over and over to the same list. Its been very effective.

I'd love to see some more affordable workshops so guys like me could afford to come.

The above testimonial is true and you have my permission to use my testimonial.

Kindest Regards,

CHRIS CADY

167. Chris Dollis

----- Original Message -----
From: Chris Dollis
To: Jay Abraham
Sent: Friday, August 02, 2002 10:58 PM

August 2, 2002 10:47 p.m.

Jay. I am so happy to be writing this letter to you.

What you have meant to me (personally) has been immeasurable. And please, feel free to edit this testimonial for brevity. The depth of my affection for the impact you have recently made in my life may cause me to go on longer than I should.

You see, the thing is, this is going to be a bit of an unusual testimonial. I haven't made millions (yet). I don't own my own company (yet). You helped me keep my job.

My name is Chris Dollis. I am a business development consultant with Excalibur Communications Canada Inc., based in Victoria, BC. In Canada. It's gorgeous here. I'm thrilled to be able to even HAVE a job in this awesome place with such generally slow business prospects! Many years of socialist government, arguably, could be to blame for that. But I will move on!

Excalibur is a small communications company with a fascinating side to the business – ***emotional response marketing***. A great concept and my ears perked up when I heard it.

Unfortunately, I was assigned to be our sole sales representative to sell a COMMODITY (1 800 use on demand conference call services) and bring in business to generate cash-flow while the higher ups focused on the more exciting creative side.

I started here April 1 of 2002. 4 months ago. This is all new territory for me. I've never done anything like this. Heck, I even have my own office! No one told me what to do. Just get it done. And I discovered that I like that.

BUT… the last two sales reps to try this had failed! Almost signed up no business at all (they didn't tell me that when I was hired).

Honestly, Jay, between you and me, we had the worst marketing materials you could imagine. Not for everything else. Just for conference calling! No one had ever devoted any time to it. I guess the company president was focused on his passion, on his projects.

Our outgoing sales letter was totally long-winded and self-serving and rather disjointed (kinda like this sentence) and would generate – a yawn – at best. And our website? All in black, it looked like you'd accidentally stumbled on a porn/gambling site with the same award winning writing style! Not good.

I didn't even know this. I would not have known what real, personal persuasive marketing was if I tripped over it. I hadn't a clue. But I'll say this. Given total freedom to learn to do this job the way I thought it

should be done turned into a godsend. Because Keith, my president, had been subscribed to your mailing list and brought your materials, your strategies and your attitudes to my attention.

My life hasn't been the same since. (And this was all just the free stuff!)

To start with, in late April I began pouring over the free copywriting crash course that was sent to us by Carl Turner. Thank you, Drew (Kaplan)! Thank you, Jay for collaborating with another marketing genius. Brilliant! Let's just say I started spending my evenings and weekends at the office, tearing into the course and playing, tinkering, editing and generally getting obsessive with learning how to write and apply a good sales letter.

Then we started signing up clients. My largest has been 15 separate conference call lines for the Sierra Club of British Columbia (essentially, Western Canada) that I opened in mid July, 2 weeks ago. Smallest has of course been one at a time. That's the norm. Some use it more than others. But, apparently, this is a major improvement over whatever had been done here before. That's why I'm still here.

Understand, I was NOT busting my bottom making tons of sales calls. Perhaps I should have been. But I was not. I was practicing, testing and implementing a much narrower approach primarily organized around the written sales letter. In 4 months, I spent the equiv. of one and a half making calls and generally doing my sales job. I spent TWO AND A HALF MONTHS improving my skills, my knowledge base and our marketing edge. And I still outpulled our previous best with people making calls diligently, and aimlessly.

Now my sales letters are, quite frankly, tight, sharp and laser focused. Commodity? No damn way! Not if I sell it. Not after having Jay's marketing expertise grab a hold of your consciousness and begin to permeate every business thing you say and do. No way. And suddenly new opportunities just seem real as you tangibly see the results of more thinking and less plugging away.

And I've even added a new website that I designed! I never even knew HOW to do that before. Now, I've got a pretty darn good one! (Which I'm still testing and improving.)

Keith (Excalibur president) has promised me we would invest the $5000 USD to purchase the PEQ "home study" course when I reached a certain goal. (I lobbied so hard to get this right away. We did try to order the Orders of Magnitude Implementation Summit home study course from Carl but, unfortunately, that was not available)

I'm now half way there. And am now in a total position to ACCELERATE above my previous best, big time.

Jay, readers, fellow people that just want more out of life, thank you for listening to me. I look forward to reading about you. I am curious. I have been an employee my whole life and I am now so ready to drop that part of my shackles, take an entrepreneurial mindset to life and join your ranks.

I look up to you. I admire you. It has been a pleasure being here.

Thank you again. You've truly given me a new outlook on life, benefited my finances and given me PLEASURE AT WORK.

Who can ask for more than that?

Sincerely your humble fan,

Chris Dollis
Excalibur Communications Canada Inc.

P.S. I personally am planning to use your free materials, downloads etc. to make money because, honestly, I need more. I am looking for a private business opportunity to pursue, to test, to profit from. Then, I plan on INVESTING AS MUCH MONEY AS HUMANLY POSSIBLE being the best marketer and entrepreneur possible because I believe it is cheaper to do so that than not. And I will be contacting you, Jay, for this. Because, you've given to me already and asked nothing in return. AND WHAT YOU SAY WORKS!

P.P.S. Say hi to Carl for me.

P.P.P.S. I stayed up at the office until now, 10:47 p.m., at the start of my long weekend to get this to Jay. It is that important to me.

I hereby pledge that the above is true. I HAVE benefited to the degree stated and AM happier in my life as a result

Contact info:

Home:
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316 – 258 Gorge Road East
Victoria, British Columbia
V9A 6W5 Canada
Telephone: (250) 884-0587

Work:
Chris Dollis, Business Development Consultant
Excalibur Communications Canada Inc.
101 – 755 Queens Avenue
Victoria, British Columbia
V8T 1M2 Canada
Telephone: 1 888 302-6593

168. Chris Jankulovski

----- Original Message -----
From: Chris Jankulovski
To: Jay Abraham
Sent: Thursday, August 01, 2002 7:16 PM

Hi Jay
My success story is:

I invented a product to helps motorist remember to do their vehicle log books for tax reasons.

I had invested $300,000 in this project and after 2 years of trying everything, spent $65,000 in advertising, l did presentations, trade shows, you name it, I did it. I had seen 2 large marketing companies and used an army of consultants to no avail.

Once l had my hands on the PEQ system, l manage to get through the gatekeeper to make an appointment with this C.E.O., and set-up a deal. We did a host benefisury deal with this company that had access to my market that I was seeking.

So what l did was put my new product together with one of their new products under their company logo and now this company is pushing my product into the market.

At this point, we have 35% of the market wanting to distribute our product for 2003. But by the end of 2002, we should have 75% of the market to stock our product!

This project at one point looked like it was going to make me go bankrupt! But now, we are looking to make a return on our investment by the middle of 2003.

The deal only happened because l did my best to introduce this C.E.O. to all different types of marketing concepts l had learnt from you both, Jay & Chet!

All the best regards from
Chris Jankulovski
Think Innovations Pty Ltd

169. Chris Payne

----- Original Message -----
From: Chris Payne
To: Jay Abraham
Sent: Tuesday, August 06, 2002 9:01 AM

My contribution...

I have gained some amazing insights from studying Jay's material.

Here are some brief results.

Endorsed mailings

Jay taught us the importance of endorsed mailings, and we used these to great effect. Instead of just renting names and mailing those lists we got each list owner to endorse our products and company in each mailing that went out.

In other words, as well as our standard mailing piece promoting, say offering our PhotoReading tape set with the line "Blast through any book or report at 25,000 words a minute -- guaranteed", we also included a letter from the list owner which we wrote ourselves and in 90% of cases the list owner approved with no changes.

It took time to write that letter, get the list owner's signature, get his letterhead template and the company logo as a jpeg file and so on - but the results were worth it.

Very roughly we got 50% to 100% better response in terms of sales and that meant at least a doubling of profit.

Over a two year period after learning this technique from Jay we mailed about 800,000 pieces this way. If we hadn't had the endorsement we would only have mailed 500,000 because the endorsed mailing made the piece more profitable so we could afford to go deeper into the list file.

We estimate that this generated $660,000 in profit over two years just from adding those extra letters.

It's worth adding that in virtually every case we got the endorsed letter for no extra fee. Recently we've negotiated to pay 25% on net profits, and we expect to pay 50% of net profits to some savvy partners soon.

Mailing customers more frequently

Before we met Jay we mailed our customer base twice a year. After seeing Jay in action this increased over time to 11 mailings a year, which kept our business going when times got tough when our advertising started to become less effective.

As a consequence, instead of sending out 40,000 pieces a year to our best 20,000 customers we sent out an additional 230,000 mailings to them!

We also went even to our oldest >3 year buyers to try to reactivate them. We mostly made a small profit or very tiny loss on these mailings, but these reactivated customers now became "A-Customers" which meant that they got a mailing about a new product almost every month, so we made good money from these people as they became top buyers again.

We estimate that this brought in $680,000 over two years.

Total gross profit before overheads, from two major paradigm shifts: $1,320,000.

Name of company: LifeTools, England
Size: $2.5m turnover
Type: mail order personal development products
Contact: Chris Payne, president: cpayne@lifetools.demon.co.uk
Tel: 011 44 1625 505922 and 011 44 1625 850551

Kind regards,

Chris Payne
Managing Director
LifeTools, UK

"Cutting edge devices, books and tapes to help you 'change your mind' -- fast"

web site: http://www.lifetools.com

170. Chris Watson

----- Original Message -----
From: Chris Watson
To: Jay Abraham
Sent: Thursday, July 25, 2002 10:20 PM

Dear Jay,

It's an absolute pleasure to submit our story for your project and I applaud what you're doing.

As you suggested I'll do my best to keep this exact and brief, but I must warn you, it takes a little time for the penny to drop.

I first saw you at a Seminar in Sydney Australia, at the time I was most interested in what you had to say about Risk Reversals and Headlining. It wasn't until 3 years ago that I was able to put both of these techniques to work in my own company.

I'm a Director of a company called Downloadit. We specialize in an area called 'Measurable Media'. This topic is getting quite a bit of attention now as most Magazines and Newspapers are getting considerable pressure from their advertisers to be in a position to show a return on investment. ROI is one of the hottest topics and now, the internet has compounded it by posed an intriguing question to most publishers.

The question is "Can Old Media Make New Media Money". Or in other words when an advertiser purchases a display ad in a newspaper or magazine, what relationship does that ad have to the publication online and furthermore, how is the publisher tracking the responses? I can assure you that most publishers have separated the two (Print - Online) and as a result they seem to be flailing when it comes to a real answer to this most imposing question.

From the research we conducted we found that the average spend in trade markets in Australia for a Full Page Color Advertisement in a printed magazine was approximately $4,500 ($Aus). What's most alarming is that there is virtually no research on what the advertisers get back for this money. In our attempts to find this information we can suggest it's in the vicinity of 7 to 12 enquiry's back to the advertisers.

I might also preface this with explaining what we mean by 'Trade Markets'. Most Western Cultures have about 10 major trade markets. IT, Architecture, Hospitality, Pharmaceutical, Electronics, Transportation, Manufacturing are the big ones. In every trade market a defining characteristic is that they have a large group of professionals who have a genuine need for the products that supply their business. Unlike consumer markets, trade markets consider information to be part of their competitive advantage. OK, so that being the landscape you also have a ton of magazines that jostle for pole advertising platform positions within these markets.

And that's where trouble comes into paradise. It seems that most of the trade magazines have been so busy convincing their markets that they are #1 that they forgot about the possibility and necessity of reinventing. In essence most of them can't answer

the question of "What is the display advertisement doing with your online concept/portal/hub ?" Furthermore many have begun to suggest that technologies like page impressions and click through rates are enough to answer the demand. We feel that this is very wrong. Page impressions and click through rates are about as useful to the true online marketer as branding is to the true direct marketer. The more you look at this as a topic I would suggest that there is a very convenient ambiguity that many publishing companies and certainly advertising agencies are hiding behind. After all, if you can't measure it then you can't be held accountable. That old saying of" 50% of my advertising works and 50% doesn't. I just don't know which is which", is nonsense, but it's used as a mandate by so very many publishing and advertising companies. Last week we had a meeting with another publisher who told us "Look, you need to understand, it's not our responsibility to sell the products." That's a cop out. It is their responsibility, all marketing and advertising is about selling a product and if it's not, then don't take their money. Wasn't it Jack Welch from GE who said "When the rate of change outside exceeds the rate of change inside, the end is in sight". Well things are certainly changing.

So, this is where Jay Abraham's techniques have come in. We began to reinvent the process of publishing and place an emphasis on 3 significant things.
#1. Everything we do must be measurable.
#2. Everything we do should get to the point and give the readers what they want (A version of headlining)
#3. If we're able to measure what we do then we can guarantee what we do.

So, we publish a magazine. The magazine is designed to give the IT professionals information about what products are available on the market. If a reader wants to know more about the 'Headlined' product articles then they go to our website at www.downloadit.com.au and put in their reader number. They can view product brochures, text files, pricing, where to buy, who to buy from etc. That reader number activates our database, that database is hooked up to a measurement facility which then allows us to give our advertisers a code and password so they can track, 24/7 anyone who views their information. This has allowed us to be the only model of its kind that can measure, analyze and guarantee responses in our market.

Since our inception we've been able to bring the average CPE (Cost Per Enquiry) down to $5.50...again, compare that with the unmeasurable $4,500 spend for 7 enquiry's and you start to see that this has explosive advantages.

I'm cautious not to suggest we've set the world on fire. We launched our first form of media in the Australian IT market 2 months before the IT crash of 2000. So our timing and choice of markets could have been considerably better. It's been dogged determination that has seen us retrain this market and therefor survive, our offer was brilliant but the market was disappearing. However we're now in discussions with enormous publishing companies to work with them to bridge the illusive print - internet gap. In fact we should be making a press announcement in 2 weeks that tells our IT market that we've just joined up with a much larger publisher and our distribution in IT will be expanding ten fold.

Jay, I want you to understand something. I believe the only reason no one has ever done what we're doing is because there are very very few companies who specialize in making their media and advertising measurable. The reason there are so few

companies who do it, apart from the earlier mentioned 'convenience of it all', is that it appears as though they haven't questioned the true value of their offering. One of the reason they haven't done that is that they've probably never read any of your books or attended any of your seminars. It's much easier to just keep towing the line and it takes guts, content of character and unwavering belief to hold yourself accountable in the advertising industry.

We think Headlining and Risk Reversals are at the heart of a publishing revolution. If things go to plan we'll be doing worldwide deals with everyone from publishers to catalogue companies to exhibition companies to product vendors.

My partners and I are enormously proud to be doing the work we're doing. It puts an emphasis on ethics and accountability and allows us to be the eople we know we are. I for one hope to never return to the dark side of advertising and I honestly believe it's a question of integrity.

Might I finish by saying that every great truth is originally thought of as blasphemous, I'm not sure who wrote that but we now have first hand experience of what it means.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Sincerely,

Christopher Watson
Director - Downloadit Pty Ltd
579 Darling Street
Rozelle NSW 2039
Australia

Ph: 612 9555 7300
Fax: 612 9555-1901
Web site: www.downloadit.com.au

Measurable, Accountable, Interactive Media

171. Craig Sallin

----- Original Message -----
From: Craig Sallin
To: Jay Abraham
Sent: Friday, August 02, 2002 5:38 PM

Jay has often said that one of his most prized techniques is the Joint Venture. I decided to take him at his word. Especially since the cost or expense to do a Joint Venture is so small compared to regular advertising. And the results are so much greater . . . again according to Jay.

I'm in the Emergency Preparedness, long-term food storage business. It is very cyclical. People either want to act prudently and cover themselves in case of emergencies, or they think it is a joke.

Of course, when problems arise, crises hit and emergencies prevail, most have second thoughts about their skepticism. It is also generally too late to prepare when emergencies strike.

Therefore, I must find people who want to cover themselves for any type crisis. I don't really try to convince people to be self-sufficient ahead of time. It's too difficult.

Our company is called Food Reserves. We sell just that - food reserves, long term storage foods as well as self-sufficiency products.

So I set out to locate and joint venture with other suppliers of self-sufficiency products who I was not in direct competition.

I mailed out a form letter, which was personalized, to every company I could find. I told them I wanted to do a Joint Venture with them, whereby it would not cost them a thing and they would get 50% of the gross sales for simply sharing their customer list with me. They did not have to show me their customer list. Just show me some interest in the project. I would then work out a proposal that they would like and feel comfortable.

I sent out 50 - 60 solicitations. Eight people responded. Now, you know, that if an individual responds to your solicitation, they are ready. You just have to make them a deal.

One of the most promising responses was from a company that sold non-electric appliances and hardware. Now, their customers really want to be self-reliant. That's what I wanted, like-minded customers. Remember, I want to contact people who have the same profile as my current customers - self-sufficiency buyers. However, I don't want to be in direct competition with my Joint Venture partner.

Now, all I had to do was make my Joint Venture partner an attractive arrangement. I suggested to him that I would draft a letter to his customer database to be printed on his letterhead and signed by him. I would pay for all expense. No cost to him.

He didn't like it. Maybe because it was a direct endorsement by him. He suggested I make up a flyer with the offer. Then he would drop it in with all his outgoing orders. It could have a key code on it, which would identify him as the source. Done deal!

I immediately had the flyers made, key-coded and sent to him.

It was an immediate success. Over the months he averaged $326 in commissions.

I chose a basic product to offer to his customers - Survival Food Tabs. They retailed for $24.75, postage paid. I would give him $12.00 net per bottle sold. This was great for him. Found money. He has no expenses. Yet, every month he got an average of $326 from me, just for dropping the flyers I sent him in with his orders. I also included a monthly statement and a list of each customer name and the number of bottles they ordered. I also sent him a running tally of each month's total, plus an accumulated grand total to let him know how sweet this was for him. My cost was simply the cost of the flyers.

You may think I was giving away the store at $12/bottle. Not so.

Along with my direct shipment to his customer of the Survival Food Tabs, I would send them information and a special offer on my other self-sufficiency products. It was understood, that once someone ordered the Survival Food Tabs, they were mine to follow up with other solicitations from me directly. This was where I made the real money. I followed up forever with offers to these customers who "raised their hand."

This type of Joint Venture was the standard format I used to go to other partners. I would print flyers, key-coded. They would include them in their outgoing orders or mail. I developed around 12-13 of these type Joint Ventures.

The lesson to learn here is to ask and listen to what your partner wants to do. They'll give you the format. That is attractive from their point of view. They'll make the deal up for you. You must keep an open mind. Think linear, as Jay would say.

Please feel free to contact me if you'd like to know any details about this that haven't been covered.

Respectfully submitted,

Craig Sallin
Food Reserves
PO Box 88
Concordia, MO 64020
315-488-6350 - phone
315-488-6595 - fax
www.foodreserves.com

172. Dan

----- Original Message -----
From: Dan
To: Jay Abraham
Sent: Wednesday, July 31, 2002 7:49 PM

Hi Jay,

My success story is a little different. I am in charge of education at my real estate board and my job is to come up with seminars, get the speakers and get the people there. When I first took over the education seminars, there was a time when I had 3 people show up (the speaker, one other person and me) and when we had the break, the one person that was there left. At times, it was pretty embarrassing, but based on the teachings, I did three things that really made a difference:

number 1: I began multiple contacts - in person at each event, I would sell the next event and sign up a large percentage of the room. (contact # 1)
number 2: We sent out broadcast faxes (to local offices)
number 3: We email everyone with an email address w/ the flyer
number 4: We emailed everyone w/ the weekly newsletter (the event was mentioned in there)
number 5: Office liaisons are contacted to tell everyone in the office
number 6: We repeat step number 2
number 7: We repeat number 3
number 8: We repeat number 4, four times (weekly newsletter)

The result - in 18 months, we have gone from an avg. of 15 - 20 - 55 - 65 people consistently, and we have had audiences as high as 125. While this may not seem that impressive, on average we have garnered a 325 - 366% - increase in response since we have been using this technique of multiple contacts through multiple media.

I am sending you a copy of one of the flyers. Notice that these flyers don't look like your typical flyers - there is a feature and benefit foundation.

Thanx for the ideas,

Dan

P.S. I am still working on improving our responses (especially the sign up to show up ratio - it's approximately 70% during the winter, spring and fall months; but it drops down to 50% during the summer - I'm still trying to figure this one out. Also, we have avoided direct mail & telephone calls because of the cost and man hours required. We are considering offering a gift when they get there (this would be sponsored by affiliates of our board.)

Secrets of the Top Producers

How To Go From Zero to One Hundred Thousand

- **What does it takes to be a Top Producer and earn a six-figure income?**
- **How do top agents adjust in a hot market – what do they do differently?**
- **What do top producers use their time?**
- **How do they get the most listings in the shortest amount of time?**
- **When is it time to hire an assistant?**

What You Get – An Inside Look At What Top Producers Do Differently

- **How they got started**
- **How they arrange their day – what their daily schedule consists of**
- **How they prospect and get more business – their systems**
- **How they overcome the day to day challenges and distractions**
- **How they have built a predictable and consistent business**
- **How they handle family, friends, spiritual time, hobbies and fun**

The Panel
Five Gold Level Producers – The Best of the Best

- Four of the Biggest Producers in the Passaic County Board
- A Special Guest from the Hudson County Board

The Moderators

Two moderators from the Passaic County Board of Realtors will ask all the questions that will reveal the very things you must do to go from

$0 - $100,000 per year.

The Audience

You are the audience. The Q & A Session will give you the opportunity to ask your best questions.

Register Today!!!!

Last year this same event was so packed we had to bring in extra chairs. Register today and make sure you get a seat!!!!

173. Daniel Leung

----- Original Message -----
From: Daniel Leung
To: Jay Abraham
Sent: Friday, August 02, 2002 10:12 PM

Jay Abraham Testimonial Letter

I started a residential cleaning business last year. It was a simple business with very little investment in the beginning. It was growing gradually, but not enough. I promoted myself with just a few little or no cost methods: door-knocking, handing out flyers and classified ad. From those tactics, I got about 1 to 3 phone calls a week, and about one or so was turned into a client, weekly cleans, bi-weekly cleans, monthly cleans or occasionally. It took me about three months for the business to start producing money - about $600 the third month to $1000 the forth month. It was a good increase of 66% but it took away my time and energy. I wanted a faster and greater return for my time and energy. I was working much, much too hard to promote the business. I was working hard, but not smart.

One of my friends introduced me some materials from Jay Abraham, which emphasized marketing concepts. I immediately changed my perception of my business and soon realized strategies and concepts my business can relate to. My ad I was sending out to neighbors around my city was a blah-blah boring same old flyer. It was re-written as a sales letter using an attention-grabber headline, a strong and defined U.S.P., and a guaranteed risk-reversal. That ad increased the number of phone calls from 3 a week to 10 a week. From those 10 calls, about 3-4 became clients. I then started getting testimonials from every client and incorporated them into my sales letters and showed them to inquiries. I developed a follow-up system in which each client was greatly appreciated for his/her business. From understanding the lifetime value of each client and knowing that each client can be very profitable, I made sure that every client was special and treated with respect and friendliness. I collected all the information I knew of $200 towards their clean, for every bi-weekly client a $100 voucher, for every monthly client a $50 voucher, and so forth. By leveraging my database, my business grew exponentially. I employed three cleaners to help me out, two are part-time and one full-time. In the first three months, I had only three clients and by the end of the year I had about 34 clients, most are regular clients and some are occasional. Now, I'm at a point where I no longer need to work in my business doing the home visits anymore. I work on my business operating, improving and developing a better marketing system of increasing profit. I am now working on creating a joint venture with one of the local hairdressers. We're in a process of creating a sales letter to be mailed out to her clients. My suggestion for people like me is to not wait until you know what you're doing. Doing it badly like what I did is still smarter than doing nothing at all.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Daniel Leung,

Sole proprietor,
Daniel Leung Enterprises

P.S. I look forward to receiving the special gift.

174. Dave Riggle

----- Original Message -----
From: Dave Riggle
To: Jay Abraham
Sent: Monday, August 05, 2002 9:14 AM

Jay Abraham
August 5, 2002

Hi Jay,

I have hired consultants who helped my business. Friends have given me advice. I've read hundreds of books and thousands of magazines. Some employees have helped my business succeed. But when I think about where my business is going now, it is clear that you have had 100 times more impact than any other source of ideas I've ever been exposed to. I owe you a great deal.

My association with you has been the best value imaginable. I thought it funny how you pitched the value of your ideas in such long letters but I figured if it worked on me there was something there. My co-workers freaked out when I spent $5,000 to attend your seminar in Tampa but now your ideas help me close sales that generate $100,000 in profit. As my business continues to grow, the ideas you've given me will be worth millions of dollars.

Most of the things we spend our time on are little things; how to save on insurance, the best places to buy software, how to save fifty bucks-- that sort of thing. Nobody else offers proven, simple and inexpensive ways to **double** or **triple** business. Even though you and I have never met in person, I'm a big fan and greatly appreciate our association. I am more jazzed about improving our marketing than anything else I've done in business. Ninety percent of the changes my company will make in the coming year are a direct result of your work. Positives include creation of new jobs, consistent profits instead of ups and downs, and greater wealth and security for my employees and myself.

I first started listening to your tapes in 1994 after hearing your Power Talk interview tape with Tony Robbins. I immediately contacted you for something – I think you sold me or gave me a copy of Stealth Marketing. Talk about an eye-opener. I'd been a pretty good sales guy for 15 years, but until then I didn't even know what marketing was.

After that, you continued to send me tons of stuff – sometimes two letters a week, for probably a year even though I didn't send you a dime. Every time I'd get one of those obnoxious looking letters with the red or blue sub-heads everywhere, I'd read those damn things from start to finish. And some of them were 20 pages long. Needless to say, since 1995 most of our mass mailers look and read just like those. Thanks.

About EMS

I started Energy Management Systems (EMS) 15 years ago. We have offices in Indianapolis & Elkhart Indiana and sell building automation systems to industrial clients all over the Midwest. Clients cut their heat/cool expense by 35% to 50% - typically $100K to $300K per facility. EMS is unique because we

package a full range of services that makes it easy to buy and use a complex product. We calculate energy savings for clients before they buy and verify savings every month after installation.

The critical thing in our business is long-term service and that's our strength. Most companies, if left on their own will utilize an energy management system less and less over time. EMS clients don't have that problem because we offer full management of their systems over a modem from our office. None of our services individually is rocket science, but EMS is the only company in the Midwest that offers turnkey packages that ensure results. EMS guarantees savings for clients and we make sure every one of them is happy.

During our first 10 years it was tough to grow; we were ahead of our time. We built an impressive client list, which was critical to our success, but overall, there was much apathy about energy conservation during that time.

The energy market is much different now and we're poised for tremendous growth. Energy prices have jumped in the past two years and since electricity was deregulated in 1997, executives have to pay attention to energy costs. Global competition is making cost cutting a necessity, and automation in the workplace is accepted. It's hard to quantify, but our market is probably twice as good as five years ago. Having hundreds of savings reports from well-known clients such as GE, Delta Faucet and Wm. Wrigley Jr. Co (Wrigley Gum), make it easier to convince new prospects that our system will produce the savings they desire.

Our Business Doubles, Maybe Triples This Year

Since meeting Jay, I've kept a business plan of marketing improvements – a menu of things I want to have in place. Although I'm frustrated with the progress I've made implementing them, the ones I have done are making a difference. Jay talks about changes adding up over time and it is happening now. It is truly about to become exponential. EMS has sold about $1.5 million a year since the early nineties. Jay points out three ways to grow a business and we're doing two of them. We're getting more clients and they are paying us more money per sale – both due to Jay.

Five years ago our average sale was $75K. Because we're targeting Dream 100 prospects, now it's $100K to $400K – that's a huge difference for us. Six months ago we increased the sales staff from one person to four and have generated sales proposals at twice the rate of last year. We're just about to double or triple our monthly sales volume depending upon which proposals close over the next few months. Sales volume should hit $3M easily this year and with a couple more superstars we should sell at least $5M next year. My next hire is a person to help systemize marketing functions. It's exciting to be able to plan growth with little risk. We just have to execute consistently.

Other Ideas of Jay's That EMS Has Used So Far

Referrals

We ask clients for referrals now but it's hit or miss. Soon we'll organize where in the sales process we'll ask for them, who will do it, and how we'll do it -- a combination of face to face, letters, e-mail etc. I really like the idea of showing clients a list of our Dream 100 and asking them whom they know at these companies.

We have meetings with clients 90 days after a system is installed to discuss any problems and review their energy savings. We're going to use those meetings to get referrals too. We plan to offer big screen TV's or charity contributions for them personally and free extended service to their company if EMS sells a system to one of their referrals.

Risk-Reversal

We had a decent guarantee before but we made it even stronger. It's right out front.

How Could We Make Our Offer Irresistible to Prospects?

This is an integral theme that Jay reminds me of constantly. Simple, but probably the most profound question someone heading sales and marketing should think about. We changed our sales proposals to *de-emphasize* the cash price and *emphasize* the fact that clients can pay $4,000 per month and save $12,000 per month. Their annual savings and cash price used to be compared on page one along with the payback period. We stated that financing is available but prospects never forgot that big sticker price of $300,000 or so. We still take cash payments but now the price is buried way in the back.

We also created a "Below Prime" lease rate with the company that finances systems for EMS clients. It costs us some of our price -- we have to buy down the rate just like points on a mortgage, but it works well and that's what counts. Without that, some shortsighted finance people get hung up on a few pennies of interest instead of the many thousands of dollars we can save them.

These two strategies eliminate the biggest problem – the money.

Mass Mailers

We now use 2 or 3 headlines per letter and changed our copy to be informal and direct. I also learned from Jay's letters not to attempt to write to a broad audience. I'd rather have 10 prospects get excited and take action than to have a 100 people think that we're okay, then throw away my letter. It pays to talk specifically to the people we can help the most.

USP

I've done a bad job with this one. Can't seem to come up with anything that fits, is memorable and is short.

Strategic Alliances

We pushed this hard a few years ago but can't seem to find good partners. Our product is expensive, complex, and must be customized every time -- not an easy sale for anybody, regardless of their relationship with our target prospects.

We partnered with some utility companies right after electricity deregulated in 1997 and had some success. They gave us leads from their clients and we sold the systems. That gave us much credibility with prospects and cheap leads, however, deregulation turned out to be a moving target and most utilities abandoned sales of energy-saving products within a short time. I still believe strongly in alliances and we'll revisit this in the future.

Consistent Client Contact and Building Trust with New Prospects

This is going to be a huge area for us. We have good gross margins and making one or two more sales in a year is big, especially when we've already done a lot of sales work upfront at our cost. We seldom lose sales to competitors; we just get delays. I learned this from Jay's constantly sending me things of interest. Nobody has ever sent me one tenth of what Jay has and I would never consider spending any money with anyone else. I want to create that bond with my Dream 100.

We've done some of this – always with success. We just e-mailed 100 people at 30 companies which did not buy our system in the past two years – total cost about $150. We announced our new website and reminded them of the savings they are losing. This is a great way of going over the head of middle managers that stalled our projects the first time. We got two calls immediately to re-liven talks on proposals totaling $610,000. These are like gold. The initial work is all done and we have the credibility of already knowing their situation.

We will organize an array of stuff to send monthly – savings reports of their competitors or neighboring companies, press releases, informational articles about energy price trends etc. We'll also use this approach to develop rapport and new leads with our Dream 100.

PEQ & PEQ II – You Guys Really Hit It with PEQ!

Visuals
Chet really hit home. We updated our website and printed some great looking case studies for handouts. Next is PowerPoint for our Core Story.

Core Story
Before I started this business, the products I sold had great core stories. I was in my early 20's and made them up without realizing why, but it worked like a charm. I've had this business 15 years and until PEQ, never thought about creating one for my own business. Stupid! Anyway, ours is now 75% complete. Doing the research has given us interesting topics to discuss with clients – as consultants.

Dream 100
Targeting the best prospects allowed us to increase our average sales price by 250%.

PEQ is awesome. I've barely scratched the surface of that program yet.

Jay thanks again for all of your efforts. You're a great communicator with great ideas. Keep them coming. As EMS grows, I intend to involve more of our people in your programs. Anyone can contact me for a reference anytime.

Dave Riggle,
President
Energy Management Systems
800-541-5740 or 317-341-5968

www.energymanagement.com

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

175. David Botsford

----- Original Message -----
From: David Botsford
To: Jay Abraham
Sent: Wednesday, July 31, 2002 6:08 AM

26th July 2002

Dear Jay

Thank you for your e-mail, inviting testimonials about how your clients and readers have used your principles to improve our lives and incomes.

I am a clinical hypnotherapist, which means that I am very much a one-person operation. Hypnotherapists help people to find solutions to their personal problems by communication with the unconscious part of the mind. For most people who set themselves up as hypnotherapists, building a practice is an uphill struggle. Starting out as a hypnotherapist is a "Catch-22" situation. On the one hand, you have to get clients in based on your reputation, while on the other hand, you can only build a reputation by gaining consistent success with a fairly large number of clients. I trained in clinical hypnotherapy from 1993-95, and it took several years to get to the point where I was making anything close to a full-time living at it and was able to quit my "day job" (working on computers at a bank). At that time I knew practically nothing about marketing, a subject which was barely touched on in my hypnotherapy training, and then only in a mediocre way.

At first I saw my hypnotherapy clients in my own home, which at least meant zero overhead, but gave an impression of amateurishness and had a tendency to reduce my credibility among some clients.

In 2000 I moved into an office on Harley Street in London, a street which everyone in Britain associates with medical excellence, as it is home to the offices of specialist doctors, dentists, therapists and complementary medicine practitioners. Of course, the central purpose of setting up on that particular street was to establish credibility. Only then, faced with the high overheads there, did I start to read the classic texts on marketing, advertising and promotion (this is a genre of literature I hardly knew even existed until that point). I read David Ogilvy's Ogilvy on Advertising and John Caples's Tested Advertising Methods and, based on what I learned from those two superlative books, I designed on my home computer some full-colour leaflets promoting my hypnotherapy practice.

It was at that time that I first came across the name Jay Abraham when I was browsing in a bookshop in London and saw a new book on the crowded business books shelves entitled Getting Everything You Can Out of All You've Got. The very title stood out from the multitude of other books in the same field. I bought it immediately, and it was one of those very few books I have stayed up all night in order to read. I immediately knew that the book was an "instant classic". More significantly, though, the first thing I did on the morning after my

sleepless night reading it was to apply the risk-reversal concept to my hypnotherapy practice. Like most practising hypnotherapists in Britain, the largest group of my clients was - and still is - people who want to stop smoking.

Immediately after reading the book, I decided to offer an unconditional money-back guarantee. If a person came to see me for hypnotherapy in order to stop smoking, their total fee would be £195 (around $280 at the present exchange rate). For this fee, the client would receive a 90-minute clinical hypnotherapy session, plus a CD or cassette for self-hypnosis (which I taught them as part of the session), and an optional reinforcement session later if they felt they would benefit for it. Also, if the person went back to smoking within three months from the date of the initial session, the entire fee of £195 would be refunded to the client at the end of the three month period. I became - and remain today - the only clinical hypnotherapist in the UK to offer such a money-back guarantee.

I re-designed my stop-smoking promotional leaflet to incorporate this unique guarantee, and distributed it around doctors' and dentists' surgeries, pharmacies, hospitals, gyms, health food stores, and such places. I took out classified ads in newspapers and magazines. What was remarkable was the speed with which people started coming in to see me. Literally within a few weeks, starting from no clients at all, I had a practise up and running. Over the past two years I've continued to offer that same guarantee, and have built up a fairly good level of clients through word of mouth. I have also made far more money in those two years than in my previous five years as a hypnotherapist, when I stumbling around, trying to build a practice through trial-and-error methods.

My next project is also based on the Jay Abraham idea of seeking ways in which hidden assets can be utilised to bring increased revenues. (I've also got your publications Stealth Marketing and Lessons from the $4 Billion Man.) I am now in the process of creating a series of ten CD kits, dealing with each of the main problems people come to hypnotherapy for (such as stopping smoking, losing weight, overcoming fear of flying, stress management and pain control).

Of course, there are many self-hypnosis CDs on the market dealing with these and other issues. But mine will be distinct and - I believe - offer more substance and value - for several reasons:

(1) Each kit will contain two CDs with my voice giving a variety of hypnotic inductions to deal with the issue with which the CD concerns itself (over two hours of material).

(2) My voice will be accompanied by original recordings of Baroque music, which stimulates the creation of alpha waves in the brain, causing the person listening to enter a very relaxed state conducive to hypnosis. In order to record that music, I'm working with a conductor who is assembling a Baroque orchestra, an organist and a pianist who will perform and be recorded especially for the creation of this series of CDs.

(3) Each CD kit will also contain a 12-page workbook filled with up-to-date and useful information about solutions to the problem the person wants to overcome.

(4) Each CD kit will contain a laminated colour sheet of affirmations which the person can stick on the wall and see every single day.

(5) A free gift will be offered to each person ordering a CD. (Haven't figured out yet what that will be yet, but.)

(6) Every CD kit includes a lifetime money-back guarantee (classic risk-reversal), so that the client can return it at any time in the future for a full refund.

Once the CD kits are actually produced, the next step is marketing and distributing them both directly and to retailers. Reading the works of Jay Abraham has already given me plenty of ideas about that - and perhaps next year I'll e-mail you with details of how precisely those ideas have been applied.

Many thanks for an excellent education.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Yours sincerely

David Botsford
Clinical Hypnotherapist
Corporate Medical Services Ltd
10 Harley Street,
London W1G 9PF, UK

Size: 1 person
Type: Hypnotherapy and (soon) self-hypnsois CD kits
Phone: 00 44 (0)20 7467 8461
Fax: 00 44 (0)20 7467 8312

176. David T. Briner

----- Original Message -----
From: David T. Briner
To: Jay Aabraham
Sent: Wednesday, July 31, 2002 6:30 PM

Jay:

Well, let's see...I was introduced to you and your "Discover Your Secret Wealth" tape set in early 1994, after I was laid off from AT&T. I was wondering what to do with my life. I had just been let go from a big company that was taking severe advantage of their employees. My top income for the year there was $16,800.00. Embarrassing, I know. Anyway, I listen over and over to Jay's "Discover Your Secret Wealth" Tape set and found an amazing quality in myself. I had been working in the Audio/Video/Computer production field all my life, and finally realized, after listening to Jay's tapes, that I had all the knowledge it took to form my own business in Not only the Audio/Video field, but the computer and Web Design field also. Now, the internet was just starting and I had no idea how to do the things that was being done. But I took another job in the Computer Graphics Design field...I was hired because I was the 1st to apply for the job...that was lucky...because the only graphic design knowledge I had was a computer AutoCAD class that I took in 1991 just before I took the job at AT&T. But for 3 hard years of barely making any money again, (top dollar $20,850 for the last year) I learned programs such as Photoshop, Animator Pro, Premiere and 3D Studio. These were all Graphic Design and multimedia software to work with the computer and the Web. But it was Jay Abraham's tapes that inspired me to take this job and learn all I could to

become my own boss in the Audio/Video/Computer Training/Web Design field...this is where I am today.

Also, I had just bought Jay's "Getting All You Can from What You've Got" tape set and it has helped me tremendously with my own clients. I am presently with a client that didn't believe that Web Design can take 3-4 months to get the site up and most of the way completed...She thought that I was just being wishy-washy with her...so...after listening to Jay's tape again, I took to business to her place...she had a new computer, she could see what I am doing, she could observe me and watch me in action while building it...right with her beside me. She now knows that it is a lot of work and a lot of research is involved and typing...along with picture editing, resizing, upload time, etc. But I turned a negative into a positive by just suggesting that I show her, at her convenience, what is involved in the building of her web site. We are now closer, more comfortable, getting more money from her, and keeping her satisfied. Jay, YOU ARE THE MAN!!! Thank you.

David T. Briner
http://www.swvideo.org
http://www.wbnr.org
http://www.5linx.net/SouthwestVideo
http://www.prepaidlegal.com/go/davidbriner
http://www.mymagicpromo.com/suite10644/ads

177. David Deutsch

From: David Deutsch
To: Jay Abraham
Sent: Thursday, July 25, 2002 7:45 PM

Dear Jay,

When I first read your material, I worked at an advertising agency.

Largely because of what I learned from you, I was inspired and able to quit that job and go on to become one of the most successful (and highly paid) direct response writers in the country.

Recently, eager for more challenges, I accepted a job as Creative Director of a large national direct response firm.

Many thanks. I couldn't have done it without you.

David Deutsch
3111 Kenmore Road
Richmond, Virginia 23225

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

178. David d'Orton-Gibson

----- Original Message -----
From: David d'Orton-Gibson
To: Jay Abraham
Sent: Wednesday, July 31, 2002 5:55 AM

Several years ago I ran a residential letting agency. We produced an in-house newsletter for our landlords. Driving home one evening listening to one of Jay's tapes I realised that the newsletter could itself be a product of interest to other agents. We tested conservatively (25 in the first mailing!!) and found interest. We built up this side and it opened the door to other activities. The letting business is deregulated (in the UK) and generally works on a low margin because of the competition. You can imagine my surprise when we calculated that although we only charged GBP20 per newsletter, we were making 75percent profit net of production costs.

The only limit was the point where mailing costs could not be justified by the revenue. We have therefore switched tactics and now promote the product from the courses. This eliminates promotional costs and even allows us to run courses at a loss, knowing that if we can get new clients in the door the back end profitability will justify it. All our products are now primarily promoted this way.

The production of this product has led us into many other areas. We have expanded into training courses, consultancy, a help line, model documentation, an internet newsletter and website (to drive down cost still further) and other things. This has built a parthenon of different income streams, the best of which pay us every year regardless. We are now expanding this outside lettings and into more general work with demand for software and general management training. All our products use risk reversal, everything has an unconditional money back guarantee and in thousands of transactions over the last few years I can only think of one occasion where I felt this was abused (but look at what it achieved!). Some specific risk reversals included guaranteeing course delegates that THEY would think the course was worth at least five times the price or they should ask for their money back. There have been several times where we have gone beyond our promise. For example of pair of delegates were about one hour late for a half day seminar. They said they could not follow the map (60 others managed OK). They did not ask for a refund but we sent them one anyway so that they would feel positive and to win the back end profitability.

We are also taking some of our products and bundling them with other vendors non competing products where they sell into the same market. They now sell the product and we have no risk, just additional upside.

Indeed we no longer run the original business as we recognised that with a finite resource of time we could make more money selling our knowledge, skills and systems rather than applying them in the market. From a small local letting agents we are now one of the top national providers of lettings information. The turnover on the new business has now grown to similar level to the lettings business (after 12 years of growth). However we only have about a third of the staff involved

and it is much more profitable. With less staff I earn 50% more and the business is still far more profitable. What good news.

As you can see we apply a range of ideas and practises, and we are always studying to try and find ways of using further tools. We see no end to the process of learning. For example, we are about to try some of the referral ideas given on the tape. We recognise that one good idea will easily cover the cost of the tape, many times you get more than one good idea (though it gets harder the more you already use!).

Best wishes

David d'Orton-Gibson
TFP

179. David Harber

----- Original Message -----
From: David Harber
To: Jay Abraham
Sent: Thursday, August 01, 2002 2:58 PM

Hi Jay,

Quite honestly, I was way too busy to accomplish this but it was important to me that I do so. I truly feel that I owe you quite a bit for helping me and my business these past two years since I discovered you. In some small way I hope that the attached testimonial begins to repay you for the things I have learned and the guidance you have given..

My business would not be what it is today if it were not for the countless hours I have spent listening to Jay Abraham tapes and reading his books. Many of the lessons I learned were not instilled right away and certainly not from hearing a tape the first time (or even the second). The Jay Abraham "mind set" has taken me over a year to learn but the time I spent assimilating the information has paid off tremendously. The "Eureka!" grasp of the Abraham non-traditional marketing mindset will catapult both your business and your personal life like nothing you have ever seen. I don't know if I will ever master the mind set but I know one thing... if Jay is talking than I am listening.

I sell collectibles via the Internet, casino collectibles to be specific. With the events of September 11th and the subsequent downturn of the economy, our industry suffered greatly. Let's face it; collectibles are not something that one "needs" when they're not even sure if they'll have a job the next week. Like most of my competitors our sales were down 40% from mid-September through October. Unlike my competitors though, we bounced back rather quickly and were back to "normal" by mid-November. While my competitors were complaining and sulking about the lack of sales, we were as busy as ever. How you ask? By simply incorporating one of Jay's ideas ("Private Customer Sale" letter) and utilizing his backend principles. We contacted the 2,866 previous customers that had purchased from us over the seven years we had been in business. We honestly & truthfully explained our predicament, made them a value-laden offer and watched our mailbox overflow with orders. This one letter was responsible for close to $11,000 in sales that I know we would not have had otherwise. It was a boost that was much needed at a time when we didn't even know if our business would survive.

Thanks to Jay, I developed my USP. A critical component of our USP is our full one-year guarantee. I've had this guarantee for several years now and my competitors think I'm nuts (even though not a single customer has ever taken advantage of it!). What the competition does not understand but we do are Jay's "risk reversal" theories.

Jay taught me that there are three (and only three) ways to build a business. In my "pre-Jay" days I only tried to get new customers. Even though they (thankfully) did, I never consciously considered trying to get my preexisting customers to order more often or offering them incentives to buy more each time they did place an order. As they say "Even a blind squirrel finds an acorn every now and then". I was fortunate that the backend was being developed without any conscious effort on my part however once I became aware of its implications, the backend soared and has been critically crucial to the success of our business.

I've taken the principles of Leverage and Marginal Net Worth to heart. Through my own experience it has been proven to me that if I give value, great service, show kindness and keep an ongoing line of communication open to a customer he will be back time and time again. Not only is the lifetime value of a customer very important but also often not talked about is the lifetime referral value of a customer. Satisfied customers do tell their friends and associates that they were treated fairly, kindly and with respect.

I've learned to keep my eyes open for new opportunities and to always try to put myself into the buyers shoes. I have found that the Golden Rule applies to business, I treat my customers the way I want to be treated when I am a customer. Each of us is continually a customer of one business or another. Make a conscious effort to take note of how you are treated and what a business does (or does not do) for you to remain a happy customer.

Breaking the rules is not only OK but also often you are richly rewarded for doing so. I stopped selling an expected, low-margin line of products that I figured took about 35% of my time but only resulted in 18% of my sales. My competitors thought my business would fail by dropping this "crucial" line. After an initial (and expected) drop in sales our business has since quickly increased its sales and bottom line by emphasizing the other lines that we are still carrying. I have found that there's definitely something to developing your niche by streamlining and narrowing your focus rather than trying to be all things to (in our case) all collectors.

Then there's the most important lesson that I learned from Jay, testing and analyzing buying habits. I'm continually "crunching" the numbers. When a person visits my web site, I know the chance he will make a purchase and the chance he will sign up for my newsletter. If he does make an order, I know how much he will spend on average, what the chances are that he will make a second order and what the chances are that he will make at least six orders in the upcoming twelve months (my definition of an "ideal customer"). By knowing what a web site visitor means to my business I know how many advertising dollars I can spend to get him to stop by in the first place. By incorporating Jay's backend principles I know that I can actually break even or even lose a little money on the first sale and more than make it up with a customer's subsequent purchases.

With testing I have learned that even a small and simple change to your advertising strategy can have a profound impact on your business. For instance I changed the order of several words on a banner ad. It went from a 0.3% click-through rate to 2.6%. I've had even better results with an e-mail that we sent to a lead list. We changed the headline and went from a 40% open rate to an 82% open rate. Staggering differences because of a simple change. Now I understand why Jay drills this in his listeners/ readers... continual testing is paramount to a successful business.

Thanks to Jay's ideas, we have started a reciprocal joint venture with a similar non-competing business a few months ago that holds quite a bit of promise and benefit to each of us. I've learned the power of bartering and have used it at least a half dozen times to purchase items that I needed at a fraction of their original price. In these cases the idea of a mutually beneficial relationship has become a reality and has encouraged me to seek more.

Since 1995, I've built three successful, income producing web sites. In those seven years we have sold over 1.4 million dollars worth of merchandise through our home based web stores. We are not getting "rich" but I was able to quit my job and my wife able to quit hers. We comfortably work from home and are able to spend the time with our daughter to raise her the way that we see fit. There are no traffic jams getting to work, no boss telling us what to do or how to do it, our time is our own. Shortly, I will be starting a fourth website, a consulting service (VegasWebCoach.com) to teach other Internet based businesses how we succeeded. My clients will definitely receive value. I will shorten their learning curve; I will expose them to the principles that we have embodied and the Internet marketing techniques that have worked for us (and those that have not). Most importantly, I will turn them on to the greatest marketer on the face of the planet, Jay Abraham.

To a reader who is contemplating a new business, I have these suggestions, most if not all components of the Abraham mind set. Develop your USP and know your numbers. Don't be afraid to break the rules and to try new ideas. Fully & completely understand the lifetime value of a customer, the lifetime referral value of a customer and always think long term. Offer an incredible and far reaching guarantee for without repeat satisfied customers you have little if anything. Recognize new ideas, relate them to your business, understand their implications and then take the giant leap and make the effort to actually put them into place. Treat your customers as you would a family member. Develop a deep, caring relationship and have empathy for them and they will remain totally loyal to your business despite ANYTHING that your

competitors may do to try to lure them away from you. Keep a positive mental attitude and always believe from the bottom of your heart that you will succeed & prosper. Most importantly, always keep reading & learning and ALWAYS keep attuned to the ideas of Jay Abraham.

The bottom line: through ideas I've implemented and the mind set I have acquired I can directly correlate approximately $1,200.00 a month that falls directly to our bottom line as a result of changes that I made since I began listening to the Jay Abraham tapes. But remember listening is not enough; ideas must be turned into action!

To Jay all I can say is "Thank You!". Both my business and I have been enriched by your ideas, theories and mindset....

David Harber
Cheques in the Mail, Inc
(702) 877-0460

180. David Snowden

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----- Original Message -----
From: "David Snowden" <davidsnowden@comcast.net>
To: <apgi@abraham.com>
Sent: Friday, August 02, 2002 5:50 PM
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David Snowden & Associates

Consulting Engineers 1536 Ashby St. Westland, MI 48186
734.729.6997 E-mail dsnowden211933MI@comcast.net

August 2, 2002

To: Jay Abraham
From: David Snowden

Topic: Referrals, backends, and over delivering mind sets

Growing backend through over delivering to referrals.

I started by asking my existing clients. The end of the project if they know of other people of their quality (words from the tape about the Australian Dentist). That would benefit for my service (permits for new expansions where air permits are required).

About a week later, with talking to one of my smaller accounts, I got a call from someone that he had referred to me about renting some air flow measurement equipment.

The referral wanted to measure the airflow out of two exhaust stacks that were to be replaced with a new single air conditioner.

I knew from renting this type of equipment myself that the daily rental cost was $80 to $100 a day. I offered a rated of $75 and the idea here was to three fold.

- Add another name of an industrial client to my client list
- By them renting from me I would get a vendor number and be in their purchasing system and to provide additional list of my services.
- To get into the plant and ask some of the key questions that I learned from you in my ULMRL marketing program, to flush out other possible areas where I could provide services and try to meet others at the plant I could follow up on later.

The new client needed the air flow meter in two days. I showed up at the plant 15 minutes ahead of time and drove around the facility so that I could see the side of the facility. I met with the client and confirmed the Purchase Order number and got the buyers name and telephone number. I asked the client if he knew how to use the equipment, I noticed that he was a little hesitant so I offered to show him how to use the equipment. So we went to the roof, and I showed him how the flow meter worked. We measured both the stacks that he needed to measure.

As a follow up I faxed him a letter report showing the size of the stacks, the airflow rates for each stack, and some other data that I was able to measure while I was there.

One week late I did a follow up phone call to see if there was any need for my primary service. I was asked to bid on an air permit for modifying a existing process. I was bidding against the firm they had been using for more than three years and it is a large national firm.

Two days after the bid deadline, I followed up to see if there were any questions (and to see if the long copy proposals was working) I was told that I was 20% or higher than the national firm.
I explained that I had been working with the local agency people for years and I knew that if I gave the agency personnel information in the format they were used to seeing, Before that the permit had a much better chance of going through faster there by allowing his plant to start sooner. There by allowing the plant to start operations sooner, there by generating profits sooner.

The next week I got a call to come in and sit down and talk about the permitting project. I was awarded the contract. The engineering manager told me that he was impressed by the letter report on the airflow measurements. And that the proposal (long copy) for the air permit was the first time in three years that he actually understood what was involved in putting an air permit together.

After finishing the permit project I also asked the engineering manager for referrals of his same quality. He never did get back with me with any names. However, he did call me when he got promoted to a higher-level position at another plant. I continued to do five other projects with the original plant engineer. Additionally, the engineering manager asked me to help on a new air permit project, a sound reduction project (I did another joint venture with another small firm), ISO 14000 project, hood design, and a new production line permit.

In less than 24 months this approach has taken me from a $25 loss and a 5-hour marketing effort to more than $28,850 from both plants and becoming one of two approved environmental vendors.
The concepts and mindset helps one think to look for opportunities to serve and grow ones business. The bottom line secret is: ask for referrals and sell by telling (long copy).

My statement is true and provable and you may feel free to use this in your promotional and marketing endeavors.

Warmly,
David Snowden
President

181. David Spaulding

----- Original Message -----
From: David Spaulding
To: Jay Abraham
Sent: Thursday, July 25, 2002 5:11 AM

Dear Jay,

Thank you for allowing me the opportunity to share with you some of the ways your methods have helped my business.

I was first introduced to you via Tony Robbins. I recall distinctly the day I received your packet, with Tony's endorsement on the cover. Had his endorsement not appeared, I most likely wouldn't have gone any further -- it was a Saturday and I had lots to do and the idea of sitting down reading all of your materials appeared a bit overwhelming. But, I perservered. Your risk-free offer to attend an event in LA sold me, so I was willing to "commit" to the $5,000 fee. Am I ever glad.

Since that time, I have attended a second LA event plus availed myself of many of your other products over the years. And, I enjoy your letters -- even the ones I am unable to respond to. Your letters alone are worth a lot of money, as they contain the seeds of your methods of communication.

One of the major things you got me to do was to truly value my services. At the time of our first encounter, I was billing $1,200 per day. Well, I decided that my time was worth more, so I've steadily ratched up that fee to its present rate of $3,000. And, no one challenges this fee (meaning that it may be time for another increase?). And when someone asks me to come in for just a half day, I tell them that it's not worth my time, but that I'll have to charge a premium, and they gladly accept it.

As for techniques, the one we use the most is the "risk reversal" method. For example, four years ago we introduced a membership group, which has two "chapters" -- North America and Europe. These are professionals in the investment performance industry (one of the major areas our firm supports). Members meet twice a year in Europe, and twice a year in North America (e.g., this year's spring meetings were in Oslo and Boston; the Fall will be in Vienna and Chicago). The annual fee is $5,000. We offer the folks to come, experience a meeting with us. If they decide after that meeting that the group isn't for them, then we'll refund the money. We feel this makes their decision easier. So far, no one has turned us down and we've made hundreds of thousands of dollars on this!

We also use the risk reversal approach with consulting. Just yesterday, I told a prospect that after the first day of the assignment, if they decide I'm not for them, we won't charge them. I think this has helped on multiple assignments.

Your ideas have encouraged me to branch out from the only business I was in years ago (consulting) to publishing (we are in our sixth year of publishing *The Journal of Performance Measurement* -- a quarterly publication with subscribers throughout the

world; we also published a guide book this year and will soon publish our first book), training (we currently offer three classes - again, with the "risk reversal" approach), research (via industry surveys), and, of course, the forum.

Our marketing materials generally match up (we believe) quite well with your approach. We have *liberally borrowed* from your concepts as they are often perfect fits for our materials. We try to tell the whole story, so people fully understand what we're offering.

While I can't offer a specific number that can be attributed directly to the application of your methods, it's clearly well into the six figures -- possibly into the seven figures.

Thanks, Jay!

Best wishes,

David Spaulding

President,

The Spaulding Group, Inc.

www.SpauldingGrp.com

(732) 873-5700

33 Clyde Road, Suite 103

Somerset, NJ 08873

P.S. My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

182. David White

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----- Original Message -----
From: David White
To: Jay Abraham
Sent: Wednesday, July 31, 2002 6:15 AM
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Dear Jay

Over the last few years of following your practices I have had many revelations based on what I learnt from your X Factor seminar in Heathrow, London.

The power of pre eminence has been one of the greatest lessons. This is not to be confused with the concept of fake it till you make it. The key to pre-eminence as always is to believe in the qualities of your business, for it to become real. To implement the power of pre eminence means that you will need to position your business at the top of your market, you will find that you have to produce materials that support the positioning, whether it is your web site, your direct mail or advertising.

It is more than just writing words on paper. The concept needs to transfer into actions and deliverables. If you believe that your business is the best, imagine your business as the market leader, you will tend to find ways that focus on delivering excellence and value to prove you are the best. The power of pre-eminence becomes a self fulfilling prophecy.

A great spin off from the power of pre-eminence is that in focusing, and in writing out your materials you can find smaller and larger services to offer and you can charge premium rates. These 'discoveries' can be used to package or add value to your core delivery so that the consumer gets added value, better value for money and a better perception of you as a supplier.

Pre-eminence also allows you to charge premium rates and to be seen as the preferred supplier during tougher times, as you also appear to be the supplier who cares most, who has solutions for more angles, and as a result concomitant sales.

The power of pre-eminence is to enable you to present all the best elements that a buyer is looking for in any market. You can use the power of pre-eminence in all sorts of different ways. After first sorting out your own head and getting close to determining the future, you'll find that you can re-use a number of the elements that you discover. One particular aspect to focus on is the buying criteria of a prospect, if you can embody or package those elements in your offering, your conversion rate will increase as will your income and profitability. Usefully you will create a body of work that will help you again and again.

Just by thinking you are the best, you will become the best. Napoleon Hill.

I kept one company profitably trading for two years after its main clients had switched to other services due to a personnel change. The company still exists today and I still organise its marketing. We would definitely have died and gone to heaven much sooner if we had not adopted the pre-eminent strategy.

More recently I have taken a start up company from no where with no funds to dealing with over 60 global brands in less than two years.

David White
WebOptimiser Ltd
0800 614421 (UK)
+44 2079537118 (Overseas)

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

183. Del Ball

----- Original Message -----
From: Del Ball
To: Jay Abraham
Sent: Thursday, July 25, 2002 6:49 AM

Testimonial:

Using the Jay Abraham and Chet concepts of "Preempting the Competition" and "Unique Selling Proposition" we have doubled our close ratio during tough economic times. We took a look at our competitors offering then designed our marketing message to preempt the competition by showing that we are the only logical choice, and by educating the customer on how to buy our products and services. The preempt of the competition is weaved through all of our messages including prospecting scripts, needs analysis, unique selling proposition, and close. One concept from Jay
and Chet has made a tremendous impact on our business.

Regards,

Del Ball
Opportunity Management, Inc.

184. Denis Backhouse

----- Original Message -----
From: Denis Backhouse
To: Jay Abraham
Sent: Thursday, August 01, 2002 4:56 AM

G'day from Australia, Jay. I hope you are well.

I owe you an eternal debt of gratitude for freeing me from the rat race forever!

I bought your tape set "Your Secret Wealth" and loved it. I talked to everybody who would listen, and some who wouldn't, and a few did some stuff and it worked, and they shared some small dollars with me. So I gained confidence.

Then I saw an ad from Chris Newton at Results Corporation. He wanted marketing staff. I wrote him a classic "Risk Reversal" letter, and got the job.

Wow! To be exposed to Chris' corporate library of Abraham and just about everybody else! Wow!

I listened to every Aussie Boot Camp, I devoured Quantum Leap, I read and re-read Stealth Marketing.

Chris hit a downturn, and I was on my own (along with all the team at Results!) ... Best thing that could have happened.

I worked out who were my "To Die For" clients, then went after them. Got the first one! Fantastic guy! As an ex-Results client, he understood marketing. Went to work with him on a work-from-home consultancy basis. Negotiated a partial Risk Reversal ... Tim covered my phone and mail costs, and I get a percentage of profits I made.

Tim's company marketed tax-effective agricultural investments ... Basically you invested in a share of running a BIG farm (a little over 6000 acres), growing olives for table and oil, and shared the profits.

Australia has some neat depreciation laws for farmers, so your investment was 67% tax-deductible in Year 1, Balance over Years 2 and 3. Predicted returns 27.44% pa. for 25 years. A good deal for people with tax problems.

Tim had a great system to bring in "Retail" clients ... Mums and Dads who responded directly to newspaper advertising and some press coverage of Open Days at the farm. And he had a great team to service those enquiries one-on-one.

I looked for leverage. I found it in a letter from an investor's accountant. He asked that all correspondence about the investment be directed to him, so he could keep the client's accounts together. Bingo!

How many accountants had clients with tax problems? (Paying too much tax)

All I had to do was contact them and announce that Tim's product would solve all their problems, Right?

Wrong ... as it turned out!

A trial mailout ... *Phone, Mail, Phone* ... taught me that accountants in Australia generally do not seek to minimise their clients tax bill. They are conservative "bean counters', happy to simply keep books and prepare end-of-year compliance returns.

But ... By asking questions, I discovered the role of Financial Planners was to save tax dollars. So I test mailed some of them. *Phone, Mail, Phone again.*

(I explain *Phone, Mail, Phone* in a minute.)

Still LOTS of resistance, but I discovered that most financial planners were "under the umbrella" of one of about 20 larger Australian financial planning companies.

More *Phone, Mail, Phone,* to discover who the decision makers were in these 20 "houses", or companies.

I was getting excited now, as the potential for leverage was increasing exponentially as I rose up the hierarchical tree!

To shorten the story, four of the "houses' came on board, and we wound up getting about $2.4 million in sales from people who otherwise wouldn't have responded to Tim's advertising ... But they trusted their Financial Planner!

I wound up pocketing about $38 000 for my efforts. Not a lot in Abraham terms, but more than I had ever earned in so little time.

In a nutshell ... Basic Business Analysis first and foremost. Look for leverage. Mutually Beneficial Relationships. Who can I help to make money by endorsing my product to the clients they have spent a fortune on gaining and nurturing?

Secondly ... Strategy. Test, test, test. I saved a lot by not rolling out a full-scale campaign to accountants. That test showed me that was a barren market. Same with the financial planners. Better response, but I learned about THEIR head office controls. Basically most of them wouldn't move without the OK from Head Office guys. I needed that OK.

So I went to the Head Office honchos who could make decisions on what products got endorsed.

I'd love to say that I was blindingly successful. I wasn't!

I discovered yet another "layer of skin" on this "onion" I was peeling.

One, Just one (!) Company that specialised in the analysis of just about every sort of investment product that was marketed in Australia (Population only just over 16 Million, remember! Tiny!) And they had NEVER endorsed a single agricultural investment as long as they had been in existence. And basically the other 16 Head Offices took their guidance from this ONE analyst company.

We tried, but they never so much as considered it worth coming to inspect the plantation ... Which just happened to be the biggest, most technologically advanced, and managed in Australia!

But I was persistent. I had built relationships with most of the 16 compliance Managers in those companies, and I positioned myself as their source of information about Olive plantations. And approaching Christmas 1999, One of them cracked ... one of the biggies, and agreed to come and inspect the plantation in the New Year.

I knew when they actually saw the results "on the ground" they could not help but be impressed ... You HAD to see it. It was amazing!

After Christmas, I phoned him, in high expectation.

"Sorry Denis," he told me "Timbercorp (Australia's biggest and best-regarded eucalyptus plantation manager) has just announced that they are opening a big olive plantation. Because we have over seven years experience with them and their products, we are going with Timbercorp Olives!"

A series of calls to my other contacts brought the same story, or that there was no change, they wouldn't endorse olives at all.

I had run my race. Nowhere else to go! Time to say "Thank You" to Tim, and move on. Not a bad result. We all made money, but it could have been fantastic!

But at least now I had some serious runs on the board! I went after my Number 2 "To Die For" client.

Now here is where sheer luck plays a part. As it turns out, if I had have approached him any time up until when I did, he would have told me he was perfectly happy with his General Manager, who was also his Marketing Manager.

But right at the time I approached him, Henry was very dissatisfied with his present manager. Sales were down and trending further down, and no plans were in place to rectify the situation. He had JUST decided a change was due ... and here I was!

I had also done some research into Henry's company with one of his distributors, whom I knew well. I knew that the company marketing was basically hopeless, with just about zero close and personal contact with the end users, because the products were sold through distributors in each State in Australia.

They had no idea of who were their end users, by name and address. Only the bulk figures, State-by-State.

The products were (and still are) prescription-grade natural medicines, to be prescribed only by MDs, or registered practitioners of Natural Therapies ... Naturopaths, Chiropractors and the like.

I knew them to be efficacious, and I knew Henry to be the "Old Man" of Australian Naturopathy. Although only in his mid-50's, He had an awesome reputation as a Naturopath stretching back some 30+ years, and was still well-recognised as one of Australia's top formulators of therapeutic products.

I used the Jay Abraham question ... "What did you do when you were starting out?"

Turns out Henry was everywhere. He did seminars. Radio Shows. He was the hotline for his products even before we had hotlines. And he visited his distributors as they grew, and took a personal interest in their businesses. High Touch.

I asked him what happened. "We grew" he replied. "And I grew tired of being everything and everywhere!".

I looked at ways we could rebuild that "High Touch" using "High Tech".

The company was toying with another seminar series around the country, but Henry wasn't enthusiastic. But an analysis of his monthly turnovers revealed a clear jump whenever he did a seminar in a particular state capital.

(Please remember that Australia is really a series of cities of 1.5M to 3.5M people, surrounded by not very much! ... So the populations are concentrated in the cities)

This "jump" would drift back to the annual mean over about 3 to 5 months, and then slowly decline a little more until he did his annual "round" again.

I figured that if we could increase the contact to about every 3 months maximum, we could keep the income curve nudged up closer to the seminar peaks. That should give around a 33% increase in turnover, for some quick credibility, and give me some time to get in place some other longer-term measures to build more pillars to this marketing "Parthenon" ... another Abraham analogy!

Telephone conferencing was the answer. Some people in the company had wanted to try this, but the previous manager was apparently very half-hearted about it, and set unrealistic prices for practitioners to link up, and wanted to limit the numbers of listeners per telephone conference! Crazy!

We calculated an average hard cost to run the calls ... around $22 Australian per participant. We found out that Telstra, our major Telco, had all the systems to work with us. They would put Henry and I on "Speak", and all the participants on "Listen Only".

That overcame the problems of 100 listeners coughing, wriggling, answering mobile phones etc. throughout the conference.

Humourous aside ... We had forgotten Henry's beautiful genuine Bavarian Cuckoo Clock in his study! Promptly on the hour, it stuck its head out and informed all listening that it was Eight - O - Cuckoo! We didn't make THAT mistake again!

And ... Telstra has a beautiful system for question "Queueing". Participants registered to ask a question by pressing "hash" on their phone. Telstra registered them in order, and come question time, there they were ... One after the other, in the same order as the questions occured to them. No cross talk. No interruptions.

To ask their question, Telstra would announce the callers name, and switch their line to "Talk" and away they would go. When the question was dealt with, they would revert to "Listen Only", and the next questioner would come on lone. Beautiful system. Worked like a charm!

As an added bonus, Telstra would audiotape the whole conference for us for a trivial sum, and send us the master tape. Terrific!

We now had tapes to send out as a bonus to all participants ... a lovely and unexpected bonus that came a couple of weeks after the teleconference, along with a bundle of up-to-date informative material on the latest research and products available.

Sales-wise it also worked beautifully. Sales figures got the nudge we planned for and turnover lifted for the first time in three or four years.

The round of seminars was also a big success. Henry's team at the office did a magic job of putting together a PowerPoint presentation of his talk for him, and all he had to do was "Click" and talk to the slide. No more notes needed for him. And he is a brilliant and well-respected speaker in his highly specialised biochemical and nutritional fields.

But for me, the seminars and telephone conferences were a means to an end. You see, the company had been mailing out expensive packages to over 4000 practitioners 4 or 5 times a year. Around $3 hard cost per package ... $12 000 per mailout, four times a year! Big Bucks!

From some basic research into the average turnover of a Natural Therapies Practitioner in Australia, I concluded that at max. about 1000 to 1500 were buying Henry's products ... Not 4000-plus! But who were they? Which 1000 to 1500?

The seminars and telephone conferences gave us the names, addresses, and most importantly the E-Mail addresses of the 1200 or so practitioners who had attended or listened in. Gotcha! I was betting these were Henry's "hard core" purchasers.

Now to test it.

We set up a decent database, using a brilliant client management system written by a Naturopath here in Brisbane, and trained a dedicated database manager ... a talented but unabitious IT graduate, who was happy to sit in front of a monitor all day, and not have to interact with live humans!

In fact, we set up 2 databases. "Our Faithful" as we termed them, and "The Cold Group" as we termed all those who had not attended or listened in.

In the next regular quarterly newsletter mailout to the "Cold Group" we announced that we were updating our mailing database, and could they please confirm by email that their current postal address was correct. We told them that failure to so confirm would mean that we would assume that their mail was no longer reaching them, and that they would be dropped from the mailing list.

In fact, we repeated this exercise twice, but once would have been enough, I now believe. The response to the second reminder was so small as to be insignificant. They would probably have remembered when the mailing DIDN'T arrive and would have contacted us anyway, saving some $9 000!

For "Our Faithful", of course, we loved them to death! We improved the Hotline facility. We swapped some staff around to jobs they felt better suited to, but could never have asked the previous manager, whose word was law!

We improved the quality and frequency of up-to-date research findings that we disseminated. We could do a LOT with the $30 - plus thousand we had saved on the wasted mailouts! It paid for our IT man, and left some over!

The bottom line was that in about 8 months, income was up by a steady $60 000 a month ... Almost exactly the 33% I believed we could achieve!

I took about $40 000 fees out of that 8 months. I was ready to do more, but the company accountant thought it unconscionable that anyone in the company should earn more than him, and vetoed any more "marketing" expenditure. I discovered that I had underestimated his influence with the boss ...To be frank ... had never even given it a thought! I naively thought that as long as I was pushing up sales, they would love me! Not so. The accountant looked at my potentially earning over $120 000 a year PART - TIME, 3 times his salary, and got out the samuri sword!

So we learn and move on. I'm now working with Geoff and Paul, a couple of property investment geniuses, organising and marketing their seminars.

Total Risk Reversal ... I pay all the marketing and venue costs, they pay for the seminar manuals. get 27% of the take.

I've taken my personal income from $8000 net from the first seminar, to $19 000 net by seminar 2, and heading on up as I learn to trim my costs ... what works, what doesn't.

No "Rocket Science". Just good old Abraham "Give in order to Receive" *(Actually I believe the basic concept was given a couple of thousand years ago, but Jay applied it to marketing, rather than spiritual matters!)*

They were "sorta" doing all the right things, but there was just not enough time in their busy days of buying, renovating, building and managing properties to manage seminars. And seminars represented a tiny fraction of their income (back then). I've about doubled that figure for them.

More good free stuff on the website.

Track where bookings are coming from and concentrate on those sources.

Free air and paper exposure. That was easy because the guys are newsworthy.

Geoff (one partner) writes a great column in the Australian Property Investor, Australia's most respected property magazine. This alone has built him huge credibility. I just have to ride on that cred. with a simple ad. that follows his article.

We get people to email us for EVERYTHING. And I capture every email address for our database. Very, very few ask to be removed, because we keep our contact emails short, and valuable ... Usually pointing folk at a web address for the full story.

Love email.. Costs next to zip, and our clients are almost all onto it. I've cut our postal budget almost to nothing ... about $100 a month. But we keep in touch with over 2000 clients around Australia on a regular basis.

And me! I love what Geoff and Paul do. I've personally profited by over $70 000 in a year, doing their cookie-cutter property renovations in my spare time, so I can talk enthusiastically about what they teach. And I listen when callers ring in. I ask them where THEY are at, then tell them how the seminar will benefit them.

High tech - High Touch. That's the marriage made in Heaven! I'm not there yet, but with some more of Jay's simple tools ... I'm on my way.

Hope that's useful, Jay.

Love ya lots for what you've given me! ... Freedom, confidence, tools nobody can take away as long as my brain functions (please God!)

If you need more info, or clarification, email me, or call me if you want ... + 61 7 3269 0408 ... Just remember the time difference please! One of Corey Rudl's support guys once called me from Canada at 1.55am Brisbane time to chat about a Mailloop challenge I was having! *At 1.55am I have a challenge finding the bathroom!*

With my very best regards, and everlasting respect and gratitude,

Denis Backhouse.
Brisbane Australia.

185. Doc Clinic

----- Original Message -----
From: Doc Clinic
To: Jay Abraham
Sent: Friday, August 02, 2002 2:01 PM

Jay,

The following is one example of great success that we achieved just using one simple idea and concept that you have taught us.

One facet of our medical practice is focused on weight loss. In the past, the Holiday months of November and December have pretty much been abysmal. Nothing we tried to increase new patients or restart previous patients on the program seemed to work during these months. Regardless of the amount of advertising we committed the numbers basically stayed unchanged.

This past year however, that changed. I was reminded of your lifetime value of a client concept and a particular story where you had suggested a company give their entire 1st sales profit to the salesman for bringing long-term high lifetime value customers to the business.

That idea coupled with a wonderful reminder of the value of current and previous client values gave me the following concept. Normally, when a patient restarts the weight loss program we give them a slight discount off the weight work-up which is our initial testing. A patient, not over their lifetime, but just over a single weight loss time period will generally spend anywhere from 6 to 20 times that amount.

So to all of our past patients that had not been in the last year we mailed a letter explaining to them how much we missed seeing them as a patient and how much we would like to work with them and help them if they needed us. Also within the letter, we offered to give them the work-up free if they needed to get back started losing weight with us.

The results were excellent! We had a 13% response to the letter, and saw a 100% increase in our number of restarts in November and a 400% increase in our restarts in the month of December. This led not only to an increase in these months, but we saw a number of our best patients return to start the program and continue for up to 5 months. We saw a ten-fold return on the investment we made in giving the service away free and mailing the letters, and this led to a 38% increase in our collections for December which has historically been our weakest month.

This statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

186. Dr. Mercola

----- Original Message -----
From: Dr. Mercola
To: Jay Abraham
Sent: Thursday, July 25, 2002 4:20 PM

Jay,

I purchased your Billion Dollar Internet Marketing Home Study course that was held in January 2000. I believe I received the tapes in March 2000 and I immediately devoured them and listened to them three times.

They opened my eyes to the network of incredible professionals that had established a solid base of how to effectively utilize the potential of the Net. They helped me understand the incredible potential of the Net and provided the motivation to be persistent in my goal of transforming the current dysfunctional health paradigm.

When I first listened to the tapes, I had a web site for three years in which I posted a free weekly health newsletter to my subscribers of about 2500 at the time. I was getting about 5-10 new free subscribers a day.

I slowly applied the techniques and purchased the books the experts at the seminar recommended and gradually my site became more successful.

Today my site has over 100,000 subscribers with over 300 new subscribers per day and is growing over 300% per year.

I have one of the top ten health web sites on the planet ahead of Harvard and Dr. Koop which had millions of dollars of VC and rapidly gaining on Mayo Clinic's site. The site is currently the #2 health natural health site in the world right behind Dr. Atkins who we should pass very shortly. The rankings are at http://www.mercola.com/2002/jul/24/rankings.htm and in the table below.

The site has allowed me to develop national and international recognition that has resulted in my landing a first time book publishing contract worth $250,000 from a major publisher and speaking engagements at some of the major health conferences around the country.

When I first received Jay's tapes my site was not earning anything and it still didn't earn anything for nearly two more years after listening to the tapes, but this year the income will finally meet expenses which total about $500,000 and next year we have strategies in place which will likely earn $5 million in revenue with over 70% of that profit.

Most importantly the materials have allowed me to develop the infrastructure to change the entire western medical paradigm of medicine which has rapidly grown to one of the top killers in the US.

The site will facilitate independence from the pharmacological dependency that has fostered a 1.5 trillion dollar health economy that provides very few benefits other than payments to the drug companies.

Dr. Mercola

www.mercola.com

These rankings are updated as of July 24, 2002

Most Visited Natural Health Content Sites

	Name	URL	Rank
1	Dr. Atkins	www.atkinscenter.com	6,419
2	Dr. Mercola	www.mercola.com	6,735
3	Health World Online	www.healthy.net	7,945
4	Cure Zone	www.curezone.com	11,728
5	Life Extension Foundation	www.lef.org	11,959
6	Dr. Weil	www.drweil.com	13,082
7	Dr. Stoll	www.askwaltstollmd.com	19,781
8	Prevention Magazine	www.prevention.com	21,745
9	Environmental Working Group	www.ewg.org	33,423
10	Dr. Whitaker	www.drwhitaker.com	38,708
11	Chiro Web	www.chiroweb.com	44,455
12	Chet Day	www.chetday.com	45,700
13	RedFlagsWeekly	www.redflagsweekly.com	46,946
14	La Leche League	www.lalecheleague.org	47,783
15	Dr. Mirkin	www.drmirkin.com	50,920
16	Dr. D'Adamo	www.dadamo.com	52,050
17	Dr. David Williams	www.drdavidwilliams.com	52,468
18	Alternative Medicine	www.alternativemedicine.com	57,128
19	Dr. Grisanti	www.drgrisanti.com	65,143
20	Gary Craig's EFT	www.emofree.com	66,941
21	Dr. Chopra	www.chopra.com	78,929
22	Mothering	www.mothering.com	84,567

Most Visited Health Content Sites

	Name	URL	Rank
1	National Institutes of Health	www.nih.gov	298
2	WebMD	www.webmd.com	645
3	Medscape	www.medscape.com	1,950
4	AMA	www.ama-assn.org	2,981
5	Health Scout	www.healthscout.com	4,505
6	New England Journal of Medicine	www.nejm.org	5,205
7	Mayo Clinic	www.mayoclinic.com	5,880
8	British Medical Journal	www.bmj.com	6,262
9	Dr. Atkins	www.atkinscenter.com	6,419
10	Dr. Mercola	www.mercola.com	6,735
11	Harvard's Health Site	www.intellihealth.com	6,896
12	Doctor's Guide	www.docguide.com	7,423
13	Health World Online	www.healthy.net	7,945
14	Dr. Koop	www.drkoop.com	8,126

See Mercola.com's Position in Previous Rankings

187. Dr. Silvia Zsoldos

----- Original Message -----
From: Dr. Silvia T. Zsoldos
To: Jay Abraham
Sent: Wednesday, July 31, 2002 12:58 PM

Dear Jay,

This is to say "thank you" for what your book, *Money Making Secrets of Marketing Genius Jay Abraham and other Marketing Wizards* has done for me. I cannot claim that I am a remarkable success story because of it, because, for anyone else looking at my business, it would not be such. For me, just staying in business counts as a success, and your book has been instrumental in helping me to "keep the faith."

Your book, and the steady flow of informative articles in my e-mail, gave me a feeling of somehow being connected somewhere. I saw your method and came to admire it tremendously. Before starting in business, the only environment I had ever known was that of academe. As a 60 year old widow at the bottom of the 90's recession, I found that I could not get a job. Age discrimination was a clear factor. Well, *I* was convinced of my worth and, so, "hired" myself to see what I could do.

I cannot say that the Small Business Administration and S.C.O.R.E. were of great help. I tried this and that until I discovered where my strength - and passion - were. Unfortunately, a series of family needs kept me working only part time, except in one year when my company's income topped $100, 000.00. For me this was terrific progress!

I was unwilling to give up and the information in your book was more valuable than almost any other learning tool I encountered. When I began, I knew absolutely (not an exaggeration) nothing about the business world. I had to learn all from scratch and on my own. The depth of knowledge you offered was inspiring.

Today, having last year lost a business partner and this year, having weathered my latest family crisis, I am starting again. I have a new marketing advisor and the first thing we are focusing on is the USP (Chapter 6). However, broadly stated, we aim to help people and organizations improve their managerial and interpersonal skills and, thus, increase employee retention, productivity, and profit. Yes, I have a couple of long-time clients and have prospects of more. But, at 72 years young, I have decided to get going more seriously and where would I focus for advice except on your book? I know I am good and have a lot to offer, so onward with your advice!

Your call to form a Mastermind was timely for me personally. It is not easy to find people who put your interests on the front burner and have a sincere willingness to help. I have been aware of Napoleon Hill's concept but only recently have I begun to find some like-minds. I tried to lead a Round Table at the New Castle County Chamber of Commerce. While somewhat successful, it was not the high-level focus that I was looking for. Now, I may have better luck.

Of course, I am flattered to even be considered a part of an "elite." Unfortunately, no way can I afford $25,000.00 a year! I am returning your qualifying form only because I wanted to take this opportunity to say thank you.

And, I wanted to point out one more factor. I am in the position occasionally to influence elementary and secondary school teachers. My subject is "Entrepreneurship." I try to give them a glimpse of the reality of the business world, especially from the point of view of a small business person, so that these teachers can better prepare their students to enter the work-a-day world. I

emphasize to them that while skills and knowledge can be acquired, it is *attitude* that is the determining factor for success. Your work has affected me and, thus, you are influencing the next generation second and third hand. This is really YOUR success.

Once more, thank you for the influence you have had on me.

I wish for your continued good health and success.

Sincerely yours,

Silvia T. Zsoldos, Ph.D., CQM

President Success Programs, Inc.

Initiative without "finitiative" is useless.

P.S. - I cannot see that you would want to use my non-remarkable success story anywhere. Nevertheless, it is true and provable, and you have my permission to use my letter in your promotional and marketing endeavors.

188. Don Roach

----- Original Message -----
From: Don Roach
To: Jay Abraham
Sent: Thursday, August 01, 2002 7:07 AM

Dear Jay, I'm happy to share with you what I've done with what I learned from you. This will demonstrate that even though you don't own the business your income can soar as a result of your teachings.

I used your ideas on joint venturing to bring 2900 people to an event. Subsequent events, while charging $5 each to pay the performers brought 1400+. The boss I worked for wouldn't give me any extra budget to try anything except normal magazine advertising. I sold horse trailers. Now some of these sell upwards to $96,000. They are equipped with campers/RV's in the front if your not familiar with them. I concluded that I could "give" the client something they would like for free, bring in other businesses non completive to me and let them pay for the bills. I put on a large bazaar and clinic. Many horse related vendors under one roof. I rented the building, a large indoor arena being only slightly used in Bloomington, Indiana. I have an Australian friend / horse trainer extronaire that recruited several other trainer in the non-violent training method to demonstrate and train the people. They did this at no charge to me . they would get clients from their demonstration (and did). They also got the training money from the people that had brought their horses for the event. I also promised and followed through, that we would charge the following years and they would divide the gate.

The vendors paid a very low fee ($30) average and we sold out of space. We had stallion owners want to show their horses, so we displayed them and paraded them at various times during the event. The vendors were hand picked to be attractive to the wants of the horse people population and no exact duplications of their wares. This assured that each vendor that supported me in this venture would somewhat have an exclusive in his or her own area.

Next and this is very important, I contacted all the horse groups. I did a joint venture with them to put the event in their newsletter or let me mail to their list. Their booth was free for this exchange and they used it to recruit new members. This got the word to all the community. We gave the concessions at no charge to a favorite child's group, The Indiana Junior Rodeo Association. The second year when we charged at the gate we gave 10% to The Agape Therapeutic Riding Center for handicapped children. This charity part is important if you want this to succeed. You must give to get!!!

This was a win-win for everyone involved. We sold 6 trailers at the event and 7 within the next two weeks directly attributed to this event and at a time of the year

that we sell very few trailers. My income went from $48,000 to $96 000. The following year $129,000, and $127,000 the following year. Does Jay's stuff work? You decide. I am working toward my own business so I can learn and earn more. Thank You Jay Abraham.

This strategy can be used in any group related niche or in a field such as Automotive. Find out what the customer wants and get it for them, either directly or by exposing them to it through by getting them there for something else.

Signed,

Don Roach
3315 Old State Rd 37 N
Martinsville, In 46151
home 765 342 1962
cell 317 507 4455

189. Doug Crowe

----- Original Message -----
From: Doug Crowe
To: Jay Abraham
Sent: Wednesday, July 31, 2002 7:23 AM

Dear Jay,

Here it goes;

In early 2000, my partner had developed a "smart" search engine. One that would yield REAL results on what people were looking for. The technology for this is unique and every time we tested it against Yahoo, excite, alta vista, etc. our searches came up quicker, more relevant and WITHOUT all of those irritating ads.

Of course, those irritating ads developed millions in revenue for those companies and earned them significant market share. With hundreds of thousands of search engines out on the internet, how could a small company possibly compete?

From our launch in September to our peak in November, we became ranked in the top 100 search engines on the internet. This is no small feat when you compare our extremely small marketing budget of less than $20,000.

Here is what we did:

We decided at the onset, that TRUE word of mouth advertising works as well on the internet as with traditional marketing. Our differentiation would have to be so unique that a "buzz" would not be simply a bonus but a requirement. Our program consisted of the following:

a) We featured a Halloween contest where we gave away 2 used, Cadillac hearses. These hearses were guaranteed to have carried dead bodies and we promoted the fact that they were, in fact, "haunted".
b) We offered a small link where people could share this contest with their friends.
c) We purchased a small media buy where the contest would pop up on the twisted humor web site (targeted).

Our contest was approached by a couple of news shows (radio and TV), we had over 1 million visitors to the site in under 30 days and the most significant result was that over 40% of each entrant referred their friends to the site. That was without any type of incentive to do so!

While the search engine, as a business, is not viable today, the lessons learned are worth over 2 million dollars to me today. Our system for developing leads has evolved into a product called leadstalker™ that allows online businesses to develop targeted, opt-in users/buyers for clients by a scalable, traceable lead generation system. This system uses a referral-based program (learned from the hearse give-away) with an incentive and a contest, giveaway, raffle, auction or other format. The package is easy to use and while we have sold a few of them, we mainly use it today for developing and growing our database for our import company.

Doug Crowe

Springboard Group, Inc.

1616 E. Roosevelt Rd., Suite 1

Wheaton, IL 60187

190. Doug Kent

----- Original Message -----
From: Doug Kent
To: Jay Abraham
Sent: Friday, August 02, 2002 10:39 PM

Dear Jay,

Until I thought about writing a Success story I didn't even realize how important you and your success and restructuring methods were to me and my family.

I operate a roof maintenance and coating business in Sunnyvale, California and had simplified my operations and increased my sales using your methodology.

Then two years ago I decided to try only working 6 months out of the year so I could travel and go on retreats. The first trip away refreshed me totally but it was rough getting back into selling and handling all the details. The toughest part was renewing business contacts and trying to act like I had not been away at all. Then I read and listened to some of your work on turning customers into your biggest asset and I started telling my customers what I was doing and ask for their help .

Most of my customers were delighted that I shared with them that I was "partially retired" and traveling and when I get back to town I share my adventures with some of them and ask all of them to help me get busy either in person or through a mailing. They bird dog and make phone calls and are just pleased as punch to be helping me in find new jobs or doing more work for them. A lot of them are retired homeowners and business owners and they like turning their time into something beneficial for me and for the community.

I'm making almost as much money in 6 months as I used to clear working all year and having a good time with my customers, who have become better friends by me asking for their help. I don't pay any financial compensation and that seems to be fine.

There are many other aspects of tuning up and expanding my business that I have learned from your books, tapes and telephone classes but this is the hot one.

I know this is short. The best ideas are simple sometimes.

Thank you
Deep Regards
Douglas Kent

191. Douglas Lietz

----- Original Message -----
From: Douglas Lietz
To: Jay Abraham
Sent: Friday, July 26, 2002 2:38 PM

From 1998 to 2002 I have been working as an independent commission sales person, offering investor relations services to small and mid size public companies (market caps ranging from $10 million to $800 million).

I am a rainmaker. I match up clients with third party service providers that are then responsible for delivering value to the client. For the most part, fulfillment is not where I spend my time.

This approach has allowed me to grow without the headaches of managing traditional business assets, debt and overhead. It has allowed me to work out of my home and stay close to my young, growing family.

Anyway, I have been very successful at applying at least two of Jay's core concepts:

1) Putting the needs of the client head and shoulders above the mandate to generate revenue. Apply this philosophy and revenues are sure to follow.

And 2) Revering my products/services in a clear and compelling manner that almost always translates into a move forward strategy. After completing a thorough needs analysis and qualification process, my fundamental belief is that each client/prospect will benefit far more by proceeding with my proposal than if they don't do anything at all -- or than if they go with a competitor.

I seem to fit the profile of an over-achiever or sales racehorse as defined by Chet Holmes in the PEQ program. My unique balance of ego and empathy has fostered an uncanny ability to get through to Presidents and CEO's with ease.

So how to quantify this...

One benchmark is to look at the results of other reps that have attempted to directly compete with me on the sales front. A company that I was associated with for 4 years repeatedly attempted to recruit other sales people that were supposed to augment what I was already accomplishing. Without exception, not one of these 6 or 7 newbie's was ever able to even close a sale -- let alone give me something to compete against. Needless to say, none of the new recruits lasted very long.

I guess I'm a tough act to follow... thanks to Jay.

FYI: The products and services that I represent started out in the $10,000 range and gradually moved up to $30,000. These were one-off sales and I was able to generate repeat business with about 25% of my client base within 12 – 24 months after the initial transaction. I have now shifted my approach to offer 12 month ongoing contracts valued between $60,000 and $100,000 with monthly installments instead of a lump sum payment. The 12 month contracts are set up to automatically renew on an annual basis providing that the client still feels they are receiving strong ROI at the time of renewal. I have not yet been through my first year with this new approach, so unfortunately, I can't

share with you any renewal stats. However, I can tell you that Jay's philosophies were instrumental in showing me that it is possible to convert $10,000 one-off clients that only buy once every 12-24 months, into $100,000 clients that have the opportunity to renew annually.

"My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

Sincerely,

Douglas Lietz
Vancouver, BC Canada
Tel: 604-722-5400

192. Dwight Schneider

----- Original Message -----
From: Dwight Schneider
To: Jay Abraham
Sent: Friday, August 02, 2002 7:51 PM

Hi Jay,

Thanks for all the help over the years. I have worked in supervision for many years and utilize many of your techniques with my employees and customers with great success, predominantly utilizing your information on finding out what the customer really wants.

But the real success story is my wife's cleaning business. She worked for many years in a school district with many accolades for her excellent work. She decided 2 years ago to go out on her own doing home cleaning.

We started out by selecting a name and a USP as your information has taught us for years. She then selected her target customers and worked at determining what level of services they would need that she could provide in a way considerably above that of her competition. At this time we laid out two letters and a couple of ads for the local paper.

The first go did not produce very well, less then 10%. We then modified the letters and remailed to the same target customers. This time we had much better success, right at 30%. She then had to fire a couple of undesirable customers. This not only made her much happier with her customer base, it freed her of customers that were over-demanding and constant complainers. She then started working her customers for referrals by offering a discounted cleaning rate for each referral.

She now has an outstanding customer base that absolutely loves her and she loves them. Her most common customer comment is, "I don't know what I would do without you." She has only lost one customer since then and had a couple move that she promptly replaced from her waiting list of referrals. She also quit one job due to medical reasons.

She has also solicited comments/complaints on a regular basis to make sure she is producing the results her customers' desire.

Your techniques have allowed her to tailor a business to fit her lifestyle and desires. She works one week, a half day each day and the next week three days a week, a half day each day. This allows her to come home and pursue her passions of painting and gardening.

The most exciting part is she makes between $30 and $50 a week. Utilizing your techniques in another way she has found a way to convince customers they are getting a very high value and more then they expect for their money. She has done this using a guarantee and taking the risk herself instead of the customer taking the risk. So far she has never had a customer request her to warranty her work but in 3 or 4 cases she has given it to her clients without their asking because she wasn't satisfied with her own work so she didn't expect them to pay for something she wouldn't have paid for.

She had one client, for a year and a half, that paid her between $75 and $100 an hour for office cleaning. She had to quit that job because of her asthma, everyone there smoked. She tried to pass this on to someone else and take a percentage but she couldn't find anyone who believed in how she worked her business. Sometimes your business ideas are still looked upon as something so simple it can not work.

I would have to say this isn't bad money for a home cleaner working part-time. There are professionals that don't charge this much per hour. And, it is all made possible through you sharing your knowledge and ability.

Thanks for so much.

Live with passion,
Dwight and Glenda Schneider

193. Eddie Zubia

----- Original Message -----
From: EddieZubia
To: Jay Abraham
Sent: Thursday, August 01, 2002 2:26 PM

Dear Jay,

Here is my story:

I went to a Tom Hompkins sales seminar in Los Angeles. I was given a free tape I do not remember the title but it was with Fran Tarkenton. He gave an example of a company that he started and sold the company for several million dollars. He went to an airline company and told them he would publish their ticket jackets for free if they would allow him to advertise on the jackets. That is when I first heard the term co host beneficiary.

In October of 2001 I got my real estate sales license. I did not know what to do as far as marketing. I had little money and need to start making some money. I started looking through all of my literature, tapes, books etc. and I came across your tape with Fran. I listened to the tape again and it hit me. I needed a co host beneficiary relationship with somebody.

I went to my tax man here locally in Los Angeles. He is a good friend of mine and he and his staff do about 2,500.00 tax returns every year. I went to see him and told him about my idea. I would furnish him with a very nice folder/jacket for him to give to his clients. He would have all the say in manner in the way the folder would be printed. All his information on the front of the folder and my information on the back of the folder. I then went to some printers and found out that it would cost about one dollar per folder. I could not afford this. I went back to him and asked him if it would be alright if I used labels on the front for his information and would glue on a flyer on the back for my information. I told him I could not afford to print. He said no problem go do it.

I purchased 2500 folders for .20 cents each total $500.00
I purchased one box of labels 2 X 4 about $50.00
made a simple flyer about my real estate services – free
made 2500 copies - about $125.00

I then went to work I pasted all labels with his information on the front and glued my flyer on the back side. When I had prepared 500 I would deliver them and hang out about 1 hour just making small talk with my friend and his staff. By my third visit he and his staff knew me as Eddie the real estate guy and they started asking me questions about real estate. Jay I had not filled out a purchase contract, I had not filled out a listing agreement. I do not know how to use the MLS. I had a fair knowledge about real estate but nothing about the mechanics about a real estate transaction. Robert my friend the owner of the business told me he was interested in purchasing a bigger home between 350,000 to 400,000. I said to myself self what are you doing are you crazy. You are not supposed to have a client like this in your first month of real estate.

On 75% split I made $6,750.00 on the sale of his house, $8,438.00 on the purchase of his bigger home.

I got 6 listing and only did the listing side at an average of $5,000.00 each = 30,000.00

I have closed 2 purchases and made $10,575.00

And am currently working with 5 other buyers, who are very nice and are working with me around my schedule. I am very busy and getting referrals from the clients that I have worked with and still getting calls from the jackets/folders. Jay I started charging a $1,500.00 administration fee in addition to the brokerage fee and people say no problem, and I am only working with the cream of the crop.

Jay, I hope this can help you for you have help me.

Sincerely,

Your very grateful student

Eddie Zubia

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Columbia Real Estate
3540 Wilshire Blvd
Penthouse Floor - Suite 2
Los Angeles, CA 90010
(213) 383-2097

Small company 5 employees total.

194. Edmund Chew

----- Original Message -----
From: Edmund Chew
To: Jay Abraham
Sent: Wednesday, July 31, 2002 10:33 PM

Dear Mr. Jay Abraham,

Hereby my story and testimonials of my little accomplishment, after applying some of your techniques and strategies.

I am the owner of this small, manageable enterprise, (SME) which I have started 9 years ago. We start and build this little enterprise from zero base with $2.00 payup in the first 3 months of operations. Our line of business is 3rd party total logistics providers in providing solutions to all logistics requirements. Sales for the first years was 3/4 millions dollars (Singapore only 6 months) and following subsequent year 1 million dollars.

The results double, we have applied one of the management techniques and use one of the tools to manage the company effectively.

Our staff strength is only 5 key staff, all of which are highly motivated and multi-task. Our staff is also knowledgeable and highly trained and young and dynamic. Most of the operations is outsource, with full effectiveness and proper control. This saves costs and time and in terms of managing it is very effective. We are non asset base company, basing on the mission of the Chinese 4 elements, ' Zhen ', which means FIRM, in English. Our business philosophy is culled from this strong word, FIRM.

FORWARD-LOOKING

Bringing logistics services to our customer’s door-step. A one-stop logistics service company.

INTEGRITY

Maintaining excellent rapport with our customers. To be honest and sincere in providing excellent services so as to win their confidence.

RELIABLILTY

Managing our customers' products as if they are managing it themselves. We know best what need to be done.

MANAGEABLE

Responding to our customers' logistics needs at the shortest and quickest time. We help them to meet their business needs urgently.

My secret of the little success consist of 3 Ps.

POSITIVE ATTITUDE

This attitude that I always carried with me after my military days have help me into the working environment. Success was not an over night thing for me. I have worked in positions that vary from a clerk to store, supervisor, sales man, marketing man and executive level. I knew education was a key area to guide me in my career building and I never give up night classes while working in the day.

With today internet, easy access of information and e-learning is easy available, one can get information at a press of a button. I continued to pursue my studies, though I never complete my high school or pre-university education. A positive attitude was what kept me going till today.

PESERVERANCE

A Chinese proverb, "Defeat is the mother of Success " holds true for me. I feel that success that is hard fought gives the survivor a stronger fighting spirit. A ' NEVER SAY DIE ATTITUDE ' is always in my mind, no matter what happen, keep on trying, try again and again. A masters made the most mistake, that is the way to perfection eg. Thomas Edison on the electric light bulb. If you give up, you are a failure, however, if you fight, you get stronger and better with each battle.

I started my niche in the shipping industries. I felt that the potential in the market is huge and I took on jobs that were related to it. I also took up many courses and attend many seminars that would help me to enhance my knowledge in this logistics field. Along the line, I also took up related motivational courses and management courses to guide me and as the years went by, I developed an in-depth knowledge of the industry. I already worked and spent 18 years in logistics industry and total working years 23 years.

PATIENCE

I must admit that my FIRM, PHILOSOPHY gained the trust of many customers and suppliers for so many years and they are the background of my success in building up this little enterprise. I was patience, for the first 3 months, I am solo on my own, I saw to all parts of the business. My patience and endurance pays off as the company grew from strength to strength. My little success formula employed in this company is to provide personalized services and to maintain our niche market. Niche marketing is a specialty. This simplistic formula used by me has help me throughout the different phases of my career path even till today. Since 9/11 and 1997 financial crisis, we still survived and may it also be your guide to a bright future.

Best regards
Edmund Chew
www.astrans.com.sg
www.vvision21.com
tel : 065 6262 2577
fax: 065 6262 1200
hp : 065 9631 7749

195. Eric Ng

----- Original Message -----
From: Eric Ng
To: Jay Abraham
Sent: Sunday, August 04, 2002 1:03 AM

Hi Jay,

Here's the story you've asked for...

1st Jan 2001, I started my training & consultancy company as an entrepreneur after 20 years of corporate life in the Asia Pacific region. I learned and applied ONE very important lesson from Jay:

- Increase the number of clients
- Increase the average size of the sale per client
- Increase the number of times clients return and buy again

This simple yet profound plan helped me to start from zero to $ 250,000 in my first year of business! I am confident, next year will be a better year. The best is yet to come!

Eric Ng
CEO
E-SSN Training & Consultancy
Tel: (65) 9630-4578
Fax: (65) 64510-981

196. Eric Ruth

----- Original Message -----
From: Eric Ruth
To: Jay Abraham
Sent: Thursday, July 25, 2002 9:07 AM

Dear Jay,

I do over $10,000 per month in sales - PART TIME – as a result of the powerful strategies, secrets and marketing systems I've learned from you and applied to my business, Fitness Marketing Systems.

Additionally, I built a reputation as the "million-dollar-man" copywriter in my niche, political fund raising, by incorporating things like grabbers, involvement devices, "hit-the-pain" copy, dual-readership path, urgency and strong calls to action.

But one concept, principle, strategy (or whatever you want to call it) that has served me more than any other - and I owe that completely to you - is the understanding and implementation of LEVERAGE.

Why should I bust my tail and spend my money sifting, sorting and searching for my ideal customers when I can leverage off the credibility of others to bring me all the new customers I can handle?

Here's just one little example of how I've put your leveraging technique to work for me.

I established a strategic alliance with one of the rising stars in the fitness industry. She developed a revolutionary delivery system for her fitness services and then began teaching other fitness professionals how to do the same.

Her credibility and reputation within the industry brought fitness professionals to her by the droves and she quickly converted hundreds of them to customers.

Now, these fitness professionals had a unique, proprietary and revolutionary delivery system, but they didn't have clients to whom they could deliver. So we developed an alliance that provided her customers with my marketing systems. She "endorsed" me to them, and they bought - boy did they buy.

The alliance - her endorsement of my systems - resulted in approximately 45% conversion rate. That is to say that 45% of her customers became my customers. This resulted in almost $20,000 in sales of my products (just on the front end).

What did I have to do to make these sales? Practically nothing other than deliver a high quality product that produced results. One phone call and a couple follow-up emails hammered out the details of the alliance. I provided her with my sales materials. She sold the product, paid me for it and I fulfilled.

This is small scale, I know. But now the only question is, how many of these alliances can I establish? Ten of them could result in $200,000 in product sales. 25 could bring in half a million in sales. And that's the goal. Actually, that's just stage one of the goal.

When you understand LEVERAGE, the way Jay Abraham teaches it, there is no upside ceiling. The sky's the limit.

Thank you, Jay, for articulating and teaching this mega-powerful success-strategy.

I give you the right to use this testimonial however you see fit to promote your business.

Faithfully yours,
Eric Ruth, President
Fitness Marketing Systems
http://www.HowToSellFitness.com
1474 North Point Village Center #500
Reston, VA 20194

197. Eugene Herrmann, Jr.

----- Original Message -----
From: Eugene V. Herrmann, Jr.
To: Jay Abraham
Sent: Friday, August 02, 2002 9:15 AM

Hi Jay,

I don't know if you can use this or not. I have so many things that I tried to find something relatively simple.

Attached is a copy of a proposal (edited to protect client information) we sent to a book publisher who was getting price estimates for his current publication. He has dealt with many printing companies in the past. I believe he was "checking price" against his preferred printer and I was sure we would not be competitive.

So, remembering your edict to "Make it easy." and "Good service doesn't do you any good if you don't tell people about it." and "Educate the client." I designed this correspondence differently than what I was sure his printer submitted. (I expect they submitted a simple listing of the physical specifications along with prices.) I included as many things I could think of that might help his success with the project.

When he got it, he called and said, "This is the most comprehensive and helpful proposal I have ever received from a printing company. I am going to have you produce the book."

We produced 5,000 at a total price of $8,280 (which included all of the back-end additional services we provided.) He loved our work!.

He publishes this book twice a year and expects to add pages with each issue. I would expect that we would continue to do business with him for at least 6 years, which is below the average amount of time we hold onto a client. If true, this proposal will be responsible for generating almost $100,000 of business for us over the life of our relationship.

Gene

PS I am half-way through the Advanced PEQ home study. It is great!

Sven Hosford
XYZ COMPANY
ANY Street
Pittsburgh, PA zip

February 14, 2002

Dear Sven:

We revised our budget production estimate of February 5 to reflect the changes we discussed in our meeting. I also had blank prototypes constructed. These will help you decide which weight of gloss paper you would like to use for the front pages. They will also give you an idea of the spine thickness. I will forward these to you along with this document. As we discussed, the prototypes do not have a "hinged" cover. The actual books we produce will.

The changes reflect:

- *80* pages of gloss enamel in the beginning instead of *96*. Either *60 lb.* enamel or *70 lb.* enamel. We had prototypes constructed with each of these papers. (The back of the prototypes will tell you the actual papers contained in them.) There is not a large reduction in production involvement with the reduction in page count because we still will have the same amount of press signatures to print and bind.
- As we discussed, we have added a sheet at the end of the book. It will contain two perforated Reply Cards. This sheet meets U.S. Postal thickness requirements for Reply Cards. I suggest that one card be aimed at *future advertisers* and one at *future book owners*. The latter card will enable you to create a database of people who bought the book and are likely to purchase later updates. I will give you some ideas for copy on these cards if you want. While this last sheet is the reason for the increase in the budgets we originally gave to you, you can decide for yourself if you think the value of these Reply Cards is worth the investment.

Here is the new information. All other details in our February 5 will remain the same.

Estimate Number: 20000 Salesperson: Eugene V. Herrmann, Jr. Estimated By: SHARON

XYZ Guide Book

- 5-1/2 x 8-1/2; 98 pages of various papers plus cover; Perfect Bound.
- *Cover:* 4 color process one side - *with optional overall gloss varnish.*
- *Text:* 98 pages (*80* Text Pages plus 8 Coupon Pages): black + PMS purple
  8 Business Card Pages: black one side; *2 Reply Card Pages (one sheet): black two sides*
- Output-ready art files and hard copy furnished. *We will set type for the Reply Cards.*

Budget Estimate Totals:	*60 lb. Front Pages*		*70 lb. Front Pages*
Quantity:	3,000	5,000	3,000 5,000
No Cover Varnish:	$1.99 each	$1.45 each	$2.04 each $1.49 each
Additional to Varnish Cover:	4¢ each	2.6¢ each	4¢ each 2.6¢ each

Sven, as before, our Estimates Include:

- A check of your art file and comparison to your hard copy. Color fits (traps) and small fixes are normally free. More complicated file adjustments will be additional.
- Copy ideas, layout and typesetting of Reply Cards.
- Assistance in registering with the Library of Congress, getting a Copyright, and obtaining ISBN Number and Bar Code.
- Accurate proofs: one complete low resolution color digital Vueproof of everything plus one complete high resolution color digital contract proof of the Cover.
- Delivery is per our normal scheduling. We can give you a preliminary schedule after knowing when we would be able to receive your art.
- Free pick-up and delivery of disks and proofs and one delivery to within 20 miles of our plant.
- Special Terms: 1% 10 days, Net 30. There will be a 1-1/4% service charge per month after 31 days.

Again, tell us if you want these options:

❑ We can check and fine tune if necessary any scanned images in your files for maximum print quality. (Additional cost.)

❑ Let us know if you need special packaging (shrink wrap, etc.)

Sven, let us know if you want us to schedule this. You will be happy with our results.

Sincerely,

Eugene V. Herrmann, Jr.

PS I am putting together some emails to prospects for your FileMaker capabilities. I hope I will be successful and that we can partner on some projects.

198. Frank M. Turner

----- Original Message -----
From: Frank M. Turner
To: Jay Abraham
Sent: Thursday, July 25, 2002 11:46 AM

Dear Jay,

I have been running a small German marketing & sales consulting company for the past three years. The first two years were a nightmare. I had been in management (middle and top) for more than 15 years within the foundry, steel, machining, plastic and packaging industry and was part owner of a distribution company for packaging machinery spares and as you can imagine a wide range of experience.

Since my senior partner wanted to sell the company to an English supplier and I didn't have the money to buy it at that time, I sold my shares and set up my own company. But I hadn't thought about a proper positioning. So I tried a bit of this and a bit of that. The revenues were unsatisfying - after the first year I had made US $20,000 and the second year was US $50,000. I was totally in reactive mode, hiding away from business and nearly bankrupt. I spent more time feeling sorry for myself instead of being proactive like in the days when I was employee. Along with the poor development my self confidence went down the drain. I spent 3-4 times a year approx. US $1,000 for mailings and got one order worth US$10,000. But in the situation I was, that was nothing to be happy about. Financial pressure increased every day and the pressure within the family got worse and worse.

Until summer 2001. I went to Frankfurt to see Anthony Robbins and heard about a Marketing Wizard called Jay Abraham. I went to look at your website and read "21 Power Principles" and the first chapter of "Getting everything you can..."

I ordered the book and new that I had to change my way doing business to rise out of the clutter. After reading the book my business life changed completely.

The first thing I did I changed my mailing and implemented the pain point. The headline said "Would do like to have more immediate response from your ads?" And I wanted to show the companies how to write effective ads. I sent 500 letters, had 25 presentations from that and two orders of approx. US $2,000 each. The next letter I sent had the same headline but attached a scan of their ad on the front page. Saying "Do you want to be more effective with your ads?" The effect was overwhelming. 42 presentations and ten orders of approx. US $2,000 each. But writing ads was not of my business, it was boring.

Then I got the PEQ homestudy and believe me that has changed everything. I is my PEQ cubed already. I built part of the core story, the broadest possible view, pain points and have tried to reset the buying criteria. My positioning is absolutely clear now: it's all about crossborder business. I concentrate on assisting companies from the industrial areas I have been working in and who do not perform

well. Next I have looked at related industries who do similar or related products to those companies I used to work for.

What happened is that after being in a total proactive mode and after setting up the Strategic positioning I went out personally to trade shows as a visitor. There I found two of my clients that are worth meanwhile more than US $200,000 together and that means we have paid all of our debts, the family sleeps peacefuller, harmony is back. I have three employees now and I am happy to build sales organizations for these guys here in Germany.

If you ask me what the biggest benefit or the greatest insight from your work is to me than I have to say that it is all about two questions that cause motivation to make bad performing companies change:

1. Are you working in your business or on your business? That's normally the killer question. If that's not enough yet then I go deeper and ask:

2. What are the current customer's buying criteria in Germany? And you know what? 9 out of 10 don't have an answer why business is down or not improving in Germany.

To summarize it:
I cannot imagine being successful without Abraham 101.

Thank you for being a helpful guide and friend.

Warm regards
Frank M. Turner
Selbsthilfstrasse 6b
D-44265 Dortmund
Germany
Phone +49 231 4278160
Fax +49 231 4278166
Cell +49 178 8427816

199. Fred Golik

----- Original Message -----
From: Fred Golik
To: Jay Abraham
Sent: Thursday, August 01, 2002 1:11 PM

I would call it Abraham in Russia, probably there is some who use it here. It means I better call it What Does Abraham's mindset for me.

To put it simple I'm Fred Golik, independent consultant from S-Petersburg, Russia.

I'm very grateful to Jay for everything what he did for me, he even had no idea who I'm personally. Surely He knows I have his mindset. And I apply it.

This is how I'm doing that.

Jay says-Maximize What You're Already Doing.

My practice appeared from private advices to friends. After while I turned it in rather profitable business. I concentrated in project management. It looked a bit foreign for Russians at that time. They wanted to start own business and make it profitable. I combined PM and common business knowledge. It was good for my clients for while. I stucked.

How I should maximize my business?

I remember another Jay's maxima-partnering!

I could use very profitable Jay's strategies to make more clients. But I wanted to go up! I took my friends and developed educational programm for IT managers training. We have third in whole country. Can you imagine, but it's true. We couldn't do it alone.

Again, remember-partnering.

We were brave with perfect ideas and most important with Abraham's mindset.

We made contract with second in Russia technical university (according to Department of Education of Russia)- S-Petersburg Politechnical University. On October We start.

There is nothing impossible when you have Abraham's mindset.

Use it, apply it.

It's my firm belief (my partners too).

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Fred Golik

consultant

200. Gary Lafferty

----- Original Message -----
From: Gary Lafferty
To: Jay Abraham
Sent: Thursday, August 01, 2002 2:35 AM

Dear Jay,

You must have read my mind. It was only yesterday that I decided to write to you to thank you for the huge amount of inspiration you have given me.

Where do I start?

After reading and listening to your material and following the principle that 'Knowledge IS NOT power without action', I instigated the 3 ways to grow the business.

I decided that instead of just gunning for more clients, to use the 2nd principle of increasing the value of transaction.

I increased my professional fees from 1.5% (the local average and sometimes less), to 2.5%. My competitors thought I was mad. But after explaining to my clients why and what's in it for them - They get more personal attention if I am dealing with 100 clients instead of 200 -, most of them agreed.

As time went by, more people heard of my 'extra-ordinary' service and wanted to be treated as an elite rather than run of the mill. Result - Turnover increased in 12 months from £150,000 to £380,000 - a 153% increase in bottom line.

If that wasn't enough, I took the principle of 'Bump and Up sell' and included a Financial Services section and offered it to all new clients and everyone of my old clients. Result - and extra £155,000 in income, most of it pure profit!

These are just two of the main changes I have made. I am a TOTAL believer in your methods, so much so that I now have another arm to my career - I am a Professional speaker preaching these methods to other business owners - and I enjoy receiving their testimonials!

Thank you again Jay, and I really hope that one day I shall be able to achieve my goal - to meet you in person!

Until then, thank you again.

Best regards

Gary

Gary Lafferty.
Principal Business Builder
Building Success UK.

201. Gbenga Olowoye

----- Original Message -----
From: Gbenga Olowoye
To: Jay Abraham
Sent: Saturday, August 03, 2002 1:52 AM

Dear Jay Abraham,

It will be a great disfavour not to write my own success story as a direct way of using all the instrument you have been sending me.

I wite from Ibadan, Nigeria.

This is how it all began. I was really fed up with my business in Ibadan and thought of exploring other markets in our country. So, I went to the Federal capital territory about 800km from my location. I learnt that people were getting contracts and apart, it serves as the seat of government with new business opportunities. I did all I could within 3 months and got an office but still nothing seem to be happening.

One day, I decided to visit the British Council library to source for fresh ideas relating to my consulting work and such other matters. In fact, to while away the time. In the process I found one of your books on the shelf and settled down to read as I couldn't borrow the books as I was not a registered member of the library. The title of your book that I lay my hands on was "Getting Everything You can Out of all You've Got - 21 Ways you can Out-think, out-perform and out-earn the competition". I said to myself that this is what I really need.. I read the most of the book while I seated in that library for five hours and then took action.

I decided to come back to Ibadan to apply all the techniques to my fledging business there, which market I single-handedly developed. In time , some competitors bombarded that market segment and completely eroded my market share and *got so discouraged. Now equipped with what I have learned from your book and the tapes you sent to me 3 weeks later(How to Optimize Your Business and Produce Maximum Profits and Winning in Business), I can confidently say that within 3 months, the business that I despised in Ibadan has suddenly risen to be an ultimate creator of wealth again with so much daily improvement and massive gains.*

2. I have been able to approach the business in such a way with increasing yield by using all my assets, space, time and energy as you recommended.

3. I was able to check all my business processes and segregated them and was able to measure the impact that each has over a period of time.

Within the last 3 months, I have been able to increase the size of my customers, I have been able to increase the size of the transactions of each customer and I have been able to increase the number of ways to add value to what my customers buy from me.

You see, I actually attended an Entrepreneurial Competency training one year before coming in contact with your instruments. Though I applaud those truths as taught by the UNDP experts, but I think what I gained from you has real-world approach and has transformed my business and has set it not only on the part of recovery but also in making good returns on investment.

I have not been back to Abuja to look for contracts yet but Ibadan has already been turned into the golden egg that lays golden eggs. In no time, I might be able to venture into Abuja and capture massive gains over there using your proven strategies.

Honestly, if you want me to channel this crusade of yours in this part of the world by having exclusive rights to make available your materials to so many others in trouble, I will gladly take it on myself with vigor and enthusiasm.

I count myself very fortunate to have met you at the right time. You are doing an incredible job.

God bless you.

G. Adeola Olowoye

President,

Magna Resources Ltd

Ibadan, Nigeria.

P.O.Box 29390, Secretariat,Ibadan.

202. George Foster

----- Original Message -----
From: George Foster
To: Jay Abraham
Sent: Saturday, July 27, 2002 11:58 AM

Dear Jay,

As has always been the case in dealing with you, I find that your testimonial project brings me more benefit than will accrue to you. It is very often necessary for us to look back over our shoulder to se where we have come (progressed) from. It's a chance to smell the roses.

I have been acquainted with you and your work, ideas, principles, concepts, etc. for five or six years. Quite often I have had great difficulty in connecting your concepts to usage in my business (hardrock mining). Mineral markets are well established and prices are set mainly on an industry level. Stated directly, a small independent operator is not going to move the market. Where do I get an edge in my industry? If I can't change the market, I must change my operations to bring it to an efficiency level that justifies our existence and make more economic sense than buying long bonds. My marketing thrust has to be within where my primary function is to maximize internal operations and use everything I can find to streamline and upgrade all facets (even the painful ones!)

How did daylight come to the swamp? Several years ago we started operations on a shoestring and began developing smaller properties and selling them as they became economically viable. We built up a small capital base and then went after financing to put our main property into production. My partner and I developed a very sound and viable business plan with letters of intent for product sales and everything seemingly was in place. It seemed the "Holy Grail" was in our grasp, but all of this changed when my partner died interstate and everything turned from green to brown.

To the point! What did I learn from Jay that got us past this seemingly impossible situation? One night I was filing some routine papers when I found a letter from you that included some "free" ideas for improving life in the great world of business. As I read I stopped to consider that if Jay Abraham were on my team, I'd solve all this mess and move on to greater things. I didn't reinvent the wheel or anything exotic. I determined that my time had to be spent on things that moved me forward instead of allowing me to tread water. I started to inventory my assets which seemed like liabilities (payroll) at the moment. I consciously put on Jay's mind to get a solution and 36 hours later I had a meeting with my assets (people) and explained in detail the situation as it was. Miners are a tough bunch and it is not often you will see men break down and cry like little boys. I had made the second major move forward (the first was in my own head). I dug out my files with all your material, read it, re-read it and then meditated on what all this means "today".

My marketing has been to my own people and I am continually overwhelmed by their response. We discuss every facet of the business in detail and no punches are pulled. It is a sheer de-light to go to work every morning. When we got our people mobilized, part of our financing came through and we sold off most of the smaller properties to put our "prize property" into production. With the dedicated people I have, we came in at 42% under budget and production was 90 days ahead of our projections. Our first full year grossed $1,800,000(pro-forma was %1,400,000) and this year is headed for $2,600,000 (pro-forma $2,000,000), Next year will put us at $5,000,000 which is our forecast.

I do not believe there is a similar operation anywhere that throws off a net like this one. The loyal dedicated people around me have truly done a miraculous job and each of their lives (and their families) have benefited enormously by what we have done together. I am going to be leaving soon for Central America and I am confident that things will run smoothly while I am gone. The men are confident and so am I. Incidentally, the reason we got this project was due to what we did here.

Respectfully submitted,

George C. Foster
Key-Sarco, LLC
Yuma, Az.

P.S. I still play your interview with Fran Tarkenton several times a month (when I can get it back from one of my men or their families).

203. George Gonao

----- Original Message -----
From: Gonzo, George (CICT)
To: Jay Abraham
Sent: Friday, August 02, 2002 7:38 PM

Growing with Jay

Everyone talks about the "lifetime value of a customer." But how many have taken the time to calculate the "lifetime value of Abrahamization" to themselves personally or to their business?

It could well be $500,000, a million or even multiples of millions.

Many of us who have been exposed to and studied Jay's "body of works" typically gravitate through three stages:

Stage1) Take the information from Jay and "borrow" it, sometimes word for word and use it with our clients or within our own organizations.

We're too sophisticated to admit we just "ripped it off." Does Jay mind? I've never asked him, but it seems that Jay has this unshakeable faith that "what goes round, will come around."

Stage 2) After much study and "internalizing" Jay's principles, philosophies and teachings, we tend to "tweak it" a bit more, adding a unique twist and start to "layer" our own piece of originality to the process. It's somewhat akin to Jay laying the foundation for the building and then we add some more levels and windows to allow some "originality" to filter in.

Stage 3) Once we began to consistently "practice" what "Jay preaches", we find ourselves developing powerful new and original strategies.

These may appear to be totally unique and different, and in many situations they are. But when we peel back the layers or "drill down", the foundations can still be traced back to some of Jay's core philosophies, strategies and tactics.

As a professional whose daily efforts are focused on developing new business and new streams of revenues, I've developed a seven-step process that I share with clients and salespeople to help them grow their enterprise. While I can't quantify exactly how many hundreds of thousands of dollars or even millions, this process has generated, I'd like to share this "process" with others and you'll recognize some of the original roots.

1) Solve a problem. Sounds simple enough, but develop the skill to really, really understand the client's problem. We're told to "sell the benefits." But it's time to go far beyond that. The biggest benefit you can bring to a client is to develop a total solution. Strategically, you want to have another "U.S.P." and that is to become in the client's mind, the "Ultimate Solution Provider."

2) Make me feel "good" about myself, my circumstance or the relationship. Make me feel confident in my trust for you. Someone once said, the four main currencies in people's lives are money, time feeling safe and feeling secure. How many ways can you find to "make me feel good"?

3) Take away my stress. Do you know what's keeping your client awake at night or why they wake up in the middle of the night with that "knot" of stress in their gut. If you take away my stress, do you think I care if someone else can sell it to me "cheaper"?

4) Fear. What are your client's really fearful of? How can you alleviate some of that fear? How many ways do you have to minimize those fears?

5) Pain. What are the most painful things that your client can be faced with? What can you do about it? How qualified are you to write the "prescription" to make the pain go away?

Can you turn "pain" into a "positive"?

6) Perception of Value. Value is a double sided coin. One side is "tangible" value. That may be as mundane as providing an additional discount or a significant as a "lifetime guarantee."

The other is "emotional" value. This is always far more powerful than any tangible value and in most instances, costs far less or virtually nothing to provide.

However, for most people, "emotional value" is "priceless." How many ways do you have to consistently provide "emotional value"?

7) Optimization. Jay's definitions of this important principle remain timeless. Whether looking at the first 6 steps of the process as outlined above, or any other aspect of someone's life or business, how many ways are there to do it better, quicker, more effectively, more productively and provide more meaning and satisfaction in the endeavor.

As Jay once said, "there's always one more way."

This seven step process may appear to be simple, and hopefully it is. However, when you really examine each one and go as "deep" as you possibly can for that client or circumstance, you and your client may enjoy even greater success.

George Gonzo

Director of New Business Development

Canwest Global Calgary, Alberta

(403) 804-2064

204. George Inskeep

----- Original Message -----
From: George Inskeep
To: Jay Abraham
Sent: Thursday, August 01, 2002 2:30 PM

Dear Jay,

I received your e-mail requesting case studies of how your methods have contributed to my success. As you may remember, I attended the second PEQ with my son, Wes, with whom I am attempting to purchase an existing boat manufacturing company. That process has been slowed down due to some legal problems of the seller, so we have not yet been able to put your methods into practice for the intended purpose. We are very anxious to do so, and will keep you informed as the project comes (hopefully) to fruition later this year.

Wes has internalized the materials and methods and has made them his own. He will be very effective when the time comes. We have, moreover, incorporated a lot of your ideas into our business plan and marketing materials for raising money for launching the venture, and if that is successful it will be an immediate success story on its own which we will be glad to share with you.

Meanwhile, I am having my best year ever in investment real estate sales. As Chet discovered when he met with our executives at a meeting I arranged, we had already been using a lot of what you teach. While I'm sure that what I brought back from PEQ has contributed to my personal production, I'm not sure I can honestly say that a particular technique has been responsible for my current surge, as the whole company is having a record year.

When I have a story to tell that will give you what you're looking for, I will be happy to share it with you.

Best regards,

George Inskeep

205. Gerard Lagasse

----- Original Message -----
From: Gerard Lagasse
To: Jay Abraham
Sent: Saturday, August 03, 2002 3:06 PM

Case Study College Planning

After preparing my oldest son for college I found that I had developed expertise in college planning, financial planning for college. I took employment with a company in this field. After a period of time I decided to do the same work, self-employed. I attempted to duplicate the type of marketing used by my previous employer. Yet, after a period of at least two years I remained unsuccessful.

At this time I came across material from Jay L. Abraham and applied his teaching.

1. Identified ideal client - A review of the clients of the previous two years indicated that parents who were sending their children to private schools were also willing to pay a fee for private guidance when preparing for college.

2. Educating the client - At this time I began to more carefully educate the perspective client on the reasons why they needed to prepare early for college. I also provided more detailed information on the many different areas that need attention when preparing for college.

3. Referrals - As a result of Jay's teaching I began to ask current clients for referrals and these were readily provided to me. The closing ratio on these referrals approached 100% and was a very pleasant experience.

The application of these three recommendations from Jay Abraham resulted in approximately ten times the number of clients in previous years and actually reached the saturation point.

Company Name: College Planning
Company Size: 1 full time, 3 part time employees

206. Glen R. Kohlenberg

----- Original Message -----
From: Glen R. Kohlenberg
To: Jay Abraham
Sent: Thursday, August 01, 2002 5:37 PM

I had my first Jay Abraham experience when I bought a cassette tape from Nightingale Conant. As you know there are tons of marketing experts out there but Jay had this special magic touch that showed me I did not have to spend thousands and thousands of dollars to promote my company.

When I first went to work for the company I now own I started as a salesman in the retail division, selling home improvements in the manufactured home industry. The company owner thought he had a great marketing plan in place using newspaper ads and brochures. It didn't take long for me to see the leads generated by this plan were very poor leads. Although the company was doing 1.6 million in sales it had a negative cash flow. I knew the company had great potential despite operating in the red and when the opportunity to purchase the business became available to me I did a business plan and purchased the company with a partner in May 2000. This is when I put Jay's techniques together and started testing my new ads.

My first ad was an 8.5 x 11 insert that was delivered in 25,000 newspapers at a cost of 6 cents each. We received 62 leads and closed on 50 percent of them doing $125,000 in sales. By the end of that month our total sales were $187,000 compared to the previous owners $30-50,000 a month at best! Everyone in our organization could not believe our results. Needless to say the return on our investment was staggering!

The first ad I ran was in black and white. We continued to run this same ad for the next three months with the same results. Then, after listening to Jay's tapes, looking at his website and continuing my vision for our company, I started color-coding our ads. Red one month, green another and so on. What we discovered was amazing. Our customers would pull out the insert and keep it until they were ready to have some work done. Our salesman would go out on the lead and there, on the kitchen table, was our insert. Salesmen in our business, some for over 30 years, could not believe the quality leads and closing rates generated by a 6-cent insert ad.

Our overall company sales for 9 months in 2000 were 2.8 million. In 2001, after copying everything we did in 2000, we did 3.9 million in sales and at this rate project the year 2002 to close with sales of 5.5 million. All I can say to Jay Abraham is thank you, thank you, thank you. You taught me a way to increase our sales without breaking the bank. Believe me, it can be done and I am the proof!!

I now have the PEQ I system and have just received the PEQ Advanced System. At the time I received the PEQ I system I had just signed a contract with my partner to buy out his 50% share of the business. To accomplish this I had to raise $400,000 cash in 90 days. Jay, Chet and PEQ taught me more than anything else to focus, focus, focus. Not only did **I** have to focus but to make this happen I needed my 34 employees to focus with me. I listed the debts that had to be paid like stair steps and at the top of the steps I wrote my closing date. One, two steps – pay off 2 trucks. Three, four steps - pay off loan at bank. Five, six steps – pay off my partner. By watching the PEQ tapes and teaching it to my employees, on July 11, 2002 we had raised over $400,000 and we had our closing. We made it to the top of the steps and the view from the landing was outstanding! I threw a party for all 34 employees and needless to say it was a very emotional and happy time for us all.

I know I could never have done this without the support I received from Jay and Chet's PEQ system. I am now using the PEQ Advanced System and for the first time in my life I'm getting on an airplane and going to California to attend my first ever PEQ Cubed Seminar and to personally thank Jay and Chet for what they did for our company and me. I now have the mindset and focus that the sky's the limit for us and that we will be at sales of 10 million a year before too long.

Again, thank you Jay and Chet. I'm looking forward to August 12.

Sincerely,

Glen R. Kohlenberg
President
Reynolds Contractors, LLC
106-A Corporation Way
Venice, FL 34292
941-485-7751

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

207. Glen Shamblen

----- Original Message -----
From: Glen Shamblen
To: Jay Abraham
Sent: Wednesday, July 31, 2002 7:09 AM

Dear Jay,

Thank you for the opportunity to share.

In the beginning facts:

Three partners (marketer, salesman, accountant) running a business opportunity in the concrete restoration segment. Because of bad financial results and a large lack of cash, the marketing partner and the sales partner left the accountant with a great opportunity to pay past due creditors, past due bank loans and the chance to "survive." Bankruptcy looks very good when you have $300,000 in negative equity in a million dollar business, but we decided to avoid that avenue.

As the accountant I knew help was needed but could afford little or nothing. Purchased, listened, thought, planed then acted upon Jay's tapes. There are only three ways to increase or grow a business (unless you are ENRON) thereby increasing sales and cash flow:

1. Advertise to obtain new leads and accounts – had much data, but knew we could not afford.
2. New products to base – an accountant looking for new products you've got to be kidding.
3. Communicate with base – strengthen relationship, increase service and support.

The two remaining salesmen were required to spend 15 minutes on the phone with each of their 40 customers every two weeks. First, to get additional info such as name of spouse and children, anniversary dates, birthdays, e-mail, etc. great reasons to call and remind a contractor that his wife's birthday is only three days away. Or to send out an anniversary card a few days early to remind the family about the big day ahead. Loyalty began to grow.

We then created a referral program to assist the contractors in obtaining jobs. First tried with our crew and saw incredible results . Previously less than 5% of our work (200,000) was a result of referral. Currently, over 90% of our leads and 95% of the (800,000) install revenue comes from the referral program. When the job is complete and we are accepting final payment we give the customer four or five "$20 Crete Coupons" with their names on the coupon. After the customer gives the "$20 coupon" to a friend, this friend calls for an estimate and upon completion of the friend's job they can redeem the coupon as a reduction in their job cost. We say thank you for using the referral program and give this new satisfied customer four or five coupons. Upon returning to the office with the redeemed coupon we send a thank you note to the original customer that gave the "gift coupon" including several additional coupons and a $30 gift certificate to OUTBACK STEAKHOUSE. Average job was about $1,800, average lead cost $85 with an 18% closing ratio. Currently, average job $2,600, referral close ratio 82%, average lead cost is $3.83 (not a typo). Referrals account for 95% of the install revenue (292 jobs) however only 39 customers actually redeemed the coupon. Not only has install sales increased from 200 to 800 thousand but advertising went from over $52,000 to less than $24,000 thousand. Thank you for the found cash!!

Jay, just as you have explained and challenged us to many new thoughts and processes we have given the same above facts to our current contractor network of over 400 contractors. Yet, very few have tried and only one has been halfway consistent enough to be able to claim good results. People many times make good decisions, and make good plans but very few seem to work the plan and therefore never move to the next level.

Today's facts:

NO partners, three businesses, nearly 4 million in sales, thus far this year (6 months) we have created $300,000 of cash profits with a staff of 20. Again thank you for the concepts that sent us cash.

Glen Shamblen, President
Spray-Crete Industries, Inc.

208. Grady Chandler

----- Original Message -----
From: Grady Chandler
To: Jay Abraham
Sent: Wednesday, July 31, 2002 1:25 PM

We are in the business of getting members interested in a commodity. The commodity could be saving account, checking account, certificate, loan, or any other type of financial product offered by a bank or credit union. At the Austin Metropolitan Financial Credit Union someone has to save before someone can borrow. There is a constant battle to attract funds, differentiate our products from others and compete with other are financial institutions. We are $280 million in assets. Our competitors in the area are two $1 billion credit unions and 5 other credit unions our size plus Wells Fargo, Chase, and the numerous other national banks.

We used one of Jay's ideas from learning how to market - If your selling low priced, highly competitive merchandise emphasize value in addition to price.

We also used the idea of offering a bonus that was unique for our area.

Because of IRS regulations the bonus had to be less than $10.00. We looked at products specific to the Austin, TX area. Honey for a honey of a deal, peaches for we think your peachy, pecans for we go nuts over you, and jardines hot sauce. We decided on a hot sauce, queso dip, chile mix bonus pack. The heading used in the marketing campaign was Spice up your finances and heat up your savings.

We were trying to attract funds and established a goal of $1million in new deposits. We gave the members a 35 basis point interest rate bonus and gave away the hot sauce on any deposit of $5,000 or more in a 27 month certificate of deposit. This was offered on regular certificates and IRA certificates.

The promotion brought in $5 million in deposits. Three months after the promotion ended we ran it again and brought in another $3 million.

At this time we are trying to figure out how to attract new checking accounts. We offer free checking with direct deposit give the members 3 other types of checking accounts - their option on type not ours. If they have direct deposit and we receive the direct deposit early we will post their paycheck early, up to two days early. We're looking at what we can guarantee, what is the benefits and not features to opening an account with us, and what values can we accentuate. No minimum balance required, no monthly service charge, guaranteed to post two days early, free ATM/debit card, etc.

This is what we've been doing with Jay's methods.

209. Greg Johnson

----- Original Message -----
From: Greg Johnson
To: Jay Abraham
Sent: Friday, August 02, 2002 4:28 PM

Dear Jay,

Your email asking for testimonials really got me thinking. But since I didn't have much time to draft this response, I'm sort of shooting from the hip. So here goes...

Our business employs a number of strategies we've adapted from your materials. I believe the most tangible benefits we've experienced came as a result of taking an objective look at our business, deciding upon and then implementing a particular strategy and committing to it as an ongoing process.

The one strategy that is the easiest to quantify is our use of barter. We sell floral products and services that carry a high margin and have limited shelf life. This has made a formalized barter strategy a very useful tool for us.

We view and use barter as a method to increase sales from our existing customers, to lock in customers for the long term, and to conserve cash.

An example of how we use barter to increase sales and retain existing customers is something we do with a hotel client of ours. We regularly provide this client with lobby flowers, as well as the flower needs of their human resource department.

If their sales/catering department books a party, we've asked that they contact us with their floral requests and budget. In return, we allow them to pay us a portion of the bill in trade credit. We use the credits to offset some of our promotional expense. By allowing them to trade with us, we lock in a nice chunk of our client's incremental business, while also making it hard for the client to want to look for another florist.

The key to these deals, I believe, is showing the customer how using our products and services will benefit their business as well. When we feel a client has become comfortable doing business with us, we ask them for referrals, usually through some form of endorsed contact.

In the past year, this process has helped us acquire three new commercial accounts, whose combined purchases totaled nearly $6,000 so far this year.

As an example of how we use barter to conserve cash, we recently completed a $15,000 web site overhaul, which through a combination of barter and a future endorsement agreement, reduced our actual out-of-pocket cash expense to just under $4,000. At the present rate of sales

we are experiencing from our web site, we project we will recover our out-of-pocket costs by the end of October, 2002.

There are plenty more quantifiable successes that we've experienced, both large and small, but my greatest success is intangible and truly priceless.. it's the confidence I developed from adopting a mindset that allowed me to creatively take on and solve the most challenging business problems and turn them into opportunities.

I'm not sure if you'll receive this in time to include with the many other testimonials I'm sure you'll receive, but I did want to add my two cents worth. If you want or need further information, please contact me.

Best regards,

Greg Johnson
Greenfield Flower Shop, Inc.
2628 W. Greenfield Ave.
Milwaukee, WI 53204-1956 USA
http://www.greenfield-flower-shop.com
414.383.1002 Voice
800.383.9099 Toll-Free
414.383.9170 Fax

210. Greg Stromberg

----- Original Message -----
From: Greg Stromberg
To: Jay Abraham
Sent: Saturday, August 03, 2002 10:57 AM

One of the most important things that I learned from Jay's seminars was the power of educating the customer.

I was completely surprised by how much our customers were miss-informed and unaware of what our ink systems were all about. We started a program that we are now calling INX ICM System which stands for ink cost management system.

This system begins with the basic education program of how inks are formulated and manufactured. We get into chemistry, terminology and raw materials. We discuss how ink is formulated for each individual process and what the critical attributes are. It is amazing the questions we get after this seminar. I call it real-time customer research! We receive info on concerns, complaints and compliments.

The next part of this system is collaboration where we discuss the opportunities for driving out waste and variation in their decorating process.

The next parts of the system is to measure and map their processes and utilize the six sigma approach to find the leverage points for improvements.

The next parts of this system is to set up project management to set objectives, timelines and deliverables.

The next step is execution.

The final step is to review the results of the project so that we capitalize and leverage all the positive and negative learning so we have a continuous learning educational partnership.

This concept was born with this simple idea from you Jay. The results are we continue to be the leader in the world for metal decorating inks supplied to all the Can manufactures resulting in over 63 million in sales. We are focused on applied finished costs and not price per lb for our customers.

The core concept is educate your customers where you participate in their processes so they can drive costs and variation out of their systems.

Greg Stromberg
Vice President Sales/Marketing
Metal Division
INX International Ink Co.
414-438-4384

211. Grego

----- Original Message -----
From: Grego
To: Jay Abraham
Sent: Thursday, July 25, 2002 7:57 AM

Jay, this may not be your usual testimonial letter.

I feel strongly about sending this though. I initially heard your marketing strategies about 2 years ago. Here is just one good example. I have applied the risk reversal method of selling to our design business and it absolutely flourished. Specifically, the jewelry that Nikka, my fiancé, designs was an inherently easy sale because of the beauty, however, as soon as she started putting the necklaces on people and letting them wear them for a few days, it was amazing. People NEVER gave them back. She sold every single one using this method. Never is a strong word. But I really mean never. Every single time that she designed and put a piece of jewelry on someone they simply would not part with it. The sale was not an option to our clients.

I am in the process of designing other pieces and will attempt to use the risk reversal method of selling to get them into retail outlets after completion. Its been incredible really, kind of an insight into some facets of human nature. People do not like to give up something that they feel is an integral part of their esteem. So it seems, get a product into the hands of a client, and if they attach "good feelers" to it, they will try to do what ever it takes to not let it go!

Thanks Jay

Grego

212. Guillermo Mendoza

----- Original Message -----
From: Guillermo Mendoza
To: Jay Abraham
Sent: Thursday, August 01, 2002 8:03 AM

Following the economius of the repeating sale we had some shoe stores here in Guadalajara. Those were oriented to the popular segments of the market and in order to give a plus to the nice fashionable merchandise, we gave a gift of a low cost high fashion fantasy jewelry along with every pair of shoes purchase. We increased the price of the shoes and collected the small cost of the fantasy jewel and the traffic and the word of mouth created towards our stores was great. Many girls came back to buy her shoes knowing that a nice fashionable gift will be received. High perceived value.

I would like to mention that the sales boosted by more than 50% we extended the product line in women shoes and the girls had a new way to see our 4 stores. It was a fantastic way we differentiated ourselves from the big competitors. When we talked with "expert" people to discuss the idea they laugh saying this was never done before but we did it anyway and we succeeded.

In a market like this one in Guadalajara, Mexico which is so different from the ones in the USA many ideas could be applied successfully for promoting sales.

At least that is what experience has told us.

Good Luck !!!

Guillermo Mendoza
Agmenta Comercio Internacional
Pedro Moreno # 1410
44140 Guadalajara, Jalisco México
Phone. US dial 011 52 333 171 1306

213. Guoen Wang

----- Original Message -----
From: Guoen Wang
To: Jay Abraham
Sent: Wednesday, July 31, 2002 9:29 PM

Jay, Here is my personal story.

My name is Guoen Wang. I am a practitioner of Chinese herbal medicine and acupuncture. Until a year ago, I had been teaching and practicing medicine at one of the best acupuncture school located in Austin Texas. In June 2001, I opened my own office. I applied a few strategies which I learned from Jay to grow my business. Here are three of them.

First concept is that people want to be lead.

Each time if a new patient comes to me, after I diagnosis and treatment, I will make a treatment plan for that patient. I will fill a treatment plan form. It reads like this. Patient needs come in for acupuncture treatment once a week, for about 6 to 8 weeks. If there are herbs prescribed, I also write down how often and how much herbs to take. Before I use this treatment plan form, I find out 30 to 40 percent of patients did not return. Even the ones did, most of them may not finish a whole treatment course. Since I started to use this form, a lot more patients has come back and finished the treatment plan, and of course get good results with their health. So, patients win and I win.

Second concept is to contact inactive clients.

I have about 800 clients on my data base. I just hired a part time receptionist 2 weeks ago. I pulled about 40 inactive patients' contact information and had the receptionist contact them by phone. By doing that, within a week, 6 of them came in for acupuncture treatment, and most of them will have 6 to 8 acupuncture treatment in next 2 months. This application of 40 phone calls to inactive clients will generate $3000 in 2 months. To me, that is very good.

The 3rd concept is combination of risk reversal and back end.

In my business, it is repetitive business. One of the difficult part is go get patient comes in the first time. Once patient comes and knows about my service, most of them will want more. Instead of charging higher new patient fee, I decided to give my first treatment for free. Last week, I printed and mailed 3 new patient welcome coupons to each of the selected 50 of my existing clients who had referred patients to me in the past. The referrals keep coming. My practice just kept growing and growing. I just hired a part time receptionist 2 weeks ago, and I have to hire another one next to help to handle the increased business.

Guoen Wang

214. Guy Brown

----- Original Message -----
From: Guy Brown
To: Jay Abraham
Sent: Monday, July 29, 2002 7:36 PM

Hi Jay,

A few years ago you told a story of a dentist in Australia who got fed up with the normal day-to-day aggravations & hassles of his profession. He decided he wasn't going to conduct his practice anymore in the same ol' traditional way he had learned to do. He decided he needed to change, to become different.

So, if I remember correctly, he remodeled his office, changed his class of clientele and started charging fees that were much higher then before. Inside an elegant office he would inform his new patients that for the seemingly high price of being treated by him, they would receive extraordinary and guaranteed service which included no-waiting aftercare on procedures that weren't up to the patient's satisfaction.

But in return, the patient must do three things:

1. Never be late.
2. Must always pay the bill at the time of the procedure, not afterwards.
3. Must supply this dentist with at least 3 good referrals the patient knew well and who could use the dentist's services.

If the patient wouldn't agree, he wasn't taken on as a new patient.

In short, he no longer thought of himself as a "commodity." How that lesson applies to me is this.

I am a professional telemarketer, meaning this is my chosen career, not a once-in-a-while sideline. I've been making sales and appointments over the phone for the last nine years. My first few jobs were for $5 an hour.

During my first 19 months in the profession, I was learning from the mistakes of myself & others, and experimenting with different selling styles, presentations, answering objections, closings etc. After 19 months I realized just how proficient I had become. At one company, my sales had improved by over 100% (i.e., they more than doubled). And my customer retention rate of 83% was the best within the company. How was I rewarded? The company raised the quotas and lowered my commissions! They did this several times. But I kept beating the system. I surpassed the artificially inflated quotas which they thought no one would reach. Thus, they had to pay me more money than they expected. When they changed the system one too many times I quit.

I decided to take a page from that dentist's book and find a way to improve my lot.

Here in New York City I would say at least 95% of the businesses that advertise for telemarketers are companies that earn less than $6 million in sales and are barely surviving. Commensurately, the pay scale for telemarketers generally runs from $6/hour to $10/hour - which is even less than what they pay their functionally illiterate and computer illiterate secretaries!

I knew I was worth more than the normal telemarketer and decided not to be perceived as the normal "commodity" anymore. Here's how I eventually tripled my salary from $5 to over $17/hour in 6 years. I put together a large 3-ring binder/portfolio of my accomplishments achieved while working for several companies within various industries.

When the normal telemarketer shows up for a job interview he just brings along his resume and his best Sunday suit. When I appear at an interview, however, I'm ready to present to the prospective boss:

A. 8 well-written letters of recommendation attesting to my skills - credibility.
B. 5 audio tapes containing 60 recorded appointments depicting how I handle tough prospects and change "no's" into "yes's." - credibility. Also, I tell my prospective employer that this is my selling style and I won't allow anyone to change it. If you like me, you better like my dog (i.e., my consultative selling approach)! You don't like my dog - the interview is over, "Have a good day, sir." (You'd be surprised how many managers want their telemarketers to actually sound like a carnival barker. They think speeding up one's voice to sound as though you're rushing to catch a bus engenders enthusiasm within a prospect!)
C. 2 computer printouts of the numbers of dials, contacts and sales or appointments I've made for my companies over the years.
D. 6 covers of various sales magazines I've subscribed to to show them I've taken the time to train myself to become a professional in the art and science of salesmanship.
E. 10 pages of Excel spreadsheets which mathematically, scientifically, irrefutably prove, under any and all rational circumstances, that the "numbers game" philosophy of "the more dials you make per day, the more sales you will make," is a grossly exaggerated myth that crumbles under objective scrutiny - a by product of W. Edwards Deming. More than any other reason, it is the perpetuation of this myth, the aspiration to attain false, illusory, physically unattainable quotas that causes telemarketing departments to fail miserably and for companies (which are overly dependent on telemarketing) to go bankrupt.

Because I've taken the time to step out of the box, I "merchandise" myself and prove that I am not the ordinary Is-it-Friday-yet? telemarketer. Consequently, at one job interview for a global freight & courier company, the manager offered me $12/hour, but after negotiations we agreed upon a base salary of over $17 per hour. At another interview the owner of a custom-made software outsourcing firm offered me $30,000 as a base salary. I declined. Two years later I negotiated with this entrepreneur for a higher base salary - and won the position of Marketing Director to boot.

Also, during times of unemployment I've become creative and searched for companies that had no telemarketing department to see if I could

build one for them from scratch. Accordingly, because I didn't think of myself as a mere "smile n' dialer," I opened up two (extremely small) telemarketing divisions for two different Internet companies to become their Telemarketing Directors.

Mr. Jay Abraham, my statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Yours truly,

Guy K. Brown

215. Harley Kaufman

----- Original Message -----
From: Harley Haufman
To: Jay Abraham
Sent: Friday, July 26, 2002 8:20 PM

Dear Jay,

My Name is Harley Kaufman, from NY, NY. Among my many hats, I am an attorney admitted in four states. You can use this testimonial. You can include my name and city.

One of the simple but effective techniques that you have advocated is to reactivate old customers. I used to work for a major NYC law firm that had several hundred trust and estates clients. Many had not been heard from in years. I had proposed to the senior partner that we send a letter to each of them to remind them that the law of trusts and estates had changed and that we encourage them to return and come in for a consultation in order to update their previous legal work, in order to make sure that their previous trusts and estates and wills work were up to date. This resulted in a considerable amount of legal work. The senior partner was so pleased, that he allowed me to handle and bill for a significant amount of the work through the firm and everyone was happy, thanks to the Jay Abraham technique of reactivating old customers.

An additional concept Jay has used in direct mail has also been helpful. By sending or handing out letters or a flyer and having a person call you if interested, before spending 30 minutes on a sales pitch, can save a considerable amount of time. I had prepared a flyer to promote an internet shopping experience, where people would be directed to a company that featured around 100 partner stores with nearly 2000000 products for sale. By making the person visit the website first and call me with the results - do they want to participate or not, I had about 90% drop out rate, only 1 out of 10 called, which allowed me to avoid sales pitches with 90% deadwood!

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors

216. Harold Edwards

----- Original Message -----
From: Harold Edwards
To: Jay Abraham
Sent: Friday, July 26, 2002 4:10 AM

I have had a number of wins from my Abraham experiences. I can say that every one of the 7 or 8 programs produced in excess of what they promised. Let me share one of my sleepers that has continued to produce without any effort.

One win-win I got from Jay and his group.....As an orthodontist my patients are interested in their looks.. I spoke to a local Plastic Surgeon who was very happy to put my brochure in his waiting room. Of course I allowed him the same courtesy. I started to get an immediate group of young adults who wanted cosmetic orthodontic treatment. To get this large of response would have cost me thousands of dollars a month. This also takes no effort on my part except to replace brochures when they run out.

I next spoke to an Optical group and next a Dermatologist. Same Great Response. We all are winning and have helped each other over the last few years by providing a more complete service to our patients. Everyone Wins.... This little sleeper has produced in excess of several hundred thousand dollars and keeps on going. My cost for a year is less then even running one ad in the local paper.

Thanks again Jay.

Sincerely,

Harold Edwards

My story is true. It can be used as you seem fit.

217. Harvey Korbelik

----- Original Message -----
From: Harvey Korbelik
To: Jay Abraham
Sent: Wednesday, July 31, 2002 9:21 AM

Dear Jay,

I actually am a rancher-farmer in a diversified farming operation that has been fairly successful over the years. The past few years have really tested my resolve to continue in the farming game, so I began looking for some additional source of income.

I studied some of your programs and with some of the ideas you illustrated, I began a new enterprise.

I became associated with a prepaid phonecard company as an independant distributor. I called on businesses and presented my offer of an automatic dispenser of cards or 'over the counter' sales of cards. What surprised me the most was how receptive and easy to talk to the owners and managers of the businesses were. I really appreciated that as the only cold calling I'd ever done before was trying to sell insurance in my younger days. I was not good at it then. I also do phone calls to businesses and try to get appointments to talk to the person in charge of sales and marketing. Persistence does pay off!

At this time I have 15 locations doing about $6000 per month in sales. My goal for the year is to have 100 locations operating.

One of the most gratifying aspects of this business is when someone calls me and says that one of my location owners referred them to me because they are happy with my products and services.

I am now studying your 'Stealth Marketing' course and will use some of your concepts to help grow my business.

Thank You,

Harvey Korbelik
Korbco Corporation
15387 Rd. 57
Burlington, CO 80807
Phone; 719-397-2443

P.S. The phonecard business is very competitive and there are some shoddy companies in business. I try very hard to only deal with reputable companies so I can offer products that I can be proud of and the ultimate consumer will be happy with.

P.P.S. I realize this is 'small potatoes' but if you think something in my letter will appeal to the beginner, then I'd be happy if you would use it. But if you think it's not worthy of reprinting I will certainly understand.

218. Haydn Welch

----- Original Message -----
From: Haydn Welch
To: Jay Abraham
Sent: Wednesday, July 31, 2002 2:20 AM

My name is Haydn Welch and I own a retail jewelry business in Taunton, England. One day I was shopping for a washing machine and the sales assistant made me feel foolish for refusing to pay extra for a 5 year guarantee. Having just started to study some of Jays' material, my mind was in tune and just waiting for the flash of inspiration, the Eureka moment. That's when it came.

On the way out of the shop, I said to my wife "Wouldn't it be great if all retailers just said, if it goes wrong we will fix it free, for life, just because you bought it from us". That's when the light came on. A week later our Free Lifetime Guarantee was being given to all our customers.

On the second day a customer had looked at a £1,000 Zenith watch from my nearest competitor and was 'thinking about it over a coffee' although she had decided to go back and get it, she stopped at my window display and came in to look at an 18ct gold Longines bracelet watch. I showed her the watch, explained the various features/benefits and added the new dialogue regarding the guarantee. She was amazed and said she would buy the Longines because she loved the guarantee. She really didn't mind which watch she chose, she liked them both the same. So, we sold a £1360 watch and our competitor lost the sale.

Later that week, another customer saw a Seiko watch in H Samuels with a blue dial, he saw the same watch in my shop with a white dial. He wanted the blue dial version but chose to order it from us, rather than buy it from our competitor. We won a £295 sale, our competitor lost it, our customer got a lifetime guarantee.

Another customer had already bought his watch from F Hinds a few days earlier and then saw the exact same watch in our window along with our free lifetime guarantee. He felt cheated by Hinds and took his watch back for a refund (they offer a 14 day refund policy- I am too frightened to try that offer), he then brought his money to us £95.00.

These three customers spent more with me in that first week, than it cost me to honor the guarantees all year.

But the best bit is that my customers come back to buy a gold chain for their wife at Christmas, a pair of earrings for their daughters' birthday and other items throughout the next few years. (Jays lifetime value principle). Then one day the gold chain is broken while playing football and it costs me £5.00 to do the repair, but the customer has already bought three things and will be back again.

Eight years later and I no longer bother to add up the annual cost in honoring the repairs and the washing machine still works.

Now, business is still tough. I struggle to break past £500,000 annual turnover and still look forward to the day I make £50,000 bottom line. I am frightened to invest in Jay's new programmes because I haven't kept my toes to the fire with his old material. I have just used one principle and made it mine and I don't know how much extra business it has created.

However, I still lose sales, despite the guarantee and am now introducing The Ultimate Upgrade. Do you realise that even though you would love to buy a new watch, the main reason you don't buy one, is because you already have a perfectly good one on your wrist. The Ultimate Upgrade resolves this concern.

When you buy a watch (or other jewelry item) from us, we will give you all of your money back within one year, if you decide to upgrade and spend twice as much.

I believe, this will make it easier for my customers to buy from us, there and then. W e want to make the sale on their first visit, not hope they come back later after visiting all our competitors. Both these initiatives cost nothing at the point of sale, unlike a discount. And actually, these two bonuses may never even be used. But the customer will have the security and I will have the sale.

There we are, I am convincing myself to spend more time with Jays' stuff.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

219. J. Semo

----- Original Message -----
From: J. Semo
To: Jay Abraham
Sent: Wednesday, July 31, 2002 3:07 PM

THE LESS PEOPLE KNOW JAY ABRAHAM THE MORE MONEY I MAKE

HOW TO TRIGGER THE BUYING REFLEX?

DO YOU REALLY WANT TO EXPLODE YOUR RESULTS EXPONENTIALLY?

"The Abraham Approach to Marketing" puts basic human reflexes that trigger the need to buy into action.

Using Jay Abraham's marketing approach, I am assisting small businesses to increase over 50% their income in less the 12 months.

Thank you Jay!

Be healthy, wise and wealthy,

Dr. J. Semo
Brisbane, Australia
Australian Network of Entrepreneurial Wealth (ANEW)

PS: Jay, following your basic rules I am including three headlines… please try which one works better.

220. Jack Feka

----- Original Message -----
From: Jack Feka
To: Jay Abraham
Sent: Thursday, August 01, 2002 5:14 PM

I started a new business, selling tires and batteries retail in South America in January 1998 using many of the techniques advanced by Jay Abraham and have still only scratched the surface.

To begin with, I decided to give the business a name that reflects what the business is about. This, grammatically speaking was WRONG and almost everyone I consulted in the business, my employees etc, had trouble with the concept of putting FIRST the product as we did in "Neumatico Centro." (The name should have been "Centro de Neumaticos".) My reasoning was simple, if a person is looking for our business in the white pages of the phone book and they want tires they aren't likely to start thumbing through words names that begin with Centro, Casa, Hogar, Servicio, etc, until they find what they want.

The name has survived, and has become accepted and because it is different it helps to underline the image in our customers minds that we ARE different.

One of the differences which we have established in our client's minds is that we are a serious and complete service center for tires and batteries. I invented a term "SeguriChek" which is simply a list of over 40 points which we check for free when a customer brings their vehicle to us and we give them a WRITTEN report of all these points. Of course, many other businesses do similar things looking for areas that need attention which might result in a sale, but they don't tell their customers and give them a written report.

I found that when we started we had to offer a repair service for tires, but with the little back-yard shops which flourish and the dirt cheap prices they charge I would have rather not even offered the service. But, because our customers expect us to also repair what we sell, I started offering a package where a tire which is repaired is automatically balanced too using our high speed electronic balancing equipment. Prior to making the package a standard procedure, I ran some tests on a number of tires brought in for repair and discovered that 99.7% of these needed to be balanced after being repaired. So, instead of charging 1500 pesos for a patch and wasting our time, I now include a balance and charge 2500 pesos or more. At first a few people complained that we were trying to gouge them but when we explained that other shops didn't do a complete repair because they lacked the balancing equipment, we now have most customers happier than they were when we were giving a cheap repair without the balancing. (Separately I would charge 3500 pesos). Frequently we end up balancing one or three other wheels at the same time and have a much bigger sale.

Alliances: When we opened our doors, we rented space from a busy service station so that we were next door. The proximity to this station was so positive that our first two months we didn't have any

exterior signs to our business and still had almost all the business we could handle. Now after 4 years we have to abandon this site and move elsewhere and many of our customers who we've been programming about the move for a couple of months, told us that they would follow us to the end of the earth (almost) because they're so pleased with us.

Taking the risk out of purchasing: I offer all clients free repairs on tires they buy from me during the first 60 days. I also offer them free rotation which extends their tire life every 6000 km. This freebie give me a chance to inspect their shock absorbers and batteries (which we also sell) and to offer them wheel alignment.

Experts in out field: We are recognized as experts in tires in our community and are the standard by which other tire businesses are judged but this was not the case when we started. To reinforce this difference ALL our staff, once they pass their probationary period, are sent on a training course to the GoodYear factory. In contrast to other local shops, some of their employees have never traveled more than a few miles from here, let alone having visited a tire factory. We hold weekly staff meetings where I attempt to pass on new knowledge and customer relations techniques to the staff.

Related products: We discovered that all vehicles in Chile are required to have a fire extinguisher which is re-certified at least once a year. We have become qualified to offer this service and automatically inspect the extinguisher whenever we inspect tires, batteries, shocks or other items. We've held back on offering oil changes because of our relationship with the service station that we rent space from, but when we move we will explore this avenue. The idea is that every service which we offer, gives us another opportunity to inspect the customers vehicle to see if they are in need of other services or products which we offer. Since it is rare that the need for one coincides with another one, we can often detect that a new service is "at the point" of requiring attention and save the customer the need to return or avoid the possibility of a break-down because of a neglected repair.

Honesty: We have strict policy of telling people when they don't need a service which they might have suspected they need, expecting that my gaining their confidence they will later be more inclined to purchase from us what we recommend when we do think it is necessary.

Results, we are in a region where sales is highly seasonal but our sales have generally follow the same cycle since the start. After one year, we were able to establish that with the exception of only one month in nearly five years, we have always grown between 15 and 30% when compared to the same month the year previous.

There are still many many of Jay Abraham's techniques that we haven't even started to try but will be adding to our arsenal as time goes along.

I am impressed at how well these techniques work in a developing country where people are very traditional and often afraid to attempt something out of the ordinary. Once they see the results, however, many of them are stumbling over themselves trying to copy what we've done.

Jack Feka
Gerente General
Neumatico Centro (Comercial Amar y Feka Limitada)
Aviador Acevedo 720, Villarrica, Chile
RUT 77.245.880-0 Giro: Importacion, Distribucion, Ventas
fono/fax +56 (45) 41-0028

221. Jaime Lerdo de Tejada

----- Original Message -----
From: Jaime Lerdo de Tejada
To: Jay Abraham
Sent: Friday, August 02, 2002 3:07 PM

I am starting to practice Abraham principles and I can tell you a couple of things about Abraham philosophy:

The bonus I offer from now on are really fantastic for my customers. I give them 500 extra business cards, 100 extra invoices formats, 200 extra personal greetings cards. This bonuses are beginning to boost my average transaction per sale. I´m going to tell you why. My clients are starting to trust me again, they really like when I come through. They like my bonus and sometimes for example with the personal greetings cards they ask me: What should I do with them? I answer: Write a personal greetings or salutation message to your own customers. I tell them that this is the best part of a business transaction; when you thank people for buying your product or service.

Next: The more I read the more I learn, actually every time I read or hear any principle of Jay´s philosophy an idea comes out of my mind.

I can start with a simple estimate: usually estimates for me where just price facts. Actually my estimates now always include interesting bonuses, always related with pricing, but interesting for my clients as well. I actually won already a couple of business only and simply with my new estimate format. I tell my client how I'm going to take care of me, how I'm going to work for him, how often we will meet. I also always tell him some benefit they will gain with me. Just with this simple change I am starting to kick butt.

Recently I started to guarantee my products for 90 days. This is an excellent way for calling my clients and see if everything is going all right. With this simple extra call I am starting to sell more, not always but usually my clients tell me: by the way could you come next Friday, I think I have something for you.

Take the note that I am starting with something very simple: a simple estimate. My dream is to become a Jay Abraham Junior here in Mexico. I am studying very hard but meanwhile I need to work, I been in the printing shop business for many years and I am testing Jay's principles with these customers I already have.

I can tell you that this principles work like hell. I am just starting but I already feel the power because you really feel it when you see that all the things you learn from Jay actually happen in real life.

It is amazing for me to see that almost all business here have not any marketing at all. They pass by and survive. But my plan as I told you is to become a Jay Junior and help this people to succeed and make big pesos.

It is possible here and everywhere, the only thing you need is ideas and principles so simple that nobody sees them. But with a little help from Jay, a blind can see.

Thank you and good luck.
Jaime.

222. Jared Silver

----- Original Message -----
From: Jared Silver
To: Jay Abraham
Sent: Thursday, July 25, 2002 3:47 PM

Hello Jay,

Well sure! I'll share some success stories which I attribute directly to having adopted a "Jay–Marketing–Mindset" these last 6 to 7 years.

Quick background on who I am and what I do. Jared Silver a.k.a "The Straight Shooter" a Chicagoland based commercial photographer since 1979.

After attending your "Ex!factor" pilot program I transformed my business from Straight Shooter (commercial photography) to Straight Shooter & Associates (Direct Response Marketing).

For years I made 'pretty pictures' for fortune 500 companies... now I help small business owners make their fortune. It's very gratifying I love it!

Working directly with business owners I employ the techniques I learned from you: Cross sell - up sell - Powerful USP's -Testimonials – understanding the net worth of a client - TESTING, evaluating & improving headlines, sales copy, graphic presentation... and yes, photographs too.

AND utilizing Mac Ross's 4 W's when writing ANY sales copy:

1) Why are you bothering me ?
2) What's in it for me ?
3) Why should I believe you ?
4) Why should I respond now?

In the process (these last 7 years) I've become a pretty good copywriter (so I'm told). I recently received several high compliments from Mr. Robert Allen's associate & publicist, Denise Michaels.

After reviewing 2 different sales letters I was working on, Denise wrote:

"What an excellent letter, Jared. You gave me goose bumps" - AND - "You really are a writer now. I think you could write just about anything." (copied & pasted from her e-mails)

Jay, in the mid - 1990's you pointed me down a whole new career path. Easier said than done. There were plenty of bumps in that road - but I got all the "tools" I needed from you and just kept hammering and wrenching away.

Today I've replaced my income as a commercial shooter with equally good income from providing direct response marketing to my clients. Low six figures, but that's improving too. (Is that specific enough?)

Here's a client story:

One of my SS&A clients is physical therapist named Joy. She and her husband share an office / store front. He's a doctor of Chiropractic. Their company is called "Back To Health".

Joy wanted to increase the size of her practice. I was recommended to her buy another one of my clients.

After our initial consultation it was determined that several host beneficiary relationships would be a great way to go. Specifically, contacting medical offices of surgeons and nero-surgeons. Concept: send us your patients for P.T. after surgery and we'll send you our P.T. patients when surgery is indicated.

In theory sounds great. I created a lead generator mailer... phone scripts for Joy & her #1 assistant Darlene.

Big stumbling block ahead! We knew about this... but still were amazed when confronted with it. Jay... many doctors, especially surgeons have rather large EGOs. I'm being polite.

Not only would they not talk with a "lowly" Physical Therapist or respond to our mailings and faxes... it was also 'beneath' the doc's office manager to validate our contact. YIKES!

The response rate to our initial marketing was a solid zero!

I refocused. I analyzed the situation and put myself behind the eyeballs of the surgeon. "What's in it for me?" is what I kept asking myself.

Joy was very good about progress reports. She'd call me and explain the latest rejection in detail. I took notes, and started writing faxable memos for her to send to the doc's office managers. Long story short... we had the doctors calling HER BACK !

I have some of Joy's 'very excited' phone messages (to me) saved on audio tape if that would be of benefit to you Jay.

Following is section from a written testimonial from Joy to me. Copied and pasted below:

"In our very first meeting with Jared, we identified my best target market as other health care professionals with the ability to supply me with the types of patients I can help most.

With Jared's on going assistance and direction, I've been able to get in, get cooperation, and... get new patients (the right kind of patients) from the doctor and surgeon practices we've targeted."

They're doing well, business is steadily expanding.

I'll give you one more quick story

This occurred just months after returning from the Ex!factor program. I was still in commercial photographer mode (and trying to figure out how to become a full time Direct Response Marketer.)

Bill Kelley, a long time client and President of the Goelitz Confectionery (makers of Jelly Belly™ Gourmet Jelly Beans) contacted me about restoring a few old photographs for the company's 100th anniversary.

A nice little job... about $4000.00 worth of restoration work on the computer.

I used some of the upsell and cross techniques you taught me. Made the client extremely happy with the results I delivered and grew the project to about $40,000.00! Ten times the revenue for my little photo business.

Jay I've wanted to share that story with you since it happened over 6 years ago. Though it would be lost in the shuffle. Now you're asking for it. Cool!

Jay, I hope some of my ramblings are helpful. If I can be of further assistance just let me know.

Very Appreciatively Yours,

Jared Silver S. S.

Straight Shooter & Associates
Developing Your Good Image For More Business

223. Jarvis Wong

----- Original Message -----
From: Jarvis Wong
To: Jay Abraham
Sent: Tuesday, July 30, 2002 4:51 AM

Dear Jay,

We are a dental supplies company selling to dentist.

This was a 2 hour Dentist seminar that we did in Singapore that had about 90 participants.

What I did was made the headline copy as focus to the customers as possible and many sub headlines and also a cutoff date.

We wanted a backend to this seminar to sell more products. See attached.

In a normal setting like we normal had only at most 20-30 participants but we got 90 responded and many backend sales.

Thanks
Jarvis Wong
Address: 925 #14-49 Hougang Street 91 Singapore 530925
Tel: 65-62551886
Fax: 65-62555993

224. Jason Jackman

----- Original Message -----
From: Jason Jackman
To: Jay Abraham
Sent: Thursday, August 01, 2002 11:59 PM

Dear Jay,

For four years now I have been studying and gradually implementing your material into my business with excellent results.

I own a mortgage firm specializing in saving people time and significant amounts of money.

In the four years I have been using your marketing methods my business has on average DOUBLED every year, last year we increased 126%.

Examples of the techniques used -

1. At Mastermind Marketing seminar in 1998 at Heathrow you specifically told me to significantly increase the fees I charged. We did and the net value of every case increased, as did the number of clients. The higher fee has reduced the number of objections.

   We have since increased the fee again in late 2000, which contributed to a major proportion of the 126% growth for that period. Simple and very powerful.

2. I wrote an educational/pre-emptive based direct mail pack sent to prospective clients in late 1998 that guarantees a response rate of 5% every single time we mail. This is an excellent lead generating device.

3. Referral strategies - we have implemented and consistently use 3 strategies for referrals, at initial presentation, follow-up on completed business and reciprocation based offer/incentive once per year for existing clients that has currently resulted in our ratio of referral business being 50%+ today.

4. Using the PEQ, I rewrote our presentation to be more pre-emptive /educational and core story based. Our conversion rate previously had been 1:4 of people seen would sign up.

   At the same time that I rewrote the new presentation I took on two new sales consultants and trained them to present exactly the way I wanted them to. Their conversion rates are 1:1 and 1:2 respectively!!

I estimate that this change alone will make a difference of £600,000.00 this year, even without increasing the amount of new clients we see!! A phenomenal result.

Kind regards

Jason Jackman
M.D. Gold Flexible Mortgages

P.S. I appreciate every single thing you do and know that even with the above success stories I am only scratching the surface of what can be done.

225. Jason Griffith

----- Original Message -----
From: Jason Griffith
To: Jay Abraham
Sent: Friday, August 02, 2002 12:11 PM

Here's my story. Thanks for the invite. I'm looking forward to reading the compiled version, I read most of your stuff two or three times.

What I did.

I recently started a CPA firm in Las Vegas, Nevada. One of the things we are going to focus on is outsourced controller or CFO positions. We currently have two major clients. We have developed a marketing strategy to compare what it would cost companies if they were to hire on a person full time to do the work we are going to do. We detail out the cost of benefits, insurance, employer payroll taxes, paid vacations, internal employee conflicts/headaches, not to mention having a minimum of 3 CPA devoted to the job, with backgrounds in tax, accounting and financial management. When we detail out all of the costs and put a visual image into their mind as to the headaches a full-time employee brings with them, our offer for a flat monthly fee pails in comparison. Their total cost would be close to $100,000 for an entry level CPA, including all of the research software and expertise one person would have to bring to the table.

They can choose to hire one person for $100,000 per year and deal with the headaches, etc. or they can hire our firm for about $50,000 per year, which comes with all of the research software, different backgrounds and years of experience.

I am a relatively young CPA owner in the town. At 25, I am the CFO of a public company and am a partner in a CPA firm. I've been following Jay's work since college and have been hooked ever since. Our industry has many obstacles in it's way right now, so our goal is to overcome those obstacles by telling the client that by having more people working for them, at a lower cost, they will save numerous ways over. Given that we are probably the youngest CPA firm in the country, we need to alleviate the fears of the companies that they may feel we are inexperienced. Thus, we detail our individual and aggregate experiences, so that it is obvious we can handle the work. We tell them the bottom line impact of choosing us over hiring someone fulltime.

We are going to make a list of the top 50-100 clients in the area that we would like as clients and use that list as our main target list. We've done this because we need to differentiate our selves in the market and this is a great way for us to do it. I don't have any hard and fast results to share since we started this campaign on Monday, but I am confident it will work for us.

Thanks Jay!!
Jason Griffith

226. Jeff Miller

----- Original Message -----
From: J Miller
To: Jay Abraham
Sent: Wednesday, July 31, 2002 10:50 AM

Situation
We launched JFY, Inc. a mail-order medical manufacturer targeting seniors and their caregivers. Competition was strong and initially, our sales were slow.

Solution
In order to turbo charge our results, we implemented three of Jay's concepts:

1. "Fall in love with your customers."
2. "Provide a credible reason why."
3. Provide "risk reversal."

Fall in love with your customers
We made our business the type of company we would like to do business with. Once we decided to love our customers it was easy to offer them free shipping and handling on every order no matter how large or small, how near or how far. Plus we are always happy to send free samples whenever requested.

Provide a credible reason why
Consumers rarely realize just how many product options they really have and even if they do, they do know have the background to make an informed decision. We decided to educate our prospects so they would come to appreciate our selection and fee empowered to make an informed decision. Our reps are all knowledgeable and are encouraged to stay on the phone with callers for as long as it takes to answer all questions.

Provide "risk reversal
Even with all of the above, consumers are often afraid to commit to ordering. Since our customers were now educated we decided to take away any risk they may perceive in ordering by offering a no questions asked money back guarantee.

Result
Our customers now get the products that's right for them and re-orders are up because the buying experience was so pleasant. Overall, since implementing Jay's strategies we have grown the business while increasing profitability.

Conservatively, sales are up by a factor of 10.

J. Miller
973-669-9671

227. Jeffery Peoples

----- Original Message -----
From: Jeffery Peoples
To: Jay Abraham
Sent: Thursday, July 25, 2002 4:37 AM

Jay,
I started listening to your work when you had an auction of old works (that was advertised by Vic Connant). I am just getting started with your PEQ and PEQ II home study course and have signed up for the PEQ Cubed for August.

What I have gotten so far (I am just at the beginning) is:

1. I hired a woman to help with PR and working together we have received 12 news items that brought us about $20,000 in new revenue. I have heard and read about doing PR before, but your section on PR convinced me to more ahead.
2. I started a referral marketing system that has generated $4000 in sales and only cost me $200 in discounts.
3. After listening to your talk about building a Parthenon where each incremental increase in each of many areas will build geometric growth is something I am starting to understand and implement. I know ask every person in my company to do what they do better and all of a sudden the compounded increase is substantial. We have gone from losing $70,000/month for a few months to making a $15,000/month profit this month. This concept was important in this transition. Lots of little incremental improvements compounding on each other makes one big improvement. I can't put my finger on the one thing that has been the change that made the difference, but many little changes are compounding on each other and it total it has made a huge difference for me. I used to be looking for the one big that that was missing. Now I improve every aspect of my marketing, sales and running the business a little bit. I now am starting to enjoy the big improvements that I was looking for.

I am just starting with your concepts - but I feel that I am on the right track. After reading and listening to many personal and Business development books and tapes, I will say that the way you delivery/explain you concepts has gotten me to act on them. I look forward to PEQ CUBED.

Jay, my statements are true and verifiable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Jeffery Peoples
Smart Postal Solutions
Window Book, Inc.
www.windowbook.com
800-370-2410 x1320

228. Jeffrey Edwards

----- Original Message -----
From: Jeffrey Edwards
To: Jay Abraham
Sent: Monday, August 05, 2002 7:28 AM

PO Box 1618, Orange Park, FL 32067-1618
Tel: 904.276.0067 ; Fax: 707.313.1427
alchemists@leadintogold.com

5th August 2002

Mr. Jay Abraham
The Abraham Group
27520 Hawthorne Blvd, Suite 263
Rolling Hills Estates, CA 90274

Attached are two short success stories generated using just one of the tools and techniques I've learned from you. The case study is brief – really a formula I use to price my services.

Thanks for asking me to participate.
Please call if you have any questions.

Sincerely,
Jeffrey S. Edwards
Alchemists Intl

Marketing Technique Number 5
Risk Reversal

Alchemists Intl makes use of Risk Reversal in all of our client activity…

We know that the average manufacturing company wastes 25% of sales on an annual basis – and that we can help them recover approximately 30% of this figure in their first year.

We promise to generate at least a 1:1 ROI on our fees during the period of our engagement and average at least a 3:1 ROI on total costs within the client's first year after using our services.

The math – we market to clients with over $50MM in sales.
Waste is approximately $12.5MM. Anticipated first year recovery is $3MM
Average first year ROI is 3:1 – we look for a $1MM fee

A $1MM investment nets a $12MM return…

Success Story – $4BB Manufacturer - $12MM first year project (6month project – NO DOWNSIZING)
Anticipated savings for the first initiative - $36MM first yr savings
Actual Savings –

Warranty Expense Reduction -	$200MM in first year
Product Rationalization -	$260MM in first year
Eng Change Management	$200MM in first year
$12MM project netted	$660MM in first year

55:1ROI
Over $2BB saved in first three years

Success Story – 30-yr-old shipyard, $6MM total revenue (component of a vertically integrated utility – challenge pilot for our services)
Anticipated first yr savings of $1MM.
Actual savings - $2.2MM
Additional project revenues from three other divisions and recurring revenue for over 5 years

Other success stories for application of other Abraham tools
Contact us at alchemists@leadintogold.com

229. Jim Brewer

----- Original Message -----
From: Jim Brewer
To: Jim Abraham
Sent: Sunday, August 04, 2002 7:11 AM

Jay,

A Change in Mindset Must Precede a Change in Action

I have a management consulting firm that specializes in helping high growth companies move through their stages of growth and development. We deal with all aspects of advising entrepreneurs how to grow and manage their business.

I bought my first Abraham product several years ago "Money-Making Secretes of Marketing Genius Jay Abraham and Other Marketing Wizards." After reading this book I began to see my business from a different perspective. I had a very narrow mindset which set limits upon my business.

Approximately two or three years ago, I bought a self study course which included the following tape series:

1. The U.K. Advanced ex! Factor
2. The Singapore Mastermind Marketing
3. The European Super Summit
4. The Austrian Mastermind Marketing

I have listened to each of these several times. Since I put over $25,000 miles on my car every year just in the city in which I live traveling between client appointments, I have a lot of time to listen to educational tapes. I do not get in my car that I do not listen to a tape.

The key impacts that the home study course had on my mindset are:

1. I realized how much I had undervalued my services to my clients. I therefore increased my fees. I have been perfecting "Value Billing" where the fee paid by the client is in direct relation to the value received.
2. I set my vision from becoming a $1,000,000 company to becoming a $10,000,000 company.

In order to become a $10,000,000 company, I knew it would not come from pure consulting services. The increase has to come from the backend. So I set out to identify other products or services that I could sell to my client base and to a targeted prospect list. I identified one Human Resource Product that had great promise. It was an internet product that provided an ongoing revenue stream after the sell for as long as the client owned the service. It was a great idea but I could not get a satisfactory contract. I spend several months trying to get things to work.

Setbacks Provide Education

Going through this process was very educational. I learned a lot. I then began looking at developing my own products. It was during this time that Jay began marketing the PEQ.

After numerous emails, letters, audio taps and finally a call from Carl, I purchased the original PEQ. I began listening to the tapes. I went through the series several times at least once monthly. I watched the videos and read the transcript.

During all of this time I had been sharing my new vision with my employees, clients, and friends. They became very excited. Through sharing of my vision with my lawyer he became excited. We set up a limited partnership to provide flexibility in setting up deals.

Then PEQ advanced was introduced. I purchased it and began listening to the tapes, watching the videos, reading the transcripts and working through the growth plan. I continue to go through the audio tapes at least once a month.

Results Are Beginning

During this time opportunities have begun to arise:

1. A retired professor who has written numerous books and developed numerous products has developed a management development system that is totally internet based. He is doing all the development and having the programming done. We will license the product from him and will have an exclusive to market the product if we perform. These products will be ready by the end of the year. We have to set up and perform the marketing using Jay's and Chet's principals.
2. Recently I had a prior client approach me about turning around his company. He could not pay me a monthly retainer so we set up a contingency arrangement where I get paid 25% of the profits for the next three years. I would have never considered an arrangement like this until I had been through Jay's materials.
3. Just last week I began talks with a client to market his services. It is a product that produces a monthly income stream for as long as the client retains the services.
4. I have on the drawing board other products that we will develop in-house in 2003.

Execution is Now Required

All of this requires that I execute. I must master the PEQ and other Jay concepts. I have to get my team on the same page that I am on. We must execute.

So a year from now will determine just how good a student I have been.

Thanks,

Jim Brewer
972-539-1989 Voice
972-539-4713 Fax
www.masterthink.com

MasterThink, LTD
Solving the Challenges of High Growth Companies

230. Jim Callard

----- Original Message -----
From: Jim Callard
To: Jay Abraham
Sent: Monday, August 05, 2002 9:53 AM

Dear Jay,

Over the past ten years, I have read most, I think, of your letters, promotions, etc. I have taken advantage of many of your offers and have *never* been disappointed in the value of the information presented. Your ideas have been beneficial to our businesses in many ways but it is difficult to quantify the results along the lines you requested.

For example, your *Extraordinary Referral Systems* tapes have been of great value in developing and tweaking programs which we were using in both our extended stay apartment hotel business and the apartment business. I am sorry that I cannot quantify this more specifically but there is a substantial monetary benefit as well as getting our managers to focus creatively and adapt to our specific market and geographical situations.

To the same effect would be your *Mastermind Marketing Program* which has produced results, again not specifically quantifiable but enabling us to better train our individual property managers.

I have listened to the entire *P.E.Q.* Program and found it to be of enormous stimulus to myself. I now have the second refinement of that program and will again listen to the tapes. Of particular use were the segments on hiring super stars. By way of explanation, the apartment business is upside down from the standpoint of management and compensation. That is, we can have a property manager with a salary from $30K to $40K a year managing an asset valued at $20 to $40 million. Unfortunately, that's the management philosophy of even the largest and more successful REITs in the business. We have always paid our people more than our competition, but have not always received additional value. Implementing some of the training modules of the *P.E.Q.* Program should help that but utilizing the hiring ideas has already paid us dividends in a particular market; to wit: Colorado Springs. The two Property Managers we have hired utilizing the ideas of Jay.

Thanks,

Jim Callard
American Apartment Communities

231. Jim Nilzon

----- Original Message -----
From: Jim Nilzon
To: Jay Abraham
Sent: Thursday, August 01, 2002 8:58 AM

Dear Jay,

I own a business in Scandinavia. We do seminars in speed-reading for corporations. I first came into contact with Jay's materials four years ago. By applying what I have learned I wrote a full-page ad in one of the major business magazines here.

This ad has been so successful that we have been running it every month for three straight years now. It's plain ugly; no flashy colors or design, just black and white and only words. That's right, it¹s an editorial-type-ad. It has a compelling headline that simply acts as the ad for the ad, drawing people into the main copy. Everything in the ad is about the customer; it's you, you, you all the way.

The ad contains close to 2000 words, and the people who calls in, tells us they have read every word, and that they just couldn't stop reading. I¹ve put testimonials in the ad, people who have attended our seminars, and the results they have gotten. I have tried to make every paragraph build the case for the next one, making the reader curious so that she can¹t help but to move on. Like a slippery slide.

The copy reads like a personal conversation between the reader and I. It's like we¹re sitting in two comfortable chairs facing each other, and I'm telling her about this marvelous new technique for reading faster. I've tried to make the conversation exciting without getting into sales hype, which I believe turn a lot of people off.

I've also made an effort to be really honest, telling the prospect about the negative aspects of the product. But, turning those negative aspects to something good. Like: "Yes you have to work hard, but when you do".

I have rewritten the ad some 30 times to make sure the copy flows smoothly. I've also read everything out loud to make sure it feels like normal conversation, like I'm talking in a natural way. I believe this is one of the reasons people usually read through the whole thing. So many ads talk down to people, which at least stops me cold when I read them. I simply talk to my prospects as a friend. No one likes to be sold. Everyone likes to be informed in a nice, relaxed and personal way.

When the response of the ad have started to go down, all I've done is change the headline and the response have gone right up again. Same body copy and everything. I've always tried to take the most interesting, exciting aspect about the product and put it in the headline. I've always put myself in the customer's shoes – I've made the headline pass the "So-what-test" and the "who-cares-test". I've banned obscure, self-serving headlines.

Finally, the reason people call in is the 16 page report about reading faster, that I've created. Conversion rate is 25% of the people who call in for that report. Of course that's because we have skilled telemarketers standing by to answer questions in a friendly, non-threatening way.

I have no formal training as a copywriter. Jay's marketing techniques work like magic. All you have to do is follow them.

Thank you Mr. Genius.

Jim Nilzon
Wahlbergsgatan 17
SE-12138 Johanneshov
SWEDEN

232. Joe Accurso

----- Original Message -----
From: Joe Accurso
To: Jay Abraham
Sent: Thursday, August 01, 2002 4:36 PM

Approximately 10 years ago, my home based graphics design business was turning over $15-$20,000 P.A., growth was slow and I needed help.

I attended my very first seminar, conducted by Jay and it literally turned my world upside down! Over the next 18 months I was out of my garage and grew my business to a point where I now employ 3 people and the business turns over $450,000 P.A. and growing. I can confidently say that without the marketing education I received from Jay, I would not be in business today.

If I was to pin point a single concept that I believe gave me the best benefits and turned my business around, it would be to recognize the life time value of client and what you are willing to spend to acquire the new client.

When I first implemented this idea years ago, we used it with business card orders. We offered 250 cards (low quantity) to new clients absolutely free. It introduced new clients to us and we eliminated all risk to the client, they had nothing to loose and plenty to gain. Our real costs were $38 per client. The average client would then go on to order 2 lots of 2000 business cards per year (at a retail cost of $240 x 2 card orders which amounted to $480) and continue to do so for on average, 5 years, grossing $2400.

Therefore our initial investment of $38 gives us an annual return of 1263% for 5 years, try and get that return from your bank!!!!

The good news doesn't stop there, the bulk of them would in the future also order other things like letter heads, brochures, signs etc.

Today eMedia Lounge has a wide range of clients from small businesses to Corporate companies and whenever we take a phone enquiry or send out a package to a perspective client we'll offer something free or a discount voucher to encourage them to take the first step and start a relationship with us. By doing so, we find our enquiry conversion goes from 22% to 80% and that's the difference between a company struggling and a company thriving.

My testimonial is true and provable and you have my permission to use it in your promotional and marketing endeavors. Please visit our web site and see for yourself how my company has grown from nothing to where it is today all thanks to Jay.

P.S. If you'd like to save a truck load of cash next time you need a designer send us an email as the US dollar is worth almost double the Australian enabling you to save on your design.

Joe Accurso

eMedia Lounge Pty Ltd
338 Moore Park Road
Paddington NSW 2021
Phone 02 9331 1455
Facsimile 02 9331 4177
http://www.emedialounge.com

233. Joe Kennedy

----- Original Message -----
From: Joe Kennedy
To: Jay Abraham
Sent: Wednesday, July 31, 2002 5:27 AM

Dear Mr Abraham,

I have already sent you a detailed e-mail about the impressive successes I have achieved by applying your methods which I read in your book "Getting Everything You Can Out Of..."

In the book you promised to send me a tape which I have not received until now. Shortly afterwards, you wrote saying you wanted to speak to me urgently, because my success had impressed you so much. I actually took the trouble of phoning several times. Eventually I gave up, because after some mix ups, you sent me a form to fill out - what has the one got to do with the other?

The only redeeming feature about the whole mess is that I am absolutely delighted with the breakthroughs I have achieved.

So much so I am willing to forgive and forget and will relate my adventure once more.

Again: I have a Website which is run according to the methods recommended by the Internet Marketing Company owned by Mr Cory Rudl.

I also run a private tutorial school specializing in learning disabilities.

In Germany children go to school mainly in the morning. Germany applies a system of continual assessment.

Approximately 20 per cent of any given population suffers from dyslexia and/or dyscalcula (the inability to process numbers accurately).

Consequently, there is a huge market for private tutorials. In the small town of Tuttlingen pop. 35000, there are two chain tutorial schools and 2 or 3 other subsidized organizations plus a myriad of private "over the kitchen table" offers.

Our specialty is the effective mastery of reading, spelling and calculation plus tutorials, so the children can catch up on the work they missed out due to these learning disabilities.

So we are head and shoulders above the competition. But still struggling to maintain constant growth. Every time the competition offered a special we felt it temporarily - after a while the custom came our way again.

This year the competition was making very definite inroads into the market - with a 50 Euro special offer. We were feeling it! Our courses cost more than theirs.

So I decided to apply the principles you advocate.

<u>Removing barriers and Maximization</u>

- I waived a 34 Euro sign-on fee which is standard in our branch
- Any child could have another lesson - at our cost, if he/she still felt unsure before an upcoming test

- A free1 on 1 tutorial for any child that failed badly in a test - this happens occasionally
- Free prep courses on the weekends before the final exams
- Supplementary, cost free counseling for parents whose offspring had difficult behavior problems, we excel in this area
- A monthly newsletter for all our clients, which is also sent to former clients
- We also offer high quality, free supplementary courses for dyslexia and dyscalcula as a booster to the main dysl/dysc courses
- I'm developing the USP: Your Child at the Epicenter of Our Highly Specialized Efforts!

I put all of these advantages for the customer in a big, well placed ad in the local newspaper that this specific group reads - on three Saturdays - a month apart.

I also put my prices up 6 per cent.

The results:

During the months March - August 2002 I went from minus 15 per cent turnover, in comparison to the same period in 2001, to an average of plus 16 per cent.

This August I have 93 registrations, a year ago I had 72.

Using Barter

August is a poor month for us. Nobody thinks of school, nobody wants to think about school. I offered parents a big discount and for the rest of the month, a tutorial coupon that is transferable and valid until 31st of January the following year. Result: far more parents have left their children registered. Several have said they will use the coupon to send the brother or sister.

I have also been trying to introduce a referral system and am propagating this in our newsletter and communications to the parents. My part-time staff will be offered a juicy bonus in the near future.

Costs

My cost ratio for personnel is exactly the same as it was a year ago.

As of writing this I have increased my turnover for August, in comparison to 2001, a whooping 28%.

I am making a lot more money and am investing in further improvements.

I think it's a very fair deal - your book for all this.

All the best,

Joe Kennedy
Crealern.de
Kreatives Lernen, Obere Hauptstr. 10
78532 Tuttlingen
Tel.: 07461 162650
Fax: 07461 162960
Effektive Hilfe fuer lernschwache Schueler im Lesen, Schreiben und Rechnen

www.crealern.de

234. Joe Meyer

----- Original Message -----
From: Joe Meyer
To: Jay Abraham
Sent: Monday, July 29, 2002 3:58 AM

Jay

Good news - Bad news

Good news: I have used a lot of your methods and techniques in our marketing approaches, in fact I use your materials like I should have used my college books in school! Almost every time I work on a marketing piece I constantly "benchmark" something that I have read from you. Thank You. We started Skylight 4 years ago and today it is a profitable company with $3.0 million in revenue (confidential).

The following are some of the accomplishments we have attained:

1. We were going to shoot a sales channel - TV - when we couldn't prove it's worth. Due to some of your ideas we decided to do one more test and track results more efficiently. We now spend over $50k per month on TV with a less than 90 day pay back.

2. Direct mail efforts stalled, we re-evaluated our list efforts and messages, a test goes out within the next two weeks. If successful we will drop over 2 million pieces. If not we don't go forward.

Bad News - I don't use all of your ideas to their fullest extent: Why, I am not sure. I think it has to do with growing the organization a little bit more so I can hire the additional staff. Also, any help with a direct sales force and sales support ideas?

Thanks again for all of your info.

Joe Meyer
President/Co-Founder - Skylight Financial, Inc.
www.skylight.net

235. Joe Nicassio

----- Original Message -----
From: Joe Nicassio
To: Jay Abraham
Sent: Friday, August 02, 2002 8:19 PM

I am a graduate of Jay's Ex Factor Program, The ULMRL, The Billion Dollar Summit, and the Protege programs. Additionally, I have most of his home study courses.

When I got involved with Jay, I was involved in High Technology. My frustration was, at the time, so many were selling technology, (especially on the Internet), without delivering results.

Jay's philosophies and methods helped me realize that low-tech effective is better than high-tech ineffective.

Jay's ideas were so powerful, I made a mid-life decision to complete change what I was doing, because I could make a huge contribution to business owners as a marketing consultant.

Using the barter techniques I learned from Jay, I bartered my advice for nice, free office space, with DSL and 2 phone lines included at no cost.

Since then, I have become a stakeholder in 3 companies. I am sales and marketing manager at a newspaper. I am marketing director for a truck accessory manufacturer I am also a marketing consultant for 3 pizza restaurant locations.

At the newspaper, it was started in a studio apartment, with one employee...the owner. We first started building a sales force using the principle that you can afford as many commission only salespeople as you want.

We installed a referral program, sales training, direct mail, risk reversal, etc. The paper is now in 19 cities, with a crew of 11 independent contractors.

One of the secrets I learned is the importance of deal making. this is where the details, the specifics need to be worked out, especially regarding CLEAR NEXT STEPS, and BY WHEN's.

Also, I have learned the power of associating with the 7% of people that LIVE with integrity. Life is too short to deal with flakes.

I also discovered something more valuable than money. Appreciation. I wanted to be appreciated for the ongoing benefit I bring to others. Of course, one of the ways people can show me appreciation is the way they pay me.

The most significant value I have received is I get a great feeling of contribution I give others, by increasing their cash flow. There is a ripple effect that creates more reward for the business owner, the

employees, the shareholders, the vendors, and all those peoples families.

The copy techniques I learned from Jay has won me the honor of The "Very Best" Copywriter in LA by Levine communications.

I wrote a sales letter for a sales training company that returns about $30,000 every time a $1000 mailing is sent.

One of my clients, a salon/day spa, has increased revenue of $200,000 (Raw estimate) from a referral system installed.

Most importantly, I have fun doing all this marketing stuff. It's a great outlet for my creative imagination to be applied. And it allows me to help others bring out their magic and wizardry.

RapidResultsMarketing.com
Marketing Consultant
562-961-3976

236. Joe Trevis

----- Original Message -----
From: Joe Trevis
To: Jay Abraham
Sent: Saturday, July 27, 2002 8:31 AM

Using the mail that you taught me in one of your books has meant the difference of having summer work in my accounting tax practice. I found lists of people that owed tax to the Monster called IRS. The list costs me only 26 dollars. And mailing about $30 printing Free at the school I work part time. Each mailing I received $300. And perhaps on going relationships that is not even in this calculation.

I hope this helps.

237. Joel Rasmussen

----- Original Message -----
From: Joel Rasmussen
To: Jay Abraham
Sent: Saturday, July 27, 2002 5:44 PM

In 1998, after studying Jay's material for years but never being in a position to fully deploy his thinking or strategies, I found myself promoted to the role of Director of Marketing for a small software company in Silicon Valley. My first challenge was launching a new product that was A) more expensive than anything else in the marketplace, B) more complex, complicated, and non-intuitive than anything else in the marketplace, and C) Developed by a relatively new player in the market without the benefit of reputation or brand loyalty to carry the product.

Faced with this challenge, I asked myself WWJD - what would Jay do? I knew he would educate, he would extol, he would articulate, he would make the offer all about the customer not about him, he would make the deal too good to be true, he would reverse the risk, and the would probably even through in a bonus just for giving it a try. So that's exactly what I did. I worked up my best attempt at a "Jay style" sales letter and prepared to mail it.

The product was actually an ancillary product, a "plug-in", that ran atop another companies software, so we were mailing to their list in a co marketing joint venture. When we submitted our mailing for their approval the other company actually called us to tell us that our letter idea would never work. It was too long, too personal, no one would ever read it, and the 'money back' bit was not only a bad idea, but would mess things up for everyone else who didn't want to offer such a deal. I persevered and we were finally allowed to mail to their database. Most new "plug-in" products would sell, at most, $80k in their first year, usually after they had been reviewed, demonstrated at tradeshows, and had been on the market for a while. Our product sold $223k in the first 90 days, and those sales were all sight unseen, untested, never demonstrated, but purely from our letter campaign. We did end up having something like 15 returns, which brought our revised net down to ~$210k, but I could live with that.

I never did tell the other company how the 'letter thing' worked.

J. Rasmussen
Austin, TX

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors. The company was nine employees, gross sales of $2M, in the music production software industry, and cannot be named for nondisclosure reasons.

238. John Bingham

----- Original Message -----
From: John Bingham
To: Jay Abraham
Sent: Thursday, July 25, 2002 2:43 AM
Subject: testimonial

Hi Jay,

Don't know if my 'story' is what you are looking for as I have yet to 'reap the rewards' from your teaching, however I'll reply anyway and you may make whatever use of it, or not, as you see fit.

I live in UK and about 18 months ago I received in the post an audio cassette recording of the 'Power Talk' with yourself and Tony Robbins. It Totally blew my mind away!! It wasn't that I didn't believe the examples you gave, (Icy Hot, The Gold coins etc etc) but I found it amazing that simply by putting the business over in a different way the rewards could be so great.

Although I had been running a part time mail order business prior to that for consumer products I immediately saw the potential for a marketing service, especially here in UK, where it seems that businesses as a rule are 'behind the times' when it comes to marketing innovations.

As well as having a full time job, I am rather 'long in the tooth' and not too computer literate so my learning curve has been pretty steep. As a result since the receipt of the original cassette I have been concentrating on learning more, buying your book 'Money making secrets' as well as a number of other tape sets and attending seminars and so on until, finally am almost ready to launch my original mail order business on to the internet on a much bigger scale as well as being well on the way to a couple of other non-related businesses to launch on there too.

As I said at the beginning, your request came a bit too early for me to show positive results as yet but I would like to stress the point that without hearing that original tape and being inspired by the ideas it contained I would NEVER have become involved in marketing my original business in the ways I am now putting into practice, simply 'plodding along' in the same old way. Nor would I have even looked into other ideas for businesses whereas now, having opened my mind the ideas keep flooding in at such a rate that a number I have had to put onto the back burner so I don't diversify my efforts in too many directions!

Anyway, at this stage that's it. As I said, please feel free to use whatever you like. I KNOW I owe it all to you and in a year or so, if you are still looking for concrete testimonials you might like to contact me again!

All the best
John

P.S. Sorry if I have used a few local expressions but I think you should be able to get the drift of what I have said. Also, if there is anything of interest in the above but you would like more details of any of it, please feel free to ask and I'll do what I can.

239. John Corban

----- Original Message -----
From: John Corban
To: Jay Abraham
Sent: Tuesday, July 30, 2002 1:45 PM

Hi Jay,

I am a Business Advisor with a small chartered accounting business in Auckland, New Zealand. We have a team of 9. Our industry is well-established, with a few big players and many smaller firms like ours. There is very little differentiation between the smaller firms, and the traditional chartered accounting work is effectively very commoditised.

I have read and followed Jay's material for just over two years, and was determined to try to implement even one or two of his marketing strategies in our business. This no easy feat, as I am not a business owner, and have no marketing budget to work with.

Last December, with the help of our MD's personal assistant, I managed to get our entire team to commit to a planning session looking at some key issues for our business. We recognised that traditional compliance and chartered accounting work was becoming less profitable, which is a world-wide trend in our industry.

We decided to focus on two key areas:
1. Goal setting; and
2. 3 Key marketing strategies that we thought we could implement on a consistent basis

First, we set ourselves a stretch goal of a 33% increase in fee revenue, recognising that this would take a focused effort by everyone in the team, and some changes in what we did, and how we did it.

Alongside this, we established KPI's and committed to measuring them on a regular basis, and reviewing them at monthly meetings. So far, we are on track to meet this new target.

We decided on 3 key marketing strategies, which were:
1. Joint venture marketing;
2. Active solicitation of referrals; and
3. Education-based selling

We set up a JV company with a firm of insurance brokers. In the past, we would have referred our clients elsewhere. Now we are in charge of the service delivery in a new and more profitable line, in conjunction with our JV partners. This start-up business has already generated our initial annual fee target in less than 6 months.

Everyone in the team is now responsible for asking clients for referrals, and we ask all of our education-based seminar attendees to bring associates in business. So far this year, we have had a 25% increase in our net inflow of new clients.

Education-based selling is probably not unique to our firm - many professional firms around the world adopt this approach. But for our small firm, it is a key differentiator to other small firms in our city. We run regular seminars for our clients, which are designed to:

1. Position ourselves as knowledgeable experts in the different subject areas.
2. Educate our clients and prospects to add value to them and their businesses.
3. Give us low-key cross-selling opportunities.
4. Get clients together to network, share their knowledge and experience, and maybe make new business contacts of their own through our client base.

Some of our events are sponsored by clients or business partners, who can provide host-beneficiary type opportunities with us to our clients, which adds great value to the events, and also helps us keep the costs down.

Jay has probably been guilty of giving us too many ideas through his material, which we can't implement all at once. But our success so far this year has come through the following key lessons, which come through from Jay time after time:

1. Set a clear goal, focus on it and measure progress towards it.
2. Don't try too many things at once - be selective, pick a sure-fire strategy, and tweak it until it really works.
3. Measure activities as well as results, and make adjustments if necessary (lessons 2 and 3 are very closely related).
4. It is possible to grow your business without a Rolls Royce marketing budget if your strategies and tactics are right.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

John Corban
Inspired Business Solutions
Auckland, New Zealand

240. John Gilvary

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----- Original Message -----
From: John Gilvary
To: Jay Abraham
Sent: Friday, August 02, 2002 6:39 PM
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Sales & Marketing Strategies
34210 Gannon Terrace *(510) 796-7828*
Fremont, CA 9455 *top_mktman@yahoo.com*

August 2, 2002

Dear Jay,

I've learned a lot from you over the years and implement the strategies and tactics that you teach for my marketing consulting clients. I often ask the question: "How would Jay approach this situation?"

A case in point that will illustrate this follows.

The CEO of a merchant account company (one that enables merchants to accept credit cards) approached me to generate leads for his sales people. His exact order was to "make the phone ring".

This was a good company and at the same time, they had a history of breaking some of Jay's rules. For example, they never ran a legitimate test of marketing pieces; they did a lot of "me too" marketing; and when they had a piece that worked, they dropped it because they tired of it, before the market did.

Another factor that I considered was that the competition all claimed to have "the lowest rates" and/or the "best service". The ones who said it the loudest, or at the right time, probably won the account.

How I Differentiated Them From The Crowd And "Made The Phone Ring"
I decided (and convinced the CEO) that they needed a two-step marketing plan. The CEO had considerable experience in the industry and knew where all the bodies were buried. He knew what the merchant clients should know in order to get the most out of their merchant account.

For example, there are a lot of practices that leave merchants vulnerable to fraudulent credit card usage. Many times this leaves innocent, (but uneducated) merchants holding the bag and losing thousands of dollars. In some cases, it can even force them out of business.

I had the CEO write a Free Report that explains these things and educates the merchants to the "10 Facts Every Business Owner Must Know Before Getting a Merchant Account". I edited this raw report, wrote the cover letter, the phone script and the card deck copy. We went with a card deck as an ad medium, because it fit within their budget and they had a history with this medium so we could compare the results to previous card deck campaigns.

The card deck was to pull prospects to raise their hands and say "I'm a merchant and I want to get an account". There was a toll-free number to call for a recorded message—where they will leave their contact information. I had a female employee with a good telephone voice leave the outgoing message (that I wrote).

The Results

Over the first 60 days from when the card deck hit the street, they received over 600 B2B leads. The best card decks from the past only generated a fraction of this response.

The same client has since had me write a number of other pieces for them.

Thanks, Jay, for the education.

Sincerely,

John Gilvary
Marketing Consultant

241. John Gommes

----- Original Message -----
From: John Gommes
To: Jay Abraham
Sent: Wednesday, July 31, 2002 6:58 AM

I must have been one of the first people to use your services, starting with the very first edition of 'your marketing genius etc.'

Although I learned a lot all round, maybe the most helpful (and most surprising) point was about host etc relationships.as a result, we made a quantum leap by sharing instead of being hostile.

An added bonus was that we made many new friends, most of whom I retain even after the sale of our business (we're starting a new one soon!), and that is something money cannot buy.

The bottom line was we built a book publishing and selling business from scratch to sales of $5,000,000 for an annual profit of $500,000 in 5 years and we sold out for 'several million'.

Much of this was built on relationships with other people who, like us, traded by mail - after all, how difficult is it to ask a, say, household goods mail order seller to carry your book list and vice versa?

Of course, all this could not have happened without very value for money books and very good staff.

Shareform ltd (the company we sold was Carnell ltd)

242. John Hicks

----- Original Message -----
From: John Hicks
To: Jay Abraham
Sent: Friday, August 02, 2002 4:31 PM

Hi Jay,

I want to participate in your project, but just have a few minutes. will do my best.

My name is John Hicks. I operate 3 businesses. The first is a commercial construction company. The second, a commercial sign manufacturing and installation company. The third is an outdoor advertising (billboard) company.

The sign business and outdoor advertising companies that I operate, almost in their entirety, are examples of a technique I have learned from jay Abraham... back-ending. My construction work is primarily for restaurant, retail, and personal service businesses. I build for these clients and am usually one of only a few people that ever know, up front, that these businesses are about to be built and will soon be operating in, now very vacant, retail spaces.

So, as a contractor, I obtain this valuable information in my regular course of activity. Whether I get the construction work or not, it really doesn't matter. The lead still goes right to my 2 sign company salespeople. I have had many a job where I was under bid on a construction build-out that I would have netted only 20,000 on, only to sell them a sign package (with NO competitive quotes by the way) that I did a much better margin on. My sign business has been great. I cannot quite give away the construction just to get the signs on a regular job, but the hot lead generation is fantastic.

The sign business has been running at capacity for some time now. I get a lot of leads and If I cannot handle the work, I either outsource the work or pass the lead to a competitor. I keep the client happy. I keep the subcontractors and competition happy. I keep a few dollars for myself also.

It works the other way also, which is a surprise to me. I believe jay calls this technique "packaging". I recently used a sign package as a spiff to get a large construction project to come my way. I was not the cheapest bid, but the spiff pushed them over the edge. They requested I meet the other construction quotes they received to sell the package. Since we were busy anyway, I graciously denied the request. Within a few days, in the mail came the signed agreement on my original terms. The customer saw the advantage of using us as a single source for both concerns and was willing to pay for this. This customer saw my USP as "Super Contractor", the guy who can give us the complete, turn-key package. This same customer also recently acquired 25 million dollars in venture capital and has expressed an interest in continuing our single-source relationship.

Many of my construction clients (the construction is usually where every client enters my circle of offerings) are referred to me by commercial real estate agent friends. These guys feed my family. When they need something cheap, in a pinch, to make a deal, whatever... if it is legal, ethical, if it can be done, and they do not abuse me, I will do it. I believe this could be considered a host-parasite relationship.

Another smaller host-parasite/endorsement plan I have involves a buddy who is a printer. He gets requests for change of address post cards, "we're expanding" notices, etc. all the time. I will

soon have his endorsement, included with his invoice, to these clients for the sign work. I have started endorsing him to every sign client of mine already, and he is just all smiles.

I have actually been informed for years, on hundreds of other brand new, expanding, or relocating businesses. I had never really utilized any of it until just the past few years since I became aware of Jay's study materials. It is a little disheartening to ponder the fortune I have likely turned my head to over these years but it is very exciting to execute just a few learned principles and really see an explosion.

Jay's stuff has been great for me. I am the type that just won't buy into anything. I have never been interested in any of the get rich quick, no money needed, multi-level repo auction hype. I am no gambler either. If I cannot see it working at the early planning level, I do not go forward. Jays principles have always been right on the mark. I have only implemented a few but have seen remarkable results.

All the best,

John Hicks
8941 Oellig Rd.
Mercersburg, Pa. 17236-9550
717-328-3300

243. John Holzmann

----- Original Message -----
From: John Holzmann
To: Jay Abraham
Sent: Wednesday, July 31, 2002 7:36 PM

My story has little to do with growing our sales; our firm was already growing at a 100-percent per year rate when I attended my first Abraham "Summit" in the fall of 1995. (Indeed, we had been growing at that pace for four years.) Sales didn't begin slowing down until 1997. When we made the changes I will describe below, our sales didn't noticeably INCREASE, but my wife's and my sense of satisfaction in what we are doing, and our focus, both increased.

I think the thing that most impressed me at that Summit was the idea of falling in love with your customers (rather than your product) and offering a risk-reversing guarantee.

I thought both of those ideas not only "made sense," but they matched--to a higher degree than I have seen expressed anywhere else--Jesus' command to "do unto others as you would have them do unto you." Since our firm is rather blatant about its Christian commitment, I didn't see how we could do otherwise than to latch on to both of these ideas.

I would like to describe our risk-reversal guarantee here.

First, however, let me say a bit about our business.

We were, at the time, a mail-order catalog house that supplied homeschoolers with curricular materials. (Today we are still a mail-order catalog house that markets the same kinds of materials to the same audience. However, slightly less than 7% of our sales are made via mail; just over 90% of our sales are made online; the rest come by fax.)

A bit more about us: we have put together what we believe are "the best of the best" books on the market today and coordinated them into an engaging unified program that inspires and informs both the children and their teacher-parents. Though 95 percent of our sales are to people living in the United States, we serve customers in over 130 countries around the globe. Our average sale involves over 40 books, weighs over 30 pounds, and costs several hundred dollars. (NOTE: Those are standard retail prices; 95 percent of our inventory consists of the same kinds of books you can find on Amazon.com!) Those books will be used with one or more children over the course of a full school year: about 36 weeks (not including vacations).

As we wrote our 1996 catalog, we wanted to offer some kind of risk-reversing guarantee, but what? And how? Our competitors offered (and still offer) a 30-day return policy: "Any item may be returned in resaleable condition for a full refund." What could we do?

We realized if we offered a full, unlimited, satisfaction guarantee, we could wind up in some serious hot water down the pike. Many homeschool

families are living close to the edge financially, and we didn't want to become their "bank" if the economy turned sour (or their personal fortunes declined): "We've decided to quit homeschooling. Here are all your books back. Please refund us our money."

We decided to make our offer serious enough to permit a true customer to get an honest, risk-free trial, yet, to the extent possible, to escape abuse. We offered 8 weeks risk-free: "Buy a Basic Curriculum package and use it for eight weeks. If, within that time, you are not convinced it is great for your kids and you, return the entire package, used books and all, via an insured carrier. We will refund everything you paid us. We request that you answer two questions: 1) In what way did our program fail to meet your definition of great? And, 2) How could we improve our program so you would be convinced it really is great?"

Before I talk about results, let me note something that this guarantee in itself altered in how we market our programs.

We realized that different people have very different ideas about what a great educational program should look like. Their opinions are based on teaching METHODOLOGY, on CONTENT, on STRUCTURE, on PACE, STYLE . . . you name it, they have opinions. And because we're talking about their own precious children's education, they care PASSIONATELY about what they purchase. There are few silent neutrals. Everyone has a strong opinion, and they are vocal.

We decided that the only way we could possibly protect ourselves from more people than necessary returning their goods is if we thought long and hard not only about why they OUGHT to purchase from us, but why some people ought NOT to purchase. (It's part of that "loving your customer" idea: we don't want to waste their time, emotional energy and money any more than we want them to have us waste the same things with them.)

So we wrote two articles in our catalog. The specific numbers have changed over the year, but in this year's catalog we include "30 Reasons Why Parents Say Sonlight Curriculum is GREAT for Their Kids AND Them!" and "32 Reasons NOT to Buy Sonlight Curriculum." These two articles help "dimensionalize" the benefits our prospects may expect to receive in ways we couldn't have expressed them otherwise.

The latter article--the "negative" one--has sparked more comments, both positive and negative, than anything else in our catalog. We have a lot of very happy customers tell us that they KNEW they wanted to buy from us the moment they read "Good Reason #___ Why NOT to Buy." We have also had a number of angry prospects write to say: "How DARE you tell us not to purchase!"

In some ways this latter response is rather humorous. In others, it has protected us, I'm sure, from some disgruntled types. Having all those good reasons NOT to buy stated clearly for all to see has also protected my wife's and my emotional balance. We can say with perfect calmness: "We're sorry your unhappy with your purchase, but as we told you in Good Reason #___, . . ."

What is the result of "loving our customers" (or clients) and providing a risk-reversing guarantee?

We have had a number of people say, enthusiastically: "I know I can recommend your program to all my friends, without reservation, because if they don't like it, they can always return it." We have had a number of people say these things about themselves.

As I said above, we have experienced no measurable increase in sales as a result. We simply have the anecdotal evidence that some people are buying who otherwise might not.

Beyond that, I am happy to report that our return rates are exceptionally low: barely one percent of all sales.

I've been tempted to increase the risk-free trial period, but then I realize there's little reason; today, six years after we first offered it, none of our competitors has stepped up to the plate to try to match it. They continue to offer their standard 30-day return policies.

I hope my "testimony" here might be of help to someone else who worries about offering a risk-reversing guarantee.

Sincerely,

John Holzmann, Co-Owner
Sonlight Curriculum, Ltd. -- The International Home School Supply Company.
Discover a new world of education at www.sonlight.com.

8042 South Grant Way * Littleton, CO 80122-2705 * USA
Phone: 303-730-8193 24-Hour Fax: 303-795-8668

244. John Orr

----- Original Message -----
From: John Orr
To: Jay Abraham
Sent: Friday, August 02, 2002 11:54 AM

CASE HISTORY
The Writing Consultancy

At The Writing Consultancy, we write all sorts of things for business people. That includes advertising, direct mail, ghosting articles, videos and speeches for conferences, car launches, and so on.

We've been involved with Jay Abraham for some time now – and that sort of surprises a lot of people. Because they think of us as experts in getting response - which we are - and which we were before we discovered Jay.

But the fact is we get more growth and faster growth with him than we would without him. He's sort of become our own Marketing Department, leaving us free to get on with working with our clients.

No one that we know of has his breadth of vision. We have used Jay's tapes and taken part in his phone in seminars. For us the results have been astounding. It's difficult for me to put my finger on one particular aspect of his work that been most effective simply because right from the start we followed practically all of his suggestions. Here are a few highlights:

- The very first time we followed his suggestion about Lapsed Clients we picked a project worth $3,500. The call took all of two minutes.

- By forming Strategic Alliances, we have added a conservative $60,000 a year to our income. Initially we had to go out and look for people to join with. Now people come to us.

- Educating Customers sounds simple, but we reckon it is the most effective marketing tool we have. It's now the backbone of how we market ourselves. Indeed we rarely use the word sell when we talk about our clients. We don't talk about what we can do for them, either. Instead we talk about what they can achieve, if they do certain things.

- This education process demands a Frequency of Contact which is another of Jay's recommendations. This keeps our clients interested, up to date and aware of what extra success is out there waiting for them.

- In turn, the frequency of contact makes it easier for us to Cross Sell and Up Sell – except we don't use those phrases. Rather we talk about the additional opportunities that are open to them.

- We've formalised how we get Referrals. We've also turned Jay's Risk Reversal concept into something which we don't just use to get new clients, we make it a part of every project we do.

The result is that we have quadrupled the size of the company in just three years. It could have been a lot more than that. But we will only hire the best people and we then spend a lot of time training them - we've decide to move at a pace we are comfortable with.

However, we do anticipate further significant growth continuing for a long time to come yet – regardless of what the Western economies do.

So which of Jay's marketing strategies works best for us? Quite honestly, we don't think like that. We use them all. Sometimes we use two together. Sometimes the way we actually implement a particular strategy affects its effectiveness.

The important thing is that they all work all of the time to some extent or other. And, when you use all of them together, you get a far more powerful result than if you simply use one on its own.

One more thing that we have got from Jay is something that he may not even know he offers. Let's call it Commercial Generosity. Jay trusts you. He gives a lot away up front. Sure he charges for the rest – but even that turns out to be a bargain. We reckon that every $1 we've spent with Jay has resulted in a minimum of $1,000 worth of income – and that figure is still going up.

245. John Rydell

----- Original Message -----
From: John Rydell
To: Jay Abraham
Sent: Tuesday, July 30, 2002 4:54 PM
Subject: Our success story

Hi Jay:

Here is our most recent success story. Thanks for all that you do!

After carefully studying a number of your materials, we decided that we should create an online business that helps network marketing salespeople better succeed with their businesses.

We quickly created a custom solution that gives these salespeople: Customized email autoresponders, a customized email address, a special contact manager, tools to help their downline, a custom web address, and more.

Starting from scratch just two months ago, we now have roughly 550 members each paying $25 per month for our service. That's $13,750 in monthly revenue and we've just begun. Our total expenses are less than $1,000 per month. Even if our customer base never grows, we'll have ongoing revenue of $165,000 per year indefinitely! (But trust me, we won't stop now!)

Concepts from you that we used in this business:

- Good headlines are critical. (Used in our email messages.)
- Performance advertising.
- Create an annuity of monthly revenue stream.
- Referrals (We pay a small monthly commission for each referral.)
- Joint Ventures (worked with an existing network marketing company.)
- And much, much, more!

Our statement is true and provable and you have our permission to use the testimonial in your promotional and marketing efforts.

The Rydells
ConcordeSuccess.com
A small (but growing) internet company that makes real profits.

246. Jon Boyd

----- Original Message -----
From: Jon Boyd
To: Jay Abraham
Sent: Thursday, July 25, 2002 5:48 AM

Jay,

Here is a specific benefit we received from the PEQ tapes:

Our office is a real estate Buyer's Brokerage.

We have a unique niche in the market and we are profitable. We have one of the highest ranked Buyer Brokerages in the country because of our team and our focus.

One of our biggest challenges is training our agents to improve our level of service and minimize the difference in service a buyer receives between two agents. (Improve the average and minimize the variance as you and Demmings would teach.)

We typically have meetings twice a month with all of our Home Purchasing Agents and I have always had difficulty getting the team interested and getting them to adopt what I taught.

I had a dramatic improvement to that challenge this last six weeks because of the workshop idea that Chet Holmes teaches in your PEQ series.

Doing workshops in the meetings now has frankly made a significant and noticeable change in the attitude of the Purchasing agents, but more important it has allowed me to use their creativity and knowledge to improve the office position on the various topics we discuss.

The first time I used your "Workshop" format one of our people, who is typically more of a problem creator than a problem solver, had two significant contributions. This was exciting enough to me as the leader that literally chills went down my back!

In the meeting workshop since then the response has been similar. The agents enjoy the meetings more, they seem to learn more, and they have contributed to the office knowledge base in dramatically improved ways.

I thank you and Chet for this insight!

"My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

Jon Boyd
Broker/Owner
The Buyer's Agent of Ann Arbor, Inc.
1908 W. Stadium, Ann Arbor, MI 48103
734-662-6240

247. Jonathan Kelly

----- Original Message -----
From: Jonathan Kelly
To: Jay Abraham
Sent: Wednesday, July 31, 2002 10:38 AM

Well we run a very successful lingerie retailer. If you tap in the word "lingerie" into google.com we are consistently in the top 10 results (currently #4 as I write) from 3.65 Million results. Now in fact we were a traditional lingerie retailer before selling over the Internet and this is where we have had the best success using one of your techniques.

We had been having some success running posters and displaying some of our lingerie at two of our local health and sports clubs, but wanted more visitors of course! In this case having read some of your examples we decided to have a special offer just on Berlei sports bras. The bras normally retail at £25 each, and we decided to offer one per member of the sports clubs at just £9.95 each.

Now this in fact meant that we would be losing around £3 per bra, but we did manage to get our supplier to assist towards this as a special promotion, but even then when we were never going to make any money from selling these bras at £9.95 each.

However.....

We had an excellent response to the promotion. Most women members of the health clubs needed at least one sports bra, and could not resist the offer. Once they visited our retail store and saw the huge selection of lingerie 4 out of 5 purchased at least one additional item - and in fact our "average" order value for these customers was nearer £35 then £10. Many of these customers have since become regulars, and yet more have recommended us to friends and family. Furthermore the health clubs are very happy to work with us in future because this was seen as a "special offer" just for members of the clubs - and therefore reflected well on their "negotiating" skills.

This was a no-risk campaign for us. The most we could lose would be £1 or £2 per sports bra, and we knew even for this to happen they would need to visit the retail shop! Compared to the "easy route" such as advertising in a local paper this was a great campaign. It is now 12 months later so we are set to repeat the promotion again.

I do however still feel guilty as we now have a great mailing list of customers, but I never seem to quite find the time to send them more regular special offers. We only mail once or twice a year when this should be nearer 4 to 6 times per year I think (although keeping a large database tidy is hard work).

Hope that helps.

Jonathan Lumley-Kelly.
Director of B2G Limited.

http://www.b2g.ltd.uk

248. Jonathan Zilberman

----- Original Message -----
From: Jonathan Zilberman
To: Jay Abraham
Sent: Wednesday, July 31, 2002 7:11 PM

Hi Jay,

Here's my little case study:

I used to go to a hairdresser almost every fortnight. For some reason I stopped. Anyway, I pass this business almost everyday and for some reason (I guess after reading your work), I thought I could help them to increase their profits.

So I set up an initial meeting with owner and started to chat with her about her business. After a lot of discussion, I asked her if she ever tried to add-on sell or up-sell her customers. You know, telling the customer things like "Take a bottle of this hair wax and use it everyday. You'll look great" or "You know, a colouring would do just wonders for your hair". She said she had tried that in the past but thought it sounded too much like a fast food restaurant. I explained to her that offering her customers more was a way of adding value to their lives.

Anyway, I told this hairdresser to try and add-on sell or up-sell her customers, for atleast a week. Well, the next week I came to see her, I was shocked when she told me out of 20 people she tried to up-sell/add-on sell, she sold 9. I asked her how much profit this brought this business and she said about $150. Now this hairdresser has a workload of about 160 jobs per week. I explained to her that based on her results, if she tried to add-on sell/up-sell all those customers, she could have additional profits of almost $1,200 per week, just by uttering a few simple words. She was excited.

What's more interesting is the fact that she said she didin't mind add-on selling/up-selling and would happily continue doing it in her business.

Hope this helps Jay.

Kind Regards,

Jonathan Zilberman
Position: Marketing Consultant
Company: High Performance Marketing
Size: 1
Phone: +61 412 233 034
Address: PO Box 2171
Caulfield Junction
Melbourne, Victoria, Australia 3161

249. Jose Dominquez

----- Original Message -----
From: Jose Dominquez
To: Jay Abraham
Sent: Friday, July 26, 2002 3:54 PM

Jose Dominguez - Director of Student Employment
Name of business: The Evergreen State College
Type: Higher Education - Public 4 year college
Size: 4100 students

Jay, Your marketing principles and strategies have really worked for me in the public sector. I gladly offer my testimony below to you. I am considering a move to start my own enterprise and enjoy the financial freedom your concepts can bring me. You have given me and continue to give me a priceless marketing and business education.

Testimony:
At first I wasn't sure how Jay Abraham's concepts would work in my professional circumstances since I am a state employee. To use Jay's ideas effectively in state government would truly be innovative. I read the "Adopt and Adapt" report Jay published some time ago and that inspired me to apply Jay's other marketing principles (from Jay's books and tapes) to my field.

One strategy in particular (optimizing the existing customer list) was partly responsible for making my operation a success. As the director of student employment at a public liberal arts college part of my professional challenge is to connect college students to employers in the surrounding community. With rising education expenses it is becoming more important to students that they find part time work while they are trying to get a degree.

When I started this position the number of active employer's that hired students was a meager 34. Many of the employers that worked with the college with had become inactive because of neglect. I desperately needed to reverse this trend. I was fortunate that the college had records of all employers it had worked with. It is imperative that all businesses and organizations keep customer records (contact information at a minimum) because this is the necessary element to nurturing the client's lifetime value to your business.

I immediately implemented Jay's strategies for optimizing the existing client list. I made a list of all the employers that had ever hired a student or posted a job with the college in the past. I personally called and sent mail to each one. I needed to rekindle relationships because it really does take more time, resources, and effort to acquire new clients than it does to profit from existing clients. My "profit," so to speak, is job opportunities for college students.

My message to employers was that the college appreciated their participation in the student employment program and that we were honored that they had either hired a student in the past or expressed desire to hire students. I told them that my office was committed to

helping them find qualified help for their current or future employment needs and that we were available as a technical resource whenever they had questions about hiring college students.

The letters I sent reinforced the positive relationship we had with them in the past and reminded them that they could post their "want ads" with us for free (they benefit from not paying classified advertising costs and a large highly qualified applicant pool). I changed the content of the mail from very impersonal bureaucratic fluff to a more personal conversational style. In a matter of 8 months the active employer list grew from 34 to 104 off-campus employers who provide job opportunities for students.

I consider myself very fortunate to be able to use Jay's strategies in a more restrictive environment that is less entrepreneurial than the private sector. The results have added tremendous value to my employment and operation. Using Jay's strategies in this way has given me a priceless education in implementing innovation to the public sector.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

250. Joseph Schufle

----- Original Message -----
From: Joseph Schufle
To: Jay Abraham
Sent: Friday, August 02, 2002 5:00 PM

Hi Jay,

Here are 3 examples which illustrate several of your principles.

If you recall our meeting in New York at the CEO Club, I work with a consulting firm , VSA Consulting Group Inc., doing Breakthrough Projects with entrepreneurs. I am the only consultant extensively trained in your principles. The first example is how one idea opened up a whole new niche for marketing my services.

1) Principles: Break-even and Host/Beneficiary - A client David Reid, got on the membership committee of an exclusive club in the Wall St area. He thought that having business related seminars would help bring in potential members. Since I've been called "The King of Networking", he asked if I would do a seminar, pro bono, on effective networking as the kick off seminar. He would do the mailing - I just had to show up. We had over 20 people for the seminar and one of the attendees, a lawyer, asked us to come do the seminar at his firm for a fee of $3,000. Another attendee brought us into the accounting division at American Express. I had never thought of my networking seminar as a stand alone product I could market. Another attendee was inspired to start his own monthly networking events which have become so popular they now generate 150 to 200 people and have led to several more clients. You never know what will come out of doing pro bono work. Also part of you over all process can be turned into a seminar or profit generating product.

2) Principle: Quantify your results - A client, Marine Spring, who worked as a consultant doing team building workshops in the hotel industry wanted to increase her fees but didn't know how. She knew her clients loved her, but had never analyzed what their ROI (Return On Investment) really was. We figured out that her work typically reduced employee attrition, a very big problem in the industry, by 50%. Costs to replace and train a new person ranged from $20K for the front desk to $50-60K for a manager. Her work with food and beverage teams typically doubled or tripled their sales. She figured that the savings/profits to each hotel from just these 2 areas was a million dollars over 2-3 years. Armed with these numbers, she was easily able to increase her daily rate from $700 to $3,000. Her personal income increased by over 800% in one year. Most businesses never take the time to fully figure out the full benefits clients get from using their product or service. Even intangibles like "satisfaction" can be measured on a scale of 1-10 or 1-100. Knowing the numbers gives you the leverage to get out of competing on price and into competing on value.

3) Strategy of Pre-eminence & work with a coach:- Tom Judd , a nationally known painter, wanted to increase his business. The way most artists relate to the galleries and reps who market their work is "What have you done for me lately? Why aren't you making more sales?" etc. As employees at best. By starting to relate to them as valued customers or clients, he started to ask "How can I help you with your sales?" Out of that question came a practice we called "Shuffle the Deck" where he would exchange what hadn't sold in Santa Fe for what hadn't sold in St.Louis, Atlanta for Seattle, etc. This gave the galleries something new and different every few months, leading to new sales each time. He also started a news letter where he would write about the process of creating art, other artists, materials (like wallpaper designs) and events that were influencing his work. He also started to think about the buying criteria of purchasers, and what they were getting from his paintings. By seeing that collectors have not only an esthetic reason for buying but also an

investment incentive, he was able to raise his prices over 150% (that's all profit-no increase in cost of materials, etc.). His sales increased over 200% in a year and a half. He figured his ROI from hiring a business coach was 1,340%. For every dollar he spent he got over $1,000 back. What other investment can match that? Working ON your business is your best investment. Think of your business as a marketing business and everyone you deal with, including vendors and employees, as clients, either internal or external, for life.

Jay, the biggest benefit I've gotten personally has been a way of looking at business both from the macro view to the micro view, much like a camera with a zoom lens. I'm now able to analyze a business from so many different dimensions, and to zoom in and out that I sometimes scare myself. Even on vacations when I've sworn "NO CONSULTING" I find myself suddenly taking notes on customer service or strategy. For better or worse, I am Abraham-ized. My life is forever altered.

My company is VSA Consulting Group, Inc.
I can't share revenue figures other than to say in the 7 figures.
You can reach me @ 212-316-0819.
Our web site is www.vsacoach.com

251. JP Maroney

----- Original Message -----
From: JP Maroney
To: Jay Abraham
Sent: Thursday, July 25, 2002 9:44 AM

I own a human development and professional training company. We offer both live presentations and audio/video programs, including a monthly subscription for our employee development system.

On idea I have implemented is a long-copy sales letter based on the model you share in your book, Getting Everything You Can From All You've Got! (I've read and re-read at least 15 times -- it's marked up, highlighted and tattered), and also in the articles on your web site, www.abraham.com. Most speakers average 1-2 spin off speaking engagements for every live performance. I have used a letter as a follow-up to meeting attendees. It offers a lot of value, including free books, and a special fee. With this letter, I have been able to generate 5-6 spin off speaking engagements from one single presentation -- at least 3 times the average.

I also have used a similar letter to my "house" list of potential speaking clients. I sent the letter to 112 prospects and sold 7 presentations -- better than a 6% response. You have made me brave in writing longer and longer copy -- explaining the key benefits from every angle, positioning the opportunity in a way that they can't say "NO." Oh, that brings me to another...

RISK-REVERSAL: I now offer a 100% Satisfaction Guarantee on all my live presentations. (In fact, we do the same on all our products now) And I put it in writing. Wow, that works. Suddenly, they realize they have nothing to lose -- I will refund the speaking fee, or if they wish, present another seminar/workshop, etc at no additional fee. I tell them that at the end of my presentation, they (the decision maker) and I can review the audience rating sheets and they can then determine if the presentation was more than worth their investment. I believe it makes the prospective client think, "If he's good enough to offer that guarantee -- he's good enough for us!" At least that's my perspective. One more...

We currently have four host-beneficiary relationships going, and are currently negotiating with seven other organizations. I don't want to get into our business model, but it has worked very well for me. Put it this way, host-beneficiary relationships will feed us somewhere around $250,000 this year, and probably three to four times that next year. Jay, you are a master. I look forward to attending one of your live events in the future.

My next step, in addition to expanding and re-using the ideas that have worked, is to work on increasing our back-end. We have a number of books, audio and video products, and I have relationships with other producers of items I believe our market would benefit from. I'd like to see our back-end multiply the lifetime value of our customers.

ONE MORE THING...

Jay, you have all these contacts. All these people who believe in your concepts. Why not create a way to facilitate host-beneficiary relationships among people who already agree with you? I don't know how it would be done -- a searchable database, etc., but it would be cool if I could say, for example: "I'm looking to build a host-beneficiary relationship with companies who sell to and market to training managers, hr managers, sales managers, owners of companies with 25-100 employees..." or whatever. Make sense? In other words, it would eliminate having to explain and sell the concept of host-beneficiary, they would be receptive, and it would be a matter of finding the right match. That's it -- a "Host-Beneficiary Matchmaking Service." Just a thought...

Looking forward to reading the other success stories / case studies!

Regards,
JP
People Builders Training Systems

252. Judith Kaye

----- Original Message -----
From: Judith Kaye
To: Jay Abraham
Sent: Thursday, July 25, 2002 4:30 AM

Dear Jay,

Your mindset, which I got through the Results corporation, through various publications and through you directly has certainly made me think differently about business.

My advertisements have a "What's in it for you, dear customer" edge. I no longer list what items or services we have to offer, instead I think of the problems the customer may be trying to address and talk about how our services can help him achieve what he wants.

That mindset has also helped me develop services for clients that address their needs, which others may not have developed, probably because they did not do the analysis I needed to do even for writing the WIIFM advertisements.

At the moment, I am setting up a new business unit - Business Burwood - managed and virtual offices in Sydney, Australia. (Our web address is www.businessburwood.com).

I know that people want to.

1. Look and sound professional when working from home, and mostly wish to appear to be working out of an office. They want to do this for a modest fee. Our virtual office/business image packages cater to that need, from telephone answering by a personal assistant, with message taking or call forwarding, through hosting a business address and providing offices and meeting rooms by the hour.

2. Overseas and interstate clients may wish to appear to have a branch office in Sydney. Our virtual office/business image plus personal assistant services help them do just that, even if in reality they are on their yachts or in their offices in Manhattan.

3. They want a friendly yet professional work place. They do not wish for impersonal or plasticised assistance. We spoil our clients with friendly, professional service.

4. People want to keep their office costs down, and don't want the hassle, time wasting and legal implications of hiring staff, replacing staff, buying office furniture and equipment etc. Our managed offices give them a fully furnished office, with reception services, 21st century office equipment and as much or as little other services as needed. The cost savings are great, and it allows people to concentrate on their core business, whilst we manage their office and administration.

5. People would like to put fun and friendship into business. We have Business Burwood Partners through which we have regular functions. People do not need to feel isolated.

6. People would like to make marketing easier. We encourage and facilitate the creation and use of referral circles for Business Burwood Partners.

7. People would like help with their problem solving. We encourage and facilitate the creation and use of Mastermind groups.

Your idea of referrals and of masterminding has also helped my thinking. As you can see, I included it in the Business Burwood concept, and also use it in myself. Due to this, I see people as allies, and it is a much nicer atmosphere to work in than seeing them as threats or enemies. People react to this and help and co operate. I have a great team all putting in their special talents, and delighted to help move forward together.

So there it is. You have put the fun and friendship into business, Jay, and I do enjoy it.

Judith Kaye
Business Burwood
Sydney, Australia

253. Just Communicate

----- Original Message -----
From: Just Communicate
To: Jay Abraham
Sent: Friday, August 02, 2002 6:06 AM

Hi Jay

Thank you for fantastic emails, books, enthusiasm and presence. Here's my story...

I have collected a number of your works over the past few years, but until relatively recently I hadn't used the principles or the power of your approach or message - why?

Well. I spent fourteen years of my life in a marriage that wasn't right for me or the lady I married, but I had been raised with the belief that 'When you've made your bed, you lie in it', and I did. All this did (as well as make me unhappy) was deplete my energy and my power to influence my own or anybody else's life in a positive way.

Just over four years ago I made the transition from self imposed victim to self energized victor, and I set about fulfilling my potential in a whole new way. It was like someone had switched on a light and stuck my ears back on because I could see and hear things that had been passing me by. Logically I knew they were right, but I really hadn't heard them in my heart, and so that hadn't resonated in my energy levels and my existence.

Now here we are just a few years (and quite a few challenges) later, and my life is incredible, and getting better everyday, and the greatest joy is, that I get to share my understanding with others through the training and seminars I do. So how have I benefited from your particular techniques?

I would like to give two fairly simple but powerful examples.

1. My own consultancy & training business had its 'feast and famine' periods, and I needed to set myself apart from the crowd and increase the take-up rate of my prospects. Being a great believer & promoter in doing the ordinary things extremely well, I utilised your guarantee principle in my negotiations in a variety of ways.

    a. I offer a money back guarantee of my proposals do not achieve the benefits identified.

    b. I negotiate various methods of payment with my clients, based on results.

    c. I barter with the currency of time, effort and skill rather than just money.

    The effect has been fantastic, not only do I secure much more business, but I never reduce my chosen rate of pay - in fact it has gone up without complaint, because I not only add value, but I am prepared to be judged by results - walking the walk.

    This simple process not only affords me the opportunity to honestly and sincerely operate with total integrity, but it definitely keeps you on top of your game - where you should be.

2. A good friend of mine who I hadn't seen for a few years arrived unexpectedly at my home last year to my great surprise and pleasure. During our reminiscing and catching up on the lost years, he informed me that he was currently preparing a new venture. He was opening a small restaurant in the centre of our local town, but he had a

problem. The cost of getting the building sorted and furnished etc. had gone way over budget, reducing his potential advertising budget to zero. I suggested to him that he go to the local radio stations and offer them free meals at his restaurant to the value of £2,000 +, to be taken at anytime they wanted in return for £2,000 + worth of radio advertising. At first he didn't realise the simplicity, benefit or potential of this, and responded that he couldn't afford to give away £2,000 worth of food away. When I calmed him down and we calculated the actual cost of £2,000 worth of food over goodness know how long, he was staggered at the potential. He left with more enthusiasm than he had arrived, and he is currently in negotiation with a number of local Radio stations and relevant local businesses with this plan.

When I spoke to him last (which was in fact yesterday believe it or not) he was up to £4,600 worth of advertising and marketing and was seriously energised, just like his restaurant will be. I asked for nothing when I offered this suggestion, because he is my friend, but he has requested that I visit the restaurant whenever I wish at absolutely no cost. So will I entertain my clients there or not - what do you think?

These are just two examples of the simplicity and power of the principles and approach that you promote, which I hope are satisfactory for your collection. May I just take this opportunity to thank you for your continued proof and living your truth, as I recognise and respect in full measure the true integrity of those actions. I'm sure that this opportunity will be taken up by great numbers of people, and that the final result will be simply dynamic, and I sincerely hope that I am fortunate enough to receive the finished collection.

My wish for everyone is to achieve excellence in all that they do, sincerity in all that they experience and peace in the integrity of their actions.

Regards

JC
Just Communicate
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M: + 44 (0)7740 717429

254. Ken Forman

----- Original Message -----
From: Ken Forman
To: Jay Abraham
Sent: Thursday, July 25, 2002 10:12 AM

The best and most useful lesson (for all it's simplicity) that I learned from listening to Jay's materials and reading two of his books is the concept that there are really only three ways to grow your business.

1. Increase the number of clients
2. Increase the average amount of sale per client
3. Increase the number of times clients return to buy

Since my problems with my legal practice tended to stem from the fact that it had evolved into one of high volume/low paying cases I immediately focused on the concept of increasing the average amount of sale per client. I have no doubt that by applying Jays' techiques I could have substantially increased the number of clients and to a lesser extent the number of times they returned to buy, but I did not want to add additional staff at that time.

Using Jay's guidelines and insights on price vs. value I immediately raised most of my fees. For one particular type of case that I have a great deal of expertise in but which I find very stressful I raised my fees by 50%. As Jay promised I saw little or no price resistance when I was able to present my services in terms of value. What small drop off I suffered in volume was more than made up for by the increase in fees, the reduction in operating expense, and the reduction of stress from trying to provide the highest level of representation to people who really couldn't afford the time and resources involve. All told I would say that since implementing this, my gross firm income has increased by approximately 15% while greatly reducing the stress and operational headaches I was facing.

You've got to keep in mind that because of Bar rules I am far more restricted in the marketing, sales and referral weapons that most small businesses would be in using many of Jay's methods.

Just as an aside I also lifted from Jay's book a quote regarding clients v. customers which has a prominent place on the cover and first page of one of my client handouts. I'm enclosing a copy in case you're interested.

Kenneth Alan Forman
Attorney at Law
1175 NE 125 Street Suite 217
North Miami, Florida 33161

Getting the Most From Your Lawyer

A client's guide

****

customer (noun): A person who purchases a service or commodity
client (noun): A person who is under the protection of another
Source : Websters Dictionary

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Welcome to Kenneth Alan Forman P.A. You are our client and we agree with the definitions listed on the previous page. We are not here to sell you a product. We are here to protect you. And in order for us to effectively do just that, we must work as partners.

You must tell us the results that you are seeking, and in return we will guide you through the quickest and best methods for legally achieving those goals.

Here are a few guidelines for making the most of our partnership.

PROVIDING US WITH INFORMATION

A wise man once said "Knowledge is Power."

To that we would add that it becomes "Power" when it is relevant information, provided in an organized and timely manner.

It's a fact of life that in our practice we need an awful lot of information in order to serve your interests . We may ask for this information orally. We may ask for it through letters, or through our client questionnaires. However if we do request it , please be assured that we need that information as quickly and accurately as you can provide it to us. If you do not understand our questions or instructions please just ask us for help and guidance.

Providing us with incomplete or inappropriate information will only slow down the processing of your case. Again, if you're not sure about something, please contact us. We're here to help.

We also ask that you be patient with this process. We would not be asking for this information unless a Court or government agency required it for the successful completion of your case. We are asking for information only because we are trying to help you. That information is of no use to us, other than as a means to serve your interests.

DOCUMENTATION

It's very common for those who are new to the legal process to believe that they have to document every statement they make. Please be assured that if a particular document is needed for your case we will advise you of that necessity.

If we do need such documentation please send it to us as soon as possible, and please make sure that it is as complete as possible. If you have documents or information that we have not asked for, but which you believe would be helpful or relevant to your case, please call us and advise us of that document or information, and how you think it applies to your case. Again, partnership is the key to a successful and happy attorney/client relationship.

If we do not request specific documentation please do not send it to us. Sending us documents that are not requested or needed by this office will only slow down the processing of your case.

PHONE CALLS

A Quick Story:

When Mr. Forman first started practicing law many years ago he worked for an excellent attorney with a very busy practice. This attorney was almost always available to immediately take phone calls during office hours.

He managed this highly unusual feat through two methods:

1. He almost never went to Court or directly handled the cases himself. The actual handling of the case was done by Mr. Forman, leaving the other attorney free to handle those phone calls that Mr. Forman was not available to take.

2. If the attorney was in conference with a client, he would take phone calls anyway, allowing himself and the client to be constantly interrupted. It was not unusual for this attorney to allow as many as 10 or 12 interruptions during a half hour consultation.

This is not meant as a criticism. Mr. Forman learned a lot from that attorney. However, some of the things that he learned involved how not to do things.

Please be assured that if you are having a consultation with Mr. Forman you have his full and undivided attention. He will not take phone calls during the time that you are meeting with him except in 3 rare circumstances:

1. If a judge is on the phone.
2. If the office staff determines that the phone call involves an absolute emergency.
3. If a member of Mr. Forman's immediate family is calling with some sort of pressing matter.

Please be assured that even in those unusual situations Mr. Forman will complete the call as quickly as possible in order to return his focus to your questions and concerns.

Since the vast majority of the hearings and trials in our practice are handled personally by Mr. Forman, you also won't see him constantly stepping into the hall to take cell phone calls. All his focus will be on you and your case.

We consider this a basic and obvious courtesy that we owe to all our clients.

Now obviously, this method works both ways. Many times you will call, and Mr. Forman will not be able to take your call immediately because he is extending the same courtesies to our other clients.

We have found that the best way to serve you is as follows:

If Mr. Forman is not available because he is in Court or assisting another client, please leave as detailed a message as possible. We have found that when our clients leave detailed messages with the receptionist, one of two things usually happens:

1. The receptionist is usually able to transfer the client to one of our highly trained and experienced legal assistants who can in most cases answer those questions right away.

2. On those occasions where the appropriate legal assistant can not answer your question, a detailed message allows him or her to be able to catch Mr. Forman during the few quiet moments he might have that particular day, in order to get a quick specific answer for either Mr. Forman or the legal assistant to convey back to you right away.

Please remember that we work on a "team" basis at this firm. Not only do you have Mr. Forman working for you, but also his staff of legal assistants. All of us have a great deal of expertise in the handling of cases such as yours. Please make use of our many years of training and experience.

THE FAX MACHINE

Please do not fax documents or letters to our office unless we specifically request that you do so.. If you believe that you must fax something right away because you feel it is an emergency please first contact the legal assistant working with Mr. Forman on your particular case. They will be able to advise you whether to fax it, mail it, or bring it in to the office.

If you do fax something to us, please be sure to include a cover sheet designating the date, your name, phone number, fax number and the name of your intended recipient.

Once you have completed the fax please follow up with a phone call to the intended recipient in order to make sure that he or she received it.

MAIL

We have found that the most effective way to handle the enormous flood of paperwork and information that flows through this office daily, is through the U.S. Mail.

Please be sure to send all mail to our main office in North Miami, even if you are one of our clients who resides in a different county, state or country. If you are mailing to a specific individual in the office please clearly mark the envelope to their attention. In this way we can quickly and accurately route your letter to the appropriate individual.

Please also keep a copy of whatever you mail for your own records. Please feel free to call our office a few days later to confirm receipt of the mailing.

OFFICE APPOINTMENTS

It's our policy that any client who requests an "in office" consultation with Mr. Forman, is scheduled for the next available appointment.

If you need such an appointment you merely have to ask the receptionist to schedule you. It is not necessary to make the appointment directly through Mr. Forman.

At the time that you schedule the appointment, please identify yourself as an existing client and please give us the name that is on the file. For instance, if you are a woman who retained us when you were single, but are now married, please give us both your married and maiden names. Or, if you represent a business client please provide us with both your name and the business's name.

You'll notice that when we schedule you for an appointment we request a telephone number where you can be reached. Please provide us with any phone numbers where we can reach you, even if we already have those numbers in your file. In this way we can avoid putting you on hold while the receptionist looks up the number in your records.

If you are going to be late for your appointment please call and advise us as soon as possible. We will try whenever possible, to "juggle" Mr. Forman's schedule if you can reach the office

reasonably close to your scheduled appointment. But, we can arrange this only if you call and advise us that you are running late. If we do not get advance warning that you will be late, in most cases we have to reschedule the appointment to another date and time.

If you need to reschedule your appointment please contact the receptionist as soon as possible. We will be happy to reschedule you for the next available date that is convenient to you.

Obviously, due to the nature of the work that we do here occasionally we have to reschedule your appointment or ask you to wait, because something comes up suddenly on Mr. Forman's schedule. Please be aware that we take these appointments very seriously, and as a general rule we will ask you to reschedule only because:

1. Mr. Forman had an emergency come up
2. Mr. Forman was suddenly scheduled by a Court to appear at a hearing
3. Illness
4. Mr. Forman is in Court and the hearing is running a lot longer than anticipated

Your patience and understanding in those situations is greatly appreciated.

A WORD ABOUT COURTESY AND RESPECT

This firm is dedicated to helping people.

The vast majority of our clients are under a great deal of stress. Some of them are in outright crisis. This stress effects our clients and it often effects us too because we care about solving our clients problems. We strive however to all times be courteous and attentive to our clients.

If you feel that any members of our staff have treated you discourteously or disrespectfully, please advise either Mr. Bahia (Office Manager) or Mr. Forman. In return we ask for the same courtesy and respect from our clients.

ONCE AGAIN WE THANK YOU FOR COMING TO KENNETH ALAN FORMAN P.A. WE HOPE THAT YOU FIND THESE TIPS HELPFUL SO THAT WE CAN GET YOU THE RESULTS THAT YOU NEED, AS QUICKLY AS YOU NEED THEM.

255. Ken Johnson

----- Original Message -----
From: Ken Johnson
To: Jay Abraham
Sent: Thursday, July 25, 2002 5:24 PM

Dear Jay,

CMS is a direct marketing service bureau firm serving the Catalog Industry. CMS processes mailing lists, develops and maintains marketing databases, provides mailing list rental fulfillment, analytical modeling and e-processing for our catalog clients. CMS also owns Prefer Network a second generation collaborative database which in one year has grown to be the second largest collaborative database with 76 million catalog buying households. Abacus is the largest (but it is a first generation collaborative database). CMS, not including Prefer, has positioned itself over the years to be number 2 in marketshare in this industry. FYI I was also a past Ernst & Young Entrepreneur of the Year in Minnesota and the Dakotas.

I have read and used ideas from Jay Abraham since early 1995. I most benefit from reading success stories from other companies (exactly what you are doing now) and choosing what I think could best adapt to our business. I rarely look at how our competitors do things to try and compete better with them. As Jay has taught, I want to be different from our competition, that way if a catalog company likes what they get from CMS, they can't get the same thing from anyone else. We also have a breakthrough that is getting 30%+ increases in revenue for our catalog clients. I can't talk about that anymore as we are in the process of applying for a patent and anything we say becomes public domain and may prevent getting a patent approval. So please don't mention anything about this if you reproduce some of this other data. That's not what I am writing about here.

The success story I have deals with measuring "marketshare" of all the companies that provide address integrity, merge/purge and mailing list processing for catalogers. There are 85+ companies nationwide that provide this service. The smallest company may only have one catalog client that it serves to the largest that services over a hundred catalog clients. CMS is the only company in the country that only process for catalogers - others deal with banks, insurance companies, publishers, non-profits, etc. The top 10 companies process 71% of all the catalog titles. CMS process about 10%. No other company has been able to figure out how to measure marketshare of all the service bureaus, not even the DMA. We have.

Because we know we now have a 10% (actually 9.9%) marketshare, all the data is then based on a 10% sample of all catalog mailings - statistically significant. So here is how we developed this process.

All our catalog clients rent or trade their customer lists to other catalog companies. CMS manages these list rental files. These lists are all sent to the companies that process the mailing list. A little less than 16% of all the catalog titles are processed by the catalog company itself. This information allows us to identify every competitor who does this kind of work for every catalog title in the country. We can then identify prospects and when we make a sales call, we know who our competition is. Through other research, we know our competitors strengths and weaknesses and how to effectively compete with them. Judge for yourself from the attached graphs, how we have been able to grow in marketshare even in the most recent tough economy. Also note the steady planned growth - we have not wanted explosive growth even though it could always be a little more.

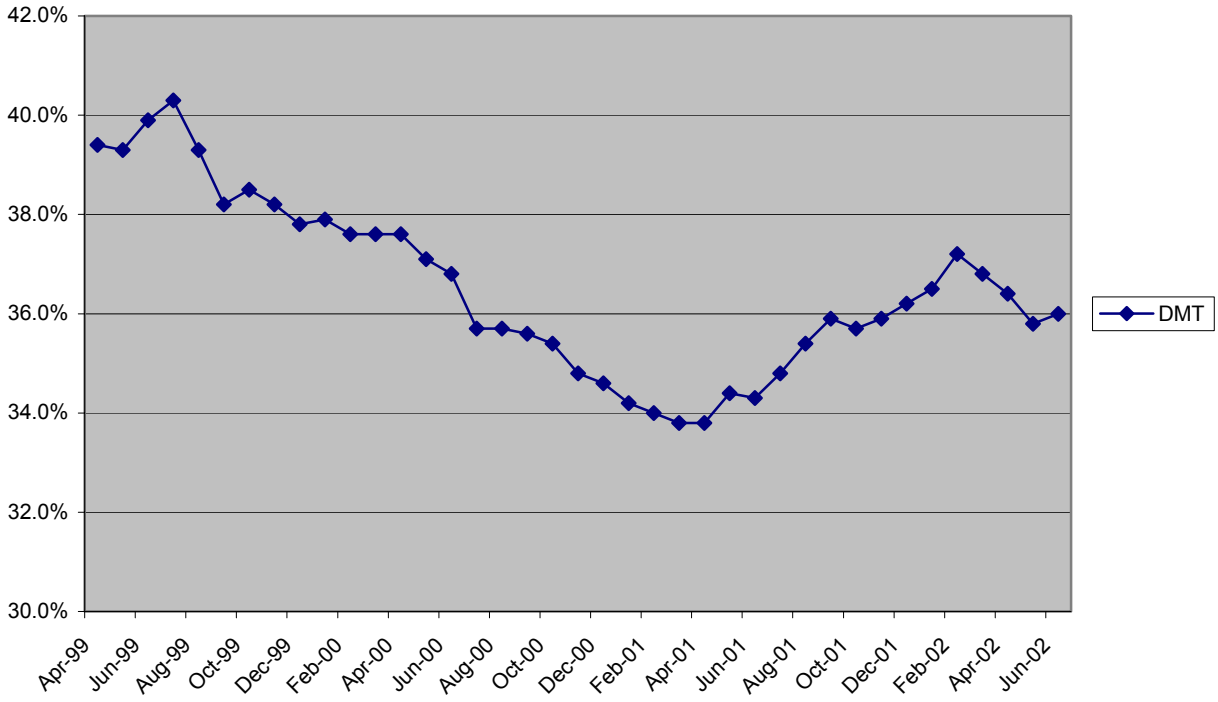
The data that is compiled from list rentals for the catalog and service bureau also contain a planned mail date. This allows the ability to eliminate multiple list rentals for the same mailing. Each month a rolling average is compiled for the previous 12 months mailings to get a more accurate picture of marketshare. I do not have measurable results that show the difference this has made to CMS, but in addition to the other benefits mentioned, it is also a simple means of watching your competition. Every time a new catalog surfaces, we know it, who their vendor is and also have staff that calls and researches the new catalog titles.

If you would like to learn more about our company that what I told you, you may check our web site www.cmscms.co - the marketshare report through June 2002 that I have referred to is attached.

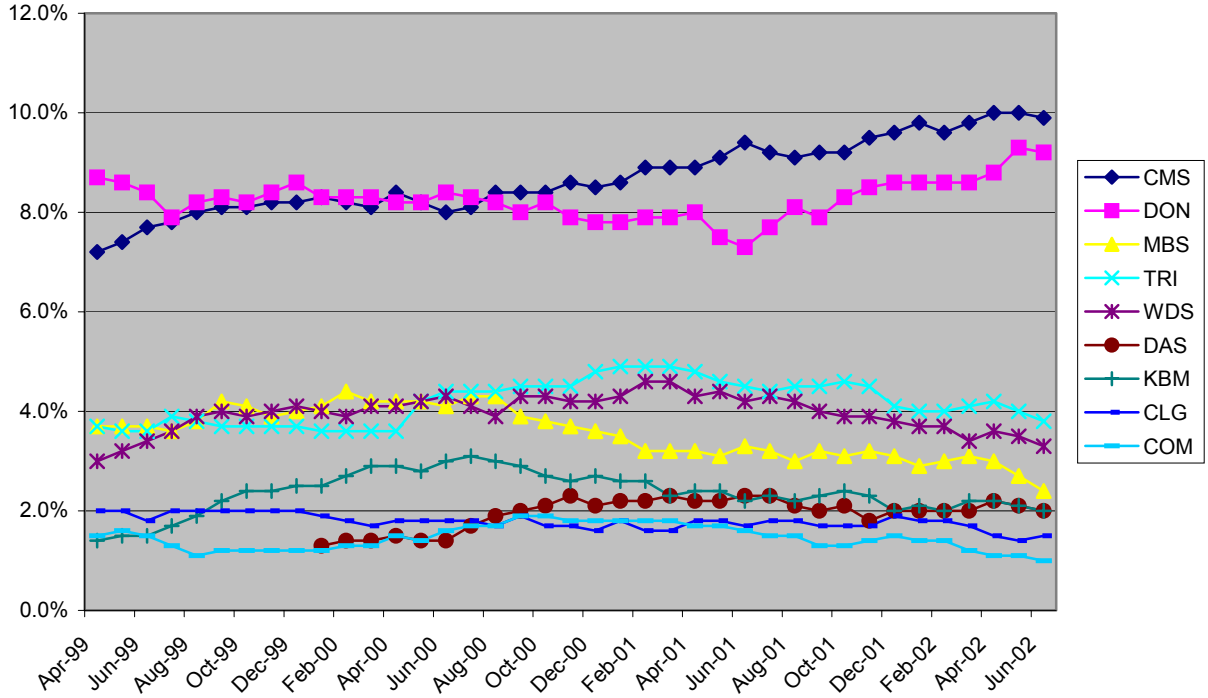
"My statement is true and provable and you have my permission to use my testimonial (with the exception of references to our planned patent) in your promotional and marketing endeavors."

Ken Johnson, CEO

DMT Marketshare



Marketshare



256. Ken Lawrence

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----- Original Message -----
From: Ken Lawrence
To: Jay Abraham
Sent: Tuesday, July 30, 2002 10:01 PM

Jay,

Attached is a testimonial from the results of a trade show we
participated in.  I hope this is the type of write-up you are looking
for.

Sincerely,

Ken Lawrence
Applied Control Engineering
```

Jay Abraham
The Abraham Group
27520 Hawthorne Blvd, Suite 263
Rolling Hills Estates, CA 90274

Dear Jay:

About three years ago I purchased "How To Get From Where You Are to Where You Want To Be" and have been a Jay Abraham marketing student ever since. Your program has transformed an electrical engineer into a sales and marketing manager for a systems integration company with 70 employees. We sell system solutions and engineering services to help our industrial customer base automate their manufacturing processes.

Besides our direct sales engineers, the biggest lead generation for our company has been from a pharmaceutical trade show that runs in New York. The show registration, travel and expenses for sales and support engineers can easily add up to over $10,000 dollars for the three days. Since this takes a large chunk of our marketing budget, we need to optimize every opportunity to bring potential customers into our booth.

Our trade show booth display is old, but still in good shape. Our booth shows all the vendor logos of hardware and software companies we integrate into our projects, but never tells the prospect what we can do for them. Our management was very content with our booth and was extremely hesitant about changing the display. I used your message "it's all about the customer and not about us"; our customers need to hear what's in it for them if they use our services.

They gave me permission to add some graphics panels and a whopping $2,400.00 budget to work with. My approach would have been to go out and get a professional marketing company involved, which of course couldn't happen on the allotted budget. Instead of getting discourage, I used your "think like a marketing genius" techniques

and put together an internal think tank to develop a message to our customers that would clearly and concisely get across our message. The team included an owner, sales, project engineering and myself. We met a couple of times over a two week period to iron out the message and format, thus saving thousands of dollars in consulting fees the owners were not willing to spend. We spent the allotted funds to have two color graphics panels manufactured to our booth specifications.

Now we had a trade booth with an attractive display and message, but I wanted more. I used your strategy for identifying hidden assets and contacted some of the vendors whose names we so prominently displayed and asked them to supply some of their hardware in our booth. Of course they were eager to comply and offered more than I could possibly use. I selected one vendor who offered a display with blinking lights and animated color graphic displays nicely packaged in a box to help draw prospective clients into our booth. We had people coming from five and six aisles away to see what the lights were doing and thereby asking questions about what we did and letting us respond with how we could serve them.

I'm always thinking about your Parthenon philosophy and applied it to our trade show experience. I have a relationship with the owner of another company that provides solutions similar to us but in a different area of the business. We provide solutions and services for the manufacturing process, while they provide solutions and services in the packaging and warehousing side. The trade show PR group publishes press releases on their website and posts these releases in the news room. I approached my friend and told him about the show and that an alliance would be beneficial to booth our companies. He wanted to target business in the pharmaceutical industry and this gave our company an opportunity to offer more value to our customer base, while supplying his company with our services. I had no budget left at this point, so he had his marketing department write and publish the joint press release.

The show was back in April and in this business you generally see results three to six months down the road. We expected fewer leads due to the situation with the economy, but that wasn't the case. We had about the same amount of leads as last year with a smaller show attendance. The leads were higher quality and have resulted in substantial new business for us.

One client that was drawn by our message on the graphic panel displays has contracted our company for $100,000.00 just for design support on a new production line. The implementation and support contracts starting next year are easily worth a million dollars. The press release about our alliance caught the attention of a major pharmaceutical contract manufacturer who has since qualified our two companies for some major project work later this year. These types of projects could easily be worth over $200,000.00 per project. We have provided two proposals for projects to the alliance company worth $250,000.00 that they are expecting to get. The potential for this relationship for us alone is worth about one million dollars in engineering services a year. I know of at least two new opportunities with pharmaceutical companies that have started a dialogue for project work with us. We are also increasing our average

transaction value with a number of our existing customers, because they learned about additional services and capabilities that we displayed so well on our new graphic panels.

In the manufacturing sector of this country there is definitely a movement to send our manufacturing infrastructure oversees. For a local service company like ours, this means a shrinking customer base and tighter competition in our region. I'm counting on the marketing methods and tools I've learned from your programs to keep us growing and will continue to use your marketing materials and philosophy throughout my career. Since your email, I have started "How To Get From Where You Are To Where You Want To Be" over again as a refresher course.

The information I have provided is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Best regards,

Ken Lawrence
Sales & Marketing Manager
Applied Control Engineering

257. Kendall F. Smith

----- Original Message -----
From: Kendall F Smith
To: Jay Abraham
Sent: Friday, August 02, 2002 1:30 PM

Testimonial to Jay Abraham's work

I've been studying Jay's work for at least ten years now, and it only gets more interesting. I really can't overstate how much influence his mindset has had on the structure and fabric of my business. After a while, it became my goal to "Abrahamize" my own business mind (and the basic ideas even translate to non-business efforts as well.). Doesn't matter what you're aiming to accomplish, a correct mindset and a proper effort are necessary elements, and I've enjoyed Jay's incisive teaching on these matters.

It's hard to be specific about business successes with Jay's help, because I've been tuned in for so long now, everything I do is permeated with his helpful insight. It would be hard for me to imagine operating a business without the Abraham mindset.

Many Thanks to Jay -

Kendall F. Smith

KitchenDance - a small company located in Hemet, California - selling kitchenware and gifts. (And other entirely different businesses are being developed.)

258. Kip Lytle

----- Original Message -----
From: Kip Lytle
To: Jay Abraham
Sent: Thursday, July 25, 2002 10:26 AM

Hi Jay!

Thanks for the opportunity to provide you with my testimonial. As I count your teachings as one of the main reasons for my business success, I've actually meant to send this to you for years, but have just never done it.

We first met in 1993 or 1994 at one of your 3-day seminars in California. At the time, I was working for a small non-profit association in Denver, CO (responsible for marketing their credentialing program). I received an ad for the seminar, approached the association's Executive Director about attending, and received an immediate and definitive "no"! Not being a person who is easily discouraged, I asked him if I could find someway to attend for free or at my cost, if the association would pay my way - he agreed (probably thinking there was no way I would get that done!)

Well, to make a long story somewhat shorter, I was able to convince one of your staff members that it would be to his (and your) benefit to allow me to attend the program in exchange for working the audio recording systems (although I'd never done audio before in my life)!

Here is a letter that I mailed to you outlining some of the results I had achieved to date after attending your program.

> Dear Jay:
>
> First of all, thanks for the tremendous value you have brought to my business. I first became acquainted with you and your methods during one of your 3-day workshops in California. I was lucky enough to be able to convince one of your staff members that it was to his benefit to allow me to attend your program in exchange for working the recording systems. That was a great 3 days that has forever changed the way I look at marketing and sales!
>
> Since that first encounter three years ago, my wife and I have expanded our manufacturing business (we produce a line of knitwear for the ballet market) several times -- from a "hobby" business barely grossing $50,000 per year, to projected sales during 1996 of $300,000. While we are still very small (me, my wife and 3 employees), it is unlikely that we would have succeeded at all without implementation of your principles.
>
> Your August 1996 issue of "Business Breakthroughs" asks for specific examples of innovative ideas we've used. Here are a couple we have and continue to use successfully in our business.
>
> 1. Risk Reversal. We began using risk reversal last Christmas by offering new retail distributors the opportunity to put our product line in their stores for 30 days (during their busiest season) before making any "buy/return/exchange" decision. Last fall we mailed this offer to approximately 2,500 retail dance shops in the US and closed approximately 60 on the offer (a 2.5% closing ratio).
>
>   We're doing the same this year, but with a little different twist, in that we are asking the new customers to prepay their orders, but with the same 30-day "you decide"

feature. We've also added a "better than risk free" component to this offer by including a report we have written featuring 7 no/low cost ways these business owners can profitably impact their business. There hasn't been any negative effect to asking for prepayment, and we've opened 14 new accounts in the first two weeks!

2. Strategic Alignments. During the past year, we have successfully offered our customers products from two different and unrelated companies. With very little effort, we have added nearly $10,000 in gross sales to our business.

3. Post-Sale Follow-up. We are beginning a campaign of sending sample post-sale follow-up postcards to all new accounts, as well as to any old account who hasn't ordered from us in a while. No results are in yet, but I can't help but believe that people will better remember us for this simple act.

4. These and other activities and techniques you have suggested are helping our business post sales growth over 100% this year! In fact, our business has already outgrown our one year old manufacturing equipment, requiring a doubling of our production capacities!

The rest of the letter goes on outlining some problems - in fact, you used our company as a "mini-consultation" for the October 1996 Supplement to Business Breakthroughs.

Just a note - I was really sorry to see you end Business Breakthroughs in 1998/99. It was my most eagerly awaited monthly publication, and I have kept and still re-read every issue I ever received - dating back to the premier issue in 1995!

I'm glad to have this opportunity to tell you, as Paul Harvey says, "the rest of the story"!

We continued utilizing your sales and marketing techniques almost exclusively during 1996, 1997 and 1998, growing our business to a point where we were serving over 700 retail dance shops in 15 countries, and generating nearly 1/2 million dollars in annual sales.

In May of 1998, we were approached by the 2nd largest dance shoe manufacturer in the world. They were interested in expanding their product line, had researched all knit wear manufacturers in the US (based on feedback from their current customer base), and decided that they wanted to buy our company.

We danced back and forth, and after being assured by their owner that Beth and I would have an important role and say in the decisions necessary in running the knit wear division of their company. We agreed to sell our business (LytleWare) in October of 1998 for a high 6-figures price (1.5 times gross sales).

The company then hired us back (in the same location) to run the knitwear manufacturing division...

And paid us a generous rent on the building we had just purchased the previous year!

Three income streams from the same transaction! I'm not sure exactly which "Abraham Pillar of Marketing Success" that relates to, but I know it is one of them!

But the story isn't complete yet.

We believe that LytleWare was successful for 3 or 4 duplicable reasons:

1. We offered a high quality product

2. At prices equal to or below the majority of our competitors
3. With guaranteed 7 day delivery - we usually shipped orders same day or next day (quite an innovation in our time and market niche - accomplished by maintaining inventory of all SKU's offered - something no other competitor had done before us).
4. And, we utilized an aggressive, unique (for the market niche) and successful, educationally based sales and marketing program that included advertising in every dance magazine, direct mail, the concept of pre-eminence, consistent customer contact, added value (special reports, etc.), and more of the concepts taught by Jay Abraham.

As we moved forward with the new owners, it became apparent that their intent was to try and fit our product line into their existing (and boring) sales channels and methods (independent representatives visiting accounts 1 or two times per year).

Their type of sales/marketing worked well for their product line - dance shoes - a requirement or staple if you will, that every dancer has to have.

However, Beth and I knew that it probably would not work with knit dance wear - a product usually purchased if mom had any money left over after buying the staples.

Over the next two years 1999 and 2000, we begged, pleaded, demanded, cursed, and prayed for them to listen to and implement the sales/marketing/customer service ideas that had allowed us to grow LytleWare exponentially over the past 3 years.

Unfortunately, the owner decided that he knew best how to sell our product line and didn't implement any of the programs we had successfully utilized.

As a result:

1. Product quality stayed very high
2. Prices stayed equal to or below the majority of our competitors
3. Delivery suffered due to his decision to try and reduce inventory carrying costs slightly by adopting a "just in time" inventory system that never allowed us sufficient time to produce inventory...delivery times slipped from a guaranteed 7 days to 3-4 months
4. Our aggressive and successful sales/marketing/customer service program was reduced back to the "industry standard" of independent sales reps calling on the store owners 1-3 times per year, with no value added at any point along the line.

You can probably guess the outcome of his decisions:

Sales in 1999 were less than 1998
Sales in 2002 were less than in 1999
Sales in 2001 were less than 2000
He closed LytleWare in May of 2002.

An unfortunate and unnecessary ending to what had been a very successful company.

However, being a survivor and chronic entrepreneur, I am currently continuing to utilize the skills and techniques that I have learned from you over the years on my newest venture - manufacturing and selling a line of low level healing lasers.

These devices are really miraculous products - instantly relieving pain and inflammation while re-energizing damaged cell walls which allows for much faster healing.

We are putting the finishing touches on our information-based web site, and while it isn't "public" yet, would welcome any feedback you might have time to give - http://wowapipublishing.freeview.ca/default.html

We fully expect this company to surpass $1 million in annual sales during 2002!

Jay, much of my business success can be directly attributed to the sales/marketing/customer service techniques I have learned from you since 1995. Most of the books, reports and tapes I have purchased from you over the years are "dog-eared" from constant use. My only regret is that circumstances have not allowed me to attend your recent PEQ and Elite 100 courses.

However, I know of a guy who is pretty good with audio recording that has some time available, and would be willing to pay his own way.....!!!

Thanks again!

Sincerely,

Kip Lytle
Business Wizards, Inc.
Former Owner of LytleWare Enterprises

259. K.S. Lim

----- Original Message -----
From: K. S. Lim
To: Jay Abraham
Sent: Wednesday, July 31, 2002 9:18 AM

Dear Jay,

I am not a great writer & cannot express myself well. However, I do have something to share. You have taught me many things & some of these are so simple, yet the result is tremendous.

One e.g. is risk reversal. Our company never agree to give guarantee because we are concern that our customers may not be honest & make unreasonable claims.

We produce wear parts for rock crushing equipment. After hearing & learning of your risk reversal technique, we gave a verbal guarantee that if our product has pre-mature failure, we will replace 100% these wear parts. Initially, I thought this will be a great risk as our margin is only 15% to 20%. However, as it turn out, only 3 customers out of 150 made any claims & some of them were justified cases. On the other hand, our sales actually went up by 35%.

More important, it make our product develop a higher quality perception. This perception has helped maintain our sales even during the current slowdown. Thanks to you.

Regards,

K. S. Lim

260. Linda Shorb

----- Original Message -----
From: Linda Shorb
To: Jay Abraham
Sent: Thursday, August 01, 2002 11:30 AM

Dear Jay,

I love your newsletter. I am grateful that you make available so many good ideas.

One of your basic concepts in your marketing is tracking the sales. How did the customer find us? What prompted this sale?

My accounting program would not let me track sources. But I could print out a sales report based on salesman. Now, every mailing, every magazine article, every magazine ad has a "salesman" code.

The program does the cumulative figures and I spreadsheet the monthly totals.

Based on these records I decided to increase my Internet presence by adding a shopping cart. Sales that are DIRECTLY attributed to the shopping cart for last year were 20,000.00. The initial cost was 1500.00. So I received at least 18,000.00 high profit retail sales that I am sure I would have never received without the shopping cart. The results this year are just as good.

Thank you,

Linda Shorb
October Country
Manufacturing and distributor of Muzzleloading supplies to gun shops across the country
208-772-2068

261. Lisa Monette

----- Original Message -----
From: Lisa Monette
To: Jay Abraham
Sent: Friday, August 02, 2002 2:12 PM

Dear Jay,

Thank you for this opportunity to reflect on what methods I have learned from you and how they have improved our business.

I started my own makeup and skin care business three years ago. After many years working as an executive and trainer for top national cosmetics companies along with working side by side with celebrity artists, I decided to create my own unique opportunity. Its unique, its exciting and clients are buying like crazy whenever we are with them.

I have studied with some of the best in the last 15 years (Tony Robbins, Chanel, Make Up For Ever, Mary Kay Ash, Lifespring, Landmark Forum, etc., etc.) I have worked with clients for ABC, NBC, National Figure Skating Champions (special for the Olympics and the US Nationals, went to the Emmys and have been written up here locally in Newport Beach).

When I got hold of your book "Money Making Secrets of Marketing Genius Jay...." back in 1997, I used many of your strategies to start my company. I then went on to buy various tape series from you. As a result I decided to focus in on one part, the three main strategies to grow your business.

I train prospects who want to make money as professional makeup artists. We sell my brand of over 165 products. We offer a turn key operation along with our certification to give them confidence in our line, on techniques and on how to grow the business. We are now servicing a variety of clients. Salons; Spas, TV, Video, Bridal, etc., etc. I even invented a seminar called a CMW.."Celebrity Makeup Workshop" which is generating more sales and referrals.

In my new artist training we have a goal session. That is where I constantly go over your strategies of attracting new clients, increasing the size of sale and training them how to have the client buy more often. I know this sounds so simple, but most independent contractors I've worked with (I did a million in sales when I was in Mary Kay back in the 80's) have a hard time to focus and to followup, so your ideas and strategies gives me clear strategies to expand with our specific business.

I have my artists write out ideas on all 3 of those strategies. We then have a monthly business breakthrough style meeting to share with each other what works and what is missing. We practice by role playing. We give examples of fears that stop us and strengths to run with. I have developed a success guide to add ideas to and in the future turn into my own written manual.

Just like anything, you do need to have a coach in your corner (when I get my business to the size I want, my dream is to be able to afford your live training's!!!)

I have always been a dynamic trainer and speaker, but as most of us right brain individuals, we need to have strategies written down to really crank out!

Last summer after listening to one of your tapes, I did a mailing to my then customer base of 150 clients.(I have personal clients who use the products and I have my wholesale clients who rep our line). It cost me about $100 for the postage & printing, it was very simple with lots of ideas for

the clients to look beautiful for the summer. I generated close to $1,000. That's because most of my profits goes right back in and pays my bills.

After 3 years though, I have gone from $12,000 in sales to $26,000, to this year on target for $70,000. I know I can create a million company that makes a hugh difference to women. We save them time and we educate them...

Thank you for allowing me to share my small story that is turning into a powerful fortune for my people, for me and for all our families!

Create the most beautiful day with O.L.A.!!!
Lisa Monette- Creator of ON LOCATION ARTISTS
"We bring out the celebrity in you"!
949-640-9263

Direct sale makeup & skin care business. Independent contractors who purchase our startup kits, come to our training's & workshops and have the opportunity to earn unlimited income, grow as an artist and be on the ground floor of one of the most upscale motivational makeup businesses! We are at 20 (i was very picky the first 2 years about only recruiting experienced artists, now I realize I only want committed people who are trainable, giving and team oriented, so I now have opened it up for all types).

You have made me realize that million dollar businesses or thousand dollar types, it does not matter, we all have to implement what can benefit the clients. My new challenge now is to handle the growth I've created so that we can expand even more!

Thanks again, I hope to meet you someday soon!!

Lisa Monette

262. Lou Farris, Jr.

----- Original Message -----
From: Lou Farris, Jr
To: Jay Abraham
Sent: Sunday, August 04, 2002 10:00 PM

We are in the real estate settlement services industry. Several years ago we were in a position to direct a significant amount of work to vendors in a particular type of industry that provides a service needed in the sale and or refinancing of real property and our state law prohibited us from being in that type of business. In addition federal law prohibited us from taking compensation from the referral of business to that type of vendor or any other type of vendor. So we did the following:

- We directed a very good portion of the business that was able to be directed by us to one selected vendor in that industry.
- Because of volume the vendor gave very attractive pricing and a quick turnaround time for the service, which all was passed on directly to the consumer by us.
- The vendor outsourced the portion of their work which could legally be performed by us and it was work that they rather not perform anyway.
- We had an existing employee perform the work that was out sourced to us when she was not doing other higher priority work.

This arrangement worked out to be a win, win, situation for everyone and it was all, clean, uncomplicated and legal:

- The consumer received better pricing and service.
- The vendor got more business and could concentrate more on their core business because they were able to outsource the none core work to us.
- We allocated an unused resource, the free time of an employee, performed a service using that time and got compensated for performing the service.

This arrangement produced a very nice income stream over the years, unfortunately the arrangement was ended by factors which were not in any of our control. But it was great while it lasted.

Jay, I took concepts and ideas gained from your material to develop the arrangement.

Thank you,

Lou Farris Jr.

263. Luis Arauz

----- Original Message -----
From: Luis Arauz
To: Jay Abraham
Sent: Wednesday, July 31, 2002 7:28 AM

Dear Jay,

I learned about you a year or so ago and was blown away about how you think. I had been looking for a business where I could use my skills and be professional, but where I didn't have to worry about a college degree.

After absorbing all the articles on your website and your book **"Getting Everything You Can Out of All You've Got"** (Which gets better every time you read it.).

I went through Ebay and got the video of your life story. I don't understand how people could be bored from hearing your life story, I got more ideas out of those tapes than I have out of most seminars or speakers.

I saw many similarities, correlations, and resemblances between your early life to how my life is. So I just felt it in my bones that I could do the same.

I was hooked I got everything I could get my hands on that you did and everyone else you recommended.

I wanted to be able to use all the information I've learned to help businesses, I wanted to be a Junior Jay Abraham. But I didn't know if I could. Then I received your mentor/protege seminar and also the protege reunion tapes. It was like a lightning strike to my head and the light bulb came on.

I've done my best to copy and systematize what you have done, to use it with clients. I am pumped up juiced up and motivated. I talked to everyone, offered my services to every business I came in contact with (amazing how clueless business people and even marketing "professionals" are about marketing.). I made good friends with people through the net who are also big fans, I've gotten 3 clients so far all on contingency, not total set ups but the are funded.

I only want to work with 8 clients at a time (following Harry Picken's advice). So I am currently looking for 5 more clients to work with.

It's so much fun doing this. I love seeing prospects faces whenI explain to them my USP which is

"I guarantee to increase your sales and profits or my services are FREE"

And then explaining how contingency works, it totally blows them away.

Knowing you has given me so much power in my professional and even in my personal life, the tape series **"Your Secret Wealth"** is so underrated It is 10 times better than anything Tony Robbins puts out.

Thank you for being the incredible teacher, fabulous mentor, and inspiring achiever that you are. You have opened the door to alternative worlds of possibilities handed me your patented Jay Abraham 3D/Xray CatScan goggles and said "Go Gettem". And now I am.

I expect to one day be able to work with you and thank you in person.

Thank you again Jay and please thank your staff for their incredible support. but being the person you are I am sure they already know how great they are.

All Success,
Luis A. Arauz
M4 Consultants

264. Mangla Sachdev

----- Original Message -----
From: Mangla Sachdev
To: Jay Abraham
Sent: Friday, July 26, 2002 1:37 AM

Dear Jay Abraham,

I am a 23 yr old from Scotland, UK who started a business part-time from home. I call myself a Profit-generating Consultant based on your ideas, books and tapes. I specialise in Marketing, PR and Publishing all the while taking your words of wisdom and ideas as my mantra. My company the Publicity Workshop started like this -

I started at the age of 21 and spent over £400 on your program - How To Get From Where You Are...

At that time starting with nothing it was a big risk for me to spend £400 on your program rather than get some advertising going to announce that I was in business, but something made me do it. I had to see if the promises you made could really work for me. And prior to this, I had never heard of you.

I got it, I read it all. It took about 3 weeks to finish all volumes while making notes enough to write my own book. I sat down and thought my whole business through. I was so impressed by your ideas and concepts I wanted to do everything you did. I completely changed my business plan, applied for a £1000 grant and went in more motivated than ever showing my business advisors how my company was going to change the small business market in Scotland forever. (I like dreaming big)

I had problems, I won't lie to you. Not everyone was jumping in que to come and meet me and hear how I could change their business. I started writing articles about my experiences in starting out and my marketing ideas for new home-based businesses. I gained respect in some publications and I now actually get paid to 'advertise' my business.

In the first 18 days after I wrote my first article, I had £400 worth of business. I was doing this all part-time as I still wanted to complete some courses I had started.

I left school at 16 from London as I went to get married shortly after that in Singapore. I'm married to a doctor and lived with him with too much time on my hands. I read everything on business and marketing before moving back to the UK. Nothing in any of those books gave me the motivation and confidence to start my own business.

Your program while helping big million dollar businesses also helps the small home-based business. A home-based business that now has a dream and chance of success. I recently read just the first volume again and attracted 9 new clients and I banked £1900 in one month. I know that everytime I read your work and listen to your tapes new ideas for

generating clients will be revealed and the same ideas used for my clients will also generate an increased profit for themselves.

I haven't made it big as yet, but am on my way because I now have the time to concentrate all my time and resources to my business and follow in-depth every single concept you teach.

This may not be what you were looking for in terms of a successful case-study. I can't show you how I made a million in the first year of business, only because I didn't allow myself to. If from today I follow and read your books again I know that in a year or in 18 months time I will have a much more successful case study to provide to you.

Thank you so much. You gave a girl with limited education in today's world a chance to dream of running a successful business.

Mangla Sachdev
Publicity Workshop
16 Curlew Gardens
Dunfermline
Scotland, UK
KY11 8GF

265. Marc VanUnen

----- Original Message -----
From: Marc vanUnen
To: Jay Abraham
Sent: Monday, August 05, 2002 8:42 AM

Dear Jay,

Thank you for your E-mail. I went through the PEQ program, but it was actually a mailing from you called the "Ultimate 100" that got me thinking about the "Dream 100" concept that you have been teaching in the PEQ program.

I am responsible for all the pre-marketing efforts for a new compound in development in Erectile Dysfunction. Therefore I am responsible for the interaction with the top researchers and physicians in this field. They shape the opinions about future drugs. When I received your mailing to be part of the "Ultimate 100" I felt very flattered and I was thinking if I could translate this to my area of marketing, this would be a great initiative and leverage great results

I set down with my team and identified the top physicians in the field of Erectile Dysfunction based on publications, speaking engagements, media highlights, academic position and patient referral patterns. Most of these physicians are real 'prima donnas' and like personal engagement. Knowing this, we went one step further and we assigned top managers in our company to contact these physicians at least once a month. Recently we have had a minor set back from the FDA, which we needed to communicate to our top opinion leaders right away. Since with had the "Dream 100" in place this proved to be and ideal platform to do this. The result was quite amazing, as the news was fairly negative and instead of a big backlash, which occurred with our competitors who were in the same situation 3 month earlier, we received a lot of encouragement and positive feedback from the contacted physicians. They felt that they were involved with our brand and company and were appreciative to be kept abreast of latest developments. It helped us do a great amount of damage control and this concept alone has paid off handsomely.

Regards,

Marc

266. Marcus Santamaria

----- Original Message -----
From: Marcus Santamaria
To: Jay Abraham
Sent: Friday, August 02, 2002 7:03 PM

Case Study Pandora/ask the market

The best part of a decade ago my partner and I stumbled on some Jay Abraham tapes. A former university lecturer had leant to my partner. We had never heard anything like Jay's concepts at the time and we felt like we had discovered the secret keys to the kingdom.

At that time we had the distribution rights for a micro fiber-toweling product. The fiber was especially wound to soak up water really fast. This gave it a great application in the beauty market as a hair towel. Hair drying time was reduced in half with a nice soft gentle texture that didn't pull the hair.

We had a national distribution of the product through the personal care and beauty areas of the major department stores in the country. So we had this wonderful product and national distribution and really wanted to use our new Jay Abraham knowledge to leverage that position. When I think back to the time we had a lot of energy but hadn't fully grasped the Jay Abraham concepts. Non the less they still served us well and we had a great time.

We had received great feedback from the department store consumers in regard to their appreciation of the product. We figured it had to be a no brainer that the hairdressing market with a direct contact and advisory position with the consumers could retail the product like crazy. So we ordered a table (not even a booth) at the country's biggest trade show.

While talking to some hair stylists before the show I noticed one stylist had a really sleek looking equipment bag. All the other just had an assortment of storage ranging from fishing tackle boxes to back packs. So the guy with the sleek case really made an impression.

I decided a storage product might be a good product in this market. I did a catalogue search and found a company in Hong Kong that made camera cases. I remembered Jay's advice to test the market. So I asked Hong Kong to send me a couple of samples, which they did. The cost of the samples was about $100.00

We took the two cases to the trade fair along with our towels. We made a point of honestly pointing out the test saying, "look we think you stylists may like these cases. We can make these cases available if you like them but they won't be available for 8 weeks."

The stylists went absolutely nuts for our cases. We repeatedly heard "the most exciting new product at the show." We took pre orders for around 100 cases at an average of $125.00 each. That gave us forward order sales valued at $12500.00 and a profit of close to $7500.00. We

had enough sales to meet the minimum order and the profit margin meant we could afford to look for distributors and expand the market.

We then started to make modifications to the designs to meet the specific needs of the hair stylist equipment. We then had a unique product and not just a camera case straight of the factory floor.

We gambled on the success of the original designs and took them to a trade show in the USA. Since then we have created a small but consistent business niche market and have distributors in Australia, New Zealand, Canada, the USA and Norway. Not bad for an initial market test that cost $100.00

Incidentally the hair towel completely failed to make an impression with the stylists and flopped as a retail product in hair salons.

company, Pandora Luggage Solutions
size 3 people
type Design and marketing
contact Marcus Santamaria Marcusintas@yahoo.com
www.pandora.au.com

I look forward to seeing the other cases studies.

Best Regards

Marcus Santamaria

267. Maria Paz

----- Original Message -----
From: Maria Paz
To: Jay Abraham
Sent: Monday, August 05, 2002 5:21 AM

Hi Jay!

It's not August 2 anymore!!!

I'm not sure whether to believe that the August 2 deadline is a real one, or if a publishing deadline of some kind actually exists. You can probably ascertain from that last line that I am certainly a Jay Abraham disciple. :-)

Unfortunately, I don't have many marketing vignettes to share. About a year from a half ago, I was consumed by a need to buy a house in the Bay Area. Problem: San Francisco has one of the most expensive housing markets in the United States. This necessitated finding a new income stream. I drifted from one MLM opportunity to another, and tried in vain to find a website to buy. I finally selected Pre-Paid Legal as an MLM, and tried to find marketing materials to study. And study I did. I listened to tapes as I drove to and from work. I attended every seminar that was conducted in the Bay Area.

Why go through all this pain?

Because I learned early on that every business absolutely, irrevocably needs marketing and sales to survive. I scoured Ebay, trying to find tapes, books, transcripts written by the pundits. Not very surprisingly, but with serendipity, I found one of your Marketing Bootcamp Tapes.

And thus starts my journey, my trip in learning Abraham marketing. I bought a 1987 tape set. (It was almost shocking to realize that marketing methods from more than ten years ago are still applicable today.) Mac Ross was wonderful and Kendrick's discussions NLP were simply amazing. The bootcamp chronicled in those tapes lasted for five days. By the time I had listened to all 46 tapes, I felt as if I had gone through the whole experience myself.

Among the tons of marketing lessons that were taught, your main USP shone through: You did not encourage your proteges to go out into the world and charge fees for their marketing services. Instead, you encouraged them to barter their services, to only ask for percentages of profits. That, ultimately, will decrease the barriers of potential clients. That has to be the hottest hot button ever created! After listening to that tape set, I decided to become a marketer. A real one. Listening to you and your speakers figuratively pulled me and my backside off the couch, out the door and into the marketing world.

But there's a catch to this story.

Well Jay, I only listened to your tapes six weeks ago, and I only officially started my marketing business on July 9, 2002. Yes, this all took place less than a month ago! Listening to those tapes provided enough information that I posted a FREE ad on the Web, got twelve leads, converted three of them and sent out my first report last night. Isn't that almost unbelievable? I followed your steps--offering to barter my marketing with local businesses and I converted a whopping 25% of my leads. I sent them an educational e-mail to determine their interest level. When a lead was very interested, I offered to speak to them over the phone and interview them. I asked many, many non-threatening questions and coaxed them to tell me about the nuts and bolts of their business.

This must process must be very familiar to you by now. I sent my first marketing plan to a client last night. While I'm nervous about his reaction to it, I know that I outlined the main premises of marketing in the report, and that these principles have been tested by yourself and all your strong proteges.

Thank you, Jay. I never thought I would become a marketer, but here I am, one month after listening to your materials. This trek has only begun.

Sincerely,
Maria Paz
Kintegrity Marketing
www.katrinapaz.com

P.S. My statement is TRUE and you have permission to use this testimonial for your own marketing endeavors.

268. Mark May

----- Original Message -----
From: Mark May
To: Jay Abraham
Sent: Friday, August 02, 2002 8:44 AM

I am a residential letting agent and have been for the last 9 years. I had a problem getting my head round a business proposition, I didn't know why I had a problem with it.

I took this one idea from the 'Nine Drivers of Upside Leverage & Exponential Business Growth' - #5 Relationships, and I was then able to focus on that problem so that I could address specifics.

This is what I did.

Each Friday morning I meet with a group of members of the BNI Windsor Chapter for breakfast, there is usually 25 to 30 members and visitors there and I had a10 minute presentation slot to fill.

My problem was - an estate agent colleague situated about three hours driving time from me in Kent had opened an office in Spain and had started selling Spanish properties in the UK as second homes. He wanted me to take on 30 or so properties in my area and split the commission.

Now I have no experience of property in Spain but I do know about the time-share scams out there and so do a lot of people. With a few starter questions I got my BNI colleagues to express their views and concerns. I was astounded at the contacts and experience that they had to pass on. My 10 minute presentation lasted 20 minutes.

I am now in a position to fully evaluate the time, costs and effort for me to start up this operation in my area alongside my existing business.

INVALUABLE.

This happened today, is true and witnessed by all the participants, you have my approval to use this in any promotional material you may think fit.

Kind regards
Mark May

269. Mark Steffenson

----- Original Message -----
From: Mark Steffenson
To: Jay Abraham
Sent: Friday, August 02, 2002 4:17 PM

Jay,
I finally decided to respond to your request for a success story even though I do not really have a case study to provide. I will leave it to your judgment as to whether this deserves a copy of all the case studies you collect. I am very interested in seeing that. I love case-studies and use them when possible in my current job. Anyway here is my story.

I have owned the Mr. X book for a couple of months now and have been reading and studying it whenever I get a chance. I have not had the opportunity to implement any of the ideas or techniques in that book but having come into contact with your material, ideas and philosophy has done two extremely valuable things for me so far.

The most valuable return if have experienced is in my self-confidence and trust in my instincts when it comes to Marketing and Sales.

I do not have a formal "business background". My parents are very artsy and anti-business. I studied music in college. However after college I knew I did not want to pursue music as a career and went out into the world to "find myself". Needless to say I have a good variety of experiences.

One thing that has been very consistent with all of my jobs has been constant frustration with how the various businesses I have worked for have been run and marketed. I always felt that they did not provide enough customer service, did not capitalize on their current customers enough and where not very willing to try new ideas to increase business. This was true for the small family owned business all the way up to the very large Fortune 10 technology company where I am now working. Any suggestions I would make concerning customer service, marketing ideas, creating value where always rejected by those with Business degrees. I though maybe I was missing something by not having studied Business and Marketing in college.

After reading your material however I feel vindicated. My simple, common-sense instincts do have value and now I have the confidence to go out and work with businesses the help them grow. I know now that I do not need to have a degree to be succesful, in fact I know feel it is an advantage to not have that type of background. I think it will be easier for me to work creatively outside of the "Standard Practices" of marketing.

This leads me to the second item. For some time now in my current position as a Software Sales rep I have worked with a program we have involving a subscription for our software. This subscription allows users get technical support and to install updates to their software throughout the year. However for the large majority of these customers

the only time they hear from our company is when the subscription is up for renewal and we want their money. Many of them where sold the initial product and the rep never contacted them again. We make some attempt to upsell and crossell at that time but we have really not established enough of a relationship with them to be effective. Also most of the contacts we have at these customers are lower level Technical people or people in the Purchasing department who have no decision making powers. I have mentioned to several of my managers and their managers that we should do things to enhance the value of the subscription and would get comments on how "that is not practical", "not likely to happen", etc.

Well very recently we had a new Director come into our Division and had one-on-one meetings with everyone. Armed with my new-found confidence in my marketing genius I told her point blank that the company was missing a real opportunity to really maximize on the current customer base. I suggested how we should use the subscription program to offer additional "services" to build relationships with these accounts. We could offer as part of the subscription a "free" site assessment where we asses their infrastructure for possible inefficiencies or problems. Or we have a tool we use in our sales process that uses structured interviews with key decision makers and influencers regarding their technology strategy that highlights areas where the actual goals and measurements of various departments are in conflict with each other. This is why so many technology projects fail. I suggested we package this as a "free service" and this would give us access to decision makers while providing a lot of value to our customers. While I am not holding my breath that these ideas will go any further up the food chain, I was able to gain the attention of this new Director by pointing out an area where we could possibly make better use of our assets. I am working on a proposal for this just in case and it has renewed my interest in what had become a pretty routine job.

Jay, I look forward to implementing more of the ideas I get from your materials in the future and am eager to make more money so I can purchase even more of them. As I read your book I am constantly making notes because the ideas are coming so fast. It makes it hard to concentrate on what you have written.

Take care and Thank you,

Mark Steffenson
Andover Creative Advertising (name picked but no business plan yet).
1 Henderson Avenue
Andover, MA 01810
978-804-8855

270. Marty Sacks

----- Original Message -----
From: Marty Sacks
To: Jay Abraham
Sent: Saturday, July 27, 2002 6:06 AM

Jay,

I've easily made thousands of dollars learning and applying the thinking and the skills that I have learned from your tapes and book.

However, I want to tell you a brief story about how I first used your principle of leverage to make $500. This is not a lot of money by most people's measures (I'll keep it anyway!) but it was significant for me because it was 10X what I paid for your set of "Secret Wealth" tapes that I had - at that time - just purchased from Nightangale-Conant.

Here's the story:

I'm pretty well known in my industry and regularly get calls from executive recruiters looking to place me in new positions. While the opportunity they present may not fit my situation, I usually know somebody else they can call who would be interested. I've helped a number of people I know move their careers ahead this way. I'm humbled that I've been in a position to do this.

After hearing your tape set, I realized that I was providing a service to these recruiters. I was helping them get their work done. They were enjoying the benefit of my relationships built over many years. So, following your advice, I negotiated an arrangement with one recruiter that if the person I recommended took the position he was looking to fill, I would get a commission for helping him get *his* fee for the placement. When he won, I won. Your "risk reversal" strategy was also in play here because the recruiter risked nothing until my suggestion (in the form of a person to place) worked out to the benefit of his client.

You taught me how to leverage my skill and understanding.

Thanks!

Marty Sacks
National Sales Director
Baltimore, MD

271. Marvin Downs

----- Original Message -----
From: Marvin Downs
To: Jay Abraham
Sent: Friday, August 02, 2002 10:56 PM

I have a small, one man operation -- buying empty Ink and Toner Cartridges, having them remanufactured and selling them at a healthy discount from new ones.

I started about 2 1/2 years ago using materials I had gathered from Jay Abraham through the past years. I started testing various ways of getting customers and prospects. My research indicated that over 99.5% of businesses had printers of one sort or the other.

I found my best prospects were smaller businesses and offices -- partly because there are many more of them. And partly, because they don't use enough to attract the larger suppliers.

Many are owner managed so they are attracted by the savings they get.

I spent a year and half researching suppliers, ways to approach prospects etc. As these things evolved, I have reached a point that at least I can feel that I have a technique that is working.

I make cold calls, briefly explaining what we do -- leaving a folder containing information about us. This year I made up a 5 1/2 X 8 1/2 calendar with information about the recycling business on the back of each month. After a few weeks, I decided to make a perpetual calendar -- Remove past months and add new ones for about 14 - 16 months total. (I had a customer come in and when I asked him how he heard of us, he said "I service medical facilities and I keep seeing these calendars, so I thought I would give you a try")!

I always get the name of the person in charge of printers. Also the person's name I see when I call -- sometimes it the same person in small offices. That evening I send the person I spoke to a Thank You Note. And, do they remember you.

We put these names in a data base and are testing various ways to contact them -- mail, phone etc. Presently, it looks as though a monthly postcard is working. I am working on other plans to be more effective.

One idea is to hire someone at a lower wage and then give them the profit on the first order from a customer they get and a percentage commission on follow on orders from that customer.

Our sales are running about 3-4 times over a year ago month, so something is working!

Marvin Downs
Shake A Leg Enterprises, Inc
7037 Ralph Road, Rockford, IL 61109

saleg@earthlink.net

272. Michael Feldstein

----- Original Message -----
From: Michael Feldstein
To: Jay Abraham
Sent: Wednesday, July 31, 2002 10:23 AM

Back in the late 1980s, when baseball cards were all the rage, I put together a baseball card continuity program called the Baseball Card Society. Each month, we would send a selection of cards valued at $25 that we felt had the best chance to increase in value. We put together a great sales letter, an advisory board with Whitey Ford and Yogi Berra, and a knowledgeable baseball card dealer who was in charge of choosing the selections and buying the cards.

We did a test mailing...it did marginal. Deep in my heart, I knew that the concept was sound, and that the program was appealing, and that I could reach the right target audience. So I didn't want to give up on the idea. Instead, I arranged to spend a weekend in Los Angeles with Jay Abraham to discuss how I could jump-start the program and make it a success.

What he taught me was absolutely brilliant--and turned a marginal program into a huge success almost overnight.

He suggested that we make a deal with The Sporting News and the Baseball Digest to sell the program under their name, in exchange for an ongoing royalty. So, in effect, we became the Baseball Digest Baseball Card Society and the Sporting News Rookie Card Club, and promoted the program under their name to the magazine's mailing list and in its publication with on-page ads.

We immediately tripled our response rate with the endorsement. Furthermore, Jay taught me a wonderful bargaining chip for buying on-page ads: we guaranteed the Sporting News and Baseball Digest their "hard cost" for producing a page in their magazines (about 20% of the rate card), against a royalty on sales. That way, the magazines couldn't get hurt because their production cost was covered--and they still had the upside of making money on royalties. I have successfully used this with other publications since, even some who previously swore that they don't do per-inquiry deals (guaranteeing them the hard cost is the key).

I could share other Jay Abraham stories with you--and how he successfully helped me leverage my marketing efforts geometrically -- but the story above is the one that stands out the most.

Michael Feldstein
Marketing Director
Boardroom, Inc.
Two Stamford Plaza
281 Tresser Blvd., 8th Floor
Stamford, CT 06901
203-973-6279 (phone)
203-967-3767 (fax)

273. Michael Morales

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----- Original Message -----
From: "Michael Morales" <fruitree@execpc.com>
To: <apgi@abraham.com>
Sent: Friday, August 02, 2002 1:16 PM
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Michael Morales - Strategic Planning

Business / Real Estate / Finance / Marketing / Business Communications

816 W. National Ave. Suite 19 414/ 941-6288
Milwaukee, WI 53204 414/ 645-0504 fax

Dear Jay,

I am very happy to write this testimonial for you, describing how your work has influenced me and contributed greatly to my income as a Strategic Planner and Business Consultant.

In this letter I am going to describe a principle I learned from you and I will give specific examples on how I coached two of my clients to increase their sales and get more customer satisfaction, even while raising prices! The principle has to do with the balancing of: 1) quality of service, 2) speed/ timing of service, and 3) cost of service.

Client # 1 (Saw and Tool Sharpener)

My client has sharpened all types of tools (for industrial, construction, garden, workshop, kitchen, etc.) One of his regular saw blade customers complained that they had to throw away $300 drills that are used to cut through cement and concrete when they want to put new metal hand railings on the outside of buildings. They would break pretty often and each time they'd have to replace them with new ones. Each time it broke, their job profit would be reduced because their cost of doing the job went up.

My client said he thought he could figure out a way to put new cutting tips into the broken drills so that they would work as good as new. His customer said he'd bring over a broken one and let my client work with it. If he could repair them, they'd use his service instead of throwing them away.

After a few days my client called me up and told me the whole story. He also told me he figured out a way to do the repair so that it would the drill would last just as long, or longer. It would also cut just as sharp as a new one. My client's problem was, he wasn't sure how he should price his newly discovered "profit center". I suggested letting the client set the price, but in a very unique way.

I found out from my client that it took several weeks to order and receive new drills of this type, and that $300 was the best price the market offered for new drills. If my client could get them done just as fast (or faster) and they would last just as long (or longer) and if they cut just as sharp – well they were at least as good as new. I suggested that my client charge $125 for a drill repair and that there would be a 5-day turnaround time. For a 2-day turnaround time he would charge $150 and for same day service (if brought in before 10 am) the charge would be $175. As a bonus, they could get the price down to just $100 if they pre-paid for 5 sharpenings (5 x $100) and they would get a 2-day turnaround on each sharpening. Both my client and his customers really liked this.

We extended this pricing idea to all of his tools so that he wouldn't feel rushed all the time. He used to do everything the same day but I told him that he couldn't continue to do this when he improved his marketing because there would be no way to handle the increased business and give everyone same day service. I made a very attractive, easy-to-read sign for customers to see when they walk in so that they see the "pricing policy", instead of customers being personally offended because they might think he's just

charging THEM extra for speedy service. He used to feel nervous and anxious when he personally had to tell them the pricing (before I made his pricing sign).

Client # 2 (CPA)

A client of mine who ran a 1-person CPA/accounting firm used to complain to me every "tax season" because she'd be worn out, working till 11 p.m. or midnight during March and April of each year. She'd complain to me "Why do they all wait till the last minute to bring in their tax information?" She'd finally had enough and decided she wanted to give up complaining about this. I asked if she would mind working hard and late, if they paid her more money. She lit up and said, "No", she'd really like that, but they wouldn't pay her more. I said I had an idea.

It was interesting because we successfully completed at least one marketing campaign a year, but she never took my suggestions about eliminating the complaining about the "procrastinators."

Here is the suggestions I made and which she took action on: I said that people like incentives, they like to be lead and given direction. They also like a good deal. I wrote a letter for her to go out to all of her clients and the basic information was this:

> ***Hello _____***
>
> *As you know, the tax law has changed again. There are some new benefits for you and some benefits you had in the past have been eliminated of reduced. To help fight inflation, I have decided to keep my basic fees for my services the same as last year. I always want the best for my clients.*
>
> *What I need to do is to balance my tax season so that I can give everyone the absolute best service. Instead of slow periods between January and March 15 and then a heavy period between March 16 and April 15, I want to spread my work out so I can be sharp and effective. This way I can determine the best tax solutions for you.*
>
> *I am actually going to lower my fees by 10% for whoever brings their tax work in between Jan 2 and February 15. February 16 to March 15 will be my normal fees. And for those who come in after March 15, there will be a 50% "emergency surcharge" (which is in addition to my regular fees). Believe it or not, I'd rather have everyone come in during the 10% reduced fee period. That way I can give more time to your tax returns and I can schedule them all over the several month "tax season".*
>
> *Looking forward to seeing all of you soon. I also have a $25 "thank you bonus" for each and every referral client that comes in because you recommend me.*

Jay, as you taught me, people generally have the same patterns and don't change them (unless we give them "ethical bribes" to motivate them - but some will almost never change). We found that the people that tended to bring their tax papers in early, kept coming in early and got the 10% discount. The ones that tended to wait till the last minute, continued to wait to the last minute - and they paid the 50% extra, without complaining because they were offered the opportunity to pay 10% less, rather then 50% more. They could see and accept the consequence of their choices.

That's it Jay. Thank you for everything. You have my permission to use this testimonial and if you need documented proof of the above stories I will be glad to provide them.

Positively,

Michael Morales

"Discovery is seeing what others see… and thinking what no one has thought." We discover.

274. Michael Rath

----- Original Message -----
From: Michael Rath
To: Jay Abraham
Sent: Friday, August 02, 2002 3:46 PM

My Company - Quest For Health is involved in the health-care industry, and includes the development and distribution of a software program for practice and patient management. Development of the software solution for practice management started back in 1989 and is based on Filemaker Pro, a database development package from the Apple computer company.

When I originally started in practice as a health-care professional in 1979 in the field of Acupuncture and Chinese Herbal medicine, I was faced with the realization that my training was finally going to be put to the test and that the health of patients was in my very inexperienced hands. It took at least five years of clinical experience before I was anywhere near comfortable with my skills and knowledge. As I gained further skills I started to think how great it would be if what I knew could be duplicated and presented to newly trained practitioners in an easy to use expert system covering all aspects of patient management and practice management as well.

In 1989 I decided to computerize my practice. I wanted to be able to keep patient records and use a health appraisal questionnaire system that produced a bar graph showing a patient's state of health and imbalances within the various body systems. The program was very basic but worked quite well in my practice.

As time went by I kept on developing the package and included a billing and stock control system with a cash book and budgeting, a marketing campaign system with mail out and email capabilities, a large database containing technical details of health-care products, treatment protocols and dietary regimes and further refinements and additions to the diagnostic assistance program.

So finally by 1997 I had a powerful and versatile software package that did almost all of the things that I only dreamed of back in 1979 when I first started in practice. I had stopped full-time clinical practice and was distributing a range of professional-only health-care products to practitioners and their patients. I decided it was time to take my software to market and set about contacting other health-care distribution companies and practitioners in order to generate sales. I put together a demonstration copy of the program and sent many copies out and waited in eager anticipation of receiving lots orders. The orders were disappointing and very few and far between. So I put the project on the back burner for another year.

In 1998 after attending a marketing seminar run by a graduate of Jay Abraham 's training programs, I met with another major distributor and asked him if I could send out a mailer with his regular mail out to his 5,000 practitioners. Happily after seeing the mailer based on what I had learnt at the seminar, he agreed. This time I sold 75 programs within a couple of months. I was absolutely amazed.

Unfortunately I had only applied some of the principles learnt and of course sales once again dropped off. I became disheartened and once more concentrated on the other parts of my business and in the process; I lost contact with most of the clients who had bought my software.

Fortunately I met another graduate of Jay's training, who has become a personal friend, and was given further invaluable help and knowledge. Denis helped me to create a marketing letter that was sent to all previous purchases of the software for feedback on their experience, problems and suggestions. We had over 50% respond to the letter. The results were a real eye opener. A fair percentage had not used the software from a lack of support and training, others had problems with some aspects of the software' s operation and a small percentage was reasonably happy with its operation.

Being in Australia where the distances between my clients and myself are often many thousands of miles. Providing support was difficult as I was trying to explain over the phone to inexperienced clients how to operate and fix their program. In most cases this was unsatisfactory for both the client and myself with frustration and short tempers resulting.

I joined up for Jay's email newsletters and started receiving information that was vital for me to address the client support and marketing issues. Ongoing contact and support, with feedback from my clients is now an important part of my business practice.

I really started to look at and analyze all the various problems that I had been having and went looking for solutions. And as Jay tells us, if you want to see how to do something well, see what the experts are doing.

The problem of generating sales from demonstration versions of the program was solved by using research from a marketing company in the USA whose brief was to find the best was of helping to make a buying decision for software. Most potential clients did not know how to use the demonstration program without some training and so the demonstration software only convinced these people that the program was hard to learn and difficult to use. Which is exactly the wrong message and untrue. Filemaker Pro based database solutions are very intuitive and easy to learn.

The research company said to produce a book with lots of pictures and example screen shots. Everybody Can Read a Book!! Where previously less than 2% of persons expressing interest in the software who were sent a demo program went on to purchase the software, now over 80% who view the on-disk electronic book take up the offer to purchase. The most frustrating part about this was that I had heard of this marketing research BEFORE I sent out the demo programs back in 1997. Jay's marketing training has made it possible for me to see the advantages of using marketing experience from experts.

To further address client concerns and provide the kind of training and support that would delight my clients I set up a support system using a software program, PC Anywhere. This program allows me to operate a client's computer and software for training and support anywhere in

Australia and overseas from my office here in Brisbane. It is just like having me sitting in their office beside them. The days of frustration are now a thing of the past.

The program now comes with on-disk hyperlinked 500 page training manual with lots and lots of screen shots and simple step-by-step instructions instead of a training video as previously used. The manual can also be printed out as a hard copy.

Clients are much happier and more good quality referrals are coming from satisfied clients. The software has recently been chosen to run the Naturopathic Department of the Southern Cross University in Lismore Australia. The university searched the world for 2 years before choosing HealthQuest to run their Naturopathic department for clinic, patient and student management.

Program sales are increasing, past clients are upgrading and I now have many more happy clients. I am beginning to see my goal being achieved to be able to provide practitioners with the business building, practice and patient management skills that I could only have dreamed of when I started back in 1979.

The important messages I have learnt with Jay's training were - Don't make assumptions - ask - check – test. See what the experts are doing, duplicate them and do it even better. Test a marketing idea to see if it really works before embarking on a major Campaign. Provide information in a way that is relevant to the client and easy to understand. Keep in regular contact with clients, providing information that is valuable to them in order to maintain and improve your relationship with them. Seek feedback about what concerns and delights them about your service or products. Use feedback on concerns and improvement suggestions from clients to improve products and services. Keep up with marketing training and network with other like-minded persons in order to keep on track and focused on reaching goals and maintaining gains made.

Quest For Health
Software Development and Sales
Health-Care Product Distribution
We are (at this time) a small business of 5 people

Michael Rath
ND DipAc DipCHM
QUEST FOR HEALTH
55 Snow Wood Drive
Eatons Hill Qld 4037
AUSTRALIA
Tel:61 7 3264 7945 Fax:61 7 3264 7946

275. Michael Roualdes

----- Original Message -----
From: Michael Roualdes
To: Jay Abraham
Sent: Wednesday, July 31, 2002 10:08 AM

Obviously your concepts work and work well otherwise you wouldn't have had as much success as you've had and I wouldn't have had as much success as I've had - because I use what you teach.

I first tried your concepts on a broadcast fax I was doing for my printing company CGI. I had put together various samples and I designed each of them according to what you teach. They had headlines, benefit bullet points and requested immediate action. They didn't ask for a sale - all I wanted where the names of people who bought printing so I could mail them a sequence of materials to convince them to use our printing services - so I asked if the person wanted a special report we created call... "Direct-to-press full color printing, Find out what conventional printers don't want you to know." The report would explain how to save 21-48% on their next printing job, while getting it printed in half the time. We even made it easy for them to respond by just faxing back the ad.

The problem was I had what I thought were four great faxes. I was having a hard time deciding which one to use. Then I remembered your ideas on testing. I picked the best two and did a split run test. I faxed approximately one thousand of each, for a total of 2000 faxes. The results were amazing. Fax A got one response. Fax B got 27 responses.

If I had just sent out fax A, I would have lost money on the broadcast fax and been very reluctant to try other faxes in the future. But by testing I found a fax that was 26 times more effective and my broadcast fax made money. That became my control and I tested other new faxes to try and beat it.

Now I've sold my printing company and started a marketing company teaching printers how to market better. I've used what I've learned from you to create marketing systems that take very little time and money but produce consistent results.

I teach printers how to prospect better using special reports and incentives. I teach them how to convert more inquiries to customers using a sequence of special materials I've designed for them. I teach them to use newsletters to stay in contact with customers. I teach them how to reward regular customers and I teach them how to make their most important customers feel special and appreciated. All based on what I've learned from you and your materials.

Thanks for all your help and ideas.

Sincerely,

Michael Roualdes

Office: 760-598-3158
Fax: 760-598-3308

P.S. My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

276. Michael Shierloh

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----- Original Message -----
From: Michael Shierloh
To: Jay Abraham
Sent: Thursday, August 01, 2002 9:58 PM
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Abraham Inspired Success Story

Michael Shierloh
Castle Consulting Group
www.castleconsultinggroup.com

My Business: I own a consulting company that provides larger companies with step by step communication and leadership strategies that will typically save clients $30,000 to $45,000 per month in previously squandered employee time.

The Abraham Concept: Revering my Service

As Jay says, if you do not revere your product or service, your customers/clients certainly will not.

When & Who and The Decision: Four years ago I signed a contract with one of the Big Four Accounting firms (one of the honest ones). This was shortly after listening to Jay speak about revering one's service/product. After listening to this, something shifted in me. Ordinarily, I would have thought, "Great, I just signed a nice contract." Instead, revering my knowledge, skills, commitment to providing a huge level of value to my client and wanting very much to contribute to this company at the highest level possible, I did something that, for me at that time, was quite different and extraordinary.

From a place of revering myself and the services of my company; I made a very simple decision. I said to myself, "I will provide so much value for this firm that I will naturally become their "Go To" consulting choice. A simple statement/decision, yet one that I put all of who I am behind.

With this decision driving every strategy, tactic, conversation, choice of wording, negotiating decision, things began to happen.

The short version is this: my small consulting firm has now trained over 300 mid and upper level managers and leaders of this firm, and have just signed a contact that will have us working with 100 more. In addition, I am in conversation to work with leaders from areas of the company that have previously been out of my reach. This will represent a pool of another 4500 people to train. Ya @#%%#@*& Hoo! They are great people and a joy to serve.

“Yea, Yea, Michael”, I can hear you saying, “that is all well and good, but tell us how much money Jay’s concept of revering your service has made you in these past four years?!! That all I really care about.”

Well, that is the same question that I would ask.

The answer is six hundred and sixty eight thousand dollars ($668,000). One concept, one client.

277. Mike Fry

----- Original Message -----
From: Mike Fry
To: Jay Abraham
Sent: Thursday, July 25, 2002 9:36 AM

Dear Jay,

It's my pleasure to list a few of the many impactful results you've had on my life.

After going to my first event you suggested that I needed better packaging and more themes for my fortune cookies.

So I created 3 different themes. One called Power Quotes, one called Good Luck fortunes and one called Insult fortunes.

I packaged them into bright gold tins and made great 4 color labels.

I auditioned for QVC next and got chosen to be on their national showcase. Out of 50 companies they featured from Indiana I was only one of 3 that actually sold out on air. I sold out in two minutes thirty two seconds and made $10,200.

I also have learned most of my copywriting ability from you, and I'm sure it will be worth hundreds of thousands of dollars in my lifetime.....

But using your techniques I formulated an email about my fortune cookie techniques and placed it on various web boards. I made it compelling but true and factual.

In 3 weeks I had a company from England respond and ultimately that led to a $40,000 profit. This was because I simply knew that to say and how to say it effectively.

On another occasion I couldn’t get through to an important contact that had a huge candy company. At one of Jays programs someone mentioned they sent $100 to a prospect about trying to buy an hour of their time(a Jay technique)--Well I decided to make my version even better and I put $200 in a letter and asked to buy an hour of this persons time.

The gentlemen called me when he got my letter. Gave me 3 hours of his time. Made a phone call on my first visit that got me into a chain of 4 stores and as I'm writing this he is now helping me with some expansion I am working on.

A very, very good use of $200 and now access and friendship with a major player who just retired with $60 million from selling his company.

I don’t know of anyone else that has had such profound and measurable results in my life.

Your friend and student,

Mike Fry
Fancy Foryune Cookies

278. Mike Grigsby

----- Original Message -----
From: Mike Grigsby
To: Jay Abraham
Sent: Thursday, July 25, 2002 8:31 AM

Dear Jay:

What a breathtaking task: to provide tangible and quantifiable evidence of how your techniques have helped me. It is like being asked to quantify how my religious upbringing and spiritual journey has affected my life! Let me attempt to confine my wonderful experience with your organization to something more descriptive…

When I started working for Timberline Software in 1985, I was young and my career was just starting. I was hired as a customer support representative recruited from another company, and paid $7 an hour. Customer service was a disaster. After six months, I was nearly a senior representative after all the turn over.

Customer Support was merely a "conflict containment" department, a pressure cooker and sounding board for angry clients. Timberline Software has a phenomenal product line, but it was early in their growth and a time when few software companies existed, let alone understood how to service customers after the sale.

Customer support was also a drain on company resources—clearly an expense center, as most customer support groups were. After a period of time, new management was brought in, and a couple of us were promoted to assist in revitalizing our department. To boost our dismal turnover rate, we started offering some software training, consulting, and report writing to give our staff some time off of phones. We also made a little money with these services. Most of our revenue came from maintenance fees to help offset the continued development of the product, and some revenue came from support fees, though most of our support was free for new customers.

Being able to provide more revenue to offset our cost-center brought us hope, but we didn't know how to market intangible services—non-physical products! After receiving materials for some time from Jay Abraham, we wondered if it might be the spark we needed to get our department running. The Vice President of Customer Support secured approval for what was then an unfathomable amount of money to attend Jay Abraham's program.

Two of the managers went to the program and brought back all kinds of tapes, books, and case studies. While I wasn't the one to be doing the marketing, I read a few case studies and listened to a couple of tapes, and my entire world changed!

I suddenly realized that marketing was my calling in life. I was a creative person who would rather be painting or sculpting, but also loved business. Jay's new marketing paradigms were the key to unlocking who I was, what I thought, and where my life would take me. I finally understood how to meld together art and business.

For the next several months, I devoured Jay's materials. I read every word, studied every sentence, and spent every lunch and minute in the car listening to Jay's vast collection of tapes—often several times if it was a key concept / opportunity.

Suddenly, the other managers gave me the lead for implementing Jay's concepts. While the company previously focused on getting revenue from new customers, it became my mission to service the hell out of existing customers with new products, new levels of service, and more revenue.

A snowball effect occurred: we increased our fees—initially at the groans of our customers. That allowed us to provide better pay to our customer support employees, who stayed longer, learned more, and gave far better service to the customer—which in turn allowed us to raise fees even more, keeping skilled employees longer, and providing even better service, year after year.

We recognized that some customers couldn't afford huge support fees, so we stratified our programs to provide levels of service at varying costs. This actually brought on many more customers because they didn't have to choose between all-or-nothing. We even carried this theory out with our maintenance plans—a sacred cow in our industry, where clients all paid the same fee schedule to get new product updates.

We took our fledgling training programs and formalized them, providing a standard professional look and feel to each. We honed our teaching skills, researched adult learning issues (in fact it became the thesis for the college degree I earned while working at the company).

With both training and support offerings, we would *never* have achieved profitability had we not implemented ***testing*** throughout all of our marketing! Combining market research and testing of programs and offerings, we were able to find out what people wanted. For instance, some people had no computer skills, and needed a full week of training to learn a product. Others understood the basics, but needed only a two or three day advanced class. Students were always required to fill out an evaluation form that included a) specific feedback that continually improved our course content and offerings and b) a feedback section that allowed us to use testimonials in our marketing material! This was particularly powerful because clients often knew each other, and if it was good enough for others, it was good enough for them.

Training revenue became so significant to the company's bottom line that we even built beautiful new classrooms and training labs in unused office space. Soon, the problem was how to schedule all of our training courses, and the classrooms were filled throughout the week.

With training and support becoming huge products for the company, and revenues quickly rising into the millions of dollars, we needed a more formal marketing program. I was offered a brand new position in the company: Director of Marketing, Customer Services. I was able to devote all my energies to using Jay's concepts in building our marketing materials and working with a small group of telemarketers and class administrators.

We tested everything! My direct marketing schedule was filled with brochures and other production items, but before any mass mailing went out, I always built in a test marketing time of 3 to 4 weeks to perform an A/B/C/D split to find out exactly which marketing pieces worked and which ones did not. The test usually went to 5-10% of our database, and there was almost always a clear "winner", and usually the piece that we didn't think would do well!

Our testing was usually between two very different looking marketing pieces, such as a fancy brochure versus a more intense "Abraham-style" letter. The rest of the split was between the headline or copy in the piece. It was always amazing how much difference a single headline or even color of paper would affect the results.

In fact, I always use—even to this day—the infamous Abraham mistake of misspelling a word early in the piece: usually in the first paragraph, but sometimes in the headline itself. That was

always good for at least two or three people who would call to tell us, and the telemarketing staff always closed those friendly sales.

One time I thought I was going to lose my job over a piece I tested. After doing the marketing long enough, I always wanted to see what we could do to top our response and conversion rates. President Clinton had not been in office long when he initiated a payroll tax change. This meant our old payroll software tax tables would be out of date and useless. My goal was to see if I could raise over $1M from this change by getting non-subscribing customers to buy our maintenance plan. People thought I was nuts. I did my usual test, one with a letter, and one with a one-page neon orange paper and huge headline on one side, and white on the back with the details of our offer. The orange paper out pulled the letter by 7 to 1! So I pressed into play the orange letter.

Three weeks after the letter went out, the senior VP of the company called me into the President's office to reprimand me for using "scare tactics" to force customers to subscribe. While his point was valid, fortunately the President of the company already saw our "sales thermometer" on the wall, showing we already exceeded our $1M revenue goal by quite a margin.

The moral of the story is always to use a sales thermometer—it shows staff how hard they have to work, and others how hard you are working.

Not long afterwards, I achieved my goal of providing half the company's revenue from customer services—about $9M. It was an important goal because, like so many other companies, our original focus was on new customers and not new revenue. It was also the ultimate test for a marketeer—how to sell the intangible. In a few years, we took a money-losing department with high turnover and poor customer service, and turned it into a revenue generator while building staff *and* customer loyalty.

Throughout my career, I have used Jay's techniques to continually bring success to my projects and companies!

I certify that the statements in this testimonial are true to the best of my knowledge and recollection. Timberline Software is a publicly held software company and certain financial information may be publicly available for verification.

Best regards,

Mike Grigsby
Managing Director
Technology and Business Strategies Group
at MikeGrigsby.com

279. Mike Leahy

----- Original Message -----
From: Mike Leahy
To: Jay Abraham
Sent: Wednesday, July 31, 2002 10:22 AM

In 1995 we were running out of money as a very small business. I was certain based on Tony Robbins' recommendation that Jay's book -- priced at more than $350 -- would help even a tiny business like my own. I vowed that the very next time we had money in the bank it would go to buy that book. My wife held back her skepticism, and when the day came she bit her lip as I nearly emptied the bank account for... a book.

What got me to purchase the book was the back-to-back multiple page letters from Tony Robbins and from Vic Conant. Both men have my greatest respect, and it was clear that this promotion was a wonderful host- beneficiary relationship. I wanted to know more about how it was done.

I began devouring the book and immediately set out to have my market competition (we make software for professional chess players) put his approval on a multiple page letter that would be sent from him to his own customers promoting our complementary product.

The results were a record sales month. It cost about $1,000 to mail the many flat envelopes with high quality letters, and it yielded over $18,000 in sales where our average month had been $7,500 over the past three years.

So the cost of the book and mailing ($1,350) netted not only an immediate spike of over $10,000 in additional sales, but the backend sales to these new customers continues years later. These are customers who never would have considered that my company had a product they also needed until their trusted vendor endorsed us.

The second most effective idea from Jay's book also endeared us to all of our customers. It was the simple idea of sending handwritten thank you notes. We had customers calling us dumbfounded, telling us that they had bought houses and cars but had never received handwritten thanks like our notes. And they often immediately ordered more electronic chess books!

Warmly,

Mike Leahy
"The Database Man" http://www.bookup.com

280. Morton Guyot

----- Original Message -----
From: Morton Guyot
To: Jay Abraham
Sent: Friday, August 02, 2002 9:59 PM

Success story

This information can be used as a model / template for any business.

Client's Business : Colour for me (choosing the right colours to wear matching your skin type)

Lady client lived in Melbourne,Australia. She had no idea of marketing or Leverage. She was earning $100 per week. All she had was a business Card and a brochure.

Some ideas I gave her:

WRITTEN WORD

- Write up and design book on colour co-ordination
- Publish own book (Ghost write book)
- Produce own newsletter
- Submit articles in newspapers, magazines, web pages, ezines
- Have own calendar as promotional give away
- Produce own Colour co-ordination chart
- Design own brochures
- Promote joint venture with /insert in self improvement books/courses, business magazines, woman's magazines, fashion /clothes shops, cosmetic shops.
- In writing tell the "reasons why" client should buy /use your Services.
- Lead them by their hand
- Have better than risk free guarantee
- After first sale /transaction within five days send letter to client thanking them, reselling them of the value of your company and reassuring them of their wise decision of purchasing your product or service.

FILM /video

- Training film/video for own staff / use train organizations
- Set up own film production company
- Have own cinema for training purposes
- Produce self improvement videos / colour coordination
- Approach television stations promo on their show

- Contact prices at theatres
- Contact special interest groups / clubs to do classes for their members
- Also breakfast /lunch / dinner / SWAP (salesman with a purpose), Toastmasters, Public speaking groups.
- Set up own satellite television station / channel

AUDIO CASSETTE / CD

- Promotional
- Self Training
- Organization training
- Set up cassette production company
- Self improvement tapes
- Radio stations (promote product to)
- Set up own radio show /
- Be guest speaker on radio show

WORKSHOPS (in /at)

- Create /have skin care / make up
- Doctors /chiropractors /new age / Alternative therapies
- Wardrobe expansion
- Fashion parades
- Clothes Factories
- Menswear/woman's clothes shops
- Clothing related businesses / manufacturers
- Colour psychology
- Psychologists, medical centres, optometrists
- Hypnotherapists
- Coffee get togethers
- Organize own for clients
- Dinner nights
- Lions clubs, Toasmasters, singles clubs, sports clubs, business clubs
- Leverage self by training staff / others to give workshops and Earning a % of every sale

PROMOTION (Testing all components)

- Look in Yellow pages under index for business most suitable for colour consultancy (also can do online /cd)
- Corporate Business,Defence forces, essential services
- Small business
- Identify markets, age groups, colour of people, different languages
- Identify cultures

- Anything pertaining to colour
- Schools ,children's schools, colleges universities, model/modeling schools
- Direct mail (lead generation, direct sales, third party endorsements, Database marketing to own clients.
- Adapt letter for each business (include brochure)
- Follow up with phone calls for appointments
- Interview with person concerned
- Arrange seminar/ etc
- Newspaper /magazine advertising
- Pick magazine that has demographics of target client
- Get advertising rate cards
- Pick magazine and design ad
- Follow up leads
- Presentations in hotels
- Cold selling ....choose target
- Endorsements: get companies to endorse you / your business/ your Product to their clients /database by letter with their letter head, Voice, audio cassette promo
- Telemarketing for lead generation
- Telemarketing for direct product sales
- Telemarketing for market research
- Public Speaking
- Ezines
- Press release
- Promotion through manufactures rep
- Reposition self as the expert in your industry
- Have Sale commission staff
- Upsell initial purchase (better or added deal)
- Consignments (leave your product at other peoples business)
- Consignments (Have other person's product at your business)
- Your own Web site promoting
- Your product /service being promoted by other web sites

ADVERTISING

- Telephone book
- Supermarkets
- Cinemas/theatre
- Sububan newspaper
- Letterbox drop
- Free sample giveaways
- Business cards
- Fax send outs
- Fax on demand
- Inserts in credit card /department store monthly statement mail

- Inserts in business /special club mail outs
- Inserts in newsletters /magazines , ezines
- Recorded messages

COMPUTERS

- Colour Software programs
- All admin on computers
- Computer answering phone
- Computer cold calling by phone
- Set up own computer business

SELF

- Your own learning processes
- Public speaking course
- Communication /negotiation course
- Make up course
- Figure analysis course
- Marketing Jay Abraham Course
- Sales course
- Web site promotion
- Learn time management

BACK END (making money after first sale)

- Subscription to your newsletter, insider club,consulting
- Subscription to other person / business service
- Endorsed mailing of other person's product / service to your clients
- Sell kindered products to your clients

Cheryl went from $100 a week to $5,000 a week within 12 months by applying the information above.

Morton GUYOT
The Marketing Wizard
Sydney,Australia

Self in business and sub contract various services ass required.

281. Muriel Hart

----- Original Message -----
From: Muriel Hart
To: Jay Abraham
Sent: Tuesday, July 30, 2002 12:19 PM

Dear Jay,

My first Abraham experience was in 1995. I looked around the ballroom in Los Angeles, astounded that 500 people had actually paid $5000.00 for this experience. My astonishment compounded when I realized that probably two-thirds of the group were repeaters. Didn't they get it the first time?

I was there because:

1. I was tired of hanging on by my fingernails (economically speaking that is).
2. I had a wonderful mailing list I knew I wasn't using well.
3. Jay offered a completely risk free first day to evaluate the program, as well as financing options.
4. The Abraham material I'd been receiving for years was provocative and useful.

I stayed for the whole weekend. Jay changed my whole approach to my business. This is what I learned:

- Revere your business.
- Cherish your customers
- Applaud your vendors
- Think innovatively

It didn't happen immediately, but slowly, as I implemented more and more of the concepts I learned from Jay (and yes, I became one of those repeaters) I realized what a genius he is. Risk reversal, direct mail, the offer you can't refuse, special events, the USP (that only took us four years to get right) the back end, referral systems, lifetime value of a customer, host-beneficiary relationships--we used them all. Probably the most valuable asset was learning how to write headlines and good copy. Many, many of our customers say they sit down and read every word when their monthly KC flyer comes.

So from $400,000 business when I first attended at the end of 1995, Kitchen Classics met our goal of over a million in sales before the turn of the century-1999.

This summer I wanted to fill our July cooking classes. We offered 30 classes with 687 individual spaces available. I did a special July offer of $27.00 per class, any class, and we end the month with only 10 spaces left unfilled in a total of 2 classes. The rest of the classes had waiting lists. Other cooking schools in town have been canceling classes for lack of attendance.

Thank you for the tools, Jay.

Muriel Hart

282. Murray Denby

----- Original Message -----
From: Murray Denby
To: Jay Abraham
Sent: Sunday, July 28, 2002 4:09 PM

Dear Jay,

ARCHITECT DOUBLES SUCCESS RATE ON PROPOSALS

I first became introduced to your material about 18 months ago. So when your latest book came out I was one of the first people in New Zealand to buy it.

The first area of my business that I started to work on using your principles, was my proposal or quoting system. For years I had written out quotes for services on one page, using as few words as possible. My potential clients really didn't know exactly what they were going to be getting for their money - they knew at the end of it they'd get a house built and it would be "architect designed", but really they had no idea about the actual steps we would go through together.

Now of course we're not just talking $49.95 here - these are big sums of money, thousands of dollars, for proper professional fees. So it was a great leap of faith for them to engage me, and depended greatly on my skills at selling to them in person. Architects are (sadly) not trained in this area, and I was achieving a success rate of only about 40%.

Then I read your book, especially your section on educating your customer as to WHY they should be using your services or buying your product. So I decided to start at the beginning and really look at how I educate my clients early on about what's going to happen when they do business with me. I already have a great system for including them and their ideas in my design process, but they never found that out until we actually started to work together.

Now my proposals are 4 pages long! I describe in detail exactly what I'm going to do for them. I break the services down into stages and tell them what happens in each one. They can see that there is a lot of work involved and that I'm going to be looking after their every need, from the design concepts, through the Building Permit stage, Kitchen and Bathroom design, colours, lighting, finding reputable builders, sorting through construction costs, and then keeping tabs on the actual building process.

There's quite a bit of reading for them to do, but they all read it carefully. And they love it! Some of them have worked with other architects, and they say things like:

"We had no idea what the other guy was going to do, so we didn't know if we were going to get a great service or a lousy one. With your proposal, we KNOW it's going to be great"

"Thanks for taking the mystery out of the whole process for us"

The other aspect I've added to my proposals since reading your book is Back End services. I've added Interior Design and Landscape Architecture to my list of services, having done a deal with 2 colleagues. We can now handle the entire project from start to finish.

As I mentioned above in my headline, my success rate for getting proposals accepted is now 80%. In fact it's probably higher - last week I received a call to go ahead with a project that I wrote a proposal for over a year ago - they were so impressed that they kept it all that time.

The other great spin-off from doing this, is that it's really made me examine my process. I've improved my overall service in so many small ways just from having to describe what I do. For instance, I've developed an outstanding system for finding out information about my clients dreams, ideas and preferences for their intended home that virtually guarantees that they get what they want when they use my services. They can't believe that their architect cares so much about what it is THEY are trying to achieve with their living environment.

And the result of all this? Well it's sure helped my bottom line. But more importantly it's changed my whole business from being "A Consultant working for his Clients" to "A person bonding with and helping other people achieve their dreams". Now THAT is something worth working for!

So, thanks to you I've certainly learned the value of Educating My Clients.

Kind regards,
Murray Denby
Architect.
RENOVATION STUDIO Ltd
Auckland, New Zealand.
ph (64) 9 378 1829

283. Neil Phillips

----- Original Message -----
From: Neil Phillips
To: Jay Abraham
Sent: Thursday, July 25, 2002 1:03 PM

Well where to begin really.

I first heard about Jay Abraham as I was receiving tapes from N Conant. At the time I was working for a very large American bank in the UK, I bought the tapes as I was running a part time horse racing news letter (don't ask), anyway I used a few Jay techniques to attract more clients (risk reversal, testing price and adding a back end etc) and these worked remarkably well and gave me about a 3 fold increase in subscribers. However during this time I moved to Austria, sold on the newsletter, and to be honest forgot all about Jay until two years later when I move to Spain to work in a stock brokers I was playing around on the internet and looked up Jays site registered there and eventually got an offer for some products which I bought at the cost of about $1000 which although seemed slightly expensive I justified as I had already earned more than that through my previous endeavors, so for me the risk was already reversed.

The usual day for me in the office involved speaking to people on the phone trying to get them interested in my service. Now the idea of phoning up people to send money to someone they don't know in a company that they might have not heard of is a difficult one no matter how well regulated the business is, so I was looking in all honesty to try and make this a little easier for me.

So I adopted a process of trying to add one new Abraham technique each week the sort of idea that Tony Robbins called "CanI", constant and never-ending improvement.

The first idea I used was to develop a formalized referral method. This was in two ways:

1. First I sent a letter to all my existing clients asking if they were happy with my service. About 95% of them told me they were and that they thought that I was doing a great job for them. So I sent a letter to these people telling them that if they wanted to keep me as their broker they would have to introduce me two people of at least the same quality as themselves (I stole that line from Paddy Lund the Australian dentist). Not a single client refused this with a little sweet talking from me. Of these names there was about a sixty percent conversion over a period of months which increased my business about 110%. These people up front were told that in order to become a client of mine they would have to give me referrals with similar results. All told each tier thereafter increased my business about 60-80%, which was very nice. This alone allowed me to move in to a lovely villa with my own pool and tennis court, so I was doing well.

2. The next strategy I used was the host beneficiary relationship. I contacted accountants and lawyers to ask them to introduce my service to their clients, and for each client that came on board I would pay them a percentage of the commission (some of these agreed to do this but asked me to pay money to charity, which was fine to me). In the first 2 months I got about 10-12 such relationships set up and these produced more leads than I could service so I started to pass my leads onto the guys in my office who were not doing anywhere as good as me under the condition that they would adhere to the agreement I had with the host and also pay me a percentage of commission earned. To cut a long story short I was keeping about five brokers in super qualified leads, each person paying me a residual income each time they traded, so the money was coming thick and fast. Eventually I passed on my client base to another broker friend and concentrated on just setting up these relationships as I was making more money from them than on the actual broking side. Eventually I decided that I wanted to move back to the UK so I had an NCND drawn up with the company that would pay me a reasonable percentage of the commission earned and have now moved back to the UK. Each and every month since then I have rec'd a high 5 figure sum which keeps me in style.

I am in the process of looking at buying or starting another business shortly as I need a challenge but rest assured I will be using Jays techniques again. They have been invaluable to me in my business life.

On a final note while in Spain I used to drink in a bar with a friend who was a painter and decorator and was struggling to find business. I gave him a copy of Jays book how to get etc and gave him a few pointers and sent him on his way. As it were I had an email from him recently to let me know that he had used "his bible" and now he has 5 people working for him and was looking to double that by the end of the year. So I guess it proves the ideas are universal.

NP

284. Mrs. Nelson Coupland

----- Original Message -----
From: Mrs. Nelson Coupland
To: Jay Abraham
Sent: Wednesday, July 31, 2002 11:05 AM

Our business is to supply and install windows. Since we usually do a whole home, repeat business is minimal so we went after referral business.

The reason our business has grown every year for the past 11 years, and actually doubled in the last two years, is that we continually ask our clients "Are you still a satisfied customer?"

We do this by sending out questionnaires with pointed questions about product, installation, service, etc. Customers receive a questionnaire 1 week after installation and then 1, 5 and 10 years later. Clients continually respond with "they still look as good as the day they were installed"; "great investment...saves me money on heating/cooling"; "really appreciate the follow-up"; and "the most amazing thing about my windows is ... yadda/yadda".

When we get testimonials like that, it really says something ... especially "they look like the day they were installed" and "great investment".

We run an ad in all the local papers every week with the customer comments and how old the job is ... and here's where word of mouth really shines. Everyone has heard (or read) all the good comments about our business.

There is absolutely no better advertising than the word out of your client's mouth. We make sure everyone knows what our clients are saying ... (however, we make sure there is nothing negative for them to say by staying with it until the job is perfect).

It takes time and effort but it works.

My husband and I have grown our business from 2 to 18 employees and we're looking to hire more. Our success is a direct result of helping clients with their problems, making sure they are 100% happy, following up on a regular basis to ensure they stay happy, and then adverting to everyone we know what our happy clients are saying.

PS. The customer has the option at the bottom of the questionnaire to let us know if they don't want their name used in print, but to return the questionnaire regardless. Rarely does anyone tick off "do not use my name in promotions". This covers our backside if anyone were to complain that we've printed their comments - so far no one has complained. I think people like to see their name in print especially if it is positive.

285. Niall Cronnolly

----- Original Message -----
From: Niall Cronnolly
To: Jay Abraham
Sent: Wednesday, July 31, 2002 9:16 AM

Dear Jay,

Although you sent his email out probably as a mass email, I know that you are sincere. I completed reading your book, "Get Everything you Can....." and it is those principles that I have applied.

I am not fortunate enough to be able to afford your other courses yet, however I should be able to afford them soon, with the way things are going!

As I read your chapters, (I know this sounds corny) I felt a kind of revelation come over me. I began to see things in my industry that needed improvement and moreover, I began to see glaring holes in my (small) company's daily life.

I am pleased for three reasons to have a case study to share with you.

1. I am happy to report that one of your concepts has worked almost immediately, with a tangible result (i.e. cash profit). And I am "chomping at the bit" to get moving on a few other concepts.
2. The other concepts that I implemented will most likely shake up the industry I am in. And improve it for the better, I hope.
3. I would love to get a copy of specific examples people have used for success so that I can see how to adapt them in my company to set my company apart from all other companies out there.

My Case Study

Eagle Investigative Services is a full service private investigation firm. It is a relatively new company, being about a year in it's current existence. We have three full time employees, including myself.

The private investigation industry has a fairly "seedy" image. In our research of the industry and our competitors we found that this was the case for a number of reasons, however there were overriding factors that contributed to the current view of the industry.

So, in reading your book, I came across a number of principles that I felt I could implement immediately.

1. The first principle we implemented was the principle of viewing our clients as clients, instead of viewing them as customers. People need help when they call a PI. There is usually an emotional problem and fear is almost always present. Most regular consumer clients are one-time purchases, and so other companies would usually try to milk whatever they could from their customers. We adopted the approach of going above and

beyond the mark on every case. We provided discounts, didn't charge for phone calls, performed duties that we didn't charge for. We let our client's know about these things that we did in a way that would show them that we cared about the outcome of their case. We were able to nurture a $150 sale into a $15,000 sales using this principle. We also now receive 1-2 client referrals per week from clients who are not just satisfied, but who are sure that we will treat their referral with the same dedication for perfection that they received. Up to this point we had never received a referral. This is a first for the private investigation industry. Just ask any attorney.

2. The second principle we applied was to offer a "loss-leader", or incentive to try us before trying the competition. We did this by taking "seemingly" expensive services and making them very accessible to our clients. Example: GPS vehicle tracking is a service by which you can track a vehicle and monitor its location remotely. Most people don't have access to this kind of technology and indeed, it's a fairly new concept. PIs have traditionally capitalized on this by charging in excess of $1,000 and usually closer to $2,000 for this service.

   We adopted the following approach: We now rent the units out for a very low weekly fee. We will also provide the rental service for free if the client also needs manned surveillance. By using the GPS device we can use 1 agent on surveillance, saving the client considerable cash. Without the tracking device, usually it is necessary to have 2-3 agents, which is very expensive, typically $50-75 per hour per agent.

   ALSO, having 2,3, or even 5 agents does not guarantee success. It is easy to for a subject get lost in traffic, or worse still notice they are being followed. The GPS device eliminates any possibilities of losing the subject of an investigation.

   So, our clients could see real savings upfront before ever committing to our services. And when we explained to them how they could benefit by getting better results for their investment, they were eager to discuss the case with us since we were clearly able to show we were sincere in our desire to get results, as opposed to getting case.

   Other agencies in the city are annoyed with me for advertising this and so that tells me I am doing something right.

3. The third principle we applied was the risk-reversal principle. No other agency offers a guarantee, and while you can never guarantee the outcome of an investigation, you a guarantee certain aspects of how you conduct the investigation.

   We provide a risk free guarantee to all of our clients. We promote it at every opportunity. We guarantee the quality of our service, and we guarantee it in writing.

   I have been able to measure this specifically. I am able to turn twice as many shopper calls into appointments by offering this guarantee. This I can measure exactly since I am the one that

takes the incoming phone calls for the company. Two days after we decided to implement a guarantee we landed a $1500 contract we wouldn't ordinarily have landed, and every day I see more appointments being scheduled.

We are still fine-tuning this guarantee, but I firmly believe this will be what sets us apart from our competitors. Other agencies have said we are fools - I know this because our clients tell us. They only see the word guarantee, not the principle, and so they will always see it as a foolish notion, which is great for us!

4. The fourth principle is using direct mail. Last week I sent out 100 pieces of mail advertising to attorneys. I handwrote the address in blue ink and stuck a real stamp on there. I got Office Depot to make a self-inking stamp for the return address. The offer I made was not a spectacular offer, however, it was a good offer, and I wrote the letter based on some of your copywriting tips. So far I have received 10 inquiries, and 4 clients. I consider this to be a great response.

I have made some good friends as a result of getting new clients using your principles.

I also plan to implement your host-beneficiary principle and I am in discussions with an attorney on how to present it so that it will be accepted, and put into practice. I have also an idea on a simpler variation of the principle that I think will work better given the legal arena's disdain for selling or anything close to it.

We have implemented a referral system also. We pay $100 for every referred client. We pay this to people who are not our clients. We have had several referrals and have promptly paid the people who referred the clients. Most people don't want the money, but are pleasantly surprised when it arrives.

And so things are starting to improve from a slow, rocky start. We now have a steadier cash flow but not predictable as yet, since the direct mail portion is just starting.

You also saved me money - I dropped our newspaper advertising almost completely, since I was not able to measure the effectiveness. I didn't notice any drop in sales. I kept one ad in one newspaper because it brings us consistent clients. I have no idea why this one local paper is successful but I wish I did. I've thought about it, and have not been able to see why this particular paper is a winner for us.

So I expect things will only get better and I am excited about it. I'll be truly ecstatic when I get the direct mail portion up to speed so that I can eliminate slow-periods.

I thank you for writing your book. It was uplifting to read and absorb and know that everything you present can be implemented to achieve success.

I don't write very well, so feel free to edit as necessary, if in fact you wish to include any of my ramblings.

Please do not hesitate to contact me directly should you require any further information.

Kind regards,

Niall Cronnolly
President
Eagle Investigative Services - The Problem Solvers
Phone: 770-318-3155
Fax: 770-234-4246
www.eaglepiservices.com

286. Nik Tipler

----- Original Message -----
From: Nik Tipler
To: Jay Abraham
Sent: Thursday, July 25, 2002 4:07 AM

Dear Jay,

I have to say I was totally inspired by your book "Getting everything you can out of all you've got" and I am sure it has influenced my mindset and the way I now operate. I part own and manage a high quality precision engineering company based in the U.K. and other than my new mindset and focus I thought you would like to here of a specific occasion where I used a combination of your ideas to get a great result.

We were in the market for a new sink EDM machine tool and had the opportunity to purchase a sophisticated robotised version, this was more expensive than I initially wanted and so I got to thinking (a good thing to do every now and then) on how I could get this machine for less cost to me.

The solution I came up with (thanks to Jay) was a combination of Barter and Host/Beneficiary arrangement. I agreed to pay £100,000 for the £115,000 machine, the outstanding £15,000 would be payable through a referral scheme, for every customer they introduced we would pay 10% of revenue generated from the customer until the £15,000 was paid off.

It hasn't worked as well as it might (partly down to my lack of aggressive follow through and a change in personnel at the supplier) as after 6 months they are yet to introduce anyone to me BUT I still have a £115,000 machine and have only paid £100,000 for it!!!!!!!

Thank you Jay you are a true leader and inspiration.

Nik

Nik Tipler
Managing Partner

Wines - The Subcontract Specialists
Tel: 01732 740542
Visit our website - http://www.winesweb.com

287. Nonto Mkhize

----- Original Message -----
From: Nonto Mkhize
To: Jay Abraham
Sent: Wednesday, July 31, 2002 7:34 AM

Hey Jay,

I'm very happy to relate to you how East Coast Radio has made its way to success in just 5 years.

History
This radio station belonged to the South African Broadcasting Corporation (SABC) and catered for the white listener predominantly then. Then when the ANC took over the government there were a few radio stations which were disposed off. Known as Radio Port Natal (RPN) then, East Coast Radio was bought by a Black Empowerment company in 1996 under the umbrella company - Kagiso Media.

The station started off with a listenership of some 300 000 white listeners and have since brought about change which have seen it grow in leaps and bounds. We currently have a listnership of one and a quarter million listenership week cume, catering for the upper income group and LSM 7 -10.

The core target audience we cater for is age 25-49 and have a feeder market of 16-24 which choose us and later become our loyal listeners. Our footprint is only limited to the region KwaZulu Natal (state), hence we are a regional station.

Programming Format
The format of the station is adult contemporary (AC) and we provide up to date, entertaining and witty programming. The music we play is the hits, of the 80s, 90s, and onwards. We have the most fantastic measure of determining our listener expectations in terms of music by conducting call out research and also auditorium music testing. Above all this we have international consultants which are available to give the station any trends they pick up on the international front and make sure that we cater for them in time. We also pride ourselves with a team of young and energetic managers who always aim high and strive to drive our strategy for growth in everything we do. Our motto is: POSITIVE MENTAL ATTITUDE and every staff member is a brand champion and take ownership of the brand in their own way. This in turn ensures that everyone is a brand custodian and the brand personality is maintained at a high level.

News
Our newsroom boasts a team of diverse journalists which bring in their cultural diversity in bringing the most informative and current news. Our focus is regional news then national and thereafter international news. The composition of our news bulletins is always around 30% international versus 70% local news content.

Web Extension

Taking our innovative edge seriously, we have introduced the web site which attracts advertisers like nobody's business, yet it is. Our website was voted the 38th best radio site by the Radio Ink magazine, need no introduction, check it out on www.ecr.co.za.

Ad Revenue
Our advertisers love us, we have the Ad Index to show our popularity and there is a bold expectation in the manner in which we provide solutions to clients' needs. It is encouraging to know that we get this kind of feedback albeit the limitations of the available LSM 7 - 10 of the different race groups available in KZN.

Product diversification
We are one of the few stations which pioneered Non Traditional Revenue (Eventing) and have proved to be famous and successful in bringing our brand and our jocks in touch with the public. We now have major calendar events which we take part in by virtue of our location on the coast, ie. the Dusi Marathon (canoeing), the Comrades Marathon (long distance running), the Easter Fiesta, Vodacom Beach Africa (surfing tournament), December Beach Festival as beach events. What more can I say about this station which flies its flag high ....

Please request my permission if you intend to use the above details for any publication.

Nonto Mkhize
Marketing Executive
East Coast Radio
Tel: (031) 570-9434
Cell: 082 55 9495 2
www.ecr.co.za

288. Ozer Tayiz

----- Original Message -----
From: Ozer Tayiz
To: Jay Abraham
Sent: Wednesday, July 31, 2002 11:41 AM

Hello Jay,

I've received an e-mail from you requesting success stories with tangible results. Well, here is mine:

"Example of direct marketing your self"

I'm shifting careers. I've graduated from Middle East Technical University, Ankara, Turkey, Civil Engineering department, in 1997. However, I've never loved Civil Engineering, and I was quite dissatisfied from the jobs I've had. I've always been more keen on computers and high technology, then I've been with brick and mortar. Plus, here in Turkey, there are 8000 Civil Engineers where the need is only 2000 engineers. The lack of proper education planning leads to an inflation of highly skilled workers, and mostly, underemployment.

Well, I was fed up with this frustration, and in July 2001, I've quit my job and decided that I'll shift my career to IT no matter how hard could that be. Also be reminded that, we're having the greatest financial crisis of our history, and therefore I had to be able to find a job competing with thousands of people, without any prior working experience at any IT business at all.

First, I've tried "normal" job searching methods. I've become an MCSE in Feb 2002, to be qualified as an IT worker. I've wrote my CV, I've collected data of IT companies with open positions, and have sent them my CV, only to recognise that no one didn't care. All the jobs I've applied had some experience requirement, and preferred Computer Engineers.

There I was stuck with a problem. I believed in my self, I know I'm a very skilled, intelligent, and capable individual that can provide solutions to any IT problem, be it technical or marketing, but unable to find a job to even prove my skills. I must also add that my "marketing" skills are based extensively on reading a lot of stuff from the internet, does not matter if it's free or paid, I pay for knowledge when it's worth it. And I must admit that one single book that I cannot read for 15 minutes without having a brilliant marketing or business idea spinning in my head is Jay Abraham's "Stealth Marketing" book.

Then I've just realised that my job seeking was a simple direct response marketing campaign as well. All I had to do was treat it like the marketing campaign it is, write my "cv cover letter's as powerful sales letters, have a list of IT companies in the city, and send them my letters.

Man, did it make a difference? You bet. The first time I've set those faxes to 30 random companies only, I've generated a response of 5 meeting requests, 3 of which resulted in job offers in one week. Notice that I've been sending 40-50 cv's a month for the last four months to employee-seeking IT companies, with one or two meeting requests, and no job offers. If only I have not wasted that time, using "usual" stuff...

So, whatever it is that you want to do, even if it is to find a simple job, the marketing knowledge Jay gives simply makes a great difference. It is marketing that powers the world and makes things happen. Be bold, have your claims of high performance and guarantees (I had my free trial month in my offer) is, and strive up to fulfill your promises. Even the best products, people, ideas, skills, will mean nothing if you cannot market them to other people effectively. Before this experience, I thought marketing was only for "products", but now I see marketing as the driving power of life.

Well, this is not much of a success maybe, I'm sure there are tons of other people who's already made millions using Jay's marketing knowledge, but it is such an enlightening and empowering experience to be able to choose my job in this economic depression, that I had to write it.

Hope it helps,
Ozer Tayiz

289. Padraic Deighan

----- Original Message -----
From: Padraic B Deighan
To: Jay Abraham
Sent: Thursday, July 25, 2002 6:41 AM

Jay, in response to your request for testimonials, I can honestly state that your methods have changed the lives of myself, my staff, and our bottom line.

Prior to exposure to your guidance our dermatology centers were doing very well. However, we have since created new standards of excellence and continued to grow the businesses exponentially. For example, in 1996 we were doing $1.1 million in our NJ location. We are now doing $4.25 million in that location - and this is without hiring new physicians - this is true growth!

Our NJ locations were independently judged #1 in their class by a pharmaceutical company analysis. Our medical director was chosen as the director of a network of national practices, and I was chosen to run the network. We have since replicated this success in Pennsylvania, Texas and Southern California.

We have created pillars of revenue that flow outward from the traditional doctor patient relationship. We now offer aesthetics and plastic surgery.

Patients are cross-educated on all of our services. We utilize direct mail to our existing patients and targeted new ones. We actively, formally and creatively seek referrals. This has proven to be our #1 source of new patients - 700 per month!

I realized that dermatologists are at the forefront of anti-aging remedies. We leveraged this situation with the aestheticians and plastic surgeons to offer complete anti-aging, medical and cosmetic dermatology as well as aesthetics and plastic surgery. Our data base of 50,000+ patients in NJ alone has proven invaluable as well. I never recognized the value of data base marketing.

In conclusion, we have benefited tremendously by your guidance. Generally, I would have to say that I benefited by focusing "on the business" instead of "in the business". Specifically, the pillars of revenue, referrals, direct mail, asset leveraging, cross-selling, and host/beneficiary theories have had the most profound impact. Today we are an $11.0 million dollar company and we control another $4 million in dermatology practices! We are just beginning to explore the opportunities that pharmaceutical and cosmetic companies may have in working with us.....

Padraic B Deighan MBA, JD
President & CEO
DermAmerica Inc
1000 Main Street Suite 103
Voorhees NJ 08043

856-751-5647
856-751-5912 fax

290. Patrick Cheong

----- Original Message -----
From: Patrick Cheong
To: Jay Abraham
Sent: Thursday, August 01, 2002 8:10 PM

Hi Jay,

Thanks for the invitation.

Just on the concept of testing ideas.

Without a product, I ran a three lines classified ads on business opportunity column. The idea is on how to prospect better. Wrote a couple of headlines and tested one and the response generated was 25.

The classified ads cost $51.00 and it generated 25 responses.

After the 25 responses, tried to look for a product to market to them. Wrote a copy and mailed to them but no sales.

Follow up with telephone calls after no sales and found that the product is a mismatch and what they want is a system.

Now is working on coming out a system that the market wants and will test to see how many sales can be made from there.

Sorry, this is just a small case but hope you find it useful.

Though is just 25 responses but it generate some excitement and it really demonstrates that testing is the way to grow.

Thanks and regards
Patrick Cheong

291. Paul Hartley

----- Original Message -----
From: Paul Hartley
To: Jay Abraham
Sent: Wednesday, July 31, 2002 9:23 PM

Paul Hartley
41 Franklyn Rd
Tawa, Wellington
New Zealand

Dear Jay,

From 1995 to 1998 I ran a memory improvement business called Memory Magic. After three years of hard work, frustration and sparse profits I quit. Earlier this year I discovered Jay Abraham. I read one of his books and all his articles on his web site. After reading the material it gave me the inspiration and more importantly the marketing knowledge to give me the confidence to restart my business. I have dozens of Jay ideas to put into practice, but so far three of his ideas have made a huge difference to the business:

1. The first and most important lesson I learnt from Jay was to fish where the big fish are. Fortunately I kept copious and detailed figures of my marketing activities with my first failed attempt. Learning from Jay I studied my results and found where the big fish where. I discovered a large portion of my business was from sales people. Like many first time entrepreneurs I didn't have a target market and tried to sell to "everyone". This time I am concentrating on sales people, this time I am concentrating on the big fish.

2. The second point I learned from Jay was to test everything. The fantastic part about this was I had already done the testing but didn't have the skills or knowledge understand or apply the lessons. Studying my successes and failures of the past I learnt:
   a. Doing a memory demonstrations increased sales 10 times
   b. Invite only, limited seminars were three times more profitable than advertised seminars
   c. Memory seminars were 5 times more profitable than motivational seminars. I now always do memory demonstrations, do invite only seminars and have stopped doing any motivational seminars.

3. The third Jay technique I have found invaluable is the referral generating tips. Previously at the end of the memory seminar I nonchalantly mentioned that I would like referrals. This resulted in an average of one referral for every two people attending the seminar. I repositioned the referral as if I was doing the clients a favour by offering the course to a friend and promoted referrals heavily. I also offered a free book to anyone who brought in at least three referrals. My referral rate has quadrupled and considering referrals are on average four times

more profitable than cold calls this is an extremely invaluable technique. After I have dealt with the referral I give the referrer a call to thank them and inform them of the outcome. This has resulted in more referrals.

Currently I am working part time on the business by myself but it has shown great promise. Thanks to Jay Abraham I am earning more working 10 hours a week than when I was working sixty hours a week. I am planning to go full time next year and expect to earn over $100,000 profit in the first year. When I go full time I will concentrate on developing some more of Jay's techniques into my repertoire including generating publicity, direct mail, building a back end, developing joint ventures and bartering. Jay has given Memory Magic a second wind. I don't think anyone should go into business without reading, studying and thoroughly understanding Jay's material, it changed the course of my life.

Thank you Jay for the inspiration, hope and strategies

Paul Hartley
Director Memory Magic, New Zealand

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

292. Paul Madsen

----- Original Message -----
From: Paul Madsen
To: Jay abraham
Sent: Monday, August 05, 2002 12:31 PM

Testimonial:

In your recording, "Your Secret Wealth," you encourage us to "make lemonaide when life gives us lemons." I know that is not your original phrase but you constantly encouraged us to relook, repackage, refocus on things and see them differently.

Well, as a headhunter for many years who specialized in the placement of Information Technology professionals, I was perplexed in late 2000 and early 2001 when so many of the technology professionals I know were laid off and on the job market. The oversupply of talent took away most of my client opportunity. Finally, the heavy flow of unemployed and laid off workers to me convinced me to "bottle" my knowledge as a headhunter and teach these folks how to market themselves.

The manifestation of this became my book, "Laid Off & Loving It! How People Like You Conquered A Career Crisis." (ISBN 0-9713836-0-X). It is selling well on Amazon.com and other national distribution outlets are falling nicely into place. I have gotten several checks from Amazon.com so far but I just recently got one for several hundred dollars. This represents PASSIVE income for me because I followed your advice of looking at things in a different way.

The book has led to a talk radio show and now I am also in the process of doing joint ventures with people like Jay Abrahams and his success-oriented "army." Therefore, any readers of this (including YOU, Jay) who want to earn extra passive revenues with me by representing my product on their web sites (or in their personal networks), well, let's Just Do It! I would be happy to pay YOU ALL a percentage of the profits -- why should the "big name" retailers get all the proceeds? Just contact me at: paul@americasjobcoach.com to learn more!

Thanks Jay for the inspiration!

Paul Madsen
402.895.8610
Omaha, NE

293. Paul Meggison

----- Original Message -----
From: Paul Meggison
To: Jay Abraham
Sent: Thursday, July 25, 2002 2:59 AM

Dear Jay,

Thank you for all the help you have been to me over the last 6 years. My big success is as a sales rep for a company I joined 4-15-02. Using your concept of addressing the un asked question asking them, "What is in it for them?" Just that one question and the answer helped to uncover a problem they had with the supplier they were using. Plus it helped to show them my interest really was in helping them just as your interest really is in helping us. And then elaborating in detail all the benefits of using my new company and their services. I had the biggest sales the fastest in the entire 17 year history of this national company I now work for. Please feel free to use this info any way that helps you.
Keep up the good work!

Paul M, St. Pete, Florida

294. Paul Rodden

----- Original Message -----
From: Paul Rodden
To: Jay Abraham
Sent: Thursday, July 25, 2002 7:05 AM

Hi Jay,

Thanks for the email, I have only recently been exposed to your mindset, through your friends monthly audio magazine, Tony Robbins's Power Talk.

I have used plenty of your ideas from your book, “Get all you can out of what you have got”, and applied the headlines approach to entice clients to stay and capture there imagination on my sales letters and website.

I also look at clients, as you do as, people that I protect. My company has only been going three weeks, people are giving me personal recommendations after recommendations. This did not happen when I worked in Life Assurance, it is working with all my new Clients with this new approach. I am now a Personal Development Consultant.

Such personal introductions are; at the gym where I am a member I was telling the sales guy that he should be piggy backing his business on to other organisations, such as poster and free health checks for clients that have been referred to the gym from the poster that they have now placed in local Doctors Surgery. This has a double edged effect: they are now taking on clients from local doctors, they had never done this before and also, I am running a sales course for all the consultants. £2000 pounds with of business from exactly what you have taught me.

Not bad for the first week on implementing the concepts and for my new business.

Wishing you all you can be in life.

Paul Rodden
Rodders

295. Paul Sowinski

----- Original Message -----
From: Paul Sowinski
To: Jay Abraham
Sent: Monday, July 29, 2002 7:15 AM

Jay,

The most profound action-idea I've got from you is "up-selling". I have been using this tactic religiously for almost 2 years and it has changed my business. Overall, this single strategy has made me well over $10,000. And these are just small upsells and upgrades of $5, $10, $15 and $20 each, but the beautiful part of it is that over half of my customers upgrade and go for the larger unit of purchase. I love it because everyone involved benefits and they get a much better deal. I have used this tactic at trade shows and have paid my entire staff's salary from the trade show strictly on upsells and add-ons alone. That was the first time I really seriously used it! And when my business hit hard times about 1 year ago, it was up-sells, add-ons and upgrades that kept profits at an even level.

Thanks Jay!

And also, the PEQ with Chet Holmes is beyond fantastic! I've been diligently studying it for the past six months and am just starting to really grasp it and understand and implement it. It is really amazing. Thanks again Jay!

Sincerely,

Paul Sowinski
Top-Notch Computer Supplies, Inc.
(Notice company name change to more reflect the nature of our business, formerly NPWORLD, Inc.)
586-725-5074 phone
586-725-5176 fax

296. Paul Stewart

----- Original Message -----
From: Paul Stewart
To: Jay Abraham
Sent: Wednesday, July 31, 2002 11:41 AM

Hi Jay

I didn't think I had a success story for you until today.

I currently work as a self employed business adviser looking at finance, business strategy and marketing for clients. I recently began consulting to a firm of accountants and we are currently in the midst of our first marketing campaign.

During the last government budget there were changes in tax laws that made it appealing for sole traders or partnerships to incorporate. It is conceivable that savings of £3000 per annum can be made from becoming incorporated.

We have written a short sales letter to a very targeted audience of 226 existing clients about this possible saving, inviting them to telephone for an appointment to ascertain whether they qualify for the savings.

I introduced risk reversal into the offer so that the meeting with the client was absolutely free. Usually an accountant will charge for his time. By providing a free meeting the accountants will eventually get paid by undertaking all the necessary work to set up the company and close off the old business and resolve tax issues.

To date the accountants have 70 confirmed appointments out of 226. I have not been provided with the numbers who have telephoned to express no interest through either retirement plans, closure of business within the next year etc. which means they do not wish to incorporate for such a short time.

The statistics are excellent and think with more follow up, the final conversion figure will be in excess of 50%. There will be continued follow up by mentioning incorporation when undertaking year-end reviews so hopefully the figures will eventually be nearer 75%.

Also with the accountants I have introduced risk reversal in their letters to clients seeking marketing or strategic planning. We have only sent 2 letters so far and have a 100% take up. The letters basically say that we will do a strategic planning session on the business and the customer can set the fee after delivery of the sessions and the required follow up has been undertaken. The client can also take up to 1 year to pay either in quarterly or monthly installments. Also the marketing has been offered on a results basis only so that we must perform otherwise we don't get paid.

Trust these small stories are useful to you.

Regards

Paul Stewart

297. Peter Perreca

----- Original Message -----
From: Peter Perreca
To: Jay Abraham
Sent: Wednesday, July 31, 2002 7:47 AM

Dear Jay,

I am writing this letter to share the recent developments in my business as a result of the PEQ home study course I purchased.

After watching the videos and listening to the CD's in my truck on the way back and forth to work, I finally understood and was able to transactionalize what had been up to that point only conceptual thoughts.

I immediately put into effect the following procedures and polices. I did a complete review of all my companies' procedures. I instituted weekly workshops focusing on our core activities.

We are in the automotive aftermarket, specifically engine machining and crankshaft grinding. I developed through workshops the procedures for handling the work and dealing with the clients (formerly called customers).

All shop people are now trained in the seven steps to every sale. When a client comes in the door they are first greeted with a friendly smile then walked through the shop, while being shown the shop we explain the equipment and at the same time tell the history of the company. Also during the tour we are setting up a very high buying criterion that other local competitors cannot match.

Then the customers are taken through a menu of the services that we offer (seven things to sell all customers). By doing this we have increased the average sale from $120 to $400-$1000 per client. This sounds like a lot but it was actually easy once we understood the concept of fiduciary responsibility.

We now make sure that every client is sold everything that he needs to complete the job and nothing less, acting as a consultant instead of a salesman we now understand and can articulate a complete solution to his problems.

My people now sell more parts and services and we were able to broaden our offer even more by setting up two strategic alliances. The two additional profit centers (pillars in our Parthenon) are out sources that I initiated with a heat treating company and a company that does engine balancing. I offer their services on my menu and we are selling them to forty percent of all new and old clients.

I now actively look for strategic alliances at every opportunity.

We also instituted a formalized referral procedure where we ask the clients names of people like themselves and give them literature to take. Our referral client percentage has increased by thirty percent.

We also joined a trade organization to strengthen our position as the industry experts and purchased software that allows us to give each client exact specifications on there particular job. This helps in setting us up as the industry experts and is something they appreciate and will pass on to other people.

Outside of our company I am negotiating right now to partner with one of our competitors who only grinds cranks and does not have the full service shop I do. By partnering (the details have yet to be worked out, but I am making it very attractive to him). We will control the market in our area, and his clients will increase my parts sales by 50%.

Understanding the concept of lifetime value of a customer (which no one I know in small business seems to understand) was pivotal in my pursuit of this competitor. The money he leaves on the table with each of his clients is enough to make it more than worth my while to make him a generous offer.

I also am in the process of procuring a client database from another acquaintance that operates a multi store auto truck parts business. I am writing a sales letter that he will endorse to his clients, which introduces my services.

I also am doing the same with one of my hard parts suppliers who does not have a machine shop, therefore we are not in competition. This will add 5000 names to my data base.

The mailing materials are in the works (sales letter and brochures) and follow the easy formula laid out by Chet in the presentation on effective brochures. I am amazed how easy it is to develop these materials and how powerful they are.

I feel that for the first time in twenty years I am truly being proactive as opposed to reactive. I am astounded at how many people (me included) never even thought about the concept of proactive vs. reactive.

The PEQ program has truly transformed my business, I was losing money and thinking of going out of business but in only four months with the implementation of only a few core concepts we are profitable this month for the first time since last fall.

The most exciting part is that through the policies and procedures I can build the business into something that will have value and that I will be able to sell as a turnkey operation.

Jay this testimonial is true and provable and you have my permission to use it in any way you see fit.

Thank you for the opportunity to share my experiences with you.

Peter M Perreca

Crankshaft Specialist Inc.
1016 University Dr.
Pontiac, Mi. 48342
1-866-858-2683

298. Rick Anderson

----- Original Message -----
From: Rick Anderson
To: Jay Abraham
Sent: Friday, August 02, 2002 1:58 AM

Dear Jay,

I've been studying your materials avidly since purchasing your "Mr. X" book about seven or eight years ago. I don't really have the big success story you said you're looking for. I'm not a big company that went from a million to ten million a year. In fact I own a few small businesses that were grossing less than eighty-thousand per year when I started using your ideas. It's been hard work but the growth has been steady and The lifestyle I'm able to afford for my family has greatly improved.

I'm writing this because I suspect that among all your superstar cases there are lots of smaller entrepreneurs like myself that are struggling and frankly aren't in a business that's likely to make a quantum leap from a hundred thousand to millions in revenues. At least not in a short time. Sometimes it's hard to identify with those kinds of numbers.

Rather than one big success story mine is more about a bunch of smaller successes that have worked together to produce steady growth for me.

One of my businesses was a small advertising agency. As I was young and had no real credentials I typically took on very small clients. These clients wanted miracles on next to nothing budgets. I grapple around with many marketing concepts but couldn't always get my clients on the same wavelength.

After working with your educational materials the concepts became crystal clear and focused. Concepts such as "the only three ways to grow a business" and "lifetime value of a client" were infinitely easier to explain to clients.

Of course your concepts also helped me create more effective advertising for my clients leading to more business. One client had me on a monthly retainer for almost two years. I helped her start a practice and grow from startup to almost $200,000 in just over a year. I started with advertorial style ads in the newspaper. Because this was a small company the ads were only about four by five inches with a headline, body copy and contact info. Interestingly I met with the client the morning the ad first ran. She expressed concern about this "ad" that didn't look like everybody else's ad. By the time we'd finished our meeting about an hour later she'd had three clients call in from the ad. The ad continued to run successfully for months before it started to run out of steam.

This same client asked me to put together an ad for anther of her practices. Again I went for the editorial look. I composed a headline based on the principle's form Jay that read, "Local physician develops new procedure that cures bladder problems in less than thirty days without drugs or surgery" (subhead) "Tests show 92% complete cure rate." The body copy went on to first describe the problems of incontinence in ways that everybody with the problem could identify. The copy then explained how the clinical tests were done and who was a candidate along with the contact info. Again a small ad but the results were huge. I don't remember the exact numbers but the return on investment was tremendous. Somewhere in the neighborhood of 17 to 19 times cost. An interesting side note was that the ad was only supposed to run for a few days. The newspaper mistakenly ran it for a couple of more days and my client called me almost

desperate to stop the ad because schedule was full and her receptionist was constantly on the phone answering replies to the ad.

I think that what has been most valuable for me from jay is the "marketing mindset" he instills. Reading his materials and listening to his tapes has made it easy for me to see marketing opportunities. Many of his programs cover the same ground but each time from a slightly different perspective. The repetition of ideas helps them become a part of my subconscious. My biggest failing is that I don't apply them nearly as much to myself as I do to my clients. Alas, the cobbler's kids have no shoes. However…Developing this mindset has dramatically increased my income.

When I started my agency I figured to charge about thirty-five dollars per hour for my consulting time. I was thrilled when I could get a client to hire me for $150 per month. Tuning into Jay's "marketing mindset" has changed things a bit. Before Jay I couldn't even get a client to buy a marketing plan for $500. I always had to tie everything to something tangible like a brochure or an ad layout. Now I can go to a client and I immediately start to identify areas in their businesses where the can get additional leverage.

Jay's concepts are so ingrained now that the ideas just bubble up when I'm talking to the clients. Plus… I can now make the concepts clear for the prospective clients. The concepts truly "wow" them and they are much easier close. The net financial result is that my hourly rate has jumped by a factor of ten within a few years and where I couldn't get anything for just consulting I now have the confidence to ask for and routinely get $5000 for the basic marketing plan plus a $1000 monthly retainer for ongoing consulting. I addition to that I get additional revenue for specific projects such as brochures and commercials. I realize I'm not in the league with Jay or the other marketing giants…Yet! Still... it's a big leap for me.

I think one of the biggest compliments I ever had was from a business manager who'd heard me speak and wanted me to help a client of his that was struggling. We met to discuss his client and how I might help. In the middle of our conversation he stops me and asks, " How long have you been studying Jay Abraham?" It seems he'd attended a Jay Abraham seminar and really felt knew my stuff, "Jay Abraham style." I was flatted by the comparison.

So there you have it. The above with the use of Jay's principles has really grown my business. For the little guy who can't quite relate to the dollar figures mentioned by the big guys rest assured these principles work well for us too. And now that I've grown from the tens of thousands to the hundreds of thousands in income maybe I can start eyeing the millions.

Rick Anderson
Creative Image Advertising
4530 S. Pine
Tacoma, WA 98409
(253) 473-5456

299. Roger Herod

----- Original Message -----
From: Roger Herod
To: Jay Abraham
Sent: Friday, August 02, 2002 10:13 AM

Dear Jay,

I'm Senior Vice President with Organization Resources Counselors, Inc, and have been an "avid student" of your marketing principles since 1994. ORC is a very old established human resources consulting firm, with 12 offices worldwide and total revenues of just over $30 million. My primary responsibility has been to run ORC's Chicago office, which we opened in 1991. The key focus of the Chicago office's business is to provide expatriate consulting and data services to about 300 multinational clients in the Midwest for employees being sent on different types of international assignments. Our clients range from companies such as GM and Ford to very small clients who are just beginning to expand internationally.

Traditionally, the company's marketing focus was somewhat "scattergun". We would develop products and services and then try to go out and sell them to our clients. There was no clear message as to whether we were a consulting firm or a vendor of products.

From the opening of our Chicago office in 1991, we had already begun to take a very different marketing approach in the Midwest- much more customer focused, heavy cold calling programs, developing services to meet clients' needs, etc. In 1994, we purchased the first of many of your books and seminar materials and began to apply your marketing principles to our own homespun efforts. Some of the ways we have done this successfully are as follows:

1. Establishing a clear USP: "ORC is the only worldwide firm providing both consulting assistance and data services to support multinational companies' international assignment programs."

2. Moving to a consultative selling approach. We train all our consultants in this way: "Always start meetings with prospects by asking them to tell you about their company, programs, key issues, and objectives. Don't fall in the trap of describing your services until you find out whether they're even relevant."

3. Educating our clients and prospects through regular informational regional seminars and breakfast meetings, which we carry out in conjunction with other complementary and non-competitive service providers, such as tax, relocation, and law firms. This allows us to share expenses, client, and prospect lists. We have strict rules that absolutely no selling is allowed during the sessions, which creates a very comfortable environment for our clients.

4. Conducting surveys on specific international assignment issues among our clients and prospects that we are targeting. This provides valuable information and market data both to us and the

participants, and has proved a very successful way for us to develop relationships and arrange meetings with companies that we had no prior relationship with.

5. Developing complementary "add on" products and services to meet our clients' needs. Our range of data services had previously been narrowly focused on traditional expatriate assignments. As our clients increasingly have employees on a wide range of different assignments, we have developed and introduced data services to support a much broader range of their needs.

6. Focusing on building long term relationships rather than trying to make quick sales. This clearly gives us a competitive advantage. For example, the President of one company I visited in Germany commented: "You're the first consultant who visited me and didn't try to sell me something." We want to be perceived as true partners with our clients, interested in finding out their needs and issues, and creating solutions for them, rather than a vendor.

As we've clearly integrated so many of your marketing principles into our business approach, it's difficult to say exactly how much of our business growth is directly attributable to your ideas. However, if I look at our consulting revenues, which have grown from $300,000 in 1994 to $1,000,000 in 2001, I would estimate that at least half the increase is the result of applying your marketing concepts and strategies.

You have my permission to use my testimonial in your promotional and marketing endeavors, as well as my sincere thanks for your inspirational help.

Roger Herod

Senior Vice President
ORC, Inc.
Triangle Plaza
8750 W. Bryn Mawr Avenue
Suite 460
Chicago
Illinois 60631-3508
Phone: 773-272-0630
Fax: 773-714-8879

300. Sailesh Kumar

----- Original Message -----
From: Mr Sailesh Kumar
To: Jay Abraham
Sent: Wednesday, July 31, 2002 10:29 PM

Dear Mr Abraham,

I am an interior decorator specializing in wall coverings. About 5 years ago, I attended your seminar and to my opinion changed the entire way I started looking at business thereafter. In figures we have grown our business by 413% since then.

One of the most important lessons that we have applied to our benefit is the 3 ways to grow a business. Most remarkably the addition of product line to the same customer. However, looking back I think we could have grown by another 1000% had we actually applied and diligently followed through.

Another fantastic lesson that I learnt was the lifetime value of customer. I think we grew our business by 30% by just applying this principle. We gave extra incentive for our customers to buy regularly. While academically I can understand why business grow and fail, I have yet to put all the ideas to work.

One of the most important area that I acknowledge we saved greatly was the headline and institutional advertising choice. I can safely state that we have saved in excess of 30,000MR by putting the right ad.

As a bonus, your language improved my vocabulary and listening to your lectures was like enjoying a blockbuster movie. I have always kept the cassettes in my car and almost everyday I listen to the tapes and then go on a journey of ideas but unfortunately without much action.

I truly enjoyed the program and many of the communication you send us via e-mails and though I have not gone to Harvard or done any professional course, I have spoken to many who have. They have "missed" the Jay Abraham Harvard.

Thanks and kind regards.
sailesh
Metro Carpets and Furnishing.
KSD 9 Jalan Mertang,
Taman Setapak,
53000 Kuala Lumpur.
Malaysia
tel 603-40218889

301. Scott Alliy

----- Original Message -----
From: Scott B. Alliy
To: Jay Abraham
Sent: Wednesday, July 24, 2002 1:46 AM

Jay,

The most important thing that your material has taught me is to clearly (not abstractly) identify your talents and resources and the talents and resources of those whom you know and or have known or interacted with in a personal or business situation.

Using the talent identification checklist I have clearly identified myself as being most talented and superior to my peers in the area of Internet business development.

In the past 6 months I have created web businesses including the Online Business Ethics Association http://www.obea.biz, FindaSeminar.com http://www.findaseminar.com (and 26 other Finda Event related Websites).

In the last week I created DomainsAvailableNow.com. I have already received a bid of $100,000 for just one of my Domain names. My success in this venture will be closely related to the application of another of your success strategies which is understanding of the importance of creating value. I own 85 Domain names and I list several hundred more on Domainsavailablenow.com. The cost of each of these names that I buy is fixed the value however is determined only by my ability to find the buyer who values these names more than anyone else?

It is important to note that I have zero formal training in HTML programming. The fact that I personally am able to create these Internet Businesses is a testament to my ability to read and digest motivational and educational materials like your own and to truly accept and clearly understand my abilities.

A good question for your readers is "How much profits are your losing by failing to understand your true strengths and abilities and the value they present or by choosing to do business with customers with average interest in your products and or services instead of narrowly and specifically identifying the best customer for your products and or services that places the maximum value on what you offer and consequently will pay the most for it"?

To prove the benefit of clearly understanding the concept of Value consider that I have just received a bid for $100,000 from a potential buyer of my domain name Photosquick.com, a name that I paid $10 for 2 years ago.

Jay, keep up the good and honorable work. Your message is being heard and your ability to articulate success strategies in an understandable manner is truly appreciated by myself and others who "get it".

One last favor, you mentioned once I "get it" you will begin to see opportunities everywhere, you were right now how do you turn it off? On second thought never mind I'm having too much fun improving my own life and truly making a difference in the lives of the people that I touch in a positive way and on a daily basis.

Sincerely

Scott B. Alliy MCSE
President
Online Business Ethics Association

302. Scott Heidbrink

----- Original Message -----
From: Scott Heidbrink
To: Jay Abraham
Sent: Friday, August 02, 2002 11:26 PM

Jay,

Wow… I've learned so much from you over the years… and yes, I admit, sometimes I get very lazy and "forget" to implement what I know (too wrapped up in the business of running my business). But over the last seven months, I have rededicated myself to marketing and have had a chance to apply your techniques to my own business and to my clients (I am a freelance copywriter / marketing consultant), and that has helped me multiply my success.

One thing I learned, going back to the MasterMind seminar I attended, was to focus on building "pillars" in my business. I have been working primarily in the automotive industry for the past 22 years. But over the years, that business has fluctuated and created a major paradigm shift. Back 22 years ago, when sales dropped, the manufacturers stepped up their marketing efforts - and I had more projects to write. Today, when sales drop, they introduce interest rate subvention programs and cut back on their spending (to fund the monies they are losing with their sub-prime interest rates).

That being so, I started diversifying - building new pillars. One new pillar, I started working in the wireless field, which has boosted my business by 8%.

In addition, I started offering more services - like turnkey newsletters (where I do all of the interviewing, writing, design and fulfillment - sending out the newsletter via e-mail and fax). That one addition helped increase business by 12% per year.

So right there, I was up 20% -- pretty good, but I'm not done yet.

Using your techniques, I looked at who I was doing business with and their frequency of purchase (i.e., how often they called me for a job). Using that knowledge, I refined how I approached my clients. I used to rely 100% on telephone contact. Now, I use a combination of telephone, e-mail and snail mail. This 3-pronged approach helped me re-activate a major client, and hence increased my business logarithmically (by that, I mean an increase in the order of another 12%).

So in the last year, stepping back and taking a close look at my business, then focusing on which methods to implement, I am targeting that by year end (December 2002), my net income will be up more than a third, which is phenomenal growth, as my business had been stable (actually, stagnant) for the past three years, showing no growth over that time.

And I'm even more excited, as I have been modeling some of the techniques you and Chet Holmes have been sharing in your recent L.A. meetings, and that is starting to help boost my business, too.

Thank you for your motivation,

Scott Heidbrink
S & K Creative Services
P.O. Box 13536
Palm Desert, CA 92255-3536
760 772-1120
760 772-1509 - fax

303. Ted Bonel

----- Original Message -----
From: Ted Bonel
To: Jay Abraham
Sent: Monday, August 05, 2002 4:48 PM

Case Study: Soft Furnishings Importer/Wholesaler

Jay's Generic Strategy(s) Employed: Increasing Frequency of Transactions – Programming Customers

Background: This business that I was involved in operated in an industry where the norm was for sales reps and agents to visit retail stores on a regular cycle and show new product to the store owner or store buyer (because it was soft furnishings, they had to touch & feel the product samples before they would buy). The store owner/buyer would then place orders with the sales rep or agent. The stock was then delivered into the store.

The problem was that when stock ran out in the store the owner/buyer would not generally replace it until the sales rep/agent came around again and in many cases because they then had holes in their shelves they would buy similar products from another sales rep/agent from a competitor who would just have happened to have called in-between the regular call cycle of our sales rep/agent.

Strategy Employed: We instigated a 'Priority Reorder Sheet' that was faxed to the store at the beginning of each month with a list of the products that they had specifically purchased the month before and a column that allowed then to mark-off how many of each item they wanted and a 1800 return fax number.

We made it easy for them to check their stock requirements and reorder.

It worked so well it was like money for jam.

We were getting repeat orders that we never got before. It was like having an extra salesperson and it kept competitors product off the shelves. It served the clients needs well and reduced our cost to service the client.

304. Terry Eberhardt

----- Original Message -----
From: Terry Eberhardt
To: Jay Abraham
Sent: Thursday, July 25, 2002 1:43 PM

EBERHARDT PHYSICAL THERAPY AND WELLNESS CLINIC

Success Story

I have my on PT clinic and I have been reading Jay's works for many years but I have now done the PEQ and working on the PEQ II and from one of the ideas that I got from the course was to grow my business exponentially. I have used a form of electrical stimulation for 20 years that greatly decreases pain and inflammation. I am now a distributor for theAlpha Stim 100, and all my patients have asked if they could take my machine home to treat themselves and now they can. With great changes in technology the unit now cost $800.00 and most insurance companies will cover the cost with a M.D. script. The old machine cost $8,000.00 and now I can send out letters to all my old patients as I have done and in two weeks of sending out letters to about 200 of my 2000 old patient we have sold about 8 units that cost me $250.00 if I buy them 25 at a time which I do. So you can see this is a great way to get in touch with my old patients which some need more PT and some just need a Alph Stim 100.

Thanks for the idea, it is working well!!!!!!!!!!!!

Terry Eberhardt

305. Tyler Cobb

----- Original Message -----
From: Tyler Cobb
To: Jay Abraham
Sent: Wednesday, July 31, 2002 4:41 PM

Jay,

As per your request, I am sending you my case study on how I've implemented some of your strategies into my own tanning salon business.

My wife and I own a small in-town tanning salon that we opened from scratch. The salon itself was only 1,000 sq. ft, but it's clean, with good tanning beds, it has a good location and the place looks great.

One of the first things we did was to create several different packages with which to sell tanning sessions. I learned from you to make it easy for customers to do business with you, so we did. We created tanning packages for every possibility, people that tanned frequently, for those who did consistently but not a lot, and packages for those who tanned occasionally.

By first identifying their needs as far as frequency, we were able to direct them toward the perfect tanning package. For us, this meant selling a larger package instead of individual sessions, or less sessions.

The next thing we did was to set up a formalized referral program Where members got rewarded for referring their friends. This worked great because anyone with a tan in the winter in New Jersey, obviously goes to a tanning salon. So we simply rewarded our members for recommending us. Of course, proximity has a lot to do with this in our business. Since in our area, there are many tanning salons, it basically worked well for referrals that either lived or worked nearby.

We immediately started a database keeping records of clients names, addresses and phone numbers...as well as what tanning package they had purchased, and recording their visits so we could observe their frequency.

Now when go through our records, if we see someone used all of their sessions and they haven't been back in a while, we send out some coupons for coming back. For those who still have time with us, but haven't been in lately, we simply send a note reminding them they have time and maybe they'd like to get that healthy glow back.

We also learned from you about back-ending, so we also sell some weight loss supplements here. You always ask, "What do you know about your customers?" Well we know that ours like to look good based on the fact that they come in to get a tan, so we figured staying lean would be something they might be interested in. It definitely adds to our bottom line. We also sell lotions for before and after tanning, as well as small jewelry items out of a showcase.

We then have special new member discount coupons distributed at several other businesses to their customers for our salon. We reciprocate in an appropriate fashion. Each location might have their own preference on how they like to be compensated.

Each strategy works to some degree in increasing our business. The bottom line is we stay fairly booked year round.

Well there you have it, we implemented upselling and packaging, direct mail to our customer base, back ending and joint ventures. I'm sure we could always do a better job at all of these by testing, but we do the best we can.

I hope this was what you were looking for. Let me know if I can be of any other help to you.

Your friend,

Tyler Cob

306. Adrian Castro

----- Original Message -----
From: Adrian Castro
To: Jay Abraham
Sent: Friday, August 16, 2002 12:43 AM

Here is my case study:

Education Vertical Market Launch for Telecommunications Company.

In 1997-1998, a telecommunications leader and PBX manufacturer saw the need to increase its penetration in the K-12 education sector where E-Rate funding was available.

I was engaged as a Technical Marketing executive with the primary focus of providing technology solutions in the K-12 market space.

Since the telecom company only manufactured PBXes and immediate ancillary equipment, I had to line up several other 3rd party vendors to partner with. What the telecom company did not have, I had to get from another. This was easier said than done. Since the telecom company was ISO9001 certified, it had a specific mandate to fully document its internal and external procedures and policies. A new set of plans, policies, and procedures had to be put in place in defining the business process with its 3rd party alliance partners on the fast track for the Education vertical market launch.

Other telecom companies typical create their own competitive product lines, resulting in slower product introductions and market lag.

I used 3rd party products that were designed for the K-12 education sector - to penetrate the market for the telecom company's PBX. The sales people were able to actively engage in the K-12 market issues like student attendance record keeping, parent and community notification, internet security - that were not traditionally in the realm of PBX sales. These 3rd party applications did have hooks into the PBX but there was no way for PBX sales people to sell anything based on PBX features alone! The sale of the 3rd party products became a prelude for PBX sales.

In the final analysis, the telecom company was able to win multimillion dollar contracts (about $42M) from several school districts across the U.S. The 3rd party vendors were very eager to partner with the telecom company because they were able to align themselves with a famous brand owned by a multinational giant. The telecom company was able to benefit from an almost instantaneous new high quality product line from 3rd party vendors.

Jay Abraham Principles At Work: Host Beneficiary Relationships, Alliances, Thinking Out of the box, Front End/Back End Products, PPP, etc.

If you have questions, please let me know.

Sincerely,

Adrian Castro
Cellular Phone 949-278-3811

307. Alan Canavan

----- Original Message -----
From: Alan Canavan
To: Jay Abraham
Sent: Thursday, August 15, 2002 10:47 PM

Dear Jay,

My success story may not rival some of the others but it is a sucess to me.

For five years I was the sales manager at a merchant credit card processing firm called eCredit Card Services. We wrote both retail and internet accounts. Priror to using your techniques we were writing a dozen new accounts per month. Our method of lead generation was via telemarketing new business lists and salesman cold calling.Business was slow and steady.

I created our USP based on our honest dealings in a cut throat business. All potential clients could call on our existing clients to check us out. Our client list was open to inspection. With nothing to hide potential clients trusted us.

We also started a very aggressive referral system. As sales manager/business development manager I contacted all vendors who worked with new businesses.

These included banks, accountants, cash register firms, sigh companies, etc. They were in turn paid $100 to $200 for each lead that resulted in a new client. Also new clients were paid the same for other referrals. Another avenue was paying our rivals for there turndown accounts. When we moved into internet processing we added web designers, ISP's, etc.

With the internet we were able to receive referrals from all over the country. These are only a couple of the "Abraham" methods we employed. Trust me, there were a lot more. As a result our sales went from about 12 per month to over 50 per month. And our profit per sale went way up.

A year ago our parent company was sold and our division was shut down. The best thing about our wild ride and demise was that your teachings work.

Thank you,
Alan "Skip" Canavan

308. Alexi Neocleous

----- Original Message -----
From: Alexi Neocleous
To: Jay Abraham
Sent: Tuesday, August 13, 2002 12:11 AM

Hi Jay,

For many years I've been studying your techniques, and of course, like many people, I have been greatly impacted.

The best illustration I can tell you, of how I applied your ideas, was when I helped my brother in law with his catering business.

As most business owners, he was struggling to differentiate himself in the marketplace. He was very guilty of the 'me too' advertising you see all around.

After meeting with him for a little while - tossing up ideas on how to differentiate his company, we came up with many useful concepts.

Firstly, I had a double sided business sized card made up (like a name tag in a wedding) which sat on the tables of his functions. Guests would sit down and the following on the outside of the card:

"Who Else Wants A 51% Discount On Succulent Meat And Fresh Seafood Platters, DJs, Limousines, Wedding Cakes, Flowers, MCs... AND... Save $3500 *(or more)* On Their Wedding, Christening, Engagement, 21st Birthday or Work Party?"

Don't Hire ANY Catering Company Until You Read This Important Message. Learn About The "Inside" Secret Caterers Don't Want YOU To Know About.

Special Details Inside - Look NOW!

And here's what they saw when they opened up:

"When Other Caterers Charge $70 Per Head, We Charge $40, PLUS We Guarantee To Prepare More Food Than Anybody Else. If There Isn't Loads Of Food Leftover At The End Of The Night, We'll Cater Your Next Function... Absolutely FREE!"

Good evening and welcome! My name is George Pericleous, and along with my 3 brothers, we own Pelopidas Catering - the most amazing and dazzling caterers in Sydney! Here's why:

You know how most caterers charge you an arm and a leg for food... and... if you need them to organise other services like limousines, flowers, candelabras, marquis tents, DJs and so on... they'll penalise you by charging an *additional 30-60%* on top of their cost so you pay at least $3500 more for your function *(this is because organising these services can be a real pain)*

Well, what we do is provide you with ALL those services *(and many more)* at ABSOLUTELY NO PROFIT TO US. When you choose us as your caterers, we'll take care of your limo, wedding cake, birthday cake, flowers *(and any other services you need)* at NO HIDDEN EXTRA CHARGE. We're the only caterer in Sydney that does this! This means you'll save up to 51% and $3500 on these

services *(because you're paying wholesale)* and dozens of hours of additional work, time, effort and aggravation organising these services yourself. We'll do it all for you... for FREE... at no extra cost. It's our gift to you. We'll make your function quick and easy to set up... you'll save thousands of dollars and you'll love us for it.

In addition, we guarantee to prepare more food than you've ever seen. If there isn't loads of food leftover at the end of the night, we'll cater your next function, absolutely FREE! To learn more about our great offers, please call my office. I've prepared a special confidential report titled *How To Save Up To $3500 And 23 Hours Of Work On Your Next Catered Function!* With this report you'll get the real 'inside' scoop on how to make your special occasion the most memorable ever. It's only available through us on 9845 3939 (24 hrs). Call now.

And there you have it. The result? They went from receiving 5 calls a day to over 35 calls a day and they had to hire an extra 57 casual staff members to cope with demand.

Suffice to say he was very, very happy. As you can see, I also wrote a free report for them, which basically elaborated on the information you see above. But you know what's funny? Alot of people didn't even want the free report - they wanted to meet immediately!

In addition the free report and lead generating card above, I also wrote him a referral letter, which, all in all was very easy to write. I won't reproduce the letter here, but the offer was a $500 discount to any friend or family members our clients refer. This letter goes out to clients a month after the event.

Why doesn't it go out immediately - or why don't we print up certificates and hand them out at the function? Simply because he's inundated as it is (and I think a little greedy :)) However, it is something that I've convinced him to test at some time in the future.

Jay, I hope this is enough information for you.

Kind regards, Alexi Neocleous

My company name: T & A Publishing
Size: 4
Type: Publishing

309. Allan Angkham

----- Original Message -----
From: Allan Angkham
To: Jay Abraham
Sent: Wednesday, August 14, 2002 9:43 PM

Dear Jay:

Thank you for giving me the opportunity to tell me story. Here it is.

I'm a financial consultant selling life, health insurance and annuities. I noticed my customer's response when I included the words better than risk free offer should they not be please. What this mean is that for any reasons, within 30 days, I would grant them a complete refund and they would receive a free comprehensive financial analysis worth $495 plus get my free membership newsletter worth $99 a year.

My sales have increased at least 25%, representing an extra $25,000.

HOST-BENEFICIARY RELATIONSHIP

I started to work smarter rather than just work hard. I feel more confident and excited because I don't worry about finding clients. I look to build relationships with other professionals such as mortgage brokers, real estate agents, CPAs, and even other financial consultants. We cross refer each other's clients for different services.

Setting up these relationship is a long process but worth the time and money. Here is an example of how I work with other insurance agents. Agents get inquiries and request for quotes and information. Not all these requests turn to clients. I would than ask them for permission to send them a letter to introduce my service and perhaps it would be a better fit. I would get a 5-10% business response rate which is a lot better than 1-3%.

Best wishes to all,

Allan Angkham

310. Andrew Ryan

----- Original Message -----
From: Andrew Ryan
To: Jay Abraham
Sent: Friday, August 16, 2002 7:30 AM

Jay,

Appreciate the opportunity to share my experiences with you. I discovered your techniques six months ago and these disciplines are now fast becoming a pivotal part of the operating approach of the company where I work. The major benefit is how easy and how fast it is to start applying some of the basic concepts and the difference that this can make to sales revenues.

Our company was in a position where sales were declining on key products and we were inefficient and unprofitable. Upon examination the focus in the company was on product development. It was not 'focused on selling, reselling, up selling, new markets, profitability, quality, service, customer satisfaction' etc. Our positioning sought to differentiate the brand as up market but in reality this was not generating premium pricing.

It was also evident that our marketing strategy stood on one pillar - direct sales through our field sales force which is high risk.

Initially, managements reaction was 'that's the way our competitors do it and how it has been done in this industry for the last 30 years'. In reality, the company was not strategic but tactical with the major focus of the financial controller being to keep the banks happy.

My position within the company is business analyst - mainly with a focus on figures and financials. My work approach has completely changed over the last six months and for the better. Previously, I was focused on profit and loss, balance sheets, reducing operating costs, keeping margins up etc. This has now changed as I now spend all my focus on one thing - customers. Their buying habits, their concerns, addressing what they really want...This is a complete new mindset approach.

Senior Managements perception was that sales were not growing because we were not opening enough new accounts. Customer attrition rates were never measured in the company before. On analysing the data, it showed that we were generating new accounts at a rate of 30% per annum. However our attrition rates were running at 40%. Sales were stagnant which meant that we were somewhat successful in generating extra business from our regular customers. Senior management were wrong.

One of our primary targets this year is to reduce attrition by 50%. We are well on target to achieving this and It's very simple how we are accomplishing this goal. We are constantly focusing our sales force on accounts that have not bought from us in more than two months (our average account of existing clients will buy every 4-6 weeks). This keeps our eye on the ball. Any such account that has not purchased in

this time will get a sales letter and/or cold call arranging a meeting to discuss customer concerns, and offering a variety of promotions or buying options.

So far one of the most important parts of this process has been the automation of our customer management reports. Before these reports were cumbersome, provided limited information and were an end in themselves. Now, these reports feed automatically to our direct sales force providing information on attrition rates, new account rates, sales frequency, transaction value, last invoice date, profitability by customer and inactive customers by sector. These reports can now be generated quickly by almost anyone in the organisation.

On top of this, we have also focused on our top accounts – their characteristics and their buying patterns. In doing this we also developed a new list of high potential prospects that are to be exclusively targeted.

The major reason we walked away from business before was analysed and the main issue was price on certain products. Now, we are more inclined to compete on these price sensitive products but on top of this we also sell our other more premium priced products in addition. This constitutes a very simple but significant change in marketing strategy - allowing us to keep up revenues and use ancillary products to generate profitability at the client level. The added advantage is that we can compete against other companies by promoting our unique selling proposition as being product range focused. Our whole operating approach in the future is to be pursued along these lines.

More recently we have started to focus on adding more pillars to our marketing strategy. This has focused on adding complimentary products that we will make profit from and will increase our sales value per client. We have also kicked off a host and beneficiary relationship.

On the beneficiary side of things, we have secured the rights to sell a well know European product exclusively on the domestic market. This re-enforces our strategy of being product range focused and it helps differentiate us further from our competition.

We have also secured a deal with a nation-wide sales and merchandising group to sell and merchandise our products in regions of the domestic market where we do not have coverage with our direct sales force. Both deals guarantee an increase in company profits.

In addition, this development will result in lowering our marketing costs, increase profitability and more importantly will allow us increase our spend on customer acquisition.

One last comment - I have learned more in less than six months from Jay Abraham's work than I did during a two year MBA program that I completed in 2001. The MBA was theoretical and too mainstream for my liking. The marketing materials presented during the course were not practical and to get a good grade it was more important to talk 'the lingo' than anything else. Back then marketing did not turn me on, now, however it is where my future lies.

I am very excited about the challenges that lie ahead. One of the major challenges will be changing the mindsets of my co-workers and other senior managers who have never used these techniques before to grow businesses.

In a nutshell - the real benefit is how easy and quickly it is to apply Jay's basic concepts to turn a company from recording stagnant or declining sales to recording modest growth in a matter of about 3 – 6 months. The challenge that lies ahead (and I cannot wait) is to optimize and blend these techniques with the other super leverage activities and help record geometric growth.

'My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors'

Name: Andrew Ryan
Nashs Mineral Waters
The Square
Newcastle West
County Limerick
Ireland

Type: Mineral Water / Soft drinks

EUR 7,000,000 sales per annum

311. Andy Curry

----- Original Message -----
From: Andy Curry
To: Jay Abraham
Sent: Wednesday, August 14, 2002 7:14 AM

Jay,

Being in retail it's sometimes difficult to make certain techniques work for us.

But I remember you saying to have a lot of different techniques in place in case one ever falls out from under you.

And that's what we've done. My competition has limited itself to newspaper ads which are costly.

We, on the other hand, are doing a multitude of items. Some we're doing are website marketing and capturing emails so we advertise to them for next to nothing (This will save us thousands of dollars!), Yellow Page advertising where the customer calls an 800# for a sales message which "pre-empts" what our competition is doing, redesigned business cards with enormous marketing punch, statement stuffers with "hard to refuse" offers and expiration dates to motivate them off the couch, and much more.

Like you said, come up with a lot of ways to get a customer instead of just one big way. It's the "lot of ways" that make the difference. In fact, my average sale has gone up a little over 8% lately. Considering our sales are in the millions, it makes a big difference to the bottom line.

Andy Curry

312. Anne Chen

----- Original Message -----
From: Anne Chen
To: Jay Abraham
Sent: Monday, August 12, 2002 11:28 PM

Hi Jay,

I was originally offended by the tone of your marketing style

But then I thought heck I better give this a try just in case it works.

So here's my example:

I send out an email once a month to around 2,000 people. What I did was segment that list into 4 distinct groups of 500. I then composed 4 totally different versions of my email and TESTED which one pulled the most sales.

I then used that version again the next month, but used it as a benchmark to test 3 new versions that improved or adapted this successful interaction. This has become an ongoing process of EVOLUTION TESTING.

What I discovered was the use of really short sentences, and short paragraphs, bolding key words to keep the eye flowing down the page and a few unusual words plus a tone that sounded like I was talking to the recipient face to face as a friend made a HUGE!!! difference to the sales.

I also follow a structure now that goes like this ...

1) GET ATTENTION
2) Generate interest
3) Get them HOT and desireful
4) Show them a offer
5) CLOSE with a guarantee and testimonials

How much difference does this make you ask? ...

Well...

The original emails made 2 or 3 sales.

After about 14 months of iterations - my list is now 54,000 people and I convert about 250 sales that average $80 each.

P.S. I can't tell you my product or my list because I'm scared someone on your list who gets this testimonial might be an entrepreneur like me and see how easy it is to make a bucket load copying my business and my email / marketing processes.

Kindly,
Sunshine

313. Anonymous

----- Original Message -----
From: Anonymous
To: Jay Abraham
Sent: Tuesday, August 13, 2002 12:23 PM

Jay,

Although I am an accountant... I love your stuff! It makes so much sense, yet it is still, admittedly, somewhat "intellectual entertainment" for me b/c my job functions have never been involved in marketing.

Although I've shared your strategies and concepts with my employers and many friends who are business owners, for some reason they want to keep doing what everyone else in their industry is doing. This is especially true of my current employer.

It's easy, no one can argue with you, and since there is no additional reward for improving. (it's a not for profit without any contingencies built in for performance) why buck the system!

Industry: Not-for-Profit Retirement Community w/ 60 independent living units, 30 assisted living units, and 60 nursing home beds.

My Function: I am the Controller/IS Manager (Desperate Nerd Accountant/Computer Geek)...I built, developed and installed a new accounting system and computer network from scratch 5 years ago when the facility was 1 year old (they outsourced all accounting functions the first year). For what it's worth I'm third in command behind the CEO and COO.

Environment: Unfortunately, the environment is toxic b/c the CEO's lives by principles that shift with the wind...(oh yeah... those aren't principles) "her way.. or no way", "she doesn't take responsibility for anything... and when something goes wrong she blames others", "always changes the rules... so she doesn't have to be accountable", "thrives on chaos... so when things run smoothly... she creates it herself", "she is controlling to the point that everyone is paralyzed in their position".

When I've shared with her some of the concepts both of marketing and developing systems I've learned from you, she hides behind "that will never work for us... we're different". But the true problem is she doesn't want to be held accountable for her actions or performance, and for some reason the board doesn't hold her accountable either.

What I did: So, I figured I've learned these things, I might as well use them and apply them however I can. Which in my case was the accounting department. We got together and first brainstormed and listed all the things (tasks) we did: 1) repetitively, 2) occasionally, 3) infrequently.

Then we listed 15 tasks by that took up about 80% of our time. We listed them in order of amount of time spent on each, and then reviewed each to determine if we could systemetize it and become more effective in performing the task (doing it quicker while eliminating errors-each error took on average 45 minutes to fix). Some of the systems were okay, but we improved upon most of them especially related to entering accounts payable accurately, entering cash receipts accurately, and producing monthly financial reports on a timely basis.

The end result was:

1) It is a more relaxed atmosphere-no more running around at the end of the month fixing a bunch of errors expanding the time to produce financial statements.
2) Financial statements are produced 3 days earlier than before.
3) It was fun working together to figure it all out-it has brought us together. It has given me a new level of freedom and relaxation b/c we've built systems that prevent errors from occurring that were time consuming to correct. The department runs smoothly when I'm out of the office... it has given me a new enjoyment out of my job...

   But even this obvious success doesn't convince our CEO that it is useful in all the other departments...including Marketing!

One of these days (Someday isle) I'll slay my dragons of Fear and Complacency and get into the marketing/entrepreneur game. I admit I have a FEAR of the unknown and have yet to convince myself, to the point of action, that I can enjoy a more financially, emotionally, relationally and rewarding life.

But please keep my name and company anonymous due to my circumstances...."it's a small world after all"... but I just wanted to let you know that you've made a difference in my life and wanted to let you know I appreciate it!!!!!

Thank you!!

----- Original Message -----
From: Allan Kirstein
To: Jay Abraham
Sent: Wednesday, July 31, 2002 9:19 AM

314. Arnoud Van Veen

----- Original Message -----
From: Arnoud van Veen
To: Jay Abraham
Sent: Tuesday, August 13, 2002 12:26 PM

Dear Jay,

I live in the Netherlands, and I have read your book 'Getting everything you can out of all you've got about a months and I loved it!.

I have been looking through Abraham-marketing eyes at retail and business in general here in the Netherlands ever since. I have started with advising a friend of mine of how to apply one of your techniques and he is in the stages of implementing it, so I can't say much about the results, but I want to be honest here. Also I say a really cool example of how a video store is using one of your techniques, so I will describe that one as well.

The guy that I am talking about has a telecoms consultancy firm called Newdays - Improved Telecoms Performance, where he consults companies on call centres and pbx-es, on:

- What system to buy,
- Capturing the customer/user requirements,
- Running the negotiation process with the equipment suppliers,
- Implementing the system,
- Including training receptionists and call centre employees.

He lacks continuity in his business, but more importantly he has already got some good (ex-)customers that have a need that's not being met. I first asked him to describe me the process that his clients go through, before and after he consults them and what their needs are.

He told me his clients use other parties after he is done, to run/operate the call centre system and keep it fine tuned and up to date. This could be an internal person from the company or a temporary employee, but these people usually have limited technical skills and do little more than maintaining the system. So I asked him how do your clients now make sure their system is running optimally and do the proper fine tuning is being done after changes in the organisation have taken place? How do they make sure they stay accessible to their clients and stay aware of new emerging technologies that can make them more accessible, in a more cost efficiently way?

What I proposed to him - like I read in your book - to offer his (ex)clients a subscription, or actually a number of possible

subscriptions (one year, two years, one module, all modules) so these companies don't have to worry anymore whether their system is running optimally or not and they have maximum accessibility for customers that are trying to ring them up to inquire about something of want to buy something.

The method and subscription he is offering them consists of several modules, - one is a test every three months of how reachable/accessible their company is - one is an internal screening every six months of factors such as opportunities for improvement as a result of organizational or process changes, opportunities for training of employees, reviewing procedures and checking service employees attitudes.

One is a client perception survey done every twelve months where clients are interviewed about how they value the communication with this company. One is a yearly screening of the system and update of latest developments in technology. We wrote a five page description of these subscriptions and he and I would be surprised if he didn't sell at least one of them and probably more.

Selling only one would increase his revenues for this year by 25%!!

The idea I found in the video store is the following:

In the Netherlands we - still - have a lot of video stores, even though there was talk they would disappear because of broadband internet. Before the system commonly used to play your videotapes was a VHS player and this is now rapidly changing into DVD. I think many video stores will have 60% DVD's in their store by the end of the year. However there a still many people here that don't own a DVD player yet. What this video store has done is they formed a partnership with a DVD player manufacturer/reseller. The company they work with is a no-name brand, but if has the most commonly used features, such as no regional restrictions, MP-3/CD and Dolby.

If you are a member of this particular video store you can buy this DVD player for Euro 249 and you get a credit of euro 150 to rent DVD's!!! So they actually sell you a credit which you might otherwise not have spend at this single video store and a cheap no-name video player for an average price, while the client gets good value. The video store probably makes good money on the DVD player, the DVD manufacturer sells more players that they otherwise would have and both the client base and the video store are helped because they can migrate to DVD!! I actually know of video stores that are not as smart as this one and I might approach them with the idea and ask a percentage...

Hope you liked these stories, I will be on the lookout for more here in the Netherlands.

Best regards,

Arnoud van Veen

315. Art Adams

----- Original Message -----
From: Art Adams
To: Jay Abraham
Sent: Friday, August 16, 2002 5:59 AM

Dear Jay,

We are a manufacturer's Representative and Distributor in the Metro New York Area. S taffing currently runs between 3-8 people consisting of 1-3 outside salesmen, 1-2 inside customer service people with support personnel.

Traditionally, sales have been accomplished by outside commission salesmen in fixed, geographical territories. New business was developed by their own prospecting and following up leads from the manufacturers. For a number of reasons this approach is no longer, and has been for a while, profitable.

Thanks to a number of your ideas we have been able to survive a number of adverse business conditions with plant closing and two feet of floodwaters in our offices. We are currently engaged in an intense marketing effort to determine the best method(s) of expanding business to existing customers and getting new customers; which brings me to the first of your ideas – **Testing**.

We are testing various media, messages, products etc. to see which will produce the best results. To date our highest response/cost has been to develop Product Application Datasheets [we have a technical customer base] and faxing them. However, by testing, we have not spent a lot of money on mailings that would not show a return.

Second Idea: **Sales = Number of Customers X Number of Orders X $ per Orders**. This is really the basis of our marketing effort. Selling more products to existing customers and looking for new customers.

Third Idea: **Alternate distribution channels**. We have been relatively successful in using the web to develop business that we would not have gotten by direct sales. We have also partnered with other companies who have better access to customers than we have.

I would have to say that **Risk Reversal** has also been one of the main additions on our selling efforts. It has allowed us to close orders more easily and should the application not work out leaves us with a customer that has the potential for future business [very important to us] rather than one who "will never do business with us again".

I wish I could provide more a factual basis in terms of numbers etc., but our changing market and economic factors have made it difficult to sort out the specific factors that have kept us in business. I would say that if we had stayed with direct sales only we would not be here.

Sincerely,

Art Adams

316. Arturo Gonzalez

----- Original Message -----
From: Arturo Gonzalez
To: Jay Abraham
Sent: Friday, August 16, 2002 8:25 AM

Dear Jay,

Case:

My wife owns a Ballet Academy in San Jose, Costa Rica, for little girls (3-12 yrs old) and we wanted to increase the customer base as much as possible in a short time frame.

Solution:

We applied only one of the many concepts explained in "Money-Making Secrets of Marketing Genius Jay Abraham and other Marketing Wizards". Specifically on page 171, we utilized the Referrals strategy. We created small coupons to give out to our existing customers (only about 15 when we started, and the customer is really the mother of the child) where we stated that they would receive a 25% discount on their next month's fees if they referred a friend who joined the academy. The friend would also receive a 10% discount on their first month's fees. This also takes into account the concept of the life-time value of a customer. We were willing to sacrifice a part of our profits on the front-end to maximize our back-end. The strategy picked up like wild fire and in less than a year we increased the customer base from roughly 15 to about 120, a **800%** leap!!. With about 10 hours of work a week, my wife now commands a very good full time income, which helps us a lot in addition to mine and allows her to stay most of the time with our own kids and to do the things she likes.

Thanks,

Arturo Gonzalez
San Jose, Costa Rica

317. Atul Thakrar

----- Original Message -----
From: Atul Thakrar
To: Jay Abrahamm
Sent: Tuesday, August 13, 2002 11:01 AM

Dear jay

Okay, you've nudged me into action.

Business: VR Clothing, 34 Carillon Court, Loughborough, Leicestershire, LE11 3XA, England.
Website: vr-designerwear.com

Retail clothing, mid - level branded men's & ladies clothing accessories & shoes, 1200ft shop in prime location.

Established: Dec. 1996
Current turnover: £350k

Risk reversal

Once we implemented (in 1998) and communicated a risk-free no quibble exchange/refund, our sales shot up by at least a third, and are still doing so. The main effect was felt for present buyers. In our sector - branded/designer wear - full refund is mostly non-existent and it made us stand out as being friendly & helpful, and it demonstrated beyond any doubt that we wanted the customer to be happy with their purchase , at the time of, and after purchase.

Asking a simple question

We ask " Is there/What else were you after/looking for today ?" ideally to each customer. We've had amazing results in 2 ways:

1. First, people usually look around and appreciate what else we have which could be relevant for them in the future.
2. Secondly, we've added sales 15-25% of the times we've asked the question. What surprised and thrilled us most were occasions where a relatively small purchase (say shirt/jeans/t-shirt) was followed by a higher ticket purchase (jacket/coat).

Please do not hesitate to contact me if you require any further details or information.

Yours faithfully

Atul Thakrar

318. Audri Lanford

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----- Original Message -----
From: Audri Lanford
To: <Jay Abraham>
Sent: Tuesday, August 13, 2002 7:00 PM
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I've written you about many of the results we have achieved using different strategies we've learned from you in the past. Today, I'd like to focus on a very simple one: **testing**.

We have been doing a lot of testing recently (as always). The most interesting test compared the impact of two different 3-D covers on the sales of a best-selling ebook we publish by Rick Beneteau called *"Success: A Spiritual Matter."*

(This ebook, by the way, has broken every sales record we know of for an ebook launch.)

More specifically, we kept all of the copy, layout, headlines, subheads, guarantee, etc. identical -- the ONLY difference was the graphic (which begins about 13 inches from the top of the screen, so people have to scroll down quite a ways to even see it).

Visitors were randomly given a page with the original cover or the new cover. The same number of people were shown each cover.

You can see the two 3-D covers we tested at:

==> http://download.makethisyeargreat.com/covertest.html

Note: If you'd like to see the entire sales page so you can see the cover in context, visit:

==> http://ebooks.wz.com/spiritual/m40.html

The Results:

The 3-D Cover with the photo out-pulled the palm tree cover by 86%! That means that for every one sale we had with the palm tree cover, we'd get 6 sales with the photo cover.

Or, to say it a different way, if we had just used the palm tree cover and not tested, we would have lost 6 out of every 7 sales!

Frankly, we were shocked. We did predict that the photo cover would perform better, but about half the people we asked thought the palm tree would do better. This graphic is a fairly small part of the sales letter. That it would have such a huge impact certainly surprised us.

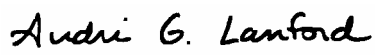
Why does these covers lead to such different sales results?

We really don't know. Our theory is that the palm tree cover looks like most other ebooks -- except ours. However, there is really no way to know.

Nonetheless, it doesn't really matter. The point is that by testing, we were able to maximize our sales -- in this case, by a huge amount. And since we expect to sell many thousands of this ebook, this will make an enormous difference -- for now difference in cost.

Thanks Jay!

Best regards,



Audri G. Lanford, Ph.D.
CEO, WZ.com Inc.

319. Barry Schuster

----- Original Message -----
From: Barry M. Schuster
To: Jay Abraham
Sent: Friday, August 02, 2002 10:56 PM

After attending the ULMRL and reading copious amounts of Jay material, I decided that I needed to change the focus of our business - which was selling school furniture.

This is a small segment of the business world, and virtually nobody who is not in the industry even thinks twice about where classroom desks, library furniture, or cafeteria tables come from.
They just appear in a school, and everyone takes them for granted.

However, it is a very exciting and rewarding business to be in for over 52 years – as it is very constant and growing. We work primarily in California and Florida where schools are being built on a massive scale.

But I realized I needed a USP to distinguish ourselves from our competitors – who were offering very similar products at a much lower price.

In conversations with Jay and others in my ULMRL coaching group, I came to understand that I needed a more rifle like focus to become really successful in an industry that is used to low bid.

I dissected the various items that we sold to come up with a competitive advantage that would make a great USP.

I sold lots of chair desks, but I could not prove that the higher quality of our chair desks allowed students to learn better than our competitor's lower priced seats.

I sold many Libraries with beautiful, high quality solid wood shelving and sturdy tables, but I could not quantify that students gained more knowledge in my library versus a lower priced competitor's book shelving and furniture.

I sold a tremendous amount of computer tables, but I could not show that students were more computer literate sitting at my desks and ergonomic posture chairs, versus a lower priced table.

What I really enjoyed was transforming a dull, drab school cafeteria into a beautiful Food Court dining room- like you would see in a mall. (You probably do not have very fond memories of your High School dining room – except as an unattractive, big mess hall style room, where everyone sat in regimented rows of long dark walnut top tables).

Years ago, I realized that the Food Service program in a school was a very important component of education. In fact, with obesity, lack of exercise, and poor nutrition habits of most young people, it is more important that ever students get a nutritious, balanced meal during the day.

I understood that if the environment of the cafeteria became attractive to students - that the room looked like their favorite restaurants - then they would come into the cafeteria and be part of the school dining program.

In fact, the Food Service Program is the only area in a school system that makes money. All other departments such as English and Math cost the school system – but a well run Food Service program is a cash producer for a school system since most of the food comes free from the US government.

I understood that if we could create a program to change the environment of the school cafeteria, we would change the standard student perception of the cafeteria and increase participation (thereby increasing revenue).

Remember that I stated previously that I could not quantify benefits of our furniture over lower priced competitors? Well, in the Food Service Program, records are kept each day of number of meals sold and total sales of all foods.

I knew we had a way to increase participation- which would increase revenue, and we would have a verifiable benefit to changing the cafeteria environment because we would use the sales on the day before we put the new furniture, artwork and décor into the cafeteria as our benchmark sales figure.

Any increases in sales after we installed all the new furniture and art would be attributed to the new look of the cafeteria.

So the design department of our furniture manufacturer took the same type of art, furniture and décor that they were placing into McDonalds™ restaurants, and adapted it to schools.

We started designing schools to be Hard Rock Café looking dining rooms – putting Jukeboxes to free-play current music (within limits, of course!), putting the front of a '57 Chevy coming out of the wall, and theming the dining room around school colors and mascots.

We created school café's with '50's themes using booths with the old bright sparkle metal flake colors, soda fountain stools, and standup "grab'n go" tables so students would feel that they were in a mall.

These are definitely not like any cafeterias you ever saw in your school days- because they are such fun to be in.

For a school in Miami, Florida near the ocean, we created a Pirate theme and put a beached Pirate Ship in the middle of the room. There is a large crow's nest in the middle of the ship holding two 27" TV's so students can see the highlights of the previous weeks sports teams.

There's even a talking Parrot that is part of the PA system.

For a Western theme school, our designers placed a wooden corral in the middle of the room, with a large kiosk painted as an old hotel and General Store holding the two TV's.

We place exciting artwork around the rooms with academic aphorisms to promote learning- such as:
Imagination is the highest kite you can fly.

We will do anything to create an exciting atmosphere in the dining room.

And now a school can quantify the success of this cafeteria makeover in increased sales – with their accounting every day.

Does this work? Well, in one High School in Miami, with the old style furniture and bare white walls, only 250 out of 3,200 students a day were eating in the cafeteria.

When we provided a $250,000 cafeteria makeover into a Pirate themed dining room with 9 foot high murals on the wall, and 30 foot long wall converted into a thatched roof cabana hut's view of the ocean – participation has increased to over 700 students a day in the dining room.

The school will recoup their investment in less than 2 years, and then continue to make a profit with steady sales.

I now knew that my USP would be to show how our services would change the Food Service operation.

From Jay's instruction, we crafted a USP that would guarantee a quick return on investment, and an excited student population.

In our multipage letter, our headline is "McDonalds™ spends millions of dollars to attract your students. Don't fight it – copy it!" and we give case histories of participation and revenue increases in schools we have transformed.

We went one step further, and when we install a new dining room, we film the entire process:

- from filming our installation crews removing the old furniture from the room
- to the bare room with no old furniture
- we show bringing in the new furniture in boxes,
- we assemble the furniture
- we place the artwork and décor on the walls and ceilings,
- And we film the room the way it looks with the new items.

We then speed up the film which generally takes about 15-30 hours of work into a movie that lasts about 3 to 4 minutes. Then we place an appropriate piece of music on the movie- such as the "Lone Ranger" theme, and we then have a marvelous "Before" and "After" marketing piece.

Have you ever seen one of those fast construction movies on TV where everyone is running around like ants? Did you smile? Well, this is what happens when a prospective client looks at our movies. (If you go to universalseating.com you can see two of our installation movies)

We placed them on a CD with other information about our other products for school dining rooms, and this becomes an effective presentation sales tool when we mail it with a cover letter and a brochure.

As of this date, we have 4 school movies on our CD, and by the end of the summer will produce 4 more.

Now that we can quantify the benefits of our program for Food Service Department, how effective is our USP and our marketing material? I can give you one example which will illustrate the power of this presentation:

At a School Conference in November, 2001, two School Board members from Compton, California came by our exhibit booth and saw our installation video. They were so impressed with the concept that they brought it before the other Board members – who thought it would be a benefit for a school system that had not built a new school in 35 years.

We presented our program and they requested designs be prepared for 5 schools that – if you saw the existing cafeterias – you would not be excited to eat in them every day for four years.

We just received an order for over $1,000,000 to renovate these 5 schools – with three more to be designed this fall.

After we install all of these schools, we will have a library of over 13 installation movies with positive case histories for each one, and powerful "Before" and "After" pictures of each school.

As Jay taught me, I wanted to create a USP that is so compelling and so powerful that it sells by itself. We have done that, and also raised the bar for any prospective competitor- as we will have 13 movies and case histories versus their claims to be lower priced.

My two years in the ULMRL taught me to focus with a laser like intensity on my strengths, and highlight our benefits to clients in a USP that was concise and compelling.

I attribute our success in this niche market (that has great potential as every school is a prospective client) to Jay's constant mantra of differentiation. I decided to differentiate myself from being a commodity into being a partner with school food service programs to help them grow.

We are having fun, and making people smile. And creating profit.

Sincerely yours,

Barry M. Schuster
President

Size of business – 7 employees
Website: universalseating.com
(800) 743-8755 cellphone
(800) 586-3291 fax

320. Bill Merrow

----- Original Message -----
From: Bill Merrow
To: Jay Abraham
Sent: Saturday, July 27, 2002 5:16 AM

Dear Jay:

I can honestly say my exposure to the "Abraham mindset" changed my life. Laboring away as an executive in corporate America back in 1994, I was "comfortably" earning $100,000 annually including bonuses. Launching my own independent consulting career in 1995, my earnings have climbed to over $400,000 - and believe me when I say I work far fewer hours.

Although I offer a wide range of management consulting services, any work that I do in the areas of strategy and marketing is greatly influenced by what I have learned from Jay. Without a doubt I have had seven-figure impacts on my client's businesses as a result. Here are just a few confidential examples:

- Doubled insurance training company revenues in 90 days by creating add-on products
- Quadrupled fulfillment services company profits in 60 days by establishing marketing "Parthenon"
- Increased telecommunication company sales by 50% in just 30 days by developing unique selling proposition

I could go on and on with concepts such as impact of long-copy, formalizing referral systems and developing plans, policies and procedures - but "Abrahamites" already know all of that! Perhaps the most compelling impact is the TOTAL CONFIDENCE I have in my ability to design my future and the future of my clients businesses because of the Abraham mindset.

Thank you, Jay.

Warm regards,

Bill Merrow
Las Vegas, Nevada

P.S. "My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

321. Bob Montgomery

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----- Original Message -----
From: Bob Montgomery
To: Jay Abraham
Sent: Tuesday, August 13, 2002 10:05 PM
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Introduction

I am an attorney with a small law practice emphasizing business and corporate work. With a few exceptions, most of my clients are people just starting a new business or business owners who have reached the stage where they need to incorporate or operate their business in some form or entity other than a sole proprietorship. Over a period of time, I streamlined the incorporation process so I could do it quickly and easily. My service was offered through the yellow pages at a very reasonable fee as compared to most other attorneys. I thought the fee itself would be attractive enough to generate a substantial volume of business. However, after more than a year of this approach, I was still not getting the volume of business I needed or wanted.

I was somewhat familiar with the work of Jay Abraham and decided to purchase his tape course entitled "How to Get From Where You Are to Where You Want To Be." I listened to the tapes while traveling to and from a client's office some distance from home. The tapes sparked my enthusiasm and helped me generate numerous ideas about how to market my service. I implemented five of the ideas over a period of several months and have witnessed the number of incorporations (and limited liability companies) almost double from an average of 3 to 5 a month up to an average of 7 to 10 a month.

Implementation of Ideas

1. ***Make it easy for customers to contact you***. Jay discussed in his tapes the need to make it easy for customers (or in my case, clients) to contact you. It is often difficult to contact an attorney. They are either in court, with a client, on the phone, etc.

   In my yellow page ads I started listing a "free recorded message" with a toll free number. Some people are hesitant to call and get a sales pitch but are anxious to get good information. My recorded message was about 60 seconds long and briefly described my service, the fee, my guarantee of satisfaction and then indicated I could provide additional information by email, fax, phone or regular mail if they would leave the appropriate information. Although I have not done a scientific study, I estimate about 80% of the callers leave a message requesting more information.

2. ***Follow up with phone calls***. Previously, I rarely called people after I sent them information. Jay's tapes indicated that you could increase your sales substantially just by following up with a phone call. I started doing this and usually just asked if the customer or client had received the information and if they had any questions. I found this to be an excellent opportunity to develop a friendly closer connection with the customer and show them that I really knew what I was talking about. Again, I have not done a scientific study but believe that a phone call after sending information about my service has had a significant impact on the volume of sales.

3. ***Offer a guarantee***. Although my practice is located in Boise, Idaho, I set up corporations and limited liability companies in many other states. This is often done by telephone, email, fax, etc., without ever meeting the client in person. This type of arrangement requires some element of trust on the part of the customer or client. This is accomplished in several ways. I believe the telephone calls mentioned above help develop an element of trust. Secondly, I offer a guarantee of satisfaction in all of my literature. I promise to refund the entire fee they paid if they are not completely satisfied.

4. ***Provide Testimonials***. After listening to Jay's tapes, I decided it was important to collect some testimonials from previous clients. There were a lot of clients who told me they really liked my service but I had neglected to write it down. I began asking people if they would provide me with a statement about why they liked the service. Everyone said they would but most got busy and didn't get around to it. I found the most effective way was to ask them what they liked about the service and then write it out and ask their permission to use it. This seemed to be the most productive method. I even obtained some testimonials from professional people such as accountants. I believe this adds to the level of trust and credibility which customers need in order to spend their money with you.

5. ***Ask for Referrals***. In the past, I never thought much about referrals. After listening to Jay's tapes, I decided that, at the very least, I needed to let people know that I wanted and accepted referrals. Some of my clients said they didn't know I accepted referrals. I include a sentence at the bottom of the statements (bills) I send out indicating that most of our business comes from referrals and we really appreciate any referrals they care to make. Most of my clients call once or twice after I've set up their corporation or LLC to ask questions. After discussing their questions, I tell them I appreciate their business and would appreciate referrals from any of their friends or business associates. Again, I have not done a scientific study but continue to receive an increased number of phone calls from people who say you set up a corporation for so and so and they said to give you a call. These are the best prospects because I don't need to sell them or create a level of trust. They already have that from talking with their friend or associate.

Conclusion

There is no question in my mind but that these various techniques I learned from listening to Jay's tapes have substantially increased the volume of business in my legal practice. One additional method that I forgot to mention above, involves the backend sales. I do other legal work such as contracts, agreements, sale of businesses, mediation, etc. I started putting a separate page describing these services in all of the literature I send out. This has helped to generate additional work.

P.S. I would like to expand my incorporation business further with some form of email campaign. I'm struggling a little with how to get a reliable and affordable email list for this purpose. Any suggestions will be appreciated.

Submitted By: Robert Montgomery
Date: 8/14/02
Phone: (208) 322-8865

322. Bob Nelson

----- Original Message -----
From: Bob Nelson
To: Jay Abraham
Sent: Thursday, July 25, 2002 5:12 AM

Dear Jay:

Eight years ago when I first received your sales material... I knew it was for me. Your marketing principles have done wonders in creating what has now become a world-wide consulting business.

Through out the years, I have spent thousands of dollars on tapes, books and many other tools to learn the "secrets" of sales and marketing. But your strategies, ideas, and concepts are remarkably different. They are fast, compelling and engaging ways to jump start and improve business

Because of your multiple "marketing pillars", I have built a successful business. In fact, once clients employ our specialized retail service and apply the integrated procedures, 50%, 100% and even 300% improvements aren't rare.

And, because we work on a "results-only" basis -- They Pay Only For Results! Instead of charging clients by the hour, based on performance it is not unusual to earn more than $10,000 dollars the very first day. It's part of implementing your innovative ideas and No-Risk Guarantee inspired by your teachings.

Jay, without using your proven techniques, our company would not be where it is today. Your newsletters, articles, books and tapes have targeted specific needs and helped us grow to a much higher professional level.

It's a powerful breakthrough process... that has left many of our competitors in the dust.. Along with learning how to develop strategic partners, sales materials, direct mail, referrals, and an award-winning web site, your marketing approaches have proven to unlock our sales potential and will surely produce millions of dollars in future profits.

Jay, without using your proven techniques, our company would not be where it is today. Your newsletters, articles, books and tapes have targeted specific needs and helped us grow to a much higher professional level.

Thanks for your knowledge and special expertise,

Bob Nelson
POWER Retailing, Inc.
Phoenix, AZ
http://www.retailing.com

P.S. Along with learning how to develop strategic partners, sales materials, direct mail, referrals, and an award-winning web site, your marketing approaches have proven to unlock our overall potential and will surely produce millions of dollars in future profits.

(My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.)

323. Bob Redler

----- Original Message -----
From: Bob Redler
To: Jay Abraham
Sent: Friday, August 16, 2002 7:57 AM

Jay --

One of my favorite marketing examples of thinking outside box to market a product involved the sale of a house ... my own. This applied the targeting and advertising principles Jay so frequently discusses -- but in a completely unique setting. That is, converting an intimidating legal document to a sales tool.

The story is as follows:

A number of years ago I moved from Pennsylvania to Kansas. Since I decided to oversee the construction of my new house, and wait until it was built before selling my house in Pennsylvania, I allowed a real estate broker to handle the sale of my Pennsylvania home, rather than applying my marketing knowledge to sell it myself.

One of the contract documents customarily used in the area was a disclosure statement of everything that may be wrong or a problem with the house. Anything not disclosed could be the basis of a lawsuit, and the Board of Realtors adopted a particular form for the document.

When I received the form I knew it could be a problem. My house was 40+ years old, and did not get through those years without some degree of wear and tear. Disclosing every "problem" on a cold form which would effectively shout: "This Is What Is Wrong, Watch Out!", was not my desire. When I received the form it was with the request that it be filled out quickly because potential buyers were waiting to review it.

Since I am an attorney, I knew there was no magic to the form itself. The importance was that everything be disclosed. So I trashed the form, sat down and very quickly drafted a new document in the form of a short story.

The story has a caption (i.e. headline) which revealed its nature as a disclosure document, but on my terms. It read:

THE STORY OF 1113 YORK AVENUE

An Open Book of Its History -- Including Its Darkest Disclosures

The target market for my house was a couple who either had young children, or planned to have a family. I also knew that, in this particular market, the wife had greater influence on the buying decision than the husband. For this reason my narrative was written in a comfortably friendly, casual, homey and personal style.

True this was a legal document, but there was absolutely nothing in the law to prevent information beyond a strict disclosure from being included, provided it was not deceptive in any manner. There was nothing which prohibited me converting a potentially problematic document into an extension of the sales process by offering a "warm" image of the house, and moving a couple to expand their vision of the house from its existing decorating scheme to one which reflects their ideas, personalities, and taste. And nothing restricted me from "walking" through every room talking all about family, children, having lots of company, and, of course, the disclosures.

Here is a brief excerpt:

"Now to the history of the house.

"The house was built (according to county records) in 1954. We cannot tell you much of its history until 1981 when we found it. Deborah was pregnant and we had been searching for six months or more. The house looked very different than it does now, and very different from our taste, but almost everyone has the same experience. It was easy to recognize that the rooms were large, the closet and storage space plentiful, and the yard a wonderful size for our (soon to come) little girl to play in, and for us to enjoy company.

"With a little imagination we knew what we could do with the house. [Ed. Note - to help avoid the problem that potential buyers would not look beyond the current decorating scheme, which was probably more sophisticated than common for the target market, the idea that redecorating would be easy and enjoyable was continually emphasized]

"We bought the house in April.

"One of the first projects was to turn a bedroom with deep blue walls into a child's room. Once we found and hung the wallpaper still in that room, we planned the valance and window treatment, and went to work. If you have young children, you may discover that teaching the alphabet using the wallpaper is more fun for everybody than the old flash card method. [Ed. Note - the wallpaper had a print design of alphabet building blocks]

"Our daughter Dianne enjoyed this room until she was around nine years old when we redecorated the adjoining corner bedroom for her, and added a ceiling fan. As an aside, the fans in both these bedrooms have been changed within the past year, so you will be starting with virtually new fans. [Ed. Note - note that before each negative disclosure, benefits were mentioned.]

"When we moved into the house, the wallpaper in the living and dining rooms was a country style. We preferred a slightly more formal style, and one with a slight texture. After some time, we found the paper now on the walls. In addition to the paper, we added the window valance in the living room and installed the fan in the dining room. The window and wall treatment in the dining room took some time to plan and create. To us, it has always been worth it.

"Here is our first "disclosure": Bob installed all the ceiling fans himself. We have had fans in the rooms for a considerable time, and never had a problem with their installation. The only "problem" has been that the two fans upstairs eventually wore down and were replaced. If you are concerned about the handiwork, then you may ask your home inspector to check their installation and wiring." [End of excerpt]

After the house was sold to a couple who exactly fit my intended target market, I had a conversation with the husband who brought up "the letter" (i.e. not legal disclosure) he presumed my wife wrote. He commented that his wife was so moved by the stories about the house in my "letter" that she placed herself, her husband, and her planned family in the setting, and that it was key to persuading her (and them) to buy. Not bad for reworking a formal and threatening legal document, and not even having time to refine or polish the "advertisement" which was then made a part of the contract.

Since my law practice is unique, and my work with clients extends beyond legal work to business strategy and growth, I have reworked other "standard format" approaches to marketing and sales tools, but this story remains my favorite.

Bob Redler
6115 Pleasant View
St. Marys, KS 66536
785-437-3250

324. Bretton Stitfold

----- Original Message -----
From: Bretton Stitfold
To: Jay Abraham
Sent: Friday, August 16, 2002 7:32 AM

G'day Jay and greetings from the land down -under,

I am very new to Jay Abraham and his teachings. I found about him through a reference in a marketing text book and bought some of his material (specifically the Wizards Edge,Protege-Mentor tape sets) and from that point I have turned around my break even business which involved a medium output glass engraving business selling wholesale and retail.

The first thing that stuck me was his mindset, which I think is that if you are going to embark on a business you owe it to yourself and others around you to get the best results from your marketing, time, team, vendors and that you can through creativity, systems and structure.

That there are basically only 3 ways to grow a business and to keep them in mind at all times. That being:

1. Increase the number of prospects
2. Increase the conversion of these to customers
3. Increase the value or worth of a customer-and they have a lifetime value to the business.

That if you increase all of these you then expand your business exponentially.

The first big gain that came from re-jigging an ad we were running, trying a few different headlines, different publications and then MEASURING the response and conversion rates and then running the best ad again and again.

At times even using some bartering for advertising space to conserve cash.

Secondly we databased these and previous customers and made other offers to them ie free changes to art work, 6 of the same products for the cost of 5 also adding other compatible product lines to the ones we already had.

Thirdly staged cross promotions (host-parasite) with complimentary businesses ie businesses with customers that were likely to want to purchase our product using a redeemable coupon with bonus offers, reduced artwork setup,5 for price of 3 etc... and then again MEASURED results.

I also know that there are many other things that can be incorporated into our business to prime the marketing pump and reap windfall profits. eg selling unconverted leads, more bartering, direct sales, looking at vendor arrangements.

I can say just by using those three things it has created and exponential growth and that we are now looking at expansion, however, from the extra business we now have to look at creating better systems ie Staffing, delivery, phone, ordering, production.

I can only thank you Jay for the education in marketing.

Kind Regards

Bretton Stitfold

325. Brian Banashak

----- Original Message -----
From: Brian Banashak
To: Jay Abraham
Sent: Tuesday, August 13, 2002 8:37 PM

Dear Jay,

Thanks for the opportunity to share my success story with you.

While I have not yet had the opportunity to attend one of your live seminars, I have purchased and listened to your tapes (Your Secret Wealth, 93 Extraordinary Referral Systems, and the infamous book by Mr. "X") as well as gleaned valuable ideas from your various "promotional" tapes.

I'm a small, but growing, book publisher who's been in business for over 15 years. I started in the advertising business then switched to publishing 5 years ago. I thought I could apply everything I had learned from my successful advertising business to the publishing business.

I soon discovered that these two businesses were very different. Advertising is primarily a service business, but publishing is primarily a manufacturing business (of course I'm oversimplifying). The financial ratios that worked in advertising didn't work in publishing. Getting business was also very different. With the ad business I had time to demonstrate my expertise to the few clients I needed to succeed. But with publishing, how could I possibly talk to all of the people who needed to be convinced that our books were worth reading.

Your "Abraham Mindset" encourages a person to think beyond the obvious and challenge the status quo. While listening to YSW and 93 ERS, an idea began to emerge that really was a fusion of the two. This idea revolutionized the way I viewed potential authors, bookstores, and book sales reps.

I was desperately trying to not just grow my business, but sometimes even manage to survive. I thought "more ads, that's what I need." But it didn't work. This was extremely frustrating to me as a former ad man!

In YSW you challenged me to discover the hidden resources I had, not just my skills or hidden material assets, but also my associations with other people. So, I asked myself "what relationships do I have that I could use to grow my business?"

THEN IT HIT ME LIKE A TON OF BRICKS (pardon the cliche). I had been trying to sell each of the dozens of titles I was publishing DIRECTLY to readers, bookstores and distributors. Our small marketing staff (my son and I) was burning itself out trying to reach all of these people.

When the light went on, I saw that I only needed to REACH THE PEOPLE WHO WERE ALREADY REACHING THE PEOPLE I wanted to sell our books to. Talk about exponential results! This idea was a fusion of realizing the hidden value of my existing and potential relationships and combining that with a referral system to open new doors.

I saw that I needed to win readers and booksellers TRUST so they would be comfortable exposing themselves to the ideas in our books. (There is much more suspicion in the Christian book trade, in which I work, than in the secular book market.) The question was, how do I build that trust?

When the light went on, I saw that I only needed to win the trust of a few industry insiders who would in turn give credibility to our books. I also discovered that it was much easier to win the acceptance of the industry reps BECAUSE THEY HAVE A VESTED INTEREST IN ADDING CREDIBILITY TO MY BOOKS. That vested interest is found in the commissions they receive from us. (Not to say that they would promote anything we gave them to sell--I'm saying it was an easier sell for us because they now had a financial reason to read/review the books we wanted them to represent to the trade).

How much has this idea benefited us? In 2000 we did $148,000 in total sales. In 2001 we did $302,000 in sales! We are now projecting close to $400,000 for 2003. But it's not just about the money. We now have a much greater sense of satisfaction, knowing that we are reaching many more people with our books. Our sense of self-worth has increased as well--we really do have a viable publishing company! Thanks, Jay.

How can anyone else benefit from what I've learned? My years in the ad business showed me that you have to have a customer's trust before they will buy. A great ad helps to develop that trust. But an even better way to build trust is to treat everyone you deal with as a valuable person. We need to look beyond the lifetime value of a CUSTOMER and see their worth as a PERSON. That's something the troubled CEO's should have learned in business school (sorry, I got to preaching).

Jay, if I've not shared enough detail or missed the point, let me know and I'll try to do a better job of communicating the importance of what I've learned.

Sincerely,
Brian Banashak, Publisher
Evergreen Press

326. Brian Maroevich

----- Original Message -----
From: Brian Maroevich
To: Jay Abraham
Sent: Tuesday, August 13, 2002 9:23 AM

Hello,

"I sent my customers a 'Printers Screw Up Special' where I offered my customers a HALF Off discount on my genuine looking Million Dollar Bills. My printer really did screw up the print job, but it wasn't bad. As a matter of fact, people in my office think I'm crazy because they didn't notice a problem. So I took advantage of this situation and made this special HALF Off offer. The orders are coming in from one simple email offer to a small list of customers, and the direct mail offer that will hit all my customers soon will bring a flood more!"

Brian Maroevich, President
www.LeadStampede.com
P.O. Box 484, Kentfield, CA 94914
415-884-9202
FAX: 415-449-3469

327. Brian Martin

----- Original Message -----
From: Brian Martin
To: Jay Abraham
Sent: Friday, August 16, 2002 9:25 AM

In 1991, I had the privilege and opportunity to attend one of your Marketing Bootcamps and become a Jay Abraham protégé. What I learned through that experience has enabled me to help a number of businesses, while opening the door for me to join a Fortune 500 business. But since you asked for a case study and not a life history, here are some thoughts that might prove useful to others.

In consulting with a family-owned specialty lumber company, I discovered that sales were declining and competition from larger firms was siphoning off business. The father had retired and his son wanted help in getting the company back on track. I first discovered that the business had not defined, and was therefore not communicating, its unique selling proposition – and it actually had one. This company focused on producing special cuts and millwork on lumber for the building industry in a major metropolitan area. We got to work on creating a solid USP, but only after researching their ability to guarantee and deliver on what set them apart from their competition. As I recall, the USP we developed was "Specialty Lumber Products Guaranteed to Satisfy on Price, Performance and Personalized Service." I quizzed them about the features of their product offering and isolated six components – selection of woods, cut options, quality of wood, price, delivery, and custom work. We then developed a guarantee to back each feature and specified what the company would do to back up each guarantee.

Secondly, the company had a several file cabinets full of records relating to previous customers, but was doing nothing with this valuable resource. I let them know that these cabinets contained their most likely source of "new" business – if we could go back to them with a compelling offer to give the company another try. It would have been helpful if they had recorded in each file why the customer had left. The manager said that he often didn't know why they had left, but surmised that pricing and delivery problems that had since been addressed, caused many to seek other suppliers.

Using the feature/guarantee list, we composed a letter inviting these previous customers to give the company another try. The owner started sending the letter to controlled groups of prior customers and followed the mailing with a phone call. This campaign resulted in a 25 percent increase in new orders within a two-month period.

Jay, I feel compelled to add that just as this campaign was really kicking into gear, the owner got interested in other businesses and failed to follow through. There is no doubt in my mind that our results would have been even more dramatic over time with proper focus. Time and again, I've seen business owners fail to follow through with winning ideas and campaigns, so I would add "Follow Through!!!" as one of the most critical pieces of advice to those implementing your great ideas.

Hope this helps others as it has helped me in my career.

Brian Martin, Communications Manager
Administaff, Inc.
281-348-3726.

328. Brian Ravenelle

----- Original Message -----
From: Brian Ravenelle
To: Jay Abraham
Sent: Thursday, August 15, 2002 7:49 PM

I always liked the proposition "Don't pay for advertising. Pay only for results." I finally put this to good use this summer, in a very successful "experiment" utilizing a college intern.

Having just hired my first official "staff" person in March, my four-year old financial services business did not need additional expenses. Although business has been exceptionally good, I was skeptical after receiving a call from a top client to "hire" his nephew for a "summer internship."

"I'd like him to learn how to network and build client relationships like you do Brian. My construction business can't really provide the opportunity I want him to have. Can you help us out???"

Well, when one of your "A" clients show this much interest in you and your business, I felt a responsibility to respond. But when you have to compensate a nephew, with absolutely no experience in the business, and teach him how to "network", well…that's not so appealing. So I had to create an opportunity to make this worthwhile for everyone. I figured "Uncle" would be the key to me not playing "ATM" machine to the young intern all summer.

The internship I structured consisted of two parts. A "token" salary to begin, followed with a "lucrative" bonus program based on performance.

The "bonus program" involved a summer seminar and a weekly referral program. My objective for this ten week internship was simple. If I could help my intern with basic language and knowledge of the financial service industry, "Uncle" could help his nephew get in front of the right clientele.

So, of course, our seminar was targeted for the "Construction" industry and I was sure "Uncle" wanted his nephew to be "successful."

To make a long story short, 24 business owners attended the 45 minute seminar (after everyone was invited and introduced by my intern and his "Uncle.) The business generated was overwhelming. At a promised 10% bonus rate, we generated in excess of $35,000 of new business. My intern walked away with $3,500 for that project alone!!!!!

The referral program entitled my intern to $25 for every person he personally referred to our practice. After 19 meetings, he walked away with another $500!! "Uncle" again proved to be very influential in seeing that my intern was calling the right kind of client. And I remind you, this was all done in addition to receiving a small weekly salary AND it was all done on what we called "flex time." Not having much time on my hands to meet everyday, I allowed my intern to pick and choose his hours as long as he gave me a weekly report of his progress.

As you can see, this truly worked out as a "win-win" for all parties. I had free advertising and promotion of my services everyday. My intern had made 5x the money he would have typically made for summer work. And finally, "Uncle" was not only beaming with pride regarding his nephew's success, but also could not stop raving about my "wonderful" financial service practice!!!!!!

Lesson Learned: Always Think Outside the Box!!!!!!

Jay…Thanks for all the ideas. You make my life better.

Sincerely,

Brian M. Ravenelle

329. Brian Tatla

----- Original Message -----
From: Brian Tatla
To: Jay abraham
Sent: Monday, August 19, 2002 3:16 AM

Dear Jay,

I am a partner in running a small chain of 9 ladies clothing stores in various shopping malls in the UK. We had been trying in various ways to improve our stores in various ways. But one of the ideas that really worked came from your book.

We approached ladies shoes importer and said to him simply you put a selection of your shoes in the store and we sell them for him. That we will display them in the store and we will provide the sales people for him. And in return we will get 30% of all sales that we take. Well last year we tried it in 4 stores in those 12 months we took about £700,000. That's some where in the region of 1 million US dollars.

Not bad I guess for something that we do not have to employ extra people. This year we are going to try in bring in some other people to joint venture with.

Yours sincerely
Brian Tatla

330. Bruce Elliott

----- Original Message -----
From: Bruce Elliott
To: Jay Abraham
Sent: Saturday, August 17, 2002 3:38 AM

Dear Jay,

Here is my success story.

I co-founded an ISP in Europe with 2 other partners. We later sold the ISP to a larger American ISP after 2 years.

When we got started we didn't have much money, and certainly no money for marketing expenses. We had a good product, better than the competition but no money. How could we get a sales staff quick?

I decided to set up a network of strategic partnerships to spread the word.

1. First, we partnered with the largest software wholesaler in the country.

   We would pay them a small commission for each "certified dealer" they could present to us. But the commission came out of what the dealers sold.

   The wholesaler had a monthly newsletter that went out to 2000 computer shops around the country. They promoted our "certified dealer" idea through the newsletter and via their own in-house telemarketing group. This caught on. They organized groups of shops to hear our elevator pitch around the country.

   It was like a big brother taking the hand of a little brother to help him get started. They even provided us some up front money because they know the idea was good.

2. Then we partnered with the individual computer shops who signed up to be "certified dealers," and trained them how to sell our products.

   We provided a marketing kit and the marketing collateral (paid by our big brother) to help them get started. We kept up weekly contact and monthly training sessions.

3. Next we partnered with a large American movie studio who was looking for a way to get more people to see their movies. "The Net", an Internet movie, was coming out so we made a campaign to take advantage of all the hype around the Internet. This was a "strategic event."

   We made special displays at each movie theater around the country and gave out free one-month subscriptions. This worked great and it spread the word.

4. Next we got the press involved. We gave out free subscriptions and training to all reporters in exchange for a story about us in their newspaper. They liked the idea and a story came out every week.

5. We partnered with Universities and made them "certified dealers." We trained students and Professors how to get connected.

6. Lastly, we had a catchy service mark "Get connected today." Simple yet effective.

After 3 months, we had a sales distribution network of 80 motivated computer shops, consultants, and students re-selling our products.

We had a machine (our big brother, the software wholesaler) for recruiting more dealers. We had national exposure in the press and we had VCs knocking on our door to find out what all the "fuss" was about.

And we paid nothing for this - just a little time and effort and imagination.

To summarize, if you have a good story to tell, people will partner with you, so they can go along for the ride.

However, to get much larger partners who may contribute financially, one needs to structure a repeat business for them. Use local events from media distributors to get the word out.

And keep in touch with all the partners. Give them a few new ideas.

Hope this helps, Jay. I've enjoyed reading your work and following your own campaigns.

Best Regards,

Bruce

331. Caleb Jones

----- Original Message -----
From: Caleb Jones
To: Jay Abraham
Sent: Wednesday, August 14, 2002 9:25 PM

My name is Caleb Jones and I am a computer consultant doing business in the Portland, Oregon area. I work by myself and have no employees. It's very hard for techie computer nerds to sell, but this was what I had to do in order to pay my bills.

After listening to some of Jay's tapes and reading his book, the primary concept that struck me was the use of other people or companies that "already" had plenty of customers in my target market. Why go through the pain and torture of cold calling or door-to-door selling when there might be someone already out there who already has all of the customers you want?

I am a generalist networking computer consultant, so I handle the base computer system in an office. I did some research and got the names of several small businesses that did computer consulting specifically on computer-based accounting systems. They did not do any of the general networking and software consulting that I did, yet they offered their services to the exact same market I was working in.

Instead of just calling one up and saying "Hi. I'd like you to refer me to all of your customers.", I instead thought of a way to offer them a benefit instead. I made sure that the next time I ran into any situations with my current clients where an accounting computer consultant would be needed, I would call one of them and bring them in getting "them" some business.

Within a few weeks, just such an opportunity came calling. One of my smaller customers had an accounting need. I called up of the names I had from my accounting consultant list, and brought one of them out with me to the client. This woman than picked up a new client of her own... my client. She was happy. She also got on opportunity to see me in action with my clients, and soon she was saying "I have several clients who could really, really need you." So, we started to work together.

Long story short, over the next two and a half years I personally did over $190,000 of business from clients this "one woman" gave to me, and that doesn't count the additional referrals I received from those new clients. This was business that was gained with absolutely zero cost and zero advertising to me. It was the single most profitable action I have ever taken. I have just started to proactively contact the other computer based accounting firms in the city to do the same thing all over again.

It was a heck of a deal; done all by just changing my mindset a little.

Caleb Jones
President

Draxx Computer Solutions, Inc.
12305 Boynton St.
Oregon City, OR 97045
503-675-9786

332. Charles McClendon

----- Original Message -----
From: Charles McClendon
To: Jay Abraham
Sent: Tuesday, August 13, 2002 1:27 PM

I have a rather simple story to tell as up to the present time my attorney/CPA practice has been part time-although at present I am expanding to full time. There are basically two major principles that I have implemented. The first is very simple: cross-selling or mining present customers for additional sales of my services. For example, my present tax clients have been good sources for selling my legal services to-wills, estate planning, powers of attorney, providing solutions for contractual problems, etc. and conversely my attorney clients have been good sources for selling tax return preparation and tax planning services to. This has substantially increased revenues to the point that I have decided to practice on a full time basis-all just from this simple idea and it's implementation. When I have mentioned these new products, I have told my clients I will be happy to provide the name of a client who has purchased the services I am suggesting so they will feel more comfortable in obtaining the product.

The other major principle I have implemented is that of having written policies, procedures, forms, checklists, scripts, matrices, etc covering every aspect of my business. This system has been set up in a seamless way, with provision for infinite expansion and revision but based on one seamless grid or matrix, of course which itself can be expanded if necessary. This has been a massive project and very time-consuming, but the payoff is incredible in terms of a smooth running business. Time is not wasted making the same mistakes and reinventing the same wheel. I keep a digital recorder handy at all times to instantly capture new ideas to incorporate into the system. The system is easily adaptable to the ever-changing marketplace and other conditions. Having all streamlined ideas "systematized" in a system frees the mind up for more creativity and new ideas and more attention can be given to flawless execution that will leave the client breathless.

At present this is a solo practice, but the system documentation will make it easier to train and guide any associates whom I might bring into the business.

333. Chris Allen

----- Original Message -----
From: Chris Allen
To: Jay Abraham
Sent: Thursday, August 15, 2002 10:58 PM

I have written the following to express my gratitude for the insights I have garnered by reading your books and articles.

I was working as a small business consultant in 1998 and I had the opportunity to read some of Jay's writings. One thing that dramatically increased my business was an idea I picked up in an article. When the idea hit me, it was at a critical time for a company that I was involved with founding.

The company is an Internet technology company, and they had a fantastic technology-a way of delivering 10Mb access to the Internet for residential users, at a fraction of the cost of fiber.

I was very busy putting the sales and marketing team together, and I was racking my mind on how I could jump-start this company-the idea that came from Jay's mind was that of partnering-I do not remember the exact words he used, but I remember the general idea-it became immediately apparent to me that I wouldn't need a strong sales team, that the product was so compelling that it would not need a highly skilled team to get customers.

I created relationships with all of the local computer resellers, and computer stores. They loved to talk about the latest new technologies, and what was available-that is generally the passion of a computer salesman anyway, so when we gave them an exciting thing to talk about and promote-it was a marriage made in heaven.

We partnered with all these stores in the geographical areas that we serviced and with used this strategy as a way of softening the market and of selling the service-the stores were excited the customers were excited and the marketing costs went to practically zero-which was very important for the stage we were at the time.

The partnering worked better than anything I had ever seen as far as softening the market, creating buzz, and getting people all over the community involved with pushing for the technology to enter their town (by pressuring the city counsels) everyone who purchased a new computer in this town of 300,000 people heard about this Internet company that would deliver the Internet at 500 times the speed of a dial-up for less than $20 a month.

Because of the subtle messaging we put out through different partners we were able to get penetrations in certain neighborhoods that approached 50%. The partners helped us to brand our service as the greatest thing for the Internet.

When the time came for us to start raising larger rounds of financing because of all the buzz that the partners created in the community we raised $20 Million in our first round from a local investor-he was softened by the buzz and excited as anyone to get the service-and I attribute most of the buzz to the relationships that we created by partnering with the many computer stores and repair centers around the community.

To indicate just a little bit, I walked into a Furniture store where they also sell computers, and overheard a couple of people chatting about my company and the technology-they were not

customers of my company, but they were both talking about how incredible it was and how they had a friend who has a friend who has the service and they absolutely love it. Just then another person joins the conversation and asked what company it was and they all start sharing all the stories they have heard about the technology-I didn't know any of these people, and at this time I knew all of the customers personally-our partners had done a fantastic job of spreading the news-much like a virus and soon everyone was spreading the news and they all wanted to be on the service.

Needless to say as we started moving into the different areas with the service the buzz got larger and larger and so did the revenues, so we started using a larger media mix-for the vast majority of the people who became customers, the partnerships we established with complementary businesses was the most powerful source of business.

The steps I followed to establish a partnership with the computer stares and the repair shops was very simple:

1. I got the three phone books for the area in which I lived
2. I looked at all of the companies in each of the yellow pages in the computer section.
3. I created a compelling message that would get the employees (mostly tech geeks) excited
4. I personally went around to every company on the list and started chatting with the employees who visit with the public-mostly the sales and tech guys-and "shared a secret about what this new company was doing"
5. Two of my employees then did the same thing and so each company heard this "secret" from three different people.
6. We then put an offer for the companies to sell the service for $19.95 per month as an up-sell for their customers; they would get a small commission-$20 for every customer they sign up.
7. When the companies learned first hand from my company that the rumors were true they started getting really excited. We then started hearing the buzz expand all over the place-I remember hearing about my company on the other side of the state, over 240 miles away.
8. When you get people starting to talk you can't shut them up very easily-so get them saying good things about your company. And the message can spread like a virus.
9. We just kept fanning the fire and capitalized on all of the positive feelings that were felt in the community.

I have since then used this principle of establishing complementary partnering relationships with several projects with much of the same result.

Thanks Jay for all of your ideas,

Chris Allen
StreetMaker, Inc.
Tel. 800.561.8705
Fax. 800.561.4928

334. Christian Goertz

----- Original Message -----
From: Christian Göertz
To: Jay Abraham
Sent: Friday, August 16, 2002 3:47 AM

Case Study from Germany

Type of business: Licensed program for building contractor
Core concept: Marketing stone houses with a special USP

Strategy: PR Campaign - World record in constructing stone houses
Idea: We construct 24 houses in 9 days – try to get a world record for the Guiness Book of Records
Famous german politicans who supported the concept:
Former Foreign minister : Hans Dietrich Genscher (keynote speaker)
Former Economic minister: Dr. Guenther Rexrodt (keynote speaker)

Goal : Extraordinary PR event to get attention – Launch a new licensed program
Sell the 24 houses

Result: Sold all houses in two weeks - 24 houses each 135.000 $

New prospects for the next project (to sell houses). Probably over 100 prospects.
Sold 12 license agreement in the first two weeks after the event – with a fee of 8.000 $ each and 1.000 $ each month two year agreement.

Over 50 newspaper reports, radio interviews, television report . Media coverage worth more than 250.000 $

Excellent sales material: newspaper reports and video from the famous keynote speakers

Attraction to new sales representative

Attraction to further suppliers to get special sponsorships and agreements

Cost: Over 100.000 $ for public relation agency, catering, key note speaker, advertising, direct mail

Date of the event: Oktober 1999

Chief Marketing Officer (CMO) : Mr. Christian Goertz - B.A. – Marketing
Attende of ULMR – Ultimate Research Marketing Laboratory - Study Program 98/99 -
Jay Abraham

Company: DM Meister Systemzentrale GmbH – Otzberg – Germany
Size of business: 15 employee
Sales 2001: 1.000.000 $
Over 100 licensed agreements sold in two years

"My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavours."

Christian Goertz
PMC Positiv Markt Consult GmbH
Ruegnerstr. 69

D-64319 Pfungstadt
Germany

Tel: 0049-6157-3233
Fax: 0049-6157-2830
Mobile: 0049-171-3560305

335. Chuck Hartman

----- Original Message -----
From: Ellen Reid
To: Jay Abraham
Sent: Tuesday, August 13, 2002 12:33 AM

Dear Jay,

Thanks for asking me to contribute.

As a marketer I know very well that the USP is the first and most important task for entrepeneurs; actually for anyone starting or going to the next level of their business.

In your book, "Getting Everything You Can Out of all You've Got" in chapter 6, Vive Le Difference, you explain the Unique Selling Proposition is what needs to be created, identified and integrated into all the clients' promotional, marketing, advertising and selling, collateral materials, web sites, everything. You tell people to say it, demonstrate it and live it!

What I realized after reading that chapter is that my special "gift" is the ability to "see" people in ways they cannot see themselves. I get "underneath, behind and beyond" their vision of themselves and do that with and for my client so they can get an expanded, larger, more exciting view of "what's in it for their readers" based on what is offered as their specialty. I also work to come up with ideas they never thought of ."How do you know the taste of ice cream if you never tasted it before?"

My company, Smarketing, specializes in authors who want to self publish their books. It's our niche, however we can "Smarket" anyone and give them their USP and tag lines and sizzle. We do this in the headlines, the tag lines, the author branding, the book branding and the succinct paragraph description of the book and why it was written.

Steve Burt, of Burt Creations, author of many books, said he wanted to be more than a small town pastor selling books at craft fairs. He wanted distribution to the book trade and to become nationally and internationally known and get his stories out to a wide audience.

First I had a "Smarketing" session with Steve on the phone and asked many questions about what he'd done, what his life was like, what his

vision was for himself and his publishing company. It took about 1-1/2 hours. Then I went into "meditation" and that, combined with my marketing background, was enough to "get" what was needed and to tell my writer what I call "grist for the mill". Steve's signature book was originally called, A Christmas Dozen by the Christmas Story Pastor. We changed that and created his own "brand". Out of that came, A Christmas Dozen, Christmas Stories to Warm the Heart by Steve Burt, Storyteller of the Heart. His next book was Odd Lot, Stories to Chill the Heart by Steve Burt, Storyteller of the Heart and then Unk's Fiddle, Stories to Warm the Heart by Steve Burt, Storyteller of the Heart. He is now distributed by Biblio, and was one of the few self published authors signing books at BEA in New York this year right. Was he proud! He has printed over 5000 copies of The Christmas Dozen in soft cover and now in hard cover as well and selling more than he ever thought possible.

I received the following testimonial from Rev. Burt:

"I met Ellen Reid at a Dan Poynter seminar in April 2001. I was a small-church pastor with a nice, little, self-published Christmas stories book that nobody except family and friends knew about. Now, six months later, I'm a full-time writer/publisher/speaker with three great-looking books that everybody's hearing and talking about. I've been written up by Writer's Digest in their magazine, Publishing Success, in the 'Advice from the Pro's' section. Much of my transformation and success came about because of Ellen, who helped me revision myself and then stretch to make things happen. Ellen has been not only my projects director, marketing manager, and utility infielder; she's also been the coach, cheerleader, occasional pinch-hitter, and so many other things."

— Rev. Dr. Steve Burt, BurtCreations.com, author of the best-selling A Christmas Dozen: Christmas Stories to Warm the Heart, Unk's Fiddle: Stories to Touch the Heart, and Odd Lot: Stories to Chill the Heart

Notice he said "revision" himself. That is what everyone needs to do or have someone do for and with them as you so succinctly put it in your book. Another client, Dr. Mark Holmes (www.drmarkholmes.com) author of Original Innocence, The Return of the Soul said:

"Besides advising Cauldron Press on the best way to take Original Innocence from manuscript to print, Ellen correctly saw who I am, and thus was able to expertly advise me regarding web design, book

layout, back cover, logo, stationary, giving me feedback that I could trust. Accurately seeing oneself is among the most difficult of things. " -- Dr. Mark T. Holmes

Once my clients "catch" the vision, they can go forward and use it on all their materials, as you so strongly advise in your book. Look what you said on page 95 about Howard Ruff. Awesome! I took that to heart. Everyone has their own unique self and their own USP. It's my job to get to the "heart" of them. Thank you for helping me know how important that is and now it is the first and most important part of my business of Smarketing and Book Shepherding.

Thanks, Jay.

Best,

Ellen Reid
SMARKETING-Infinite Possibilities
*Book Shepherding
*Consulting *Positioning
269 S. Beverly Drive, Suite #1065 Beverly Hills, CA 90212
Tel *310-234-0626 Toll Free: 866-406-4352
E-Fax*1-208-692-7170 Cell:310-210-5169
www.smarketing.com

336. Clarence Underwood

----- Original Message -----
From: Clarence Underwood
To: Jay Abraham
Sent: Tuesday, August 13, 2002 6:44 PM
Subject: Utilizing PEQ

Dear Jay,

The reason I did not respond earlier is because I have had difficulty figuring out how to apply the information I learned in the PEQ Series. However, I did do the following:

I am a Private Investigator and educator at the collegiate level. I had intended to use the information to enhance my marketing program in the background investigation work but I was unable to get it off of the ground. Shame on me but I'm telling you the absolute truth. Much of the information was excellent but overwhelming.

On the education side, I was highly intrigued with the concepts of ego and empathy when searching for a Super Star. I used the concepts to write a speech relative to how coaches display ego and empathy with athletes involved with their sports. I delivered this speech on two occasions to groups on a gratis basis. I received great receptions.

The materials you send to me have been outstanding and since I have recently retired from my educational position, I hope to be able to utilized your suggestions to make some real money for my family and me.

Thank you for being generous and patient with me.

337. Clark Curley

----- Original Message -----
From: Clark Curley
To: Jay Abraham
Sent: Friday, August 16, 2002 8:25 AM

Dear Jay,

First, I'm enjoying your PEQ Program. PEQ II was a positive improvement with more details and outlines to help our company understand and implement your ideas more readily. While you kindly refer to me as a graduate, I'm really in the very early stages of learning and adapting your ideas within our company. Therefore, I'm not sure I have a relevant case study, but will address the process I've taken.

My father founded the company in 1968 and I have been President for about 15 years. We are in the livestock nutrition business and sell directly to the farm with our own sales force in approximately 16 states as well as England, Scotland and Ireland in Europe. We have several strategic alliances that are representing our products and services in states and countries that we do not have a sales force. We are a small to medium sized company with sales over 20 million dollars.

I responded to your program, not because our company is doing poorly. In fact, it is having its best sales and financial year ever. While we are doing great, I feel we're still along way from reaching our potential. After reviewing your videotapes, I came to the opinion the PEQ Program could be implemented more effectively if I involved my leadership team from the beginning. Therefore, I embraced the concept that you and Napoleon Hill refer to as the "Master Mind Principle" within the organization. At a luncheon meeting every Monday our leaders watch and review one of your videos with the intent of implementing ideas and/or concepts that are relevant to our business. The first idea that hit home was to simply start referring to our customers as clients. You're right, Webster's definition of a client is obviously the relationship you want. While this seems very basic the implications are profound. Seldom do you hear anyone within the organization use the word customer anymore. Someone said, "It is easier to act your way into a new way of thinking, than it is to think your way into a new way of acting." Just by using the word client we are well on our way to a new way of thinking.

The next key discovery was hard to accept. Everyone, including me, could not quickly define our business. Especially since we have become more diversified. Consequently, we are devoting a lot of time to developing what you define as a core story. Again I agree, if you want your clients and prospects to sell for you, they have to understand who you are and what you represent. If we do a poor job of articulating our stadium speech, our competitors become more effective in defining our business in the minds of our clients and prospects than we are. "Scary thought." We are close to finishing our core story so everyone in our company can give our stadium speech and clearly differentiate our company from the competition. I believe the core story alone will decrease the failures of new sales people, increase our close ratio, reduce client turnover, and ultimately increase our sales growth.

You have made it very clear, what I suspected but didn't want to admit, that it easy to become more tactical and less strategic when leading a growing company. We are now taking time to evaluate everything we are doing. To date your program has energized our leaders and we are now more focused on directing change than managing day to day in a changing environment.

Warmly,

Clark Curley

President and Chairman of the Board

338. Claudio Menna

----- Original Message -----
From: Claudio Menna
To: Jay Abraham
Sent: Wednesday, August 14, 2002 6:10 AM

Dear Jay,

I've heard and read your strategies for the last few years, and have to say that I've found them invaluable.

I originally started implementing them in early 2000, when I raised $100,000 US of equity capital, from scratch - having never done anything even remotely similar to this before. I used the strategy of communicating that I was to be paid nothing, if the equity price (for these private placement shares) didn't rise by at least 100%, after the IPO, or intended buy-out.

At the time, shares were rising at least 500% in this kind of situation and market sector, so there was honestly no risk to me. If the equity did rise, I was to receive between 15 and 25% of the increase in profits.

I contacted around 14 people, and 10 accepted this offer; most of which invested with me within one week of my call. I tracked these people down originally thinking of friends to contacts, and then asking if they had any friends-of-friends who would like to benefit from the investment - it was honestly as easy as that; I was pleasantly surprised by how easy getting the results were, especially since I was 20 at the time, and had never been in this kind of business/venture before.

I personally found that the results came when I used the strategies I learned (especially the concept of risk-reversal), and communicated them in a simple, honest and straight-forward way, with the main emphasis being on THEIR BENEFITS from the venture, rather than just mine.

It took me less than a few weeks (part-time) to finalize this venture.

The next main situation I used these strategies, through a part-time business on ebay. I used strategies received from "Jay Abraham's Billion Dollar Internet Strategy Selling Super Summit" in 2000, to start an ebay selling system from scratch. I was especially inspired by the gentleman from the Summit who was earning around $200,000 US a year, spending about 3 hours a day working.

I set this up, and to date have been earning $1200-1500 a week on average, literally spending less than 40 minutes per day on average (online and posting items). I found the secret was to creatively source items (by thinking outside the box) from places like auctions, and tracking down people who have valuable items simply lying around collecting dust, and making an exchange or a cash offer for the item.

I found the ebay selling system works best when you stick to a few items (at most), and are able to source them at a great price (preferably in bulk). This way it takes you less time to answer questions about the item, and postage and insurance prices are known on the top of your head for each sale.

I used Jay's marketing philosophies and strategies, to create appealing and catchy ebay adds. I've found that many people on ebay don't educate their customers with competitor and self past ebay auction sale-prices, and how yours if better for them (value wise), as well as RESULTS-wise, which is really what the customer wants in the long run.

I've also learned that customers do prefer higher priced items, if they add far more value. In fact, most of my customers have been happier buying 'higher priced' items, than lower priced ones (I received far less emails to clarify regarding questions on higher priced items, than lower priced ones).

I hoped this has helped by passing on some of the great business distinctions I've received. God bless, and all the best with your prosperous future business success!!

C. Menna
AUSTRALIA

339. Craig Kestran

----- Original Message -----
From: Craig Kestran
To: Jay Abraham
Sent: Tuesday, August 13, 2002 11:59 AM

Jay,

Just a quick success story using your technique of up-selling at the time of the sales order.

Historically the sales staff I took over sold the least expensive service offered. We sell Cobra Compliance services.

The basic service is where we provide:

Initial takeover and audit of current Cobra participants. All forms and instructions needed, like the IRS required Cobra policy and procedures manual. Process and adjudicate all Cobra elections. Toll free Help Hotline. Bill, collect Cobra participants monthly premiums, send grace letters when needed. Provide reports itemizing activity. Remit collected premiums back to the business. Retain proof of compliance in professional archives.

The enhanced services we do the actual back office work for a business. We mail all the proper notices and archive proof of compliance for an additional fee per notice. There are three required notices and a fee for each transaction.

After listening to one of your tapes on growing your revenue per sale by just asking, we increased our average sales revenue per sale by 30% by adding on all the options.

Our annual sales revenue grew from $1.7 million to over $3 million in a twelve month period. That was three years ago. Last year we did $6.5 million in new revenue combining a number of your techniques.

Keep in mind this is all brand new sales revenue. I am not even taking into account the ongoing revenue thrown off from clients that renew with us every year. We average keeping a client four years.

Hope this is what you are looking for. I have to run! I am looking forward to reading the other success stories.

Regards,

Craig Kestran
Vice President, Sales
Tel: 800-790-9057 x 6654
Fax: 727-866-5604
www.ceridian-benefits.com

340. Dale Green

----- Original Message -----
From: Dale Green
To: Jay Abraham
Sent: Thursday, August 15, 2002 9:37 AM

Hi Jay,

To say that I am very grateful for your unique business strategies would be an under statement! You have not only showed me how to operate a business in a very professional manor, but have given me the tools to totally eliminate all the guess work from marketing my products.

You make it easy to love my customers because you have shown that you love YOUR customers. I am not fooled easily. I know when a person really cares about their customers. And Jay Abraham really does, I mean he really does care!

I have used your business tips now for about 2 years. And where I used to struggle to communicate in my business, I move straight ahead with confidence! This is because I have found that the more I understand and care about my customers, the longer they will stay with me.

My wife and I have 4 kids. Two are in college. All of them have come to know Jay Abraham as dad's mentor. And for good reason. JAY KNOWS HIS STUFF! I have no doubt that 3 years from now I will be making at least $1,251,000 a year because of Jays Powerful strategies.

To anyone out there who would like to operate a REAL business (you don't have a real business if you are not loving your customers), try Jays business strategies. And if you use just a fraction of them in your business on a regular basis I promise you your life will never be the same!

Thanks a billion Jay!

To your prosperity,

Dale Green
founder/cellphonecash.com

341. Dave Elliott

----- Original Message -----
From: Dave Elliott
To: Jay Abraham
Sent: Friday, August 16, 2002 7:33 AM

There's money to be found in an unused customer list.

I owned a small carpet cleaning business and was looking to expand. One day I saw an ad from a competitor in the newspaper's business section. My competition was trying to sell his business. I spoke with him and got all the details on what was for sale and what he wanted for the business.

He was asking too much money for what he had. His two trucks were outdated and his three carpet cleaning machines were in need of repair. So, I said goodbye.

After thinking about what I learned from Jay about uncovering hidden value, It occurred to me that his client list of 2,651 customers was pure gold if mined right. He had been in business for around 9 years and kept good records on his customers.

I called him back a week or so later and told him that if he couldn't sell his business that I had a deal for him.

I knew he would call back as his business had no real value to it. But, his customer list was valuable to me.

Three months later he called back frustrated and beat. He wanted to hear my deal. We got together and I told him that I would buy his customer list from him. Not for an upfront price, but for 10% of all the sales that I could mine from it.

I produced an information guide titled "How to keep your carpets looking good longer", and offered to send it at no charge to the mailing list of past clients. It worked great. I was able to get a lot of sales through that low pressure offering. Using this approach, adapted from what I learned from a tape of Jay's, I made $14,653.47 in a two-year period.

Adding to that success, I joint ventured with a retail carpet sales outlet about a year later. Using the same customer list that I got use of for no up front fees. We offered the list a similar deal, but for new installed carpet if they didn't want to get theirs cleaned. I made $3790.43 as my cut from the carpet sales outlet.

I made all this money thanks to Jay's mindset that there is always value in a business that isn't being realized.

That unused customer list that was headed for the trash can, made myself, the original list owner, and the carpet sales company a lot of money. And the customers were very happy with the services that they received from us.

Dave Elliott
Magic Touch Carpet Cleaners
703-670-7383
Sales: under $100,000 yearly

342. David Adlard

----- Original Message -----
From: David Adlard
To: Jay Abraham
Sent: Friday, August 16, 2002 9:27 AM

Jay,

I have been a student of yours for over 15 years. While I have never attended one of your "live" events I have purchased several of your courses over the years and have successfully applied the methodologies in several businesses. Here are just a few of the examples.

1. I took a small specialty retail shop (balloons and gifts) that we had purchased just after my wife and I were married for her to run and grew it from $10,000 per month in sales to an organization that included three retail stores, a wholesale distribution company, an event planning firm, and an export company (that included the ownership of some Disney licensing rights) doing total sales in excess of $4 million dollars per year. It took me just under 4 1/2 years to do this.

   I used dozens of your ideas and strategies to accomplish this but most important was the development of a USP for each and every division of the company. We also learned early on how valuable our customer and client base was and how to harvest additional dollars from the people we were all ready doing business with. We eventually sold off each company individually and moved on to our next project.

2. I consulted on another project (mobile automotive service company) where I wrote one sales letter and faxed it to a targeted list. The results were so overwhelming the company had to immediately quadruple their capacity and eventually ended up selling the company to another firm with the capital for the expansion. By the way, I warned them that in a service business such as this that they may not be ready for my help but they wanted it anyway. I could have turned this into a long term residual income stream but turned it down for better opportunities. The Abraham principle applied here was one I refer to as "Abraham 101". Find out what the value of a customer is, find other potential customers like the ones you have, and then make them an irresistible offer that brings you a new customer at the lowest possible customer acquisition cost possible.

3. My most recent success is with a dental practice. My father has been a dentist for 37 years. About four years ago I started looking at my dad's financial situation to make sure that he was going to be ok for retirement. He has always been a great dentist but not the best businessman. I won't go into all of the details but over the course of a few months I discovered that this industry was getting ready to boom and that if the proper plan was put in place that my father could make more money in the

next five years than he did in the previous 20 years combined. We structured a deal that made me a full partner and I went to work "Super Abrahaming" the dental practice.

In 1998 my father's practice had gross revenues of around $300,000 per year. This year we will do just under $3,000,000. We are doing this out of the same location (although remodeled and more strategically laid out) and my father is working fewer hours than he has ever worked in his entire career. In fact he will probably be down to 4 days a month by September and will still make three times what he did before. When he fully retires he will still own an asset than continues to increase in value and pays him residually for as long as he owns it and probably even for awhile after he decides he no longer wishes to be involved.

Before applying your strategies he was seeing about 20-30 new patients per month and the average patient was generating roughly $280 in revenue per year. The total patient base was around 1500. Our practice now generates more new patients than we can see. We average 120 that we do see and refer the rest to other dentists. We referred 30 just last month that generated over $5000 in referral fees and the coolest part is that we NEVER SAW the patient. By the way, our average new patient now generates in excess of $1000 per year for general dentistry and over $3500 on sedation cases. Our patient base exceeds 8000 patients. By spring we should have two company owned locations and four other affiliated practices in our metro area. We're just working out the legal structure now.

To generate these results I basically took your material and applied it to the dental industry. As a side note I understand you have some special reports or case studies on dental offices. I have never read them. I just applied the generic Abraham principles and got these results.

I could go on but I won't. The next move for me is to get out of the day to day operation of the practice and to go out and find other joint venture opportunities where I can apply the "Abraham Methodologies". I have done this in the past and want to get back into it on a larger level. Once a person discovers the power of these principles and learns how to apply them the toughest thing to do is decide what you want to work on.

Have a great day!

David R. Adlard
Managing Partner
Adlard Dental

Author of;
Evolution of the American Dream

Founding Advisor
US Health Advisors

President

The Adlard Group, LLC
Office: 816-356-1300

343. David Ball

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----- Original Message -----
From: David Ball
To: Jay Abraham
Sent: Friday, August 16, 2002 12:32 PM
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Here is a brief rundown of some of the business changes we have made in our business in the past 18 months and some of the results.

Our first improvement was to implement a systematic referral system.

Our original approach to referrals was to assume the client would send our stylists referrals just because they loved their service and their friends and family would want to know where they got their hair done. The sad truth was, that it did not happen. The world just does not work that way.

We had professional Referral Cards printed that offered the referral a 25% discount on any one service. There was a place on the card for the referring client's name. The referring client would receive a $10 gift certificate for every person they referred to the salon. We scripted our approach for handing the card to our current client. The stylist would hand two Referral Cards to the client upon the completion of services. The stylist would tell the client "Here are two Referral Cards. Fill your name in here and give these to your friends. Your friend will receive 25% off any one service and we will send you a $10 gift certificate for every new friend you send in." If for some reason the stylist did not give the client the cards, the receptionist would do it and follow the script at the front desk as the client paid for her services.

We saw our referrals increase by 200% in less than a month.

Our second improvement was to increase the sales ticket of each client.

Retail sales of hair care products, makeup and jewelry are one way to increase the amount of money clients spend each visit. Up servicing the client into more services on this visit or the next is another to get the client to spend more money. We used to have Retail product sitting on the shelves in the retail area and our extra services were on our menu. That was the only real marketing we did of those items. If they sold, they sold. If they didn't well, that was just the way it was.

We learned to make recommendations to the clients in both, retail products and extra services. We did this through scripting a process. We learned to talk the client through the benefits and use instructions of hair care products as the stylist was using them. When the stylist would wash the client's hair, she would describe the products she was using, why she chose those particular products, and finally how to use them at home. When the stylist was styling the client's hair she would talk the client through which products she was using, why she chose those products, and how the client would use them at home.

As the stylist walked the client to the front desk for checkout, she would pull the products off the retail shelves and carry them to the front desk. She would again explain to the client what the products were, why she chose them and how to use them. She would tell the client what a pleasure it was to work with them. The receptionist would then ask the client which of the products she wished to take home with her that day.

We saw our retail sales increase by 138%

Our third improvement was to increase the frequency of each client visit.

Our clients would call when they needed an appointment and we would schedule them in. They might come in every six to eight to ten weeks or wait longer. The optimum schedule for haircuts is every four to six weeks for most people.

We used the same method for increasing client visit frequency as we did for selling retail products. When the stylist took the client to the front desk, she would tell the client, "I need to see you back in six weeks to maintain that style." The recommendation might have been for four, five, or six weeks depending on the client. But the bottom line is that we just told the client when they needed to be back in order to maintain their desired style.

Our appoint books went from being filled up only a couple of days in the future to being filled up five weeks into the future.

Strategic Alliance

We have formed one Strategic Alliance with a women only fitness center. So far we have sent referral letters to our clients on her behalf and she sent referral letters to her clients on our behalf. The truth is, I wrote both letters and handled the mailings. She proofed the letters that were to be from her and agreed to the content. The only way it was going to get done was for us to make it effortless on her part and do all the work. It is a promotion that is only a few weeks old, but we have already had positive results.

Market Research

The biggest breakthrough has been in our learning to ask the clients for what they want. We have begun to tailor the services to the client's needs, not to a standard menu. We have no data yet as to what the positive impact will be on our numbers, as this is a new tactic for us.

344. David Cruz

----- Original Message -----
From: David Cruz
To: Jay Abraham
Sent: Tuesday, August 13, 2002 4:21 PM

Hi Jay,

I've been a big fan of yours for quite some time ever since I got wind of your material from the web, and later through your book "Getting Everything You Can ... ".

I own along with some partners a small telecommunications company based in Manila, Philippines. Your material contained so much ideas that we had to force rank and select the technique which was most applicable considering the unique way the industry is structured here in the Philippines.

For us, this was the diving board versus multiple pillar method of growing the business. Because of the power of this idea, we managed to grow our monthly gross sales 226% in a span of 8 months since applying this idea. Here's the case:

1. Prior to applying this method, our company One Touch Communications (engaged in the business of international long distance voice communications) had one primary way of bringing in business and this was through direct sales done by our 4 account managers assigned to corporate selling. On November 2001, our management committee agreed to follow essentially the multiple pillar method of growing our business. First, we brainstormed and identified what these possible pillars would be. Among the several options we generated, we decided to stick with setting-up 2 additional "pillars", and this was to 1) generate additional sales from third party channels and resellers as an outsourced sales force who had an existing client base which we can cross sell our international long distance voice too, and 2) form alliances with companies with complementary products such as PABX vendors, Phone Handset Vendors, Wire Cabling vendors, and electrical contractors.

2. For the additional channels "pillar", we first hired a channels and resellers manager as the single point of contact to develop our non-direct sales "channels" business. We asked him to recruit, train, and negotiate reseller agreements with other companies who have an existing customer base within a different market niche than that of our direct sales business. Our channels were then compensated against commissions on results, and did not require any salary nor overhead. We then agreed an sales letter with them where they endorsed our products for its merits to their existing customer base. The response to the sales letter and subsequently, the existing customers of our reseller who were cross-sold were overwhelming. We then repeated the process and fine-tuned the letter through further testing until we almost have it down pat. We have managed to grow this pillar to almost 40% of all our sales.

3. To improve our repeat purchase cycle, we likewise struck deals with other complementary product vendors such as PABX, server, software, and phone systems. We then sold these complementary products with a margin agreed with the product vendor. This immediately boosted our profits with our own existing customers since some customers bought several pieces of equipment easily from us since they trusted us versus the other product vendors who were strangers to them. By doing so we had maximized the sales per account and profit per account. We are now continuing to explore further complementary products with higher per unit margins to boost our

profitability even further. The end result by June 2002, is a 226% improvement in our monthly sales versus November 2001, and it appears that the only way to go is higher up!

4. What we learned is that we don't have to reinvent the wheel by developing new products or developing new customers when there are easier ways to do this through partnerships, alliances and building other "pillars", which can strengthen the business' foundation for a long time. Also, we now know that one idea can be multiplied many times over to generate returns in multiples instead of a straight linear growth.

Thank you Jay, and am looking forward to others' testimonies on how they used their techniques to build their respective businesses.

Regards,
ONE TOUCH COMMUNICTIONS, INC
David Cruz
General Manager

345. David Miskimin

----- Original Message -----
From: David Miskimin
To: Jay Abraham
Sent: Tuesday, August 13, 2002 6:58 AM

Packaging - it really works

After reading 'Money Making Secrets of Marketing Genius Jay Abraham...', I decided to test market the idea of bundling one-off and monthly contracts into annually contracts. Instead of offering one months services at a time, I proposed twelve months for the price of seven. So knocked out were my clients that one even said, whilst they couldn't afford it, they couldn't afford not too take up the package and sought funding from another source to obtain my services!! Wow!! This stuff works. I've saved time on invoicing and selling and am using it to read even more great ideas of Jays.

David Miskimin

Personal and Business Coach

www.dlma.co.uk

346. David Moorlag

----- Original Message -----
From: David Moorlag
To: Jay Abraham
Sent: Tuesday, August 13, 2002 8:21 PM

Thanks for extending the offer. I hesitate to respond because we have not been a success story. In fact I was wondering if you would like cry baby and/or wish I hadda stories.

I respectfully submit great respect for the way you conduct yourself and run your enterprise. I have considered applying some of the principles you teach or share going back to the pillars teaching years ago, but only considered. Maybe, kind of sorta, wish I hadda. Here's the story:

I sold a small manufacturing business in Michigan 18 years ago and moved to the south to start a new career as kind of a have fun and make enough to pay for the lake house idea. I actually opened a hair salon and somehow within 4 years ended up with a staff of 22 grossing 492,000.00. And not having any fun. To much grief. Guess I like the creative side and not the management side. I ran the business with my head and not my heart. Got a little discouraged and trimmed staff to what it is today around 10 grossing 380,000.00 I work 4 days a week have a happy family of employees and I guess its all ok.....but its not.

This is probably where the story begins. With hind site its apparent the energy it took to build and maintain a lackluster weak attempt at employing people for personal gain (to help pay the rent) may very well have been enough energy and focus to have realized a much more successful and happy enterprise.

I said its not ok because for three years we have tried to sell and all prospects balk at the drop in earnings.

So not only did we not build something with good resale potential but knowing all the while I dithered away the years Jay Abraham was waiting in the wings with information, lots of it free, which could have made a big difference.

Not hiring a business manager so I could concentrate on bringing a personality to the business is certainly one regret. Not running the business with a heart is another. Caring about the clients and the internal customer (employees) sooner in the game would have been good.

Yes I did it my way.....and that's exactly about all I got..my way.

Thanks for trying so hard to wake me up Jay.

Respectfully Yours,

Crybaby David

347. David Morgan

----- Original Message -----
From: David Morgan
To: Jay Abraham
Sent: Thursday, August 15, 2002 1:14 PM

Hi Jay,

I am a quite new protégé of the Abraham Mindset, and so I can only offer you a relatively simple case study. But, it is devastating nonetheless.

The Business

We have been importing and distributing high quality, commercial folding banquet tables for the past ten years. We sell into the UK and France and we import from the USA.

Our tables are used in hospitality suites, recreation centres, educational establishments, community centres, golf clubs, social clubs etc...

Our unique selling proposition has always been that we have offered the only strong light folding table. Our tables can take a weight of 600Kg and only weigh 18 Kg themselves.

Marketing History

We have marketed them using direct marketing techniques, contact management software and the telephone since 1992.

Over the years we have played with every imaginable combination of media and follow up process, but have only ever managed to achieve a 5% conversion rate. This is largely because our tables are expensive (50-100% more than our most expensive competition).

By remnant media purchasing and cost control we have managed to stay in business with this low conversion rate while we searched for the answer. The frustration has always been that our customers are totally delighted with their purchase. Our customer lifetime value has always been high through repeat orders.

Our sales peaked in 1998 at around $750,000. However, at that point I could see no new options and so I cut all further promotions in order to get a cash return from our ongoing business.

The turnover quickly dropped to $300,000, but surprisingly has been static at that level ever since.

The Abraham Leap

We knew that our customers were happy and our lifetime value is an average $1500. So I focused on how to generate new customers cheaply.

Our solution to date has been to make an offer of "The first 5 tables for the price of 3". Effectively a 40% discount.

Running this into our full database (we have 25,000 contacts 80% of whom have responded to our advertising) we have achieved an immediate 1.5% order rate on our first mailings. With testing and refinement, I am sure that this can be raised to 2-3%. If we want to narrow our market sector selection we can improve it to 5-10%. And I think that our response will hold up with regular mailings (although to date this is just a gut feeling).

We make a 10% margin even with the offer. So we break even on the campaign, even at just the 1.5% response. So, for every $100 spent we create an average of 2 new customers, each with a lifetime value of around $1,500.

That is without applying any of your other techniques to increase the lifetime value.

Conclusion

I am confident that this one technique will build us back to a $1,000,000 company over the next 12 months. We will be adding new approaches to our advertising techniques as well, which I am sure will improve our response rates and conversion rates. So, like the Phoenix from the ashes, I am confident of a strong future for the table business.

Personally I am passing this over to a Business Development Manager to take forward and I am working on some other projects in parallel, using your principles.

Thank you for your outstanding insights and for having the generosity and energy to share them widely. They have opened my eyes and I send people your way when I have the chance.

Yours David

PS. Due to an internal discussion in the office, we tested the effect of dropping the PS on the letter (which reads "This really is a good opportunity to get some strong light tables, with a no risk 5 year total satisfaction return guarantee, for the price of cheap rubbish"). Our response dropped by 300% to less than 0.5%. What more can I say!

PPS I love the Mastermind concept that you suggested in a recent email. I do not think that I am ready for that yet. But do you have enough customers in the UK to run that here?

David Morgan
Mobilite International Ltd
PO Box 236, Oxford OX2 6XU
Tel 44 (0)870 241 0729
Fax 44 (0)870 241 0730

348. David Sobers

----- Original Message -----
From: David Sobers
To: Jay Abraham
Sent: Thursday, August 15, 2002 10:56 PM

Dear Jay,

Here's my success story:

After receiving various tips from you I hit upon the idea of marketing bouquets of fresh cut flowers to various retail establishments like convenience stores, hotels, independent gas stations, etc. I offer the flowers to these retail outlets on a consignment basis. They pay me only for the flowers they sell. Since they have no up front costs and no risk, they are usually quite willing to try this. The flowers brighten up their stores and make them additional profit.

Before trying this it is important to check out state laws concerning requirements for agricultural licenses or permits to sell plants and/or flowers. In New Mexico one needs to purchase a license for each location where the flowers will be sold. A license costs $50 and must be renewed every September. That means that timing is important. If you started in July or August, you could waste a lot of money on permits that would have to be renewed in September.

You need to find a flower importer who is willing to be flexible and help you get started. It is also important not to put in more flowers than will sell in a day or two. This you can learn only by trial and error. Start by putting in fewer than you think will sell. Otherwise you will wind up throwing out much of your potential profit.

The advantage of providing flowers on consignment to many locations is that you avoid the overhead of having to have your own retail store while increasing your potential dramatically because you can continually open up new locations. You can service many locations in just a few hours a day.

Hope this provides inspiration for some of your readers, Jay.

All the best -- David Sobers, Albuquerque, New Mexico

349. Dennis Klopfenstein

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----- Original Message -----
From: Dennis Klopfenstein
To: Jay Abraham
Sent: Thursday, August 01, 2002 12:49 PM
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Opportunity Met Preparation

Over 30 years ago, Howard Ruff, through his newsletter, vicariously introduced me to Jay Abraham. Since that cataclysmic intrusion, my thought life has never been the same! From the initial dose of Jay's addictive essential marketing mega-nutrients, I have been hopelessly dependent upon sustaining doses of "Jabes" (short for Jay Abraham Materials) stuff to stay at my heightened level of advanced goal-setting and future expectations.

Over the years, while awaiting God to present me a business opportunity, I have invested hundreds upon hundreds of hours and thousands upon thousands of dollars to feed my ongoing habits of meticulously storing and filing resources and ideas to explosive proportions, both in my filing cabinets and in my brain.

Family and friends alike have long wondered at my huge shelves of expensive marketing material and they could not help betraying their concern that a poor serviceman should be such a wasteful dreamer! Occasionally, even "my" optimism was tested as I grew older and spent ever more on a "dead sector".

Then suddenly!! here came the predestined supernatural event, strategically igniting not only MY "nitro" cache, but also, quite surprisingly, aligning my cautious, conservative wife alongside my catalytic torch-lighting attempt to finally unleash at least a "cherry bomb" entrance to a major "Jabe" marketing experiment. Although my adrenalin pump had been primed for an expected event like this for at least 10 or more exponentially expectant and excited years, I was nevertheless totally awestruck when a fully "atom bomb"-like opportunity lifted off.

Here is how "opportunity met preparation:" Arriving at our San Diego motel (to cross the border for cancer treatments for my wife), we walked to a Denny's Restaurant and ordered supper. While waiting for our food, I ventured over to the booth behind us where an Amish couple sat with their 9 year old daughter. Smiling, I curiously commented that I did not realize that Amish lived in California.

I quickly discovered that the Amish family – William (Willie), Mary, and Melinda (Lindy) Shetler – and my wife and I had a lot in common: we were staying at the same motel, going to the same clinic (of over 50 choices), and living in Indiana – only 18 miles apart! Although so close to my hometown of Bluffton, I had never heard of William Shetler **or** of his 18 year-old general merchandise and variety mail order catalog business and warehouse packing center, "Shetler's Wholesale Co." Upon being laid off from his factory job 18 years ago, Willie went door-to-door with his horse and buggy selling watches and clocks and eventually built his now 1.36 million dollar a year business.

That very night I leafed through his 100 page, 1400 product colored catalog and the next day quizzed him as to how he could possibly do all that paperwork without electric and computers. He said that for 3 years he had unsuccessfully been trying to prevent growth because of his fatigue and health difficulties. "It's just not fun anymore," he said. I asked, "Would your religion allow you to contract out computer work? Maybe my son and I could do that work for you off site." Although barely even acquaintances, he immediately suggested, "Why don't you just buy me out and I'll work for you?"

Two months later, back in Indiana, Shetler's Wholesale Co. and my "Jabe" information had a crash introduction to each other. One big "culture shock" and my boring world "exploded!" Shetler's, a perfectly virgin territory, was all ready to be liberally splashed with "Jabes" modern "honey wagon." Or maybe I should say, "What a building project! A sandcastle "Parthenon" in my own "sandbox!"

Now, 18 months later, after quitting my service job and re-mortgaging our new home and lake property to finance my wild dream, I am happily restructuring and "Jabrahaming" Shetler's Wholesale Co." from top to bottom. With the help of my "Jabe" files, tapes, CD's, and superstars, we are maintaining a sustainable 25% plus annual sales growth rate and will reach over $2 million in sales by 2002 year end.

Our Prioritized Accomplishments and Goals Using "Jabes" Information

1. Implemented weekly training meetings: Teaching importance of training, systems, delegation, reporting, communication, lifetime customer value, etc.

2. Hired a Superstar (CFO/Computer man/Business Consultant/Combo Position)

3. Implemented weekly Executive Team Meetings

4. Implementing Time Management Program

5. Constructed a computer inventory database

6. Constructed a product and cost database

7. Reorganized the Picking/Packing/Shipping process (using meeting ideas)

8. Built a dealer-only showroom

9. Created a testing and tracking system for mailers and catalog mailing

10. Creating a mapping and tracking retail and dealer sales system

11. Computerizing UPS labeling, catalog design, and invoice printing (all previously done by hand)

12. Identifying "Top 100 dealers" (of 700+) and "Top 1000 buying retail customers" (of 2,200)

13. Attempting to soon roll out a newsletter type package stuffer for better communicating, upselling, and grouping

As all of you "Jabrahams" already comprehend, this business is an ideal environment to facilitate all types of improvements by completely systematizing, modernizing, and delegating responsibilities through training.

My Amish help (who only believe in a maximum of an eighth grade education) are intelligent, industrious, innovative, moral, and eager to learn. We have already seen major improvements on both the income/sales side as well as the expense reduction side. As we grow in sales over the next few years, we expect increased efficiencies and bottom-line multiples.

Thanks Jay (Chet and Carl) for lighting my fuse!

Sincerely,

Dennis R. Klopfenstein
Shetler's Wholesale Co.
General Merchandise and Variety Mail Order Catalog Business and Fulfillment Center
~$2.0 million annual sales
Message and phone: 260-824-5391
Mobile phone: 260-341-6185
Pager: 1-888-752-5679

Fax: 1-260-824-0933

350. Don Monteith

----- Original Message -----
From: Don Monteith
To: Jay Abraham
Sent: Tuesday, August 13, 2002 7:49 AM

Hi Jay....

Don Monteith here. As you may recall, I attended the 2000 summit in CA and believe strongly with you on the concept of JV.

You have to keep working at it! Todate, I have worked with 2 web designers on a JV basis and have (my opinion) an excellent "look" on my website at http://www.actiontips.com for all to see.

Challenge has been the JV marketing. TODAY!! I think my prayers have been answered with a JV plan with Marc Goldman and Rob Watson working on a new plan of action to market my ebooks and consulting.

If you've got it.... "show me" at your risk. I like that! These guys have stepped up to the plate with their expertise in marketing on a JV basis. Either we all make money or nobody does. Proof is in CASH FLOW! Risk Reversal is the next best thing since sliced bread.

My goal has always been to write ACTION TIPS for the Small business owner and the entrepreneur from 40 years 20/20 hindsight. The good and the bad and all in-between to help them miss the "potholes".

Marc Goldman's website is at www.goldbar.net if you have missed him. He has the "tools" to make it all work together and I'm excited about a JV with him and his team working with us at actiontips.

God bless,

Don Monteith
www.actiontips.com
704-392-6634

351. Don Winfield

----- Original Message -----
From: Don Winfield
To: Jay Abraham
Sent: Tuesday, August 13, 2002 9:42 AM
Subject: Testimonial

"Invest your time in reading Jay's sales letters.

Why would I say 'invest'?

You have three assets; time, money and your network of people.

Jay teaches you how to leverage your three assets.

The first sales letter I received from Jay had a number of practical changes I could make in my sales and marketing efforts. That direct sales letter provided me with the ideas to pay for the training course before I ever went.

Specifically, I learned to test my direct sales letters to find which price was most profitable. I also learned about the benefits of a strong guarantee and offered a one year money back, customer satisfaction, guarantee. I discovered my most profitable price was $199. Against $99. I learned $149. provided the lowest sales and profits. I had less than one half percent in returns.

So, always invest a little time to read Jay's sales letters, the rewards can be awesome!"

"P.S. The training program is even better than the sales letter."

Live Long & Free,

Don Winfield
c/o-5910 Mt. Moriah, #113-234
Memphis, Tennessee 38115
888-785-1776/901-680-9901
Jfax -214-853-4170

"My statement is true. You have my permission to use my testimonial in your promotional and marketing endeavors. This testimonial refers to work done for another company that has since moved to Shang Hai. I doubt I can get the records to verify the story."

352. Doug Parsell

----- Original Message -----
From: Doug Parsell
To: Jay Abraham
Sent: Tuesday, August 13, 2002 6:45 AM

Jay- One of many success stories-

I run a payroll service in Toledo, OH. I have been using Harvest software which is a client relationship program where you can put prospects on a variety of different marketing campaigns.

I have found that I can put 100 potential business clients on a campaign I have put together consisting of 3 letters spaced 1 week apart followed by a phone call.

If that does not result in a conversion to being a client, they get a follow-up letter and a phone call every 90 days for the next 2 years.

They may not be ready for me today, but tomorrow is another day. Timing is everything. My typical conversion is 15-18 new clients for every 100 names started on the campaign. Not bad for 3 stamps and a phone call.

These are not even HOT leads, just potential candidates which resemble a "typical" client.

I also use the same program to welcome new clients aboard, reducing any "buyer remorse" as well as make them aware of other services we can offer them.

It is also used to make additional back end offers- all done automatically once the campaign is designed and the client is put on it.

Please send me your other success stories ASAP.

Thanks, Doug Parsell

353. Dov Gordon

----- Original Message -----
From: Dov Gordon
To: Jay Abraham
Sent: Wednesday, August 14, 2002 6:51 AM

Hi Jay,

I am an executive coach who helped a client of mine use an idea of yours.

The idea was education.

Sender Schwartz owns PC Doctors, which is a 3 or 4 person computer sales and services firm located in Beit Shemesh, Israel. Each week he would place an advertisement in the local weekly along with two or three other computer companies.

The ads of all three were almost totally the same: each showed a computer system, described the power and features, and gave a price. The ONLY difference was that that PC Doctors price was usually a bit more expensive than the competition.

PC Doctors justified the higher price because they offer better service and use higher quality components in their systems.

I suggested to Sender that he take a radical approach to his advertising and begin to educate his prospects. It took a few months until he finally agreed to act on my suggestion, but when he did, he did a fabulous job.

He now runs ads that sport headlines such as "What is Memory?" and "What is a Hard Drive?" and "What Kind of Scanner Should I Buy?" and "What Is A Motherboard?"

By changing their advertisements they have effectively taken themselves out of the price way by projecting an image of caring and concern for the customer. People who are looking for only price, will still go to others, but PC Doctors doesn't want them. People now think of PC Doctors as a company that will take the time to explain all the different options in a language they can understand. They now know on a gut level that if they call PC Doctors they will get great and caring service. Had they just promised great service in a standard ad, they could not have developed the trust and credibility they now have.

Finally, we are quite certain that the competitors have no idea what PC Doctors has done. I believe at least one has gone out of business and the others continue to advertise their systems. From the day PC Doctors decided to educate their clients, they have never featured a computer in any of their advertisements.

Thank you, Jay,
Dov Gordon
President
The Gordon Group
972-2-622-2067
972-55-795-720
Dov@GordonGroupEC.com

PS – Jay, I'd love to talk with you for just 60 seconds over the phone. I think we will both feel it was time well spent.

354. Dr. Bonebrake

----- Original Message -----
From: Dr. Bonebrake
To: Jay Abraham
Sent: Wednesday, August 28, 2002 10:06 AM

Jay,

> Advanced Pain and Injury Centre
> Alan R. Bonebrake, D.C., M.S.
> 220 W. Irving Blvd, Irving, TX, 75060
> office: (972) 253-8814 fax: (972) 253-8240
>
>
I was in a peculiar position of having had the largest Chiropractic practice in another State, then went through a divorce involving 5 children, sold out, then went to another State, operated a small practice for a few years, then went to the State I really wanted to be in.

This is one of the top 10 metro areas in the United States, and, although it contains a Chiropractic College, is very tough. One of my friends who graduated in my Chiropractic class came straight here after college, 22 years ago. He was one of only about 100 Chiropractors in an immediate area containing about 3.5 million people. Now, 17 years after the Chiropractic college came to the area, there are about 3,000 Chiropractors in the metro area.

My large practice thrived on certain advertising and marketing, in an area about 1/7 the size, but as time went on, others, knowing of my successes, mimicked the things that I did, and made those facets significantly less or non-productive. Now, those things that worked previously were like pouring money into a bottomless pit. In fact, in the 8 years I've been here, I've put about $400,000 into ads and marketing that either didn't produce anything, or less than 1/3 of what I put into it.

Initially, I worked in a clinic that produced about 15 patient visits per day, and was given free reign to do my thing. They had employed 4 other doctors over their first 2 years, and got almost all their patients from a few attorneys, who were now beginning not to refer to them because of the back-log of narrative reports (150) that had not been done. I immediately implemented a system that had the help type the narrative reports off a template I designed, and the doctor then only needed to correct any mistakes, and sign it. We kept up with current reports, and within 3 months had all the back-logged reports done. The attorneys were enthused enough over the content of the reports, and the improved services, that within a year, the clinic was seeing 80 patients per day, and needed 2 exam doctors. After all that, they would not increase my pay, so I gave 2 weeks notice.

I then practiced in a medical group, and had some patients fed to me, but I did 113 out of office lectures that year, and 52 in office lectures, and referred out far more patients to the group than I got.

Because of the lectures, when my children came to see me that summer, about all they got to see was lectures, so I decided to go it alone in practice, and tried just about every type of advertising and marketing you could imagine, and developed a few good relationships with attorneys, but really had lost enthusiasm to really get up and go.

Then I met and married my wife and had a child about a year ago, and decided to dive into Jay's books. I was given a radio call-in show on one of the largest stations in the nation because of my speaking ability (one year here, I was the expert doctor-nutritionist on a nationally broadcast call-in 3-hour nutrition show, during which I was on for 10-15 minutes/show, and was asked to handle the whole show a few times because the regular host had to be out of town, or because the replacement they had on was choking badly and I was asked to help him through the show).

On the one-hour show we offer on the air advice to those calling in live, play testimonials of patients who were helped by our methods, and offer a nominal fee for exam and x-rays for those calling our office by the end of the hour. We also create a hypothetical condition, and relate what the many causes of that condition could be, and why an individual probably didn't get improvement at another office. We, of course, address the things the other guy didn't to get the results he didn't.

At first, we offered the discount rate, good for 2 hours after, then an hour after the show ended, thinking they need time to think it over and call in, but found by tweeking and testing, as Jay recommends, that the shorter the time of the offer, the better the response.

Our USP is that we treat scar tissue and muscle knotting that are the biggest causes of chronic pain, and what cause people to not respond, or respond in a limited manner to other forms of care, including Chiropractic, Medicine, Osteopathy, Physical Therapy, Massage, Acupuncture, Podiatry, Acupressure, etc.

Using Jay's call-in hooks, we have the highest call-in rate of any of the call-in shows. The largest attorney firm and psychologist in the metro area have call in shows at the same time, but different days, as well as other businesses that "should" pull more calls than a lowly Chiropractor.

Several Chiropractors in the metro area have had call-in shows on several different stations for brief periods of time over the years, even the college in the same time slot we're in now, but all had to pull out due to the prohibitive cost vs. return (they all lost money by the thousands)

We were offered a Saturday show, and took it as well, and have the best call in rate on that one as well, with approximately 1/10 the weekday audience, we pull as many calls as during the week.

We also do a varied nutritional seminar once per week for one hour.

When we started, we were told we would have to take 4-6 months to build an audience and gradually get calls. Our very first show, we pulled 70 patient inquiries, and 42 appointments!!!

Patient visits went from 15 per week to 250 per week, and income from $5,000 per month to $50,000 per month.

Staff went from one doctor and one part-time assistant to 4 doctors and 3 full time assistants.

Personal income has 3-4x'd.

We're continually tweeking to go for more by varying the report, exam fee, and getting rid of ads that aren't performing well. Staff performance is also tweeked continually, as well as paperwork.

"My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

355. Dr. Len Schwartz

----- Original Message -----
From: Dr. Len Schwartz
To: Jay Abraham
Sent: Tuesday, August 13, 2002 7:08 AM

Hi Jay -

I have used your idea of leveraging the number of patients I have in my practice to generate interest and money from other businesses in my community. Let me explain.

I send my patients a newsletter every month. I also have a "Community Board" in my waiting room. I went out to some of the area businesses and told them that I reach at least 1200 patients every month. I then offered them an exclusive chance to be placed in my newsletter, as well as on my "Community Board" for $25 per month. Who would say NO! to an opportunity to be exposed to over 1200 people each month...for $25 - with my "assumed" endorsement. We did this with 24 businesses to generate an extra $600 per month or $7200 per year.

I'm not rich because of it, but it pays for lots of extras in my life.

Thanks,

Dr. Len Schwartz

356. Dr. Nathan Speare

----- Original Message -----
From: Dr. Nathan Speare
To: Jay Abraham
Sent: Friday, August 16, 2002 8:12 AM

To: Jay L. Abraham

I am a chiropractor and I have been trying to solve the problem that is often the case in any business, that not enough new customers/clients.

I had been running an ad in the state paper for a marketing/public relations person. The ad was fairly basic, saying we were looking for someone to do outside talks and run some advertising. We were not getting the quality of prospect responding to the ad that we needed. What we were getting were students who had taken some courses and who had spoken in front of their classmates as part of a class assignment.

Then I read in the PEQ manual about how to hire a superstar. We modified the ad only slightly, adding the words "superstars only'. We response to this was significantly different. The first time that we ran it we had the president of a sizeable mutlilevel marketing company apply, we also had the owner of a local PR firm apply. We ended up hiring a very capable fellow who had been in charge of giving presentations for a large health club chain. He had been going out to corporations and closing the entire company on memberships to the club. So he was able to step into the task of external marketing quite easily. And to top it all off we hired him on commission only based a number of new clients/patients generated basis.

Just a little tweaking made a huge difference.

Thanks.

Sincerely,

Dr. Nathan Speare
Company name: Chiropractic Health Center
Size and type: Privately owned chiropractic office, myself and 3 staff
Statement: OK to publish.

PS: Looking forward to hearing others success stories.

357. Dr. Richard Blume

----- Original Message -----
From: Richard Blume
To: Jay Abraham
Sent: Friday, August 02, 2002 10:14 AM

Dear Jay,

After reading about Unique Selling Proposition (U.S.P.) in your book, "Money-Making Secrets of Marketing Genius", we looked at what marketing opportunities we might have available in our Orthodontic Practice.

One thing we noticed in our practice was that upon removal of a patient's braces, many would comment about the color or shade of their newly straightened teeth. We began offering our patients the opportunity to bleach their teeth during their brace-removal appointments. We would then have their bleaching trays ready when they returned 2 days later to be fit with their retainers. From one set of impressions we were then able to create two products of low overhead and high profitability.

We don't know of any orthodontists in our area who are doing this. It is becoming our U.S.P. Patient acceptance runs about 80% and they appreciate the added benefit that they can start whitening their teeth immediately and not have to go elsewhere and pay more. This approach has worked so well that we are now planting the seed early by telling our patients about this added bleaching bonus during their initial consultation appointment at the beginning of treatment.

Kind regards,

Dr. Richard F. Blume, D.D.S., M.S.
Orthodontia
972-235-3131

358. Ed Voorhaar

----- Original Message -----
From: Ed Voorhaar
To: Jay Abraham
Sent: Sunday, August 18, 2002 2:18 PM

Hi Jay,

One of the most important thing I learned from you is and I use it is to focus on the back-end.

I started my own consulting company earlier this year and by investing in building the relationships with a long-term success in mind it start already to pay off. Instead of trying to get day-to day business from the moment I started, I focused on the mid to longer term and by the end of this year my income run rate is double of what it was going to be if only focused on day-to-day results.

Another important aspect of what I learned from you and also use is to borrow ideas and concepts from other industries. The mastermind thinking is becoming an essential tool. My clients are small organizations and are very specialized in their market segments. They compete with larger organizations and most of the time they believe that the larger organizations are more power full due to their internal knowledgebase. The smaller companies however don't always realize that they themselves are more flexible due to the lack of internal politics, the only thing I did and do is to show them how much they can learn from other companies and industries. Your seminars were key in getting that process going. At this moment I am working on building an alliance between 5 to 10 small companies, being able to compete with bigger organizations. All these small companies are complementary with their product lines and are all extremely flexible in reacting to market needs. We will have mastermind sessions between these companies and then they will realize how much know-how is available.

I hope that this supports your objectives.

Stay in touch

Ed Voorhaar

359. Elizabeth Morris

----- Original Message -----
From: Elizabeth Morris
To: Jay Abraham
Sent: Tuesday, August 13, 2002 5:19 AM

An innocent abroad.

I had a micro business. A one person consultancy and training company. I began reading and listening to the Abraham mind set right at the beginning when I was thinking of setting up the business. I guess I started researching the marketing side about 1998 although I didn't start seriously developing the company until late 1999. I had been a psychologist and psychotherapist and had absolutely NO knowledge of business, marketing, sales, direct mail, financial budgets etc etc. I was an innocent abroad!

I always found the concepts easy to understand but struggled with two aspects of implementation. 1) knowing which combination out of all the options would be the most advantageous for me to pursue given my very limited resources and the state of the market and 2) trying to do several marketing activities at the same including trialing and keeping track of the results when there was only me.

However through trial and error I found the combination that worked for a micro business like mine and am now expanding rapidly.

The three ways to grow a business gave me my first success model.

I knew that I needed leads. I needed to sell more and for that I needed clients. I was selling a new product, to a new market with no track record behind me. (couldn't have given myself a more difficult task!) so I had to work out a system of lead generation.

I looked up the list and found PR was a financially lo cost method and I had time to do the press release writing and follow up journalists at that time so the investment was my time. I have had the most amazing results from this one strategy.

I turned the strategy into a system and logged all the journalists I wanted to be in touch with and get coverage from in a database and religiously mailed/emailed them a press release every two weeks for a year. (in fact I still do that but it is monthly now because journalists now come to me. On average now I am mentioned as the expert in the field in at least one magazine, one journal and one national newspaper every month. I have been asked by one specialist journal and one regional newspaper to do a regular column, I am interviewed on radio or TV 1/month.)

I made another system whereby I listed my top 10 press contacts - the journalists in radio/press or TV where I particularly wanted to position myself and targeted them with the best stories I could come up with and spoke to them about what they needed.

I begged and pleaded with friends and family to speak to people they knew so that we could find a company where I could do some of my specialist work at an advantageous rate to give me a story to take to the press. I found one company willing to be 'experimented' on and got started (it was a PR agency! who recognised that they would benefit from some publicity in business journals too). I got some interesting results and a nice story from the work and wrote it up for the press as a case study. They used it and I got into three national newspapers and BA Highlife magazine. I got two fabulous leads from these and converted those into £10,000 worth of business. Each of these has subsequently lead to more work and their lifetime values are already in the tens of thousands and will be in the hundreds of thousands of pounds.

I then used the next activity that made sense from a low cost point of view and went for Referrals. I asked that agency to refer me to any one they thought might benefit from the particular type of specialist consultancy/training I do. I also asked the companies who came through the press coverage to recommend me. Both these strategies worked and I am now negotiating a £200,000 deal with a referral given to me by the senior manager in one of these companies.

I now put a small request for referrals in all my literature and workbooks and ask for them when I am with key influencers.

Once I had some activity and case studies under my belt I wrote up the case studies some more and sent them into business and management journals offering them as features and articles. This was taken up by four national journals over the course of the first 18 months. Each piece of coverage netted more enquiries and a converted 30% of them. (sorry Jay, I didn't think to sell on the remaining 70% to competitors for a commission at the time!).

Next I looked at the second way to grow a business. Raise your prices. So I did. I raised them by one third - that went OK, I doubled the new price - that was OK too that, and then doubled it again. I can still sell my work easily at those rates. I will be trying out a new rate next year which is 5 times my original rate and it looks set to be fine with the market too. I am now recognised as name in my field and that has helped a lot with the pricing of my products and services.

If you can write a book I think that it is worth doing. I have done this and the Positioning power I have got from this is very advantageous.

I am now also looking at the third way to grow a business - sell more frequently to the clients I have. I have polished my core story and set up a system whereby I make contact with my clients at least every couple of months. I let them know what our new products and services are, I let them know about changes in the business and I have started to give them an update on significant research in the field of human performance and learning (- this last is to help them out and keep them educated and is part of my pre-eminence strategy.) I am now selling far more long running programmes (more days guaranteed work with add-on consultancy) than I used to a year or more ago when I was still selling workshops, assessments and short sharp interventions that took me all over the country and weren't very satisfying to do. This gives me much

more control over my diary and it is easier to have a life! as well as run a business. Now I have a series of long running programmes in several areas I am starting to take the model of training into other areas and sell them on the whole concept. I have brought along some of my best customers to meet potential buyers and just left it to them to talk honestly about how it has worked and what the benefits and pitfalls have been. This is an amazing way to get business - the prospects just convert because they are talking to a trusted peer!

I have gone from nothing (£0.00) in late 1999 to a turnover of £250,000 today. I am no longer a one woman company, I have a business manager and an administrator now and 5 associates who are just about to start working to deliver my programmes. I have just opened a regional office in Northern Ireland which also allows me to be part of the peace process there which gives me great satisfaction - despite the frequent reversals into violence again!). I anticipate that we will double our turnover in the next financial year.

Step by step, trial by trial I have found out what works and realised that it isn't as easy as it sounds on the tapes - but with steady application, a firm vision and regular doses of tape listening I am getting there.

Thanks Jay

Elizabeth Morris

360. Eric Lofholm

----- Original Message -----
From: Eric Lofholm
To: Jay Abraham
Sent: Thursday, July 25, 2002 9:08 AM

Dear Jay:

Everything here is 100% true. I have no reason to exaggerate anything.

I have been following your ideas for about six years. My name is Eric Lofholm. I have my own sales training company is San Diego. I have used your ideas and strategies to grow my business over the last 3.5 years. I started my company out of a spare bedroom in my condo. I was the appointment setter, the accountant, the sales rep, the marketer, etc.

I now have a team of 12 people who work for me full time. We will do over $500,000 this year. I am projecting to break 2 million in sales next year. I am 31 years old and I the premier sales trainer of my generation. I will become the next Tom Hopkins.

Here are some specific examples of what I have done using your ideas.

1. Create an irresistible offer. - When I started my business I needed an edge. I was only 28 at the time. My edge was my offer. Here was my offer. My seminar is called the No Excuses Sales Seminar. The price of the program is $99. If you sign up today I will give you a free $199 time management seminar as a bonus for taking action. If at the end of the seminar you are not happy for any reason I will refund you money 100%. For those of you who take action today I will also offer you a cash discount of $49 off of the $99 ticket price making your total investment only $50. How many of you believe it is a good idea to attend a sales increasing seminar from time to time. Everyone would agree. I averaged 6 signups per meeting run. I sold 1,500 tickets using that offer.

2. Increase your price - I then used your idea to increase the price. After I got comfortable selling my own seminar I tripled the price. I continued to use the irresistible offer and the sales continued to come in. My new offer was a 1 day sales mastery seminar for $239. I created my own goal setting software to offer as a premium. The software was valued at $99. If you sign up today you will receive the goal setting software as my gift to you. I still offered the money back guarantee. The discount for taking action was $100 making the total sale $139. My ticket average went from 6 down to 5 tickets per meeting.

   3 months later I increased the price again by $10 per ticket. We saw no drop off in sales.

   I then added a VIP option. The VIP option was 4 1-hour group coaching calls for an extra $100. The general price stayed at $149 and the VIP was $249. About 1/3 of the customers selected the VIP option.

   I am ready to increase the price again. My new prices are $199 and $299. I will let you know how it goes.

3. Referral Strategy - My company created a referral strategy. We offer a free audio tape valued at $29 for anyone who refers us to 3 or more companies. We generate between 200-400 referrals per month.

4. Back end sales - I recently created a few audiotapes/CD programs. This is a new income stream because I didn't have product before. This month alone we have sold over $5,000 worth of product.

5. Free Offers - I have 2 tremendous ebooks that I have written. Instead of selling the books as most do I offer them for free because I have learned the value of the back end from you. My list has grown to over 4,000 emails in the last 18 months as a direct result of people downloading the ebook or subscribing to my free newsletter. Here is how it works. I have 2 web sites. www.freegoalsettingbook.com and www.ericlofholm.com. On the www.ericlofholm.com web site you are greeted with a pop up window. The window says to receive this free ebook now enter your email address. You will also receive a free subscription to Eric's sales and success e-newsletter. I advertise the ebooks in other people's e-newsletters. Sometimes I pay for the ads. Sometimes they do it for free. Sometimes I do ad swaps. Using this simple strategy my email list will exceed 100,000 in the near future.

These are just of few examples of what I have done. I could probably provide another 20 ways if you need them.

As I mentioned earlier I will become the next Tom Hopkins. You marketing ideas have played a big role in my development. If you would ever like me to be a guest speaker at your bootcamp I would be happy to. I am an excellent speaker. I have delivered over 1,500 presentations during the last 6 years.

Success,

Eric Lofholm

361. Fabian Harris

----- Original Message -----
From: Fabian Harris
To: Jay Abraham
Sent: Wednesday, August 14, 2002 2:40 PM

Hooray, Hooray for Jay! Thanks Jay! My name is Fabian C. Harris. I'm an entrepreneur out of Chicago; I first met Jay at a protégé conference in California in 1990. ***He kicked me out of the box***. He taught me how to analyze and test my ideas in the real world. A paradigm shift occurred, I first took a small family transportation business earning hundreds of thousands to millions using the preeminence strategy. People love the best! Jay's work is something I never get enough of studying and testing every chance I get. Risk-reversal, Endorsements, Testimonials, Referral Systems, Direct Mail campaigns, Customer Service Surveying have all been my marketing weapons to name a few that Jay equipped me with. An **Entrepreneur' Entrepreneur** Jay is! At times while consulting I feel like 007 coming to the rescue for my clients. Jay has been my secret weapon for years. Now with PEQ, strategy meets tactics and implementation grows.

I now look at all situations as a **transaction engineer** creating profits thanks to Jay. At first my friends thought I was crazy going to $5,000 weekend seminars but now as the volatile markets heat up it seems people with the *Jay skills* are rising in demand. I owe a lot of that to Jay and his mental preparation that taught me the nitty-gritty of marketing and a comprehensive approach to commerce. Bringing Jay' high-tech approach down to earth has been my personal challenge and Jay always lent a helping hand. He brought Tony Robbins, Ross, Scott Hallman, Chet Holmes, and many more experts to assist in the transition and dissemination of his knowledge always at the perfect time.

Creating a legacy of a business has always been a dream of mine since a young age. I've taken Jays principals and implemented a plan that took a $300,000 company into earning **$50,000,000** within 18 months providing food to the troops in Bosnia through strategic alliances and proving the whole was better than the parts. I've uncovered hundred s of thousands dollars for clients using their old mailing list and dormant assets and reworking their offers to existing clients. Jay has brought many of my **dreams** to life performing as a consultant with his scientific training.

I've recently started a real estate business where I deployed Jay's techniques by giving weekly seminars to induce buyers, sellers, and investors to involve themselves in the purchasing and flipping of properties that are distressed with great results. Once again proving that educating your customer positions you in creating the buying criteria for your industry. The pantheon strategy has worked numerous of times by implementing a full-court press toward exponential results.

Outmaneuvering the competition has put **excitement** back into my business career and I still feel the best is yet to come. There's some specialized procurement bidding processes that I've created with friends with the help of Jay' Business Audit Blueprints. I have won millions of dollars in government contracts in food, transportation, information technology, and construction for clients and myself with Jay' techniques.

Strategy, Innovation, Management, and Finance has been the mantra everyday since I met Jay. Looking at the Big Picture of the forest instead of focusing on the trees in front of you is a lesson that I learned from Jay. Jay helped me manifest diamonds in the rough with his vision. I now enjoy putting together puzzles for clients using PEQ and I'm working toward establishing the right business model for myself as Jay would say to optimize my results. I still have large problems and challenges to face but Jay' information and know–how kind of makes me intrinsically feel more powerful to overcome any hurdles. Thanks for the mastermind help.

Jay has lifted marketing and business technology into new dimensions, which drive down operating costs to fractions and bring spectacular new values and service opportunities to my enterprises. Jay always acts with fully integrated honesty and is a master at integrating reality and I love him for that.

Jay has always instilled an eagerness in me to study the works of Michael Gerber, Napoleon Hill, and Tony Robbins and others and I am so grateful for the insights and profits I've captured by taken heed. I can go on for hours telling you how Jay has changed my life, my mindset, and my income. But most of all it seems Jay has become a close friend of mine who encourages, prods, and gives you all the information necessary to propel your business into a quantum leap of *mastery of commerce*.

Thanks again Jay for the journey and discovery to be the best I can be!

Truly Sincerely Yours,

Fabian C. Harris
Investors National Funding Corp.
12 Person Real Estate Development Company
Mobile: 708-296-9092
Office: 630-684-0312

PS: Jay I want to be in that Number of the Elite! Presently, divorce and a daughter at Stanford Law, another at Xavier U., another moving through prep school, then a son on the USS Enterprise in the gulf has my finances in chaos. Yet to work more closely with you would be an honor!

362. Frances Summers

----- Original Message -----
From: Frances Summers
To: Jay Abraham
Sent: Friday, August 16, 2002 11:47 PM

Dear Jay,

This is arriving a few hours late – I'm asking your forbearance. We've been dealing with Oregon's worst firestorm, and the threat to my family's heritage stand of timber, and homestead (now rented out). So far, it looks like we're going to be spared, and I'm feeling humbly grateful. Enough of the personal – on with the Abraham success story!

Sometime in the midst of the Ultimate Live Marketing Research Lab experience, after having immersed myself in the Abraham mindset, I was struck by a bolt of lightning! I realized that the bedrock of all marketing is Jay's oft-repeated mantra: "It's All About Them – it's not about you." With that realization, I tried a very new approach to marketing my seminars. It seemed sort of risky and awkward, because it was novel, at least to me.

I had successfully marketed my seminars through the local Chambers of Commerce in several Oregon areas. The approach was that I would be providing a service to their members in the form of an educational seminar, in exchange for the use of their mailing lists, and use of their logo on our seminar invitation. I needed their collaboration to help lend credibility to the seminars. I found that the Directors were very wary of becoming involved, expressing policy concerns about appearing aligned with one member to the exclusion of others. However, with repeated visits using my best public relations and sales skills, several agreed to allow the seminars.

The Abraham mindset sparked this new approach: I planned to interview the Director of the Chamber in a neighboring community. I would ask him about his achievements, his goals and plans. I would find out his major concerns and figure out how I could help him solve them. Also, I would apply the same mindset to all my contacts with the staff. What are their goals and what is standing in the way of their achievement?

In scheduling the appointment with the Director, I asked for only 15 minutes of his time, which he sort of grudgingly allowed (he was, after all, responding to what he thought was a sales call). When I met with him, and began to interview him about his goals, plans and frustrations, his response was truly remarkable. He was so amazed at my genuine interest in his organization that he forgot about time – our interview lasted over two hours! I learned that he needed to find non-dues funding immediately in order to avoid laying off valued staff members. With this info, and the Abraham mindset, I suggested that my seminars could be used to raise non-dues funding. I would take a minimal professional fee, and the balance of the registration income would go to the Chamber.

The Director and Chamber staff did all the work – the advertising, invitations, registrations, handled the funds, set up the location, provided refreshments and the Director himself greeted seminar participants. They also set up a live radio interview, and arranged to have the local business news reporter attend and report on the seminar! In a small town, this was pure gold!! In the process, I had opportunity to work with the Chamber staff and learn about their goals and concerns.

Two other Abraham methods were also employed here. The seminar invitation offered risk reversal – the $29.95 registration fee would be fully refunded if participants did not feel 100%

satisfied with the value of the seminar. I believe this helped increase the attendance at the seminars, although no one asked for a refund.

The second Abraham method was the use of back-end sales. The minimal professional fee I took for presenting the seminar wasn't the only profit. Just one back-end sale of product netted $6,500. Not bad for part of a day's work, especially considering that the Chamber also received significant benefit!

There's a post-script to this story. The Chamber Director has moved on, and his Executive Assistant (one of the staffers whose job had previously been at risk) has been named as Director. Yesterday her Assistant called me and requested that we schedule three more seminars. I didn't need to do any marketing, persuasion or selling – they called me!! We have one tentatively scheduled for late October, the second in January, 2003 and the third in April, 2003. When you're thinking about how you can benefit the customer, instead of thinking about what you need and want, great things happen! Thanks, Jay, for your positive mindset, as well as highly effective methods.

Sincerely,

Frances Summers, MS, CRC
Certified Executive Coach

Insights for Business PO Box 4128
Medford, OR 97501
Phone & Fax: 541-855-2324
Frances Summers, MS, CRC, President
Business/Executive Coach
Industrial/Organizational Psychologist

363. Francis Ansah

----- Original Message -----
From: Francis Ansah
To: Jay Abraham
Sent: Tuesday, August 13, 2002 7:04 PM

When I came across your Marketing material in 1997. I only had dreams of getting into business. After reading the Success Secrets of Marketing Genius book I now had PRACTICAL steps to use in business.

I was able to use the Risk Reversal principle in my Wholesale/Distribution business to gain a 40% market share in my industry in 1 year. All I did was inform my prospective customers that they could return or change ANYTHING that did not sell.

I was able to secure orders from retailers who were tired of wholesalers "dumping" slow moving merchandise on them.

What this did for my business was, it allowed me to only keep in inventory only the merchandise that SOLD, thereby cutting down on the length of time I kept merchandise in stock. I am able to control my costs and pass the savings on to my customers.

Thank you Jay. Your tapes on Wealth Creation from Nightingale Conant have been the best investment on audio tape I have ever made.

You have my permission to print this testimony.

Best regards

Francis Ansah

364. Frank Balkovec

----- Original Message -----
From: Frank Balkovec
To: Jay Abraham
Sent: Friday, August 02, 2002 7:56 PM

Dear Jay,

What a profound difference you've made in my life. My business offers technical services and customized hardware solutions and being a one-man band I wear a lot of different hats, so here's a few of your concepts I've used.

The most powerful concept I've been able to implement in my business is the power of risk reversal.

Try before you buy or sampling the product or service before any cash is exchanged. Wow! That works so well... It gives my new clients something to believe in.

One client of mine experienced a $450 meltdown, his system failed after 2 1/2 years of service and I usually guarantee my systems for one-year free labor & hardware without a service contract. Realizing the

lifetime value of a client I went ahead and warranty the system for him. He was so delighted that he referred three new clients.

Jay through your training and coaching I had come to the realization that a client really needs to be looked out for, their is nothing more important in business than knowing that people I have as clients know that I care for them.

Success really is a decision and being able to go the distance for people is what business is all about. Service Driven.

Another concept that brought in a small windfall of $3500 was partnering in a strategic alliance. Expressing the benefits and the advantages of the deal made everyone involved a winner.

PEQ I & II are so powerful, repetition of the data has really eliminate mental blocks, enhance personal power and transformed how I conduct business. Even though being a small business I know if I continue to utilize your methods, results can only occur.

Thank You Jay Abraham.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

With respect & gratitude

Frank Balkovec

FNB Enterprises

365. Frederick Mann

----- Original Message -----
From: Frederick Mann
To: Jay Abraham
Sent: Wednesday, August 14, 2002 10:26 AM

My name is Frederick Mann and I'm the owner of BigBooster.com <http://www.bigbooster.com>.

Some years ago, I acquired Jay Abraham's booklets from his "Business Breakthroughs" course:

- 21 Power Principles of Business Builders Who Get Rich
- Conquering the Competition: Strategies and Techniques to Overcome Competitors in Any Field
- Masters of Marketing: Executive Summary Secrets of Marketing genius Jay Abraham and Other Marketing Wizards
- Q & A with Jay: The Thirty most Stimulating and Universal Questions Ever Addressed
- Sales Letters that Sell

I started BigBooster.com in 1998 with very little capital -- less than $10,000.

Now, in 2002, we have a burgeoning business with over 80,000 subscribers and members! Much of this success is directly due to Jay's ideas and principles ... and the further ideas they inspired.

Jay's principle of not putting limits on your expectations of what customers can buy has inspired me to constantly look for hidden limitations that could hold me back. It also helped me recognize the power of the "10X principle" -- you can improve your results by a factor of 10!

With an Internet-based business, it's important to get visitors. Even more important is to "capture" as many of those visitors so you can market to them repeatedly and they can become customers. You can see how I use the 10X principle to "capture" visitors at BigBooster.com <http://www.bigbooster.com>.

"BigBooster Associates" <http://www.bigbooster.com/associate/login.php> is another example of "capturing" visitors. We have over 10,000 BigBooster Associates!

"USP" (Unique Selling Proposition) inspired the concept of "Perfectly Performing Programs."

Jay's "Grow Through Endorsements" helped me see the power of the Art Meakin endorsement when the opportunity arose. It's a major factor behind the success of BigBooster7Million <http://www.bigbooster.com/7million/join.php?referrer=1>, which has over 80,000 members!

A quick examination of the above webpages, will reveal how we've implemented most of Jay's "21 Power Principles" -- see Index of Special Reports and Position Papers <http://www.abraham.com/Reports.html>.

Our success, to a great degree, depends on the success of our subscribers and members. And their success largely depends on their education. Jay emphasizes "educating your customers." I personally invest a great deal of time in the ongoing development of BigBooster.com's educational resources. As an example of this, see Use "Levers" to Increase Your Response Rates 10 Times or More!

<http://www.bigbooster.com/7million/gateway/1_tm.php?referrer=1>:

1. The BIGGEST SECRET of Email Marketing!
2. How to Create a "Community" to Market to... OVER AND OVER!
3. How to Write an Email that Attracts ATTENTION and SELLS!
4. How to write KILLER Sales Letters! - Part 1
5. How to write KILLER Sales Letters! - Part 2
6. USE Autoresponders to AUTOMATE Your Email Marketing!
7. Why You MUST BEAT Your COMPETITION!
8. The POWER of MARKETING LEVERAGE!
9. The SECOND BIGGEST SECRET of Email Marketing!
10. How to get MORE TRAFFIC with almost ZERO effort!
11. How to EDUCATE prospects to CREATE CUSTOMERS!
12. How to Use MAGIC WORDS to SEDUCE your prospects... and COMPEL them to return to your site like BEES TO HONEY!

Jay's "marketing leverage" concept helped to inspire the above series.

BigBooster7Million
<http://www.bigbooster.com/7million/join.php?referrer=1> uses a very important form of leverage in that our members market BB7M in order to effectively grow their own opt-in lists they can promote to repeatedly. Of course, this grows the overall membership we can market to.

In "Masters of Marketing" Jay says, "Arrange to "parasitically" benefit from the customers you've acquired...or the prospects you couldn't sell...". The Internet particularly lends itself to implementing this principle through what are called "exit-exchange programs." The main ones we use are:

- TrafficMultiplier(sm) <http://get.trafficmultiplier.com/1002062>
- McExit <http://www.mcexit.com/start.php?referrer=bigbooster>
- SubscriberDrive <http://www.subscriberdrive.com/a/c.cgi?2464>.

When visitors leave certain of our webpages, we gain new traffic as a result. For example, for BigBooster Associates to gain access to our Private Programs (updated frequently), they have to log in <http://www.bigbooster.com/associate/login.php>. When they leave the login page, a MxExit window pops up, promoting someone else's website. In return, McExit pops up our website when visitors leave certain webpages of other members.

SubscriberDrive provides us with about 100 new subscribers every month.

Thanks to Jay Abraham, our business is much more successful that it would otherwise be.

Sincerely,

Frederick Mann

BECOME A 10X PERFORMING PERSON!
In your head you may have a "program" about how fast your earnings, business, and/or achievements can grow. "10% per year" is a typical "growth program." Such a program may hold you back! Would you like to achieve and/or earn TEN TIMES as much as you are now achieving and/or earning? If your answer is "YES!" find out how at: <http://www.bigbooster.com/>.

366. Geary Morales

Geary Morales
----- Original Message -----
From: Geary Morales
To: Jay Abraham
Sent: Wednesday, August 14, 2002 5:31 PM

Hi Jay,

Thanks for the case study testimonial extension.

Although you might not be aware of this I've consistently "apostled" in behalf of your brilliance for the last ten years.

We have indeed spoke on a couple of times on the phone (one regarding the CPA Club in the early 90's and the other a few years back in promoting your hard cover book's national sales rollout)

I've got at least a DOZEN case studies that I've gleaned from you.. but today I'm only to give you one ... and it's good!

Client: Greenfield Chamber of Commerce of WI (Suburb of Milwaukee, WI)

Case Study:

I was asked to assist this local chamber of commerce to get new members as well as sell existing members an irresistible offer to:

1) Purchase a booth at their annual "Business Expo," which would feature businesses within the community.
2) Renew their membership 2 months in advance if they weren't interested in purchasing a booth.
3) For non-members sign up 2 months in advance irregardless of a booth purchase

The Expo was in October of that year (and chamber memberships usually renewed on the 1st of the following year)

Here's what I did...

1) Wrote a compelling direct response sales letter to all the businesses in the Greenfield, WI business community.

   This is the essence of what we offered...

   a) For existing members, (who weren't interested in purchasing a trade booth for the upcoming Expo) I offered them a BONUS "The Unfair Advantage Letter Book" a 200 + page compendium of direct response brilliance manual created by Bill Myers - retail priced at $129.00 if they renewed their following years membership dues 2 MONTHS in advance.

   b) To motivate those existing members who were interested in purchasing an Expo Booth I offered them the BONUS if they

purchased their EXPO booths within 10 days of the offer. (They usually waited until the last minute to do it, which of course created chaos for the Chambers Business Expo committee)

c) For non-members of the Chamber, I offered them the bonus if they signed up for membership 2 months in advance (within 10 day) and gave them the last two months membership for FREE.

The result - all three potential buying business entities bit on one of the three offers.

The president of the Chamber told me it was the most successful Biz Expo trade booth, new member and Chamber renewal promotion the Chamber had ever experienced.

And the lesson in all of this..

1. Irresistible offer (BONUS)
2. With a time limit
3. Risk Reversal - Didn't cost the businesses a penny more - just got them to act on the time limit (the sense of urgency and fear of loss if they didn't respond one way or another and what did they get in return? Ten's of Thousands of Dollars of Brilliance by receiving Bill's Unfair Advantage Letter Book. It was cool!

Warmly
Your Friend

Geary Morales
" Your Marketing, Media & Productivity Consultant at Work "
P.O.Box 070382
Milwaukee, WI 53207
(414)230-2069

P.S. by the way...I own the reprint rights to Bills "Unfair Advantage Book" which at the time cost me only $10 to reproduce and basically gave it away to the Chamber as a free will gesture - I only charged them $20 for each manual - for the $129.00 perceived value to the business community)

367. George Christenakis

----- Original Message -----
From: George Christenakis
To: Jay Abraham
Sent: Thursday, August 15, 2002 5:34 AM

Dear Jay,

The two most important principles of Jay's mindset that I have implemented are

1. Referral Systems
2. The lifetime value of a client.

The development of the belief system that what you have to offer is of significant value to the customer and asking questions of the client that will lead to relationships to other customers of similar quality.

The Key ingredient to my business expanding exponentially over time is asking clients for referrals from current customers at application, during the process and after closing. This has been a key in the development of my business as opposed to others who need to reinvent the wheel every month. This needs to be done with every client and on every loan consistently without any deviation. The more consistently that I have done this, the better the results.

The lifetime value of a customer has also been critical to my success. Consistently marketing to closed loan clients by phone calls and direct mail has been the most effective marketing that I have done to increase business over time. This has been done consistently every other month primarily through direct mail and newsletters periodically asking customers for both referrals and referral sources with whom I can contact.

These two Marketing and selling concepts have had the biggest impact on my business and have resulted in tangible positive results.

George Christenakis
Northern Home Mortgage Corp.
978-667-1800

368. George Platt

----- Original Message -----
From: George Platt
To: Jay Abraham
Sent: Tuesday, August 13, 2002 9:02 AM

My first introduction to Jay Abraham was in 1986 via an ink on paper product Your Marketing Genius at Work. At the time Harty was doing $5 million in sales and I was motivated to keep my foot down on the growth throttle of my business.

The business world is a 3-D movie and without the right glasses you are lost. Through this course Jay gave me the 3-D glasses. I learned the secrets of non-traditional marketing methods.

I switched all my marketing and advertising to **direct response** versus image advertising. Using this concept I determined space advertising was a waste of money for my business and channeled my money into direct mail.

I embraced the concept of **Unique Selling Proposition or USP**. At the time I was one of 850 printers in the State of Connecticut. I was looking for a way to separate myself from the pack. I created a USP by adding mailing services to my offering. From being one of 850 firms, Harty became one of a handful of firms offering high end printing combined with sophisticated mail services under one roof. Harty has ridden this USP from $5 million in sales to $20 million in sales. This USP still has legs today. The printing industry has since become wise to the benefits of offering mail services but 15 years late.

Jay taught me the concept of **Marginal Net Worth or Lifetime Value**. I learned that the lifetime value of a printing customer was huge. I realized I had accounts that were spending $100,000 annually and staying active for 20 years plus. What would I spend to create a customer with a lifetime value of $2 million to $5 million? I could spend way more than I was spending and way more than my competition.

I started an aggressive direct mail campaign with lumpy packages with a value of $5 to $15 per package. I mailed these to 900 customers and 3000 prospects. I would mail to this audience 8 times a year. This system created 100-150 new accounts a year that billed $1.5 - 2 million in sales in the first year.

Using the lifetime value concept, I leased $70,000 worth of Macs and installed them in to a client site to ease their creation of a complete inside graphic design department. This account grew into a $2.5 million a year client and has been active for 11 years.

Jay exposed me to **Host / Parasite relationships**. I used this concept to grow relationships with other printers and print brokers. This segment became 20 % of my business. Who would have thought? As long as you have high integrity you can compete one day and work together the next. At times you have to walk a fine line but none the less this segment became over $4 million in sales annually.

Through a host / parasite relationship I ultimately bought a $500,000 a year printer that in the first year blossomed to $1.5 million in sales because the ex owner could just focus on sales.

Sphere of Influence or Referrals became a significant focus. In reality 9 out of 10 new accounts come from word of mouth. I secure testimonials as an ongoing effort. I use reciprocity to my advantage. “Dear client, I know if the shoe was on the other foot you would do it for me.”

Guarantees or Risk Reversal can help flip a prospect that is sitting on the fence . Harty became the first printer in Connecticut to guarantee on time delivery or the job is free. You don’t lead with this concept but it helps when a prospect is worrying about his risk. If you take on the risk more of your prospects will buy from you.

I'm sure you are worrying about all the people that will take advantage of you when in reality only a few people will ever call you on it. Only 20% of rebates are redeemed. Make it a no brainer for prospects to work with you and they will.

Over the years I have home studied most of Jay's programs and went live to The Ultimate Marketing Research Laboratory (UMRL). I always get value from Jay's work. The PEQ effort with Chet (John) Holmes helped bridge the gap between Jay's 40,000 feet ideas to Chet's street wise implementation.

I have implemented just 2 of Jay's concepts well and quadrupled my business. Another quadruple and I'm a $80 million dollar business. I'm on my way.

The Harty Press, Inc
Commercial Printing
George R. Platt, President
203-562-5112

369. Gilles Gauvin

----- Original Message -----
From: Gilles Gauvin
To: Jay Abraham
Sent: Tuesday, August 13, 2002 7:26 AM

Here is my story.

After reading your material I tried this promotion. I had a fireplace business (ENERGY SOLUTION INC. in Quebec City) that had good revenues during winter but was a bit short of cash during summer.

I designed a brochure to sell to my customers a fireplace maintenance service during summer. I proposed a 3-year contract for a lump sum of $199. For that amount they would receive the visit of a technician (during summer of course) to check the fireplace and sweep the chimney. Visa and Mastercard payments were accepted.

I send two consecutive sales letter to my clients. The first one got a 7.5% response and the second one also 7%. Total 14.5%.

I then tried to sent a bulk mailing to 1000 homes in a part of the town were there was many fireplaces but I don't got any response.

Conclusion: You were right ! Former customers are 1500% easier to sell than strangers.

Gilles Gauvin

P.S. - An idea that can increase your sales too ! I imagine that most of your customers are English speaking people. But I suspect that there are many other that are not so comfortable with English. They can read, write (as I am trying to do) and listen but when they have to speak to a representative they draw back. It's my case. So when you ask to speak to a representative on the phone I never call back even if your offer interest me. Today I write because it is the first time I receive an email from you that accepts a written answer instead of a phone call. Have a nice day. Gilles

370. Graham and Lisa Knight

----- Original Message -----
From: Graham and Lisa Knight
To: Jay Abraham
Sent: Sunday, August 18, 2002 4:50 PM

Hi Jay,

My name is Graham Knight and I am a business effectiveness consultant in Canberra, Australia.

THE PROBLEM

The implemented idea that I will talk about is to do with results based marketing rather than paying for no results.

One of my clients in Canberra is a Pet Photographer, and like all of my other clients she came to me to increase the bottom end and top end of her business including profits, satisfaction, contribution to society and so on.

One of the dilemmas she faced was under capitalisation and experience in generating sales. Unfortunately her business was suffering though lack of marketing and advertising... until I came onto the scene.

She had been to traditional advertising agencies seeking ways to generate more clients... but with her being undercapitalised she was unable to pay for any of the exotic ways.

THE SOLUTION

When I came on the scene, my number one priority was to generate many, many more sales to get her cash flow pumping!

This is what we did...

When I go into a business, I take a snapshot of the health of the business... in this I identified many, many complementary businesses (i.e. other businesses who also deal with pets - vets, pet food suppliers, shows, pet competitions, pet shops, pet food supplies and the lists go on). We identified that these businesses would have potential customers... and lots of them.

One of her friends was into videoing and so we put together kind of small infomercial... showing what she does, the benefits, how she did her photography, why people should use her services, that her services come with absolutely NO risk and a special offer. This was put on a tape, together with photos that she had taken of pets in the past.

We then purchased one of those video/TVs in one and approached a number of the complementary businesses. We asked if we could set the TV/video up where their customers waited - to stop their customers being bored and to get them thinking about the photographer... as predicted, many

of them said yes to the idea. So, we decided to leave it in each business for a week.

The video played over and over again... and people saw the benefits, saw the quality of work, how she did what she did, and then the offer.

Well, she was the only person in the business... and the phone started ringing... bookings started going through the roof... a friend of hers was called in to prep new clients for the shoots... she needed a person to come in and deal with all of the business activities not related to the photography... and the story continues.

All from one idea... instead of paying for advertising on the TV stations, she put an infomercial in the pet shops, vets etc (by the way the effect was greatest for all of the people waiting in the vets - because they saw it over and over again). The cost - $568 for the TV/video a bit of time and negotiation.

The results - around 180 clients so far have come from this method... the cost - a little over $2 per client. Not bad.

Anyway, I hope this is what you were after.

Regards,

Graham Knight

371. James McKnight

----- Original Message -----
From: James KcKnight
To: Jay Abraham
Sent: Tuesday, August 13, 2002 4:30 PM

This idea is truly an Abraham original. Miami-Dade Public schools has recently been forced to go two days without pay to every teacher in the district. Needless to say it didn't go over well. The teachers have unions that didn't wish to buckle and the administration said without the 2 days major cuts would occur throughout the ranks.

Well, I market discount travel packages, which offers a tremendous value for the individual because our $15,000 package retails for only $1295 dollars (of which we typically do thru credit unions). So I contacted the school board and explained how they could attempt to give back some of the monies taken from the teachers by partnering with our firm. Then went to the union chief and explained to him by his teachers coming on board, I would be able to not only give the teachers a discount, but I would be able to give the school some monies per each sold package, and the more sold packages obviously the more the school district which meant the less cutting the school would need to do since they still were over budget.

Well, the district itself consist of 50,000 members who all belong to there credit union which means if they wish to participate and save some money they can, while getting a loan if need be from there credit union who of course we've partnered with to show how to increase loan portfolio's while offering an excellent valued added benefit with zero cost.

The school district will receive a set amount per sold package, and the teachers will receive off the original $1295. This is a multiple host/beneficiary relationship I got from Jay. When complete (assuming I'm able to get 5% participation) this will give me the opportunity to move to South Beach, the hottest 20 blocks in the United States, while at the same time helping the school district and making me one of the creative thinkers in the area. Not to mention at 5% if my projections are correct the school district would receive $125,000.00 dollars...

Thanks Jay!!!!!!!!!!!!!!

Sincerely,

James McKnight/CEO
Brimm, Barrington, Bernard & Basil Inc.,
www.BBBBInc.com

372. Jeff Busch

----- Original Message -----
From: Jeff Busch
To: Jay Abraham
Sent: Monday, August 26, 2002 9:38 PM
Subject: Re: Success stories

I hope it's not to late to submit.

I ran small display ads for my family law practice. The readers were directed to a 24 hour 800# where they were offered a free report. Over a period of about 10 months, the ads generated about $21,000+ in legal fees. Not a fortune, but the return was about $6.00 for every $1.00 spent on marketing. Not to shabby.

Jeff Busch

373. John Bishop

----- Original Message -----
From: John Bishop
To: Jay Abraham
Sent: Thursday, August 01, 2002 2:57 PM

Dear Jay,

I am a roofing estimator/salesman with a large commercial roofing company. For the last several months I've been incorporating many of your ideas and strategies into my work.

One of the most profound lessons I've learned from you is the "lifetime value of a client". Although an initial service call may be for an inexpensive leak repair, many of these clients are prospects for an ungoing maintenance program and eventual reroofing, which could easily require an investment of $50,000.00 or more.

I am now much more focused on establishing a good long term relationship with new clients, even if it means a little less profit on the front end.

It turns out this attitude is a good strategy for the short term as well. I've already exceeded my sales volume from last year, and we still have five months left in our fiscal year!

Thanks for sharing your wisdom with us.

John Bishop

Crowther Roofing
2501 Rockfill Road
Ft. Myers, FL 33916
(800) 741-3114

374. John Davis

----- Original Message -----
From: John Davis
To: Jay Abraham
Sent: Wednesday, August 14, 2002 1:35 PM

Abraham ideas and concepts that have worked for us:

Dream Clients

The "Dream Client" concept has been highly successful for us. We had done some of this in the past, but without a system and never measured. After PEQ-I we began to systemize this concept.

Each of our 4 salespeople picked out their top 10 revenue-producing clients. They were instructed to contact each client a minimum of once a month. This could be by phone, personal visit, or mail. We began to, each week, record the interaction and results of such contacts. The results were astounding.

First measured week: more than $8,000 in additional sales to these clients!

Second measured week: more than $5,000 in additional sales to these clients!

The beat goes on…

The turnaround for us was:

1) Weekly workshops to review
2) Critique each interaction
3) Role play each interaction for group
4) PEER PRESSURE each week

We will be adding additional "Dream Clients" in the near future.

Upsells

As with the "Dream Client" concept, we are continuing to develop our upsell system.

We have each salesperson log all contacts and upsell attempts. For example, if we prune your trees, upsell Deep Root fertilization. If we fertilize your trees, we upsell tree pruning or other listed tree health items.

Even though this is still in the development stage, we are seeing tremendous results.

First measured week: approximately 10% increase in sales by upsells alone; approximately $4,500.

Second measured week: Approximately 8% sales increase; approximately $3,000

This is dollars increase on high profit items as we are developing our system. The increase is expected to be at least 30% when we get this system perfected.

Again the difference for us was:

1. Weekly workshops on this subject
2. Critique each salesperson interaction
3. Role playing

4. Also peer pressure and sales competition

JDavis Tree Care Solutions
4206 Broadway Ave
Haltom City Texas 76117

375. John Dunn

----- Original Message -----
From: John Dunn
To: Jay Abraham
Sent: Friday, August 16, 2002 8:04 AM

Dear Jay,

I have been a student of your marketing mindset and have given consulting to a business barter company to increase their sales and profit.

I created an USP for them to make them stand out from competitors. That was: "Your Full Service Barter Company". This focused on their excellent trade brokers and people, that they were not an internet based "do it yourself" barter company.

Sincerely,

John Dunn, Windsor, CT.

376. John Gallagher

----- Original Message -----
From: John Gallagher
To: Jay Abraham
Sent: Friday, August 16, 2002 11:24 AM

Hi, Jay,

I have been using your methods for years. I also was a student of Joe Stumpf when the two of you worked together.

A simple program I used as a real estate agent was when working with a buyer I would guarantee to sell their new home for free if they were unhappy with their purchase for a period of six months after closing.

This strategy was useful and brought in business. I would present this strategy to bankers and this brought in referrals from the bank's clients.

Over the last few years I have moved into commercial real estate and finance. I took your concept of educating the client to heart and have come up with a reasonably successful product that I use to generate new business.....

In the commercial leasing business the tenant is almost always under represented or misrepresented especially the small business tenant. I have a consulting business providing a full spectrum of services for the commercial lease tenant. I have written a booket entitled {"Fight Back: Winning the Leasing Game, 17 Common Mistakes Tenants Make Renewing or Negotiating their Commercial Lease". I also had the book endorsed by the co-founder of Canada's largest specialty coffee franchise. This has positioned me as an authority and has been reasonably successful.

I have been brokering large hotels and net leased investment properties and my next project is to write a booklet on these experiences. Any suggestions?

I look forward to reading your compilations of stories.

Thank-you for the education.

John Gallagher
905-529-5900 x240

377. John Shea

----- Original Message -----
From: John Shea
To: Jay Abraham
Sent: Friday, August 16, 2002 11:44 AM

My story relates to the use of a referral method to expand the sale of consulting services within a major business. This financial services client has 4 high-rises (soon to be 5) plus an office campus with five 4-story office buildings. The high rises and office campus are located within 2 miles of each other.

While carrying out consulting assignments within one organization of the client, I developed contacts within other organizations which led to a constant flow of consulting engagements for over five years. Many contacts were work-related as I naturally interacted with people in other organizations on behalf of current clients. Others developed from chance encounters like when you meet someone new while picking up your computer printout. Others were consciously cultivated - it's easy to invite someone to have coffee or lunch when you have access to them almost daily.

A major advantage of marketing this way is that your presence on the client site seems to qualify you for assignments where your skill set may not be 100% 'spot-on'. You get assignments that you might not get if the engagement is awarded primarily based on employment history and thrown open to several candidates.

Because of your presence within the company, a new prospective client knows (a) you've passed all the security and credit screens, (b) you're deemed responsible and trustworthy and (c) you're reasonably competent. I don't mean to imply that the client doesn't get his money's worth but simply that you get a pass through some 'gates' that might otherwise prove to be artificial obstacles. I still performed in an outstanding manner on all the engagements.

John J. Shea

Phone: 650-941-7432
Fax: 650-618-1503
Cell: 650-619-1486

378. John Skorczewski

----- Original Message -----
From: John Skorczewski
To: Jay Abraham
Sent: Tuesday, August 13, 2002 3:19 PM

Hello,

My name is John Skorczewski and I'm CEO of Market-Tek Enterprises, Inc. We mainly sell proprietary web promotion software; search engine submission tools and like products all developed in house.

http://www.Submission-Spider.com
http://www.YipSubmit.com
http://www.LinkWizardPro.com

Are a few of our more popular sites.

It's hard to pinpoint just one thing that I've learned from Jay and tell you exactly how much I've earned from it's use. A great deal of our overall marketing philosophy comes from him.

Before I started studying Jay's work, I didn't even know terms like bump, backend, or follow-up and now most of our revenue comes from working these three areas.

As software sellers, we offer free trial downloads of our software. Before Jay, I wasn't even collecting email addresses of customers and following up after they had downloaded our stuff. I'd say roughly 90% (at least) of our orders come from following up with past downloaders... that's revenue we were completely missing before.

One specific case study I can share with you (because I started documenting them after reading Jay's Stealth Marketing Book!) is my Christmas promotion that I ran last Christmas.

I hate to let the cat out of the bag because I fully intend to run this campaign every year during Christmas (as Jay says, don't stop using a successful marketing strategy!).

Basically this is what happened. I wanted to earn a little extra revenue to end the year on a high note (plus it was Christmas and I wanted more cash to spend on gifts etc).

I rounded up a list of the 1,000 most recent downloaders of our Submission-Spider software. I wanted the most recent batch of people so I just took the last few weeks worth of downloaders.

I then created a simple email marketing campaign that consisted of a simple one page letter, then a follow-up letter sent out two days later.

I wanted to offer them the software as a special Christmas time bonus, at a special (and substantial) discount. I've tested offers like these

before with only modest result. But this time I tested it using one of Jay's tactics from Stealth Marketing. He says to tell the customers WHY you are offering them the discount.

So I very frankly told them in my letter why I was offering them this discount. Which was because it was Christmas and I wanted to go out and blow a lot of money on gifts and the software is downloadable so it doesn't really cost me anything to sell to them at such a discount.

I was amazed. The feedback I got was incredible. Not only did I get more orders then from any other promotion I've ever run (82 orders within 2 to 3 days out of 1,000 emails sent) but people kept emailing me, telling me their stories, how they could relate as it does sometimes "get tight around Christmas" etc.

82 orders out of 1,000 sent may not seem much, but that's front end. I continue to sell to these people over and over via backend.

With their initial barrage of email I've been able to cultivate several working relationships with some of these customers which to me is pure gold. The more you get to know your customers the easier it is to sell to them in the future.

I'm convinced it was the story more than the price discount that worked so well. And that technique was straight from Jay.

Thanks Jay,

John Skorczewski
CEO Market-Tek Enterprises, Inc. http://www.Submission-Spider.com
http://www.Market-Tek.com

379. John Williamson

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----- Original Message -----
From: John Williamson
To: Jay Abraham
Sent: Wednesday, August 14, 2002 2:21 PM
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My ‘famous’ donut letter.

This outrageously successful case study – the launch of a new fast food business – revolves around a very important marketing strategy and reveals a lesson which many business owners could easily profit from.

Establishing a business from scratch in the notoriously cut throat fast food industry clearly called for a more imaginative approach that the usual method of stuffing ‘us too’ menus and flyers through letterboxes.

I suggested …

Find the centre of influence in each of the businesses you’re targeting and ‘recruit them to their cause’ … with an ethical bribe!

Every organisation has a centre of influence. It’s the person who organises the office parties, retirement whip rounds and lottery syndicate. If you’re able to positively influence them (that’s were the bribe comes in!) they will actively promote your product or service; rolling out the red carpet for you at the front door, whilst simultaneously ushering the competition out of the back door.

The letter on the following page was hand delivered to targeted businesses, with a curiosity generating “lunch tomorrow?” handwritten on the envelope.

Often within minutes of being delivered the letter had found it’s way from reception to the centre of influence, who immediately faxed it back.

Boxes of donuts (at just 50p, a cheap bribe!), menus and special offer vouchers were promptly dispatched with a member of staff who was instructed to: 1) deliver the donuts only to the person who had requested them and … 2) confirm that having been ‘paid off’ they were going to distribute the menus and special offer vouchers.

Do you think that the centres of influence were able to resist telling EVERY ONE about ‘their’ new find?

Now, take a look at the letter. Could you resist that headline … if YOU were a centre of influence? There was an incredible 38% response to the letter and more importantly almost every one became a customer … and on average they each influenced 33 people!

The ‘Have Your Cake And Eat It Club’ was created (at a net cost of less than 25p per week) as a way of stimulating customer loyalty (and YES – it worked tremendously well!)

NOTICE HOW: the letter does not mention prices, choice, quality or fantastic service. Remember, the sole purpose of this letter was to find and identify centres of influence. By using this strategy the lunchtime eating habits of several hundred people were changed by sending out just a few dozen letters. Or to put it another way thousands of pounds of weekly turnover were stolen right from under the noses of the competition … with a marketing budget of less than £100

[Photo of business owner]

"When your box of FREE jam donuts arrives - will you share them or eat ... *every* ... *last* ... *one* ... yourself?"

Dear Customer,

To receive a box of FREE jam donuts you need only answer a couple of simple questions ... and 'thankfully' the question above isn't one of them!

Announcing: A change from the boring lunchtime routine

With over 200 work day lunches to think about each year it's quite possible that, from time to time, you and your colleagues are going to feel 'starved' of lunchtime choice or maybe just 'hungry' for a change of routine.

That's when everyone will be glad that YOU returned our little questionnaire.

Because as soon as we receive it back we'll not only deliver a box of FREE jam donuts - just in time for your next tea break - but we'll also send copies of our latest FREE Delivery Service menu and enough special offer vouchers for everyone to get a great deal on tomorrow's lunch.

And that's not all - *there are FREE cream cakes on Friday too!*

Introducing - the 'Have Your Cake & Eat It' Club

Join our special 'club' today – there are NO membership fees, NO boring meetings to attend, NO rule books to memorise *and definitely NO funny handshakes to learn ...* just a FREE Cream Cake on Friday when you buy your lunch from us on any three days in the same week.

So fill in the enclosed questionnaire and fax it back to us straight away. And Once you've done that ... perhaps you should start giving some thought to the question at the top of the page.

Yours sincerely

Signature

the business owner

PS Membership of the 'Have Your Cake & Eat It' Club is FREE BUT you must join this week. So, if you want FREE cream cakes on Fridays fax back the questionnaire NOW!

Logo etc

380. Jon Davies

----- Original Message -----
From: Jon Davies
To: Jay Abraham
Sent: Tuesday, August 13, 2002 11:22 AM

Jay

I work in the U.K. improving bottom line within the motor trade.

I read your book "Getting everything you can out of all you've got" and came up with the following idea to improve the penetrations dealers were achieving in the products they offer when selling a vehicle.

Most sales team were getting a customer to agree to a lease payment that fitted their budget, they would then TRY and offer the assorted products that they sell eg "Mr Smith your happy spending £100 per month on your car for £2 extra you can have an extended warranty," for £5 extra you can have alloy wheels and before the customer knew it he was now paying £130 per month.

The upwards selling process is fine, however I found that some of the sales team did not believe in some of the products so therefore they took it on themselves not to offer them to a customer. The problem with upwards selling is that it can only get more expensive for the customer, they to can look at the deal and decide that what you are selling is too expensive now for them to buy.

So my strategy to change the process was this, 100% of the products that we sell are now added on top of the retail price, there is nothing else to offer it's all inclusive. I then totaled the figures and presented them to a client in the form of 8 monthly lease payments ranging form 12 months through to 60 months. The team simple say to a customer "Mr Smith, which one of these payments suit's you best?"

The results is that 18% of all the cars sold are now full up list price and full up with all the products we sell, if we needed to remove the products to make a deal work then we have found that 25% of all vehicles are sold at Manufacturers list price, with the customer not asking us to discount our vehicle list price.

I am now teaching this concept to other dealers, in most cases we are achieving £400 + in extra profit per unit and finding a significant increase in product sales.

I look forward to reading about any other Cars Sales, Car Service ideas that you may have and receiving your e-mail

Yours sincerely

Jon Davies

381. Jonas “Sunny” Mayo

----- Original Message -----
From: Jonas"Sonny" Mayo
To: Jay Abraham
Sent: Friday, August 16, 2002 9:05 AM

How do I start my story? I guess it still all started when I picked up the book "Getting Everything You Can Out Of all You've Got". Let me tell you first what kind of industry I'm involved in, I have a Martial Arts school here in Woodhaven, New York. I have the school since 1992. There were some good years and also some bad years like any other business. In the martial arts school industry the way we get students in the door is by advertising like a FREE class or two or sometimes we run a special like $19.95 for a week of class plus a free uniform. I get a decent amount of response i would say about 10 to 15 info calls and the people who actually try the class I would say 1 to 3 person will enroll in a regular 1 year program which is worth about $3600 worth of contract in a year, this is the normal advertising in our industry.

When I first got your book one chapter really got my attention, Chapter 7 titled "Make 'Em An Offer They Can't Refuse". What I did instead of the regular 1 week free trial lesson I gave them an offer they can't refuse, "ONE Month Free Plus A Free Uniform With No Obligation to Join Or Continue". Nobody does this in my neighborhood. You see there are five other martial arts school around me in a 5 mile radius so competition is really high. After I stared using the "ONE Month Free Plus A Free Uniform With No Obligation to Join Or Continue" on all my advertising my call doubled and I have more people joining than ever before which resulted in double the people joining in a month to 3-6 people with an increase of $7200 on my bottom line. My friends thought I was crazy at first and said that people will take advantage of me, but to the contrary people got more comfortable in joining in my program because I'm the only one on my neighborhood willing to take the risk and let them try it out for a whole month and not pressuring them to join.

Hopefully I will try out the other principles in the Book but for now this the best Marketing Idea that I ever got from a Marketing Book that actually worked.

Thanks a lot!

Jonas Mayo
www.MayoAcademy.com
718.850.5500

PS: "My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

382. Jonathan Bradshaw

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----- Original Message -----
From: Jonathan Bradshaw
To: Jay Abraham
Sent: Tuesday, August 13, 2002 11:02 AM
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Dear Jay,

I don't normally take the time to sit down and write a lengthy reply or discourse about how some information changed some process or system we use at our company, but I had to make an exception in this case.

It might not be as long as some of your other studies, but I'll give it my best shot.

I came across your 6-CD set from Nightingale Covenant entitled The Mastermind Strategy. I listened to that set for 2 straight weeks! I spend over 4 hours daily in my car driving to and from work. Your CD's were given a workout as was my laptop, PDA, notepad, and mini cassette recorder!

Service Sector – Social Services

Many of the examples used on the CD's seemed to focus on industries and business models who were driven by product-sales rather than service-based industries, but there were enough points shared that I gleaned over 27 pages of ideas and changes for our business. Our business falls into the Service Sector, and more specifically, the Social Service arena. Our family owns and runs an Interpreter Referral Agency located in St Louis, Missouri. We provide sign language interpreters for every conceivable venue and purpose all over Western Illinois, the St Louis Metro Area, and also for much of Missouri.

Strategic Analysis

After listening to the CD's, I began scouring our computer system for numbers and facts and figures about out business cycles and customers and average lifetime span and lifetime worth assessment, etc, etc, etc. When that was done, I put together a 50 page PowerPoint Slide Show and took it into the office. It showed where our business had begun, January 1, 1987, and where we had grown it to earlier this year (January 2002).

Old/New Business Strategy

Our initial business strategy allowed the company to follow the ebb and flow of the business cycle in our area with little or no pre-planned action to adjust or go after the types of business that came our way. After the CD's, we have moved that position to one of pre-emptive planning in order to more carefully choose what types of business we are going to take on. In addition, we began thinking more in terms of "preeminence" positioning in relationship to the other interpreting agencies in our area.

Old/New Business Structure

It showed how the company was utilizing the "Diving Board" paradigm, and we were utterly dependent on providing interpreting services. I did a worst-case scenario of another company opening in this area, and how it could potentially devastate our current operations. We later saw that scenario take place – but it did not impact us because we had taken some steps to prepare ourselves for just such an eventuality!

As Jay described the "Diving Board", then gave the remedy, we developed a new paradigm and created a "Parthenon", then went to work adding in two additional layers under the first. Rather than depending on

ONE source of income, we went to work and began pulling in and utilizing resources that we had allowed to sit idle for years. We now have in place three other ways to bring in income, spreading out our liability and strengthening our financial stability base.

Old/New Advertising Strategy

Further business analysis showed that our business was maintaining it's market share by word-of-mouth advertising rather than with any type of formal system. We implemented a computer system to go in and track our client database on a monthly basis in order to capture usage patterns and which business sectors that were decreasing their usage of our services. With that information, we have now begun a targeted marketing strategy to recoup and to bolster those segments back up.

Another item Jay mentioned was that of Trade Shows or Expos, and how they can impact your business in a positive way. Taking those seeds of ideas, we have begun to plan for our annual conference attended by over 1,000 specialists from several neighboring states. We are energized and excited about the up-coming conference in October, and are looking forward to the leads and contacts we are going to make there utilizing Jay's ideas.

Attrition Reduction Plan

Again, our business had no system set up to track the number of clients we were losing each year and why. Working with the database once again, we implemented a program to give us the contact information that will allow us to make follow-up calls in an attempt to discover why they dropped off, no longer use us, or to attempt to recover their business.

Old/New Customer Service

Previously, once a year, we pulled our employees in and went over the importance of customer service. One of Jay's suggestions was to get a tape-set of materials teaching customer service, or provide books for them to read. We held another workshop dealing with customer service, but approached it from an entirely different angle this 'go-round. Additionally, we have put in motion a plan to purchase over 100 books to pass out and are developing a simple, one-page questionnaire for them to turn in after they are through reading the book. They will receive a check for $50.00 when they turn that competed form in. We plan to do this throughout each quarter of the year, instead of making this a one-time effort.

Old/New Recruiting

Previous to Jay, we had limited our recruiting efforts to several times a year, major pushes right before colleges and universities re-opened in the Fall and Spring. With an agency like ours, the resources (interpreters) are all a part of a pool of people who are available to the whole community. If you don't snatch them up in time, they go to work for other agencies in the area, and are effectively out of the work pool. Because we waited, we would sometimes find ourselves short when it came time to start the Fall and Spring semesters.

After Jay's CD's, we implemented a referral generating system utilizing printed materials, mailing lists, targeted mailings, flyers, word-of-mouth, internet postings, newsgroups, message boards, and "head-hunting" bonuses offered to our employees. We had an influx of interpreters that more than matched our needs for this coming up semester.

Lessons Learned

Jay stressed the importance of looking internally and getting the highest and best use of all of the internal resources, maximizing the use of all of the company assets, before ever going outside of the company and looking to make improvements.

Jay stressed over and over again about Geometric Growth of your business. Taking this principle and seeing how it has impacted our thought patterns has given us a renewed sense of purpose and vitality.

We have begun asking for and using endorsements from our long-term customers, and have had some very positive feedback from those efforts. Additionally, we have begun to develop some strategic alliances with other agencies in other parts of the Mid-West, as well as the East and West coast.

Near the end of one of his CD's, Jay posed a series of questions in order to spark the thought processes of those listening. They sparked mine! One lesson I took away was that of on-going introspection, not just a once-a-year process, but almost a daily questioning of self motivation, thought processing, quick-check questioning.

Another lesson learned was that of traveling outside of your own industry, and getting rid of "tunnel-vision" and replacing it with "funnel-vision". Tunnel-vision sees only what is around it and looks to others in your particular field or business sector for examples of how they "do their thing". Funnel-vision broadens that scope and looks to see how other businesses, in un-related fields "do their thing", and then emulating their successes.

A few slides of the PowerPoint focused on the almost militaristic approach and view of businesses and companies in comparison to ours. Jay used the term "force multiplier effect" to tie in to how businesses could utilize not just one of the principles, but by implementing several of them at once, could "hammer" the competition and bring about an "engineered breakthrough".

Closing

In closing, these are just a few of the ideas and 27-some pages of material all condensed down into several pages. Suffice to say that Jay's materials and the ideas that it subsequently sparked have enabled us to take control of a business that was feeling the pinches from both the economic slowdown and the after-effects of September 11, 2001. We have seen our business resurge and there is a new vitality and sense of movement that was not present before the implementation of these ideas and action plans.

We have recouped many times over the initial cost of the set of CD's from Nightingale Covenant in net worth of ideas and strategies that will continue to impact our business for many years to come! Thank you Jay!!!

Sincerely

Jonathan Bradshaw
Business Manager – Marketing Director

383. Jose Boesch

----- Original Message -----
From: Jose Boesch
To: Jay Abraham
Sent: Tuesday, August 13, 2002 8:21 PM

Alternative Dmv Services, "avoiding lines at the dmv" is what we do.

Our markets are wholesale (high and low volume) and retail.

I owe just about everything I've learned from Jay Abraham and his tapes. The two most powerful concepts that have made me successful are the Free trial and spending marketing dollar based on the Marginal Net worth of the client. Until you understand these to profound concepts and their meaning to your customer you cannot compete in the market place.

By taking all the risk, the law of reciprocation is triggered giving a voice in the customer self talk.

By knowing what the marginal network of a client is you can design a budget to solicit them.

Moral: Don't expect the customer to try you product unless your willing to giving a sample "for free or at a discount".

My company went from the verge of bankruptcy to a positive cash flow and over 50,000 in net profits in three year.

The only thing that scares me is a Jay Abraham trained competitor with commodity thinking.

Jose Boesch, President
ABC Notary & Auto Title, Inc.
2500 Lapalco Blve. #5
Harvey, La 70058
504-366-7674

384. Kean Wong

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----- Original Message -----
From: Kean Wong
To: Jay Abraham
Sent: Friday, August 16, 2002 8:49 AM
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The Secrets of the Fastest Growing Education and Investment Property Consultancy company in Australia!

$0 – 100 million in less than 3 years…

The inside story of how one man almost single handedly transformed the education and investment property sector in less than half a business cycle.

In the beginning….

Jason D. was a young entrepreneur who had made a small fortune in the early 90s retailing computers. From the age of 19, starting with a meager $250, he built his very first business from the TV room in his parent's house into a $47m 'tour-de-force' spanning 3 continents …in less than 5 years. Between the ages of 25-29, he had become semi-retired, dabbling in various investments that didn't require the headaches of running a multi-million dollar retail business. His focus then had turned to acting - the glamour world of Hollywood. But one day, sometime around 1998/99 while in LA, he received a call from his lawyer who told him that his 'passive' investment in a property development venture was about to bankrupt him. He had put full faith in his property development partners not realizing what trouble he had gotten himself into…

Flying back to Australia, his entrepreneurial instincts kicked in. To save his situation, he spent the next 6 months speaking to over 300 'experts'in the field of property…from agents, to developers, to investment property marketers, to property traders. It was a plea for help… '*I would really appreciate just 1 hour of your time,...I'm in real strife, your one hour of advice could save my business from collapsing'*.

As it turned out, after accumulating massive amounts of 'insiders' knowledge about the industry, not only was he able to salvage his investment but he had discovered a system that he felt could transform the property market. At this stage it was around the end of 1999, near the peak of the stock market and when the property market over the past 2-3 years had risen 50-75% in some prime areas of Melbourne and Sydney in Australia. Jason was only just 30, but was ready to build his next empire. This time, it would be the education and investment property market….

It was around this time that Jason had come across a motivational speaker by the name of Peter L., also a young entrepreneur who before the age of 26 was already a millionaire. Peter was the young 'Anthony Robbins' of Australia, and Jason felt he could partner with him to develop Australia's premier investment education institute. Earlier that year, Jason had in fact attended a live Jay Abraham event and was eager to implement some of the joint venture strategies he had learnt.

The JV:

Peter and Jason quickly joined forces to create a 3 and half day seminar – covering motivation, success strategies, health and financial success through investment property. Leveraging off Peter's database of clients, what they discovered was that at the time, with the property market booming, people were more interested in learning about investment property rather than health, or feel good strategies. So instead of

having 1 day on investment property, they rearranged the course to be half a day of success/motivational strategies and 3 days of investment property education. They had discovered and tested the market to find the 'right formulae'.

The Sales & Marketing Approach:

Initially, the marketing strategy was distributing tickets/complimentary entry vouchers (with a perceived value of $75) to a 4 hour introductory seminar on 'Unlimited Wealth – you can retire a multi-millionaire in less than 5 years' etc. Even though there appeared to be considerable hype, the free aspect would prove to alluring to pass up on. Who wouldn't like to hear the Real Life experience of a self-made multi-millionaire investor and business man who had amassed over 200 investment properties in less than 12 months? And it was all during a time when stocks were still rising (though near the peak), the property market had re-awakend after a considerable bear market in the early-mid 90s and the Robert Kiyosaki phenomenon had people wondering how you could in fact ever retire from a job alone…

Initially, the sales force was sourced from past attendees/resellers of Peter's seminars. They were invited to a special seminar where they were pitched the 'Vision' and before long there was an active distribution network to promote the seminars.

What they developed was very powerful Ad copy. Some tickets were given for free, while others were sold through large Ads in local and national newspapers. They followed all the scientific rules for perfect Ad copy…. from the newspaper column style Ads, the lure of hearing from a 'real guru', to the call to actions from quotes such as '*75% seats booked already!*' (the free tickets given away), '*2 nights only!',* the fantastic testimonials, the '*25 page $350 bonus investment report'*, …all for '*Only $59'….better than money back guaranteed, no questions asked* etc etc

Thousands of people turned up to these 'intro' seminars (they ranged from about 100 initially to up to 800+ on some evenings after large Ads were placed in national newspapers at considerable cost – their first ad campaign would cost close to $100,000. A powerful referral system was also set up where earlier attendees were given free tickets to give out to their friends). These 'intro' seminars were a combination of Peter's motivational story (the psychology of success), Jason's strategies for financial success as well as live testimonials of individuals who had successfully implemented Jason's investment property strategies in the past. Eventually, the intro seminars became so popular that they were video taped and displayed on big screen almost twice a week to attendees in the hundreds.

Despite Jason's lack of public speaking experience and his European accent, his passion and intellect wowed the audience. This was a guy who would later demonstrate how he could speak 15 hours straight, 4 days in a row and at a speaking rate which was simply phenomenal. Jason knew his stuff back to front and he was just awesome. Partially, it was this display of incredible knowledge and Jason's ability to 'set the buying criteria' not just for investment property but for investment property seminars ('*Learn from those who have the results"*) that converted a significant percentage of people to the 4 day investment property seminars.

The deal for the 4 day seminar was simple: only $400 down, and if at lunch time on day 3 you didn't feel the seminar was worth it, not only would you get your $400 back, but you would get an additional $400 for your time 'wasted'. Along with the most professionally made 10 page glossy brochures on the market you had ever seen (packed with promises of what you would learn and real testimonials), it was hard not to say yes. Of course if you completed the course, you would be up for a total sum of $4000 paid off weekly over about a 2 year period. (You would be given an option later to pay only about 90% of the amount upfront. Jason and Peter would also off load payment risk to a finance company for a discount).

But the sales process didn't end at the intro night. Only a small percentage of people converted on the night, but all attendees were given a form to fill out – 'free 1 hour investment consultation valued at $250'…. This database was where the qualified leads had to be worked.

Drawing from Peters' previous client base, a select group were screened to become the 'investment consultants'. Jason and Peter needed to convert the leads and needed a lot of help to do it. The incentive for these consultants who were only paid on performance was a cut of the seminar fees, insiders access to 'prime' investment property and the potential upside of listing the company. The selection process was of course grueling and only the most committed were chosen. Intensive 4 day training seminars were implemented and eventually a team was set up who would master the tactical close '*Results speak the Truth… do you have any results at the moment? If not, what have you got to lose by attending this risk free seminar?'*.

The very first 4 day seminar had about 200 attendees (there was about a 25% conversion ratio for those who went along to the 1 hour free consultations). Interestingly, only about 15 wanted their money back that first 4 day seminar.

But the amazing thing was, just near the end of this seminar almost half the attendees signed up for a $20,000 seminar – a 'Property developers 7 day Bootcamp'. Once again it was a similar formulae, small upfront payment, and better than money back guarantee risk reversal offer. Jason's ability to sell was simply incredible.

This occurred not just in one city, but was replicated in 2 other major cities in Australia, and around 3-4 times a year at each venue.

But the sales process didn't end there…being overloaded with all that knowledge and specific strategies (the course came with a folder 2 inches thick) it was clear that most people wouldn't be able to implement what they had learnt. Even with all the contracts spelt out and the 'perfect' scripts written out, very few people had the time, confidence and experience to negotiate the discounts with developers or develop and present professional business plan like valuations to get the 110% financing from bankers etc (this is despite interest rates being at historic low, and an environment of easy money.)

They had already been sold the 'why' and 'what' …and now the 'how' was made simple for them - just come along to another free personal consultation and we'll see whether we can save you the hassles and provide you with the 'perfect' investment property for your individual circumstances. After all, they had spent 4 days telling you the truth in very specific detail about what it really takes to get the ideal property 'deal'… and as we know if you educate, educate and educate…half the job of selling is already done.

The thing was, even though attendees knew that there probably was a 5% margin on the properties sold to them, they didn't care because they still felt they were given a good deal on boutique property that had considerable perceived value added on to it. In the process, a $300,000 town house would yield another $15,000 profit from each attendee who signed up for these 'off the plan' boutique investment properties – the waiting list was growing each week (around 1 in 3 signed up…in most cases just the 1 property).

Traditionally, agents would sell, or investment property marketers would run free seminars to sell their properties. Here was a situation where people were not only willing to pay thousands of dollars to develop the knowledge of what and how to buy but then in most cases would end up buying from the 'guru' who taught them in the first place. The fact is most people would prefer to pay other people to do things for them. It's really no different from the IT consulting industry that charges thousands of dollars of consulting fees before reaping more from selling other people's solutions and charging implementation fees on top of it…(eg Accenture selling Siebel CRM software solutions)

But it didn't end there…it was clear there was only so much quality properties Jason could source from developers and it wasn't long before prices had become too high. His next goal was to teach people the sales/marketing and investment banking secrets (listing companies etc) he had accumulated over the years. He was simply teaching people what he had implemented over the years. By now, these business development bootcamps that were coupled with 12 month coaching programs were sold for $15,000 (About $7,500 US).

It was more than just information though – he was creating a networking forum that facilitated businesses with similar mindsets to create effective joint venture partnerships…a real B 2 B forum. Through this forum, Jason was able to tap into attendees database of clients so he could continue marketing his information seminars to an almost unlimited market. To date, according to his own statistics, over 30,000 people have attended his seminars – from the $59 intro nights, all the way up to the $20,000 7 day boot camps. Adult education is truly the number one fastest growing industry by far. People are hungry for knowledge and are willing to pay for it.

Behind the scenes…

Initially, there were many teething problems – not many could keep up with Jason's drive and intensity – he is truly a unique individual to say the least. Eventually even Peter found himself with different goals and the two went their separate ways. For a while, the organization had grown too quickly, had often promised too much to employees and clients alike, and had suffered from the Greed psychology of a booming property market.

Addressing sustainability (developing a product which offers more tangible behavioral changes for individuals and businesses), replicating Jason's abilities, setting the systems up to develop a professional and ethical organization rather than one filled with rogues sales people were some of the challenges the company has faced and still faces. Jason's ultimate goal of listing this education company – to capitalize on the high earnings multiples of listed companies will demand this, especially in today's environment. Nevertheless, his organization has no doubt become one of the fastest growing education companies today with some interesting joint ventures with the 'super heavy weights' of the industry yet to come….

Please Note:

For the purposes of this case study, names have been modified and figures are personal estimates only – drawn from publicly available information as well as from inside sources.

385. Keith Green

----- Original Message -----
From: Keith Green
To: Jay Abraham
Sent: Thursday, August 15, 2002 3:31 PM

Hello, Jay and collegues

This is a quick and simple idea I tried after listening to a set of Jay's tapes.

Three or four times a year, I write a very short, quick to read letter to my existing customers, eight to ten weeks before Christmas, Easter and other holiday times.

Simply telling them that I am busy with the holiday coming up and that if they require any work to book in early so as to avoid any disappointment.

This has been one of the most profitable thinks that I have tried. It brings in around eight to ten times the cost of sending out the letters.

It also keeps the customer thinking about the benefits that I can provide for them. Build's their trust in me and increases the amount of recommendations that I receive.

Best of all, the calls start coming in within a day or two of sending out the letters (providing you have previously done a good job!).

Apex Elite
Carpet and Upholstery cleaning
Size: Just Me!
Hot Water Extraction Cleaning (Steam Cleaning)

386. Kelvin Parker

----- Original Message -----
From: "Kelvin Parker"
To: Jay Abraham
Sent: Thursday, August 15, 2002 6:10 PM

Host/beneficiary deal dreamed up at 4:00am covers payroll

This is a simple example of how easy it really is to profit from a host/beneficiary deal. The setting was as follows: I had just gone solo as a marketing consultant. Myself and my assistant went to New York, where I was speaking at a marketing conference – essentially to generate client leads. After getting beyond the hotel check-in desk (which was not easy, and quite embarrassing as 3 credit cards were declined, while a business colleague watched on) – at 3:00am I was on the phone attempting to squeeze a few more dollars out of my credit cards to pay my assistants monthly pay.

By 4:00am, unable to sleep due to my desperate financial-straits, I decided I better figure a way to generate some fast cash. This is how I utilized the Abraham-concept of host/beneficiary deals.

Direct Mail Publishing Company: My previous employer published books which were sold by direct mail in the US, and over 200 countries worldwide. As they saturated their customer base with their own product range, and started to see back-end profits slide, they got into licensing other people's products, and writing fantastic copy for them. The product that most stood out was a memory course, originally sold in major quantities through infomercials. The DM Publishing company's direct mail piece took the product to markets all throughout the world that had not been captured by infomercials, and was very successful.

Major Newsletter Publisher: Some good friends of mine in the business worked for a US-based newsletter publisher. They sold financial, health, start-your-own-business, and retirement location hot-spot newsletters. Each newsletter pushed the back-end, selling between 5 – 7 products per issue. The business turned over around $120 million a year.

The disparity between the two companies was this: The DM Publishing company had some excellent copywriters who knew how to hone in on a single product and sell it to the max. But their customer base was limited. Actives customers that would respond to the offer was under 40,000. The Newsletter company also had a supreme copywriter at the helm, whose excellence catapulted the company to it's strong position. Their customer base was far larger though, numbering over 600,000. However, back-end promotions within the newsletters were not so strong. There was not a singular focus on a product, with a white-hot laser focus on moving that product into the clients hands.

387. Ken Farley

----- Original Message -----
From: Ken Farley
To: Jay Abraham
Sent: Saturday, August 03, 2002 12:04 AM

Jay:

A year ago I was given a copy of your book "Getting Everything You Can Out Of All You've Got". I thumbed through a few chapters initially but didn't pick it back up until I was laid off from my job about five months ago. It was then that I realized I had the chance to turn what many would say was unfortunate circumstances, into a great opportunity to follow after my own dreams.

The past sixteen years of my life have been spent in the Christian music industry. Fourteen of them as a Program Director at KOKF-91FM, a radio station in Oklahoma City, and two years as the Promotions Director at ForeFront Records, one of the major Christian music labels. I decided to accept an offer to work for the label because I felt like it was time for me to step out of my comfort zone and do something different. During my time at the label I learned alot, developed some great relationships and did my part to contribute to the vision and mission of the company. But you know what?

Even though I was working with a great group of people, and challenged to be the best I could be every day, there was still something not quite right. What was it? Simply the opportunity to follow after my dreams and desires to work for myself and do some things on my own.

When ForeFront did some restructuring and I was let go, at first I pursued following up with all of my contacts within the industry looking for that next opportunity to work in a corporate environment. As more time went by I also realized that my real passion was working in radio, so I narrowed my job search to radio stations, which did lead to some great offers, however they all entailed moving out of state, which I had decided was not going to be the right move for my family.

I didn't want to relocate, yet it was obvious that there were radio stations out there who could benefit from my expertise.... and It was then that I had what you called a breakthrough. Why not offer my services on a consulting basis, take a very "hands on" approach to helping program these stations, and simply make on-site visits as necessary? This would be my unique selling point. I presented the idea to the station manager, Steve Young, at WCFL in Chicago, who was intrigued by the concept and said he would give it some more thought. We continued to stay in touch and eventually I was invited to meet with Steve and his boss to discuss what I could provide for them.

In preparing my written proposal and thinking about what I wanted to discuss with them, I applied your principal of The Strategy of Preeminence, and evaluated what their needs were and how I could meet those needs and put them first. Steve needed more time to focus on certain areas and I could give him the opportunity to have that time to

do so. Also, the station had certain budget restraints but needed to increase the hours of some of their part-time staff. So I structured my agreement with them in such a way that I would be paid well for my time on a part-time basis, yet leave them with additional financial resources to share with other staff members. It would be a win-win situation for all parties involved.

Needless to say a few weeks after the meeting I was notified that my proposal looked good and they were ready to sign on board as a client. That was a month ago, and I'm now on my way to fulfilling my dreams and goals of doing something I love and believe in, and have the opportunity to work for myself.

I totally believe that God has opened these doors for me to walk through and that applying your principals will get me down that path much more effectively and efficiently than I could do otherwise. Thanks!

Ken Farley

Farley Communications
2052 Upland Drive
Franklin, TN 37067
(615) 791-9813

388. Ken Lochner

----- Original Message -----
From: Ken Lochner
To: Jay Abraham
Sent: Wednesday, August 14, 2002 4:56 PM

"From $426 to $12,000 Plus in 3 Months"

My story is a simple and successful one. In the field I have been in people don't make a lot of money. I was a massage therapist. I operated out of a meager 250 square foot office with a rent of $300 a month. I was plowing along for 6 years rather unsuccessfully when I received a letter from Jays company. I was skeptical. Yet I had nothing to lose. I tried only changing the way I did copy and how often I corresponded with my "prospects".

I did what Jays materials said to do and the previous year I made $26,000 total. Within the next year 1998 I made that much in the first 3 months.

I was gearing up to do it again when I was sidelined by sickness.

I have never forgotten those lessons.

What I changed was this:

1. Advertising (Unique Selling Position)
2. Changed the Headline
3. Made them an offer they couldn't refuse
4. Followed ups were done once every 3 weeks
5. This followed up my beliefs that the whole of my organization had to change. I brought in a partner and then things took off. We stopped due to my illness which had gotten worse till now.

I will be returning to these powerful strategies as soon as my new business gets started.

Sincerely,

Mr Kenneth Lochner

389. Keny

----- Original Message -----
From: Keny
To: Jay Abraham
Sent: Tuesday, July 30, 2002 7:43 PM

Dear Jay

It's a great pleasure for me to send you a testimonial regarding my way of using the risk reversal principle in my Business. As you supposedly know, in the Health field, there is no guarantee that a treatment or Health program will provide the results expected and paid for.

For that reason the doctor are easily assimilated with crooks and blamed for being not ethical. I decided to apply the risk reversal approach in the submission of my Health package to my clients. No matter what their condition can be, I offer them to give them their money back within a reasonable length of time if they are not satisfied with their results.

Case Study:

Dawn came to see me with a friend who insisted that she came to see me for help. Dawn is an accountant. She has been suffering for more than six ears with a chronic gastric ulcer that kept her depressed and desperate. She spent a lot of money in trying all kind of treatment. When she came to see me, I could easily anticipate after listening to her medical ordeal that she had no intention to spend a dime for my program.

Since, I already knew about risk reversal, I spontaneously took the initiative to make an offer that was easy to accept. I made a complete free assessment of her condition and then suggested and delivered to her a customized Health package with a value of $2500.00. We agreed that she would use the Health package the first month free of charge. It's only during the following month, after experiencing some positive changes that she would consider paying the full amount of $2500.00, with always the possibility to get a full refund if the gastric disorders did completely subside. I got paid the $2500.00. Two months later, Dawn brought me her sister, Cynthia, with a bone marrow disease. For 5 years she could not bring down within range her white blood cells count. I suggested to her a Health package for $2100.00 with the possibility of full refund if the WBC did not get back to normal within the next three months. One week after following the program, Cynthia went back to her oncologist for a routine check.

Best regards,

Keny

390. Kevin Berryman

----- Original Message -----
From: Kevin Berryman
To: Jay Abraham
Sent: Friday, August 16, 2002 2:24 AM

Dear Jay,

First & foremost, I don't have a tangible success story as yet, there are two reasons for this. One is I only discovered your techniques about a three weeks ago, & two is I'm only just starting up my business as I write this. I'm only 22 & this is my first business venture.

But I do have my own version of a success story to share with you. Over the past three weeks I have been madly absorbing any information I can get my greedy little eyes & ears on that you have put out there. I've dumped so much stuff in & repeated the lessons that my head now physically hurts! And it has totally transformed the way I look at business, human interactions & life in general. I feel like I've been lost in the woods & I have finally come out into the clearing & can see exactly where I want to go now & how to get there. The amount of times I got the "ahah" effect when going over your stuff people started thinking I was going mental saying it all the time!

My next course of action is to go out & implement all this stuff, & boy am I glad I have discovered it. The best part about it is that I know I have only just begun to scratch the surface, I have alot more learning & ideas to uncover. I have so much more of a sense of understanding now that I know I would never have got in a million years without you, so I thank you for opening my eyes to a way of doing business that I know will enrich not only my clients life, but mine as well.

I see alot of mistakes I was on the road to making until I got a hold of your stuff, so in effect, you have actually saved me alot of money! And by using your techniques, I feel pretty confident of making money as well!

Honestly, I didn't just write this to get the book thing, I'm not expecting to receive it because I haven't got a "tangible success" that I can physically show you. But if you could look inside & take a x-ray of my mind three weeks ago & take one again today, you would see a success that is so gigantic you would think that its a different brain! I just wanted to express my gratitude for sharing your wisdom & what it has done for me, I feel like I have learnt an entirely new language, a language of amazing business strategies. So a world of thanks goes to you for helping me & my business be all it can be!

Warmest possible regards.

Kevin Berryman

391. Mark Lopez

----- Original Message -----
From: Mark Lopez
To: Jay Abraham
Sent: Tuesday, August 13, 2002 6:28 PM

Hola!

This one is short but sweet and can be done by virtually any business, especially those that would benefit from being in the phonebook.

I own a Catering business, and in this very competitive market I am always looking for new ways to "NOT PAY FOR ADVERTISING." This is something we have found to be an incredible tool in closing sales and "making it happen". When we get a lead for a catering job we:

- First qualify the prospect, meaning we make sure we have something that would be of value to them and that we can provide it in the best possible way.
- Second, we immediately get them all if not more information than they were asking.
- Third, we ask them if we could just drop off "some more information."
- Fourth, we show up just before lunch time and surprise them with enough food to feed 5% of the total number of guests the had originally asked about.
- Fifth, we bring pictures showing other clients with similar needs, at their own catered function (picnic, Holliday party, etc).
- Sixth, our catering sales person stays and has lunch with the 5% group to help answer questions as well as pointing out the value in what we offer.
- Seventh, we are currently getting these customers 90% of the time.
- Eighth, those clients who have experienced our "surprise lunch" become loyal repeat customers 90% of the time.
- Ninth, of the 90% about 20% of these clients make up 50% or more of our yearly sales.

I hope this helps!

Mark Lopez

392. Matt Thomas

----- Original Message -----
From: Matt Thomas
To: Jay Abraham
Sent: Thursday, August 01, 2002 11:18 PM

Dear Jay,

I am writing to you in response to your emails of 25 and 31 July 2002, in which you requested success stories and testimonials from those who have made use of your strategies, methods, and mindset to produce more customers/clients, sales increases, windfalls, improved results, increased tangible results, bottom-line performance, comparative advantage, *et cetera*. You specifically requested detailed e-mails in "case study" instructional form. Having owned your "Secret Wealth" tape series and the *Money-Making Secrets of Marketing Genius Jay Abraham and Other Marketing Wizards: A No-Nonsense Guide to Great Wealth and a Personal Fortune* book by Mr. X (whose volumes you confiscated and whose ears you boxed) for some time, I am happy to try to oblige.

My wife and I are the prime movers behind the WhoWins.com web site. This site is geared toward sports fans in general, and fans of Major League Baseball (MLB), the National Basketball Association (NBA), and the National Hockey League (NHL) in particular. Right now, by design, the site is of greatest interest twice a year: In the spring, during the NHL and NBA championship playoff runs; in the fall, during the MLB championship playoff run. The site contains historical victory probability and other information for best-of-7-format series during these playoffs. Fans of sports *teams* (as opposed to individual players) are the primary intended audience for the site, although gambling sites have also linked to the site, and we wouldn't be adverse to using the site to teach basic probability. We have an extensive database that provides content for the site; in due course, we hope to prepare and sell books using that database (and, of course, promote and sell the books through the site). While the site generates no income – we've rejected all advertising offers, pop-up ads, pop-under ads, and the like – it likewise generates no great expenses for us, either, so we are free to progress at our own pace.

In April 1999, when we first brought the site on-line, we asked a wide number of sports radio stations throughout North America to crosslink their web sites with ours. A few did, and while we were grateful that they helped us increase our number of visitors during the spring and fall playoff runs, we felt that we reached only some of the fans in the cities of those few stations that were willing to crosslink. During the spring 2000 playoff run, we bought six 1-minute ads during games of the NBA Finals, in a midwestern city's all-sports station carrying the syndicated broadcast of those games. The result: For six commercials costing a total of $450, the increase in visitors was negligible at best. We had learned our first lesson in the need to test ads.

In April 2001, the Google search engine was rapidly climbing the ranks of search engine usage. We liked Google because more visits to WhoWins.com already resulted from Google searches than from the searches of any other search engine. Also: Many keywords and keyword phrases which failed to return a single WhoWins.com citation from other search engines often returned a *top five* WhoWins.com citation from Google. So, when Google introduced an advertising program, we were eager to try it. Given our subject matter, we designed ads for display in response to searches for "NHL playoffs" and "NBA playoffs" in the spring, and for "MLB playoffs" and "World Series" in the fall. We paid a CPM of $15 ($15 per thousand ad impressions). Our results: We spent $117.46 on the 2001 NBA campaign for 7860 ad impressions to generate 75 click-throughs (a 0.95% click-through rate or CTR), and $114.76 on the 2001 NHL campaign for 7743 ad impressions to generate 88 click-throughs (a 1.14% CTR). In the fall of 2001, we spent $500 on

the 2001 MLB campaign for 37,554 ad impressions to generate 597 click-throughs (a 1.59% CTR).

Well, it's not hard to see that roughly half the cost generated a significant increase in visits for us – from virtually nothing to a few hundred – from spring 2000 to spring 2001. And if you do the math, you also see that doubling the spending from spring 2001 to fall 2001 both *trebled* the number of click-throughs and increased the CTR by roughly 50%. Of course, we did more than simply double our spending from spring 2001 to fall 2001: In fall 2001, we took a close look at what sort of ads were competing against ours on Google search engine results pages. Almost all were for gambling sites or ticket-broker sites. They *SCREAMED* at readers with capital letters. They were rife with *!!!exclamation marks!!!* Finally – and most importantly – their text never, ever changed, from the beginning of the playoff run to the end. During the 2001 World Series, it dawned on us that we could update our ad text from "Historical victory probabilities in best-of-7 playoff series" to "How teams down 2-0 do in Game 3 at home" (and recall that the 2001 New York Yankees faced just that situation after two games of the 2001 World Series). Guess what? Even though Google limits you to 25 characters in the headline and 35 characters/line in a two-line ad, you still have plenty of space to craft an updated message based on the evolving state of your subject matter. With no limit on the number of updates, we updated our ad early and often. Now, in 2001 World Series Game 6, in which Arizona blew out the Yankees in the early innings en route to a double-digit victory, ad response was sluggish. But in Games 4 and 5, in which the Yankees overcame two-run deficits with two out in the bottom of the ninth en route to dramatic comeback victories, our ads proclaiming the Yankee comebacks drew CTRs nearing 10%.

"Better yet" was yet to come, and it came in spring 2002. Jay, you've talked about paying for results instead of paying for advertising. Google must have been listening, because they introduced an advertising program called Select. With Select, ads had to meet tighter content standards, and had to maintain a CTR of 0.5% or greater. But, instead of $15 per thousand *impressions*, we now paid a certain amount per *click-through*. That amount fell between $0.05 and whatever maximum we set (usually, $0.50). Since April 2002, we have used the Select program to run a 2002 NBA campaign and a 2002 NHL campaign. Unlike spring 2001, we've kept these campaigns going after the spring 2002 playoff runs ended – simply because the campaigns still do well enough to warrant their continuance. From mid-April 2002 through July 2002, we've spent a total of $450 on these campaigns (the actual amount is very close to that which we spent two years ago on the six 1-minute radio ads). Results? For the 2002 NHL campaign, we have through July spent $219.26 for 187,909 ad impressions to generate 1564 click-throughs (a 0.8% CTR) … and for the 2002 NBA campaign, we have through July spent $232.11 for 58,086 ad impressions to generate 1280 click-throughs (a 2.2% CTR). The NHL numbers are lower because we did a lot of experimenting within the 2002 NHL campaign, using generic keyword phrases such as "best of" that generated a ton of impressions but very few click-throughs, given simply the too-broad nature of such a keyword phrase. The 2002 NBA campaign, however, had a CTR that was 1/3 higher than that of the 2001 MLB campaign, and double that of the corresponding 2001 NBA campaign. Jay, I know that you're a bigger fan of direct-response ads than of branding ads, and that makes sense. Still: For double the money on each campaign, paying for *results* instead of *just for advertising* netted us not double but *15 times* (15,603 → 245,995) the number of WhoWins.com impressions, and not double but *17 times* (163 → 2844) the number of click-throughs. In a sense, those 245,995 – 2844 = 243,151 ad impressions in 2002 that failed to produce a click-through are much greater than the 15,603 – 163 = 15,440 in 2001, but for only double the price I'll console myself with the orders-of-magnitude-greater branding advertising, thanks very much.

Let me end with how well we did during the last game of the 2002 NBA Finals. Basketball fans may recall that the Los Angeles Lakers dominated the New Jersey Nets during this series, sweeping the Nets 4-games-nil. Thus, in Game 4, one might have expected a general apathy toward the game. On 12 June 2002 (the date of the game), our Google NBA ad had produced 22 click-throughs on 543 impressions (4.0% CTR) up to game time. Periodically during Game 4, we updated our ad on Google to reflect the state (score, period, time left) of the game, while

checking within the Google Select system for updated ad performance results. From the beginning through the end of 2002 NBA Finals Game 4, here is how the WhoWins.com ad performed for the keyword phrases “NBA playoffs” and “Lakers Nets”:

Click-Throughs		Impressions	Instant CTR
(start game)	22	543	baseline
	23	558	+06.67%[=100%(23-22)/(558-543)]
	28	588	+16.67%[=100%(28-23)/(588-558)]
	31	612	+12.50%[=100%(31-28)/(612-588)]
	34	649	+08.11%[=100%(34-31)/(649-612)]
	41	701	+13.46%[=100%(41-34)/(701-649)]
	43	767	+03.03%[=100%(43-41)/(767-701)]
(end game)	50	825	+12.07%[=100%(50-43)/(825-767)]
(overall)	*50-22=28*	*825-543=282*	*+09.93%*[=100%(50-22)/(825-543)]

Now, admittedly, these leaps in Instant CTR took place only during the game itself, for at the end of 12 June 2002, we had a one-day total of 61 click-throughs from 1435 impressions for a 4.2% CTR. Nevertheless: Note that pp. 33-34 of the March 2002 “Online Advertising Update: A Review of Research Data Measuring the Growth and Effectiveness of Online Advertising in the US” by New York-based eMarketer (www.emarketer.com) says that “Today, most industry experts agree that less than 1% of all web ads get clicked on. eMarketer places the current click-through rate at 0.3% ….” Reference is made to a Nielsen//NetRatings June 2001 study citing top banner CTRs of only 0.22% at home and 0.14% at work. It is later conceded that “consumer and business-directed online campaigns, particularly highly targeted ones, have garnered click-through rates in the range of 1% - 3%, or even higher.” Indeed: With that sorry news, how can we not be happy with our wonderful results in general, and with the 12 June 2002 results in particular?

Jay, I believe that we brought your mindset to bear in enacting this advertising strategy. *You* say that we make the rules we live by; *you* teach the importance of having a U.S.P.; *you* emphasize the importance of testing ads and their headlines; *you* note how important it is to enrich and ethically bribe the customer (which we have done through our free web site content). And yet, I believe that we have much more room for implementing your strategies and methods. With the information-rich Google Select data at our disposal, we still need to undertake a rigorous testing procedure in the vein of that supported by W. Edwards Deming (and complemented by the orthogonal arrays of Genichi Taguchi, so as to optimize the testing process itself). We still need to formulate an ideal strategy for partnering with sports radio in North America. And we ultimately need to extend these efforts to producing and selling an actual product. It is with hope and optimism that we approach these tasks – following your leads, we are (if you’ll forgive the pun) Who Wins. The information contained herein is truthful and verifiable, and if it is of use to your promotional and marketing endeavors, then you certainly have our permission to use it in support of such endeavors.

Most sincerely,
Matt Thomas
WhoWins™

393. Mike Brassil

----- Original Message -----
From: Mike Brassil
To: Jay Abraham
Sent: Thursday, August 15, 2002 9:21 AM

Dear Mr. Abraham:

I am happy to have this opportunity to tell my story about the positive effect your principles have had for me. However, judging by your comments about the other submissions, I am afraid my accomplishments are quite modest, but here goes.

I had just sold two businesses I had successfully operated for the last twenty years. I had no desire to retire but neither did I want to spend the next few years logging 60 hours or more a week to get a new business up and running.

I didn't think I had many options open to me.

I could "go gently into the good night" or get back into sales, but I wasn't all that keen at competing with the vim, vigor and vitality of the kids just getting out of school.

Or, I could certainly stock shelves at Home Depot, (I know my wife would appreciate having me out of her hair for a few hours each day).

Anyway, while re-reading some of your material, one aspect of your principles literally jumped off the page at me. It was your approach to how best to exploit one's own marketable skills.

I realized I did have some marketable skills! I know what it takes to start-up and run a successful business. I also have a talent for business writing.

The problem is there are thousands of individuals who know business backwards and forwards. What would be unique about my venture?

My BFO, (Blinding Flash of the Obvious), was the realization that even though there are many individuals who are experts in the field of E-commerce, I haven't been able to find anyone who is effectively using this awesome tool to promote good business start-up material.

As a result, I have developed my "Ultimate New Business Start-up Guide," that covers every aspect of 21st century marketing. I wrote in such a way as to take up where the old "Start Your Own Business" manuals leave off.

The real key is an E-marketing plan that combines a host of extraordinary new tools such as: Affiliations, Opt-in Email, Associations, Ezines, Anchor tags, Banners, Bulletin

boards, Chat rooms, News groups, Cookies, Search engines, Crawlers, Electronic data interchange and much more.

Beta tests have been very encouraging.

If you are interested in seeing first hand how one of your disciples has put several of your principles to good use, I would be happy to send you copies of "The Ultimate Guide" and my E-marketing plan.

Best wishes,

Michael Brassil
1140 Chavaniac
St. Louis, MO 63011
(636) 391 1118

394. Mike Wilkie

----- Original Message -----
From: Mike Wilkie
To: Jay Abraham
Sent: Thursday, July 25, 2002 2:14 PM

Dear Jay,

I'm pleased to respond to your request. Let me first say that the change in my mindset is and has been the most overwhelmingly impacted result of working with you. Since we were first introduced in Los Angeles many years ago, I have been involved with multiple companies and projects, but my constant position throughout that time frame has been as Vice President of Marketing for RS&I, Inc. Our mainstay business is the distribution of Home Use Satellite TV equipment to retailers across the country. The testimonial I would like to provide concerns one of the very first projects I worked on following your course.

Early in the evolution of the satellite TV business, RS&I was involved in some commercial applications, which involved the purchase of commercial satellite TV descramblers. Shortly after ordering 3 truckloads of brand new units, that part of the business dried up due to technological integration. We found ourselves with thousands of units we could not sell, each with a cost in excess of $500. Total capital tied up...nearly 1.5 million dollars!

At the time we considered many options and settled on attempting to sell the inventory to cable operators. We knew they were in need of the equipment, but as we had never done business with them previously, we had no relationship to build on. Having been classically trained in marketing and advertising, I proceeded with the standard processes. I purchased a list of all the cable companies, filtered it down to the purchasing agents, I designed a beautiful brochure, included our 800 number, offered the units at a drastically discounted price, had the brochure printed, and we mailed to the entire list. Total cost...$25,000.

Well I don't have to tell you what happened...do I Jay? We didn't get a single call... not one! Of course this just happened to be a few weeks prior to meeting you and being introduced to my first ever dose of REAL results based marketing strategies.

Upon my return from "Enlightenment", I wrote my first Jay Abraham style letter. I read every single letter of yours and Gary Halberts that I could dig up, and I mimicked your style to the best of my limited ability. In it I simply told these very same purchasing agents the truth. No hype, no color, no flash...just the facts. I told them how we were stuck with these units, that our busiest time of year was coming up, and we didn't have the warehouse space to store them. I humbly offered them a discount equivalent to what I would have to pay to rent warehouse space anyway, and asked them to call "Greg" on our dime, if they had any interest whatsoever. It was a four page letter,

after the P.S., and P.P.S. Of course, we used the same mailing list, but only mailed to 1,000 locations. Total cost...about $500.

I was much younger then, and the President, C.E.O., and Vice President of Sales were all typically skeptical. In fact, our C.E.O. at the time, laughed at the letter and proclaimed it would be a flop.

Forty seven calls in the first two days! That's right, we sold nearly 200 units the first day the letter hit. Over the next 30 days, we mailed the entire list, and within two months, we were sold out of our commercial descramblers... anxiously awaiting another truckload for our newfound business opportunity. We averaged an 11% response rate on the letter, and an unheard of 32% close rate on those calls. Incredibly, one in ten of the callers, said they just had to talk to Greg because they had never receive such an honest and straightforward presentation. As you might guess, no one was laughing then!

This is simply the most vibrant example I can give. But what I have learned from the Jay Abraham lessons, books, reports, and teleconferences, has affected me and the companies I have worked with immeasurably. Why is it immeasurable? Because you can't put a dollar figure on a mindset change. You can't measure the money you save by averting major marketing mistakes before they happen. You can't attach a value to the opportunities you earn via the respect success affords you. Sure, I've had failures over the years, as has Jay, but the successes have far outweighed them.

No matter how you slice it, Jay Abraham knows more about teaching results than any single person I've ever met. Why? Because Jay delivers results...time and time again!

Best of luck Jay...although I know from experience luck won't have much to do with your results.

Mike Wilkie
Vice President of Marketing
RS&I, Inc.

P.S. Jay, my statements are true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

395. Millard Grubb

----- Original Message -----
From: Millard W. Grubb
To: Jay Abraham
Sent: Friday, July 26, 2002 4:24 AM

OK, Jay! Here's my testimonial:

I had been out of the professional performing arena for a couple of years (I am a professional magician) and needed to book shows quickly in a new area.

During the last week of March, I mailed 112 letters with a better-than-risk-free offer for a special series of programs the following month of May. As a result, I booked 26 schools!

Next, I asked one of the directors for a testimonial letter...Not just any testimonial letter, but one directed to other directors within her network of schools around the area. I then asked for envelopes from her school and mailed the letters.

What happened was more than just getting a letter from a performer, all directors got a letter from a colleague explaining how a performance from Millard Grubb would benefit their school. The results were better than any other mailing I had done before. As a result of mailing an additional 57 letters, I booked 28 schools!

These shows only show the tip of the iceberg.

I was able to book other shows throughout the year so that the marginal net worth of each school was far more than the first show!

Each school booked me a MINIMUM of 3 more times and referred me to AT LEAST two other schools. Moreover, I have expanded my markets using the same "Cookie-cutter" concept and am doing shows over four states.

The most exciting result of all these shows is that I am teaching other magicians around the country to do the same thing through lectures, lecture notes, conference calls, and convention speeches; thus, setting up another income stream.

The most positive thing you have helped with is to show me the way to think two or three steps ahead and make massive sales by giving clients a reason to do business with me.

Thanks Jay!

Millard W. Grubb

396. Paul Grimm

----- Original Message -----
From: Paul Grimm
To: Jay Abraham
Sent: Sunday, August 04, 2002 5:07 AM

Hi Jay,

Springvale Star Performers - OUR SUCCESS STORY

When I first started investing in Jay Abraham products several years ago the concept that intrigued me most was the '**Three Ways to Grow a Business'**, (more customers, larger average sale and more frequency of purchase).

We have combined this concept with the idea of 'risk reversal' to develop *Springvale Star Performers* a marketing program for nursery stock. This has continued to grow after five years since the first version of the program was introduced to our marketplace.

Our business in its generic sense, is the production and marketing of nursery stock for the wholesale market, primarily within the Atlantic Provinces of Canada but recently reaching into New England. Our client base includes independent and chain store garden centers, landscape contractors, cities, golf courses etc.

A few years ago we decided to develop a program which would encourage our independent retail garden centers customers to:

(1) Purchase more frequently.

(2) Purchase larger orders.

In addition, through the implementation of this program we could ultimately gain more clients, growing our business in all three ways.

Traditionally, most garden centers in our market will stock one or two large purchases for early Spring delivery and then try their best to sell this product during the season, carrying as little inventory as possible over into the next year. If they did order extra stock during the season it was usually in small quantities to avoid getting stuck with carry over product. We knew from experience that if they ordered five of an item during its peak bloom they would probably sell four, on the other hand, if they ordered and displayed fifty, they would likely sell forty-five. We also knew that every plant will sell best when it is in bloom.

These observations led to the development of *Springvale Star Performers*- A Success Selling System for our clients.

Here's how the program in it's current evolution works.

(1) Each Thursday during the garden center season (May - October) we send out *Springvale Star Performers* Members our weekly "Hotlist" of the 8 - 12 best items for that week. This is done by fax or E-mail. The client reviews the list and faxes back an order by Monday noon which is processed and delivered that week, stocking their stores with great product before the weekend..

(2) Our Members are provided with retail pricing, point of sale materials, product display modules and a telephone hotline for product and marketing support.

(3) All product is sold to our Members at landed pricing (giving our clients a competitive advantage).

(4) All product is provided on a guaranteed sale basis, if it doesn't sell we will take it back at our cost (minimal risk to our clients).

This has allowed our clients to order with confidence, have the best possible stock available throughout the season and to increase both sales and profits!

The program is marketed through a series of sales letters, phone follow-up and through a number of other venues including trade shows and direct sales. After attending the PEQ program this past winter we recently engaged a new 'Sales Superstar" and have been marketing the program directly to our 'Dream 100' list with dramatic results. So far this year we have increased our sales through the program by 55% and have increased total Star Performers members by 78%! This is pretty exceptional considering that we were almost into the season before hiring our Sales Superstar.

As of this date we are already selling the program for 2003 and have set our sights on doubling our sales and numbers of clients on the program next year. Based on this season's results we are pretty convinced that this is quite achievable. This has been our most successful "Abraham Driven" initiative with continued potential for future growth. As an added bonus we are giving away a Caribbean Vacation for two to our top achieving *Springvale Star Performers* Member!

Prepared by Paul H. Grimm, President

Springvale Nurseries

Box 157 Berwick, N.S, Canada B0P 1E0

Phone 902-537-7542

Fax 902-538-3448

397. Phil LaHaye

----- Original Message -----
From: Phil LaHaye
To: Jay Abraham
Sent: Wednesday, July 31, 2002 6:12 AM

Dear Jay,

I want to share this small success story with you. I have purchased several programs from you and have attended the Internet program a couple years ago. I have been a "one man army" far too long, but I am beginning to climb out of that, thanks in large part to using your methods. I always feel somewhat overwhelmed by all the new techniques and methods that I learn from you and your fabulous associates.

One method--straight out of one of your earlier programs--that I have always managed to make money on is a ridiculously obvious method-stay in touch with your clients. You use this one so well, constantly keeping me updated on your latest methods of helping us build our businesses and prosper. I truly appreciate that, even though I cannot usually take advantage of most of what you offer. So.... thank you!

Back to the story..... We are in the water softening and filtration business. I have been in this business in Central Florida for more than 21 years. I've had some ups and downs! Who hasn't? But now we are on a steady upward trend in this business and a second business which is a small manufacturing operation. We mail a card to our customers every month with some sort of special for them. Our customers ARE special! I feel certain that there are no other water treatment businesses that do what we do. Our customers LOVE us and they certainly appreciate that we regularly stay in touch with them. I know this is simple and obvious. But the point is we did not do this until you pointed it out to us. Just this one simple method has mad us thousands and thousands of dollars over the past few years. About 6 months ago I realized that we weren't doing this regularly. We hired a part timer to make these mailings. Since then, we have been able to cover nearly all our overhead with the service and repair business generated off these customer contacts. This has been an increase of nearly 40% gross profits in just 5 months! We are about to offer our clients upgrades on their equipment in the next couple months and we anticipate this will also be highly successful.

So, we're an itty bitty company using a blatantly obvious way to generate business. And we are delighted! Thank you for helping us out, Jay.

Phil LaHaye
407-782-1196
Florida Pure Water of Altamonte, LLC

398. Ray O'Donnell

----- Original Message -----
From: Ray O'Donnell
To: Jay Abraham
Sent: Friday, August 02, 2002 5:28 PM

Dear Jay -

I would like to share a business success we had while implementing one of Jay's techniques, specifically what I learned with the PEQ I series.

The technique we used was the Host Parasite or strategic partnership technique.

Our firm provides web and paper based HR (Human Resource) retention and recruitment products and services to small and medium size companies. We have had some success using a referral method type partnership for gaining new business by offering our services to health insurance brokers who then made these services available to their clients as value added services. This was mildly successful, but never brought us more than 1 or 2 new clients for each broker we worked with and in some cases no new clients.

Realizing that we needed much more bang for our effort, I decided to implement a much more solid strategic partnership arrangement. Since the Internet has really begun to impact the exchange or information and in our industry specifically HR information, we decided to find a partner in the HR/benefit website business, who had the type of clients and future clients whom we wanted to avail our services.

After researching the marketplace, we settled on a firm out of NY (our company is in CA) who also was working through health insurance brokers and had at the time close to 2,000 clients.

After rehearsing my lines learned in the PEQ, I approached the NY company and laid out how our personalized web based HR communication products were a perfect compliment to their product. In addition, if they availed their clients and partner brokers of our services, the commission we would pay them would be enough to pay for their marketing efforts moving forward.

This intrigued them since, as a early stage start up, they were not yet profitable and could use additional funds for marketing. They were concerned as to whether we could fulfill on our promises so I suggested (as per Jay) that we try a test to a small group of clients/brokers first.

They agreed, so we 'branded' our products to their product for a consistent Internet user experience and presented it to this small group. The feedback was overwhelming. Not only did our partner forget about the test, they moved full steam ahead in introducing it to their clients and broker partners.

We went from one full time regional salesperson, to 9 full time country wide salespeople with our new strategic partnership. In addition, by sharing the commissions we paid our partner with their sales staff, they received a great retention tool while their company strove for profitability.

Mind you, this whole process took close to 8 months to complete and I may have given up in the past had it not been for Jay's teachings.

Bottom line, we increased our sales close to 100% with our new strategic partnership and as a by product of our relationship, now have access to brokers throughout the country that we never would have contacted with our 'regional' mindset.

Thanks for the ideas and instructions Jay. We look to duplicate our 1st year success next year exponentially!

Yours truly,

Ray O'Donnell
President
BCG Interactive, Inc.
3017 Douglas Blvd., Suite 300
Roseville, CA 95661
(916) 788-7205
www.bcginteractive.com

P.S. Please feel free to publish my story in any of your marketing and client materials.

399. Raymond Imaican

----- Original Message -----
From: Raymond Imaican
To: Jay Am
Sent: Friday, August 02, 2002 9:09 PM

Our company, NoFearInternetMarketing.com, is a 3 person team small company. We are involved with e-commerce and also share what we learned about Internet Marketing with our subscribers.

Recently, we were considering few products to see whether we want to include them for our online marketing. We decided first to test them on one of the most competitive market place -- eBay.

First we ran a simple and quick research on ebay and found the appropriate categories for our products. We also studied our competitors a little bit. Then we listed our products for sale.

Over the course of about a month, here's what we find out about our test and also about ebay.

eBay provides ready and established traffic and potential buyers. However, eBay also provide a near perfect information for the sellers' products. With just a few click, using keywords, any buyer can view all of the sellers who are selling the same products. Your competitors, by just typing in the products' name, can instantly check on your advertisement, your title, your pictures, your product's price and how much your products were sold for the last 30 days.

Unless you are selling one of the kind product, your product will be forced to become just a commodity.

Price competition is fierce among competitors. However, we do not want to compete on price. So we tried different title, mixing different keywords, benefits, and we are always selling a few more than our competitors when a new good title was released. But very soon, our title was copied by our competitors, and it leveled our advantage again. At one time we were using a keyword so successful, not only were we selling about 60% more than our leading competitor, we also get 12.77% more in selling price than our competitor.

But in about 2 1/2 weeks, finally some of them figured out our secret, and the fields is leveled once again. On another product, we were always undercut by 2 dollars by our competitors. Whenever we lower our price a little bit, within 12 hours, their price were lowered too -- always 2 dollars lower than our.

So after one month, we decided to implement some of the strategies taught by Jay Abraham. We agree that Jay's methods works well when someone needs to take time to study few of the sellers before they decide which one to buy from. But will the strategies and method works on the near perfect information provided by ebay? This is where we decided to test.

The first method that we used was to tell the 5 points process that we used to ensure the buyer get their quality product.

In one of our slightly used air purifier product, we decided to change our advertising. The idea was borrowed from the scientific of advertising, where the small beer company told how their beer was made. We told our potential customers that they are buying a slightly used air purifier. We removed most of the features of the products since most of the buyer reading our advertisement probably had read three or more of other similar ads, The products' pictures were retained. Actually we were the only one who put up lots of pictures taken from different angles, that showed the use of the products. Since we reduced the picture resolution, we were able to have 4 to 6 pictures in our pages without slowing down the speed.

To come out with the process, we took 100 of the purifier we received and put them into our quality control test. First we told the buyer that when we received our products, we will do a visual inspection on them. We look for excessive wear and tear, damage parts, and the overall cleanliness. We reject all that appears as excessive used and returned them to the manufacturer. Our rejection rate is 8% during this process.

Then we put all that had passed the visual inspection to our 72-hours burn-in test. We showed the picture of our purifiers lined up and under the 72 hour endurance test. We explained to them that usually if the electronic parts were to fail, they usually fail within these 72 continuous burn-in time. At the end of our endurance test, we sent back the failure units to the manufacturer. So out of the remaindering 92 units, 8 failed. So this process eliminated another 11.96%.

Then we told the buyer that we brushed clean the grills and housing of the purifiers, thoroughly cleaned the cleaning rods, let dried before put them in the original product box. Then we told them that instruction manuals were checked at this time. Missing manual were replaced at this stage, making sure customer will get manual with their product.

Then we told them that we put their product (with its color box) into another shipping box with packing material before they are shipped to the customer, so that the color box is clean when they received it, with no shipping label, return address and the dirt that picked up during shipping, which is excellent to present as gift.

On top of that, we also told them that although the products were inspected to our highest standard, cleaned and burn-in for 72 hours, we still allow them for an exchange if the product is not working due to the shipping damage.

Then we ask them to make their decision.

Do they want to buy a unit that had not been visually inspected, passed the 72-hour endurance test, thoroughly cleaned, replaced manual if missing, shipped in an additional shipping box for extra protection, and an exchange policy in case the product were damaged during shipping? Do they want to buy from us which have a high quality

control process that rejected the 19.96% failure rate or do they want to take their chance to buy from other and be the victim of the 19.96%?

As a result of pointing out the failure rate, (which is nearly 20%) they might be buying from, and the 30 days exchange warranty we offered, we took a two weeks period to calculate the finding. The result is that our sales had increased for about 28%. We considered this an achievement viewing that we don't sell the lowest price, and we were number one seller of this product in term of product turnover for that period of time. (At that time, there were one or two other seller said they have a 24-hour and 48-hour burn-in period and one of them is offering 30-days exchange policy)

Another strategy we used was "setting the buying criteria and educating buyer": We have another brand new product under testing which we have difficulty selling them because other people are selling used unit and claimed as brand new, and sell at about 22.94% discount from ours. Every auction that we do not sell cost us listing fees, and they added up quickly.

So we decided to tell the buyer by educating them how to tell a real brand new from a fake brand new. Since the unit is large and do not have shrink wrap on it, it really can't tell much between the two. Initially we used brand new in title and it was copied almost immediately by competitor who offered not brand new item. Then we carefully go through the product and try to find the different between the used and New.

After careful study, we noticed 5 main differences. So we changed our title and copy. We pointed out to them that whether they buy from us or not, these are the 5 points they must ask the seller to be sure they are buying a genuine brand new unit and not used unit claimed as brand new.

We took the 5 pictures that showed the product must have to qualify as brand new. Within 2 days, one of the competitor took 75% of their listing that sell as brand new down and stopped selling the brand new products. Sales picked up immediately. We measured over a two weeks period and find that we were number one in this product. We calculated that we were losing money in term of listing fee to increased our sales by about 35%.

Another funny thing happened. One or two seller changed their copy and said something like these: "... our units have the same red seal on the product and the red seal on the product bag, we also have complete manual .....". We set the buying criteria’s and other seller started using ours as a standard to compare with.

Not only that, we also received emails from both buyers and potential buyers that thanks us for telling them how to buy brand new product and not to be ripped off by used product claimed as brand new.

We at NoFearInternetMarketing.com hope that by sharing our little experiences on how we use Jay's method to increase sale from ebay--a place well-known for bargain hunters and fierce competition-- can help some of our friends with applying or considering applying Jay's methods in their business.

Company Name: NoFearInternetMarketing.com

Size: 3 person
Type: Web-base Marketing.

Contact Name: R. Wins Imaican

400. Raymond Linton

----- Original Message -----
From: Raymond Linton
To: Jay Abraham
Sent: Thursday, August 01, 2002 7:32 AM

Most of my life I worked for large companies in their marketing department.

I have a degree in marketing and always enjoyed the excitement of looking at a marketing problem from a logical point of view and then using my knowledge and training to find a solution.

I also enjoyed investing in property and over the years started to build up a small property portfolio.

Then eventually I decided to start my own business. I was fed up being told one day to use my initiative - and the next, not to make decisions without getting authority. I decided to use the skills and knowledge that I had and set up as an realtor specializing in selling investment property..

I thought I was going to make my fortune overnight. All my business plans, forecasts and projections showed me (and my bank manager) that I was. But for some reason nothing seemed to work out in practice the way it was supposed to on paper. There always seemed to be some reason or problem that I hadn't allowed for or thought of.

Well at least I made a living. Some years I even earned more than I spent.

Then, about four years ago, I came across Jay's tapes and books. I listened to the tapes, and devoured the books, avidly. Now this was the type of marketing I could use in my own business. Ideas and concepts I could relate to. And how different it was to most of the theoretical marketing I had learned at university.

The first thing I did was to find a way to work 'on' my business and not 'in' it. I decided to spend every morning at home studying Jay's materials and putting the ideas into practice. I told all my staff - all three of them - that I could be reached at my home if anything urgent came up, but otherwise I was not to be disturbed.

The first thing I decided to do was to write to everyone who had answered our advertisements but had not become a client. Luckily I had kept all the names and addresses. I used Jay's ideas on writing headlines and wrote dozens of them. From the list I had written, I picked out the four I decided were the best and that I would test.

I then wrote a sales letter. I made sure that it included everything that Jay had said should be in it. First of all I worked out what my USP was. What did we do that no- one else offered. Or that they also did, but didn't tell anyone about it.

One of them was that we specialized only in selling residential investment properties. Another was that we offered a 'packaged deal'. All the properties we sold had already been professionally surveyed and valued. They all had tenants in and were fully fitted and furnished. This appealed to business people and professionals who had more money than time. They wanted to invest in property but didn't have the time to look for properties, repair and refurbish them, then buy and put in furniture, carpets, drapes.

My letter also included risk reversal. I said that if any investor bought a property through our office and then, during the first 12 months, decided that for any reason they were unhappy with it, we would have it professionally valued at our expense and then market and sell it without charging a fee.

My letter included testimonials. We did receive unsolicited letters of thanks and praise from our clients, but I needed more. So I wrote and asked them to simply complete a short questionnaire and return it to us. It asked such questions as... What part of our service did you find the most useful? Why did you come to us? Would you recommend us to others?

I also offered a small gift to all those who replied as my appreciation of their help.

We were inundated with replies. I picked the best comments and included them in my sales letter.

My letter explained everything in detail. It gave the reasons why so many people were now using property to provide a retirement fund. How property investments worked. What pitfalls there were. What mistakes to avoid. How we could help our clients make sure they only bought good investments.

Eventually my letter was ready. It finished up 16 pages long. Everyone told me that no-one would read such a long letter. But Jay had taught me that people will read a long letter as long as it gives information that they are interested in and will benefit them.

By now we had a mailing list of over 5,000 prospects. But I only mailed 1000 at first as a test.

The result was amazing. Over 23% said they were in the market to buy, gave us details of what they were looking for and how much they had available to invest. And many said how much they enjoyed reading the letter!

In my letter I also asked if they knew of anyone who might also be interested in retiring earlier and richer. I got another stream of names to add to my mailing list.

Then I started offering back-end products such as title insurance and buildings and contents insurance. I set up a mortgage brokerage.

So where am I now?

It's four years since Jay made me realize that I wasn't in the real estate business, but in the business of marketing. And that there is a totally different type of marketing for a small business that isn't trying to create an image, but trying to get direct response.

We have investors from all over the world. From 27 countries at the last count. We have a mailing list of more than 18,300.

My staff of three has grown to 27 with 34 planned by next year. Our office building of 4,600 square feet (which I now own free and clear) is far too small and I'm looking for 8,000 square feet.

The cash thrown up by my business has enabled me to buy 26 investment properties.

And profits have grown by 1,785%.

Thank you, Jay. Thank you.

"My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

Raymond Linton
Cavendish Property Investments
Equity House, 376 Meanwood Road, Leeds, England.
Tel: + 44 113 228 4488

401. Rechtsanwalt Harald U H Roth

----- Original Message -----
From: Rechtsanwalt Harald U H Roth
To: Jay Abraham
Sent: Friday, July 26, 2002 4:27 AM

Dear Jay,

Here is how I instantly regained an already lost consulting contract which earned me over $100,000 net in fees by using just a few of the thousands of tactics and strategies in your PEQ course.

This has been especially valuable for me since as a German lawyer I am not allowed to advertise for getting concrete business and am basically restricted to receive new business either from existing clients or through referral. And one such referral case is outlined below

Now, here is your story, and when I use "You" it shall mean to include Chet Holmes as well, and please extend my thanks to him:

I am specialised in export control consulting for over 20 years and since I am a rare specialist I get some new clients by referrals, like in this case also. It was a big company and they had an urgent problem so we met the next day and hammered out an emergency plan, and I was asked to start immediately.

About a week later the General counsel asked me to stop immediately because they feared that my activities would make the issue public and cause immediate problems for the multi million contract they had received and which was essential for the company to adequately survive in this recession.

"There goes my surefire counseling contract down the drain again", I thought and my mind was busy to find an instant remedy.

The fear argument immediately reminded me of Chet Holmes' strategy to use fear as a contracting motivator: "Scare them to death!". Now it was not necessary for me to develop some odd argument as they obviously were in the quandary of two existence threatening problems. But they were only aware of the first one:

1. If the partial shipments under the awarded contract were not delivered as scheduled they would immediately loose the contract to the competition. The competition did not need a license for their product and my client was not sure about his product. Clarification with authorities or a license application would definitely cause a huge shipment delay and was therefore unacceptable. This was the reason why they stopped all my activities.

2. The 2nd problem was that if they were knowingly exporting without a necessary license all exports would be stopped immediately and all board members and the directors involved would face long court trials and be sentenced to imprisonment of at least two years without probation, plus high fines, although it was perfectly clear that the export license would have been granted.

This was definitely not a scenario of nice alternatives and all I had to do to secure my business contract was to clearly outline the 2nd problem to their counsel and propose to look into the matter to find a legal solution (of which I had a vision already, since such precarious situations are rather common in my area of work and I am presently trying to include them in my core story. And I took your advice to add the last line to my email signature).

I also took great care to make my proposal as "risk free" as possible for them stating that the only acceptable goal in this scenario should be for them to have all four essential benefits:

1. Be able to execute their contract
2. Within the tight timeframe (only 2 weeks)
3. With a legal assurance of strict compliance with existing export control regulations
4. Without sacrificing future business.

Three days later I received their go ahead for my proposal and we finalised the legally valid solution just within the required schedule. Since then I have worked for them to finally solve this and other problems and was able to add to my reputation and my bottom line quite substantially.

Naturally my specialised know how was necessary to solve the problem, but without the marketing skills internalized through your PEQ course I would never have gotten the opportunity to help my client. And I would have missed out on the many back end sales to them since then, and instead of having a prosperous and riskless export business they would have been trapped in criminal investigations and my fees would have been collected by other lawyers and in fines by authorities.

You will understand that as a lawyer I am not entitled to disclose as much of the case internals as other professionals might be able to disclose. But rest assured that your invaluable and immediately applicable marketing know how gave me the inspiration and the mental strength to convert a cancelled contract into a prosperous ongoing business relationship. And you can bet that I will be the lawyer of choice if any problem should arise with their affiliated companies.

I herewith declare that my statement above is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors, together with my name below.

Yours sincerely and gratefully,

Rechtsanwalt Harald U. H. Roth
Kanzlei Roth Export Controlling
Heinrichstr. 1
65812 Bad Soden
Germany
phone ++49 6196 62026
fax ++49 6196 28393
email roth@export-control.com

402. Richard Cox

----- Original Message -----
From: Richard Cox
To: Jay Abraham
Sent: Thursday, July 25, 2002 3:04 AM

After reading "Get everything out of all you've got" I realized the absolute power of what Jay offers to those that are willing to follow his techniques. I changed the way that I approached business, and I found organizations willing to business with me. Actually they were so open to the ideas that I put forward, it completely blew me away.

With being able to offer powerful new and different perspectives to other organizations (especially those underutilized opportunities, just waiting to be exploited), opening the door to new contracts was an absolute breeze. Being able to see and implement some of the strategies from Jay, has allowed me to have a vision, and create it. From doing something that I thought I should be doing, I now do what I want to be doing.

Utilizing the power of the Joint Venture, I currently contract to an organization that pays me to learn how to run my organization. I am being exposed to more areas, were the potential for development is enormous. Without Jay, I would probably not be able to see the opportunities that I do now.

Regards,

Richard Cox
Owner - Entreprise
Empowering Entrepreners Globally
Sourcing, Joint Ventures & Automation.
www.entreprise.co.za

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

403. Richard Marks

----- Original Message -----
From: Richard Marks
To: Jay Abraham
Sent: Saturday, July 27, 2002 2:55 PM

Since I recently started working with Jay's mindsets I have only been working with the Host/Parasite idea. My first test of the host/parasite follows.

I wanted to make my store front more enjoyable for my customers to enter. The easiest way I knew to do this was to add some plants and color. Being cheap I did not want to pay any money, so I contacted a flower shop owner I had run some business cards for and offered him a parasite opportunity. I told him I had a hundred customers coming in and out of my store all day, if he would provide the plants for me I would put signs explaining they were provided for me by him. He accepted, I put the plants in and my customers had a better environment they could work with me. At least half of them ask about the plants and I tell them where they can get some for their shop.

Next I did not like the pots (just ugly plastic ones) he provided, so I approached a pottery artist I know in the area and offered them the same deal. Now I have some beautiful pots to go with the plants.

The second example Jay's mindset paying off is not of my own but of one of my customers. He is a landscape architect. In one of our discussions I mentioned Jay's ideas. The friend charges $2,000 for his work, then hands the $100,000 job off to a landscaper. I asked him how much sales commission they gave him. After he stopped laughing he started to think about it, if he got a 5% commission that would be $5,000. He is now in negotiations with the landscapers. I told him to remind them of how much work he brings or could them in a year. Also, I told him now to sale his services as a full service company.

Although what is at this time completed is just the flower, I think you can see the power of these concepts. Everything I have said in this letter is true and provable. And Mr. Abraham has my permission to us it in any way he likes.

Richard Marks
Prints +, llc
340 Washington St.
Walterboro, SC 29488
(843) 542-9557

404. Richard Petrie

----- Original Message -----
From: Richard Petrie
To: Jay Abraham
Sent: Sunday, August 04, 2002 7:51 PM

This is a pretty simple story but had a major impact on my life.

I was a struggling photocopiers commission only salesman for Blue Star Office Automation in Wellington New Zealand. Month after month I would start the month with $0 on the board and worry about how to reach my budget of $50k. Sick of this stress from month to month I found the Abraham's system and tried to work out how to apply it.

Thinking that it did not apply to my type of business I was initially put off.

My problem I wanted solved was not enough leads and basically I hated cold calling.
How could I get my prospects significantly up without cold calling? (Advertising was a possibility but risky as it would have to come out of my own pocket.)

Where were the people needing new copiers and how could I find out about them before anyone else?

The answer lay in the simplest of places.

The people who really knew the oil on who was ready to buy was our team of technicians who were out there constantly fixing machines. They knew the physiology state of the clients and the mechanical state of the copiers. Occasionally they would pass on a lead but more often than not they would say nothing, as the sales man made all the money and technicians generally did not like the highly paid sales guys when they were on a modest salary.

I approached the technicians one by one and offered them $100 cash for every lead that turns into a sale. They were delighted with the offer which did not have to through the tax system or for their wife to see. Now they were looking for leads and I would be the only rep who received them. It was like I had a team of spotters working for me (now that is leverage).

The sleeping giant had been awoken.

Previously I would get 10 prospects per month on average which equated to about $35,000 worth of sales. With the 'informal referral system' in place I would receive a further 10 leads a month however the technicians leads had a much better conversion rate and equated to $45,000 worth of sales per month. That took my commission to over double, we received 10% on the sales price.

The net result was that with the extra cash I was able to buy a property within 3 months with the extra commission. By adding a few more Ab strings to my bow I became the top sales man in the country that year which unbelievable previously. Being the number one in a large company helped open so many doors since.

This story is pretty basic I know but the result was by no means basic to my life..

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavours.

Kind regards

Richard Petrie
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405. Richard Swannell

----- Original Message -----
From: Richard Swannell
To: Jay Abraham
Sent: Tuesday, August 27, 2002 9:43 PM

Hello Jay

I have just returned back home to Australia after 3 weeks abroad, to find a series of emails from you. Unfortunately, the deadline has already expired, but I submit the following testimonial to you on the off-chance of being able to be included.

I rang Carl today to register for the Friday afternoon conference call.

Looking forward to being involved.

For your information, I purchased all your available material when you were in Australia in the mid 90's, after attending a seminar you did down here.

I also have and use your material that Tony Robbins distributes. (My wife and I are Robbins Platinum Partners)

We are about to launch our new forecasting service, and I am interested in talking to you about it.

I produce market forecasts based on pattern recognition - a form of technical analysis of the share market. Our technology can be accessed via the internet, and also by using our software.

Over the past 8 years that we have been developing our systems, we have used many of Jay's marketing methods. Just a few months ago, I wrote an advertising piece promoting a new version of our software, and peppered it with a number of Jay's marketing techniques. In particular, I used the risk reversal, and the "time limited" techniques, and sold a million dollars plus worth from a single campaign to our existing email list.

Net profit: more than $950,000.

Thanks again, Jay.

Richard Swannell
Author, Principal
www.elliottwaveresearch.com

406. Rick Wolslayer

----- Original Message -----
From: Rick Wolslayer
To: Jay Abraham
Sent: Wednesday, August 07, 2002 8:53 PM

I'll title my message.... urgency.

A simple concept.

I own a martial arts school of about 120 students. About 8 years ago, I had about 40 students. I operate the school by myself and teach many of the classes (with a few assistants).

The main method for building my school, other than referrals, has been a Lead-box promotion. I would assemble cardboard boxes and put pictures of martial artists on the outside to gain people's attention. The box had a back poster that stuck up from the box that said, "Win FREE Aikido Lessons".... "Enter here!" People would put their name and number on a slip of paper. (Basically, raising their hand saying that they were a good prospect.) I would go around and collect the names. I would enter their name into my database. Print out mailing labels. Then I would staple the form that they had filled out onto the front of a letter. I would place the entry form so that it could be seen through the envelope. The envelope was a double-window envelope. The fact that they could see their own hand-writing increased the legitimacy of the letter and increased their motivation to open it.

The letter would explain that they had won a FREE week of lessons. Although to claim their FREE lessons, they must call within 48 hours or else their spot would be given to someone else.

People would call and say, "I hope I'm not too late" (much like I am saying to you by doing this letter after the due date and hoping you will still let me in on the deal).

The return on my investment:

When I just mailed the letters, I would get a 10% return. For every 10 letters out, I would get 1 person to call and come in without me having to call them.

When I would do a follow up call and say, "I just wanted to make sure you received you letter... and is this something you would be interested in trying?"... then the return would increase to a whoppping 30-40%.

The expense of the marketing campaign was: The cardboard box, copies of pictures to tape to the box, entry forms (1000 for $50.00), letters $.06 per copy, envelope, postage. Specifically, about $.75 per letter. The trial lessons brought about a 60-80% sign-up rate. Each student would pay $74 to $130 to join.

An average student would stay for 1 to 2 years.

Conservatively, these are the numbers:
$.75 it costs per letter mailed out
20 letters would create 2 introductory lessons at a 50% closing ratio, that would be one sign-up. One Sign-up pays $74.00 for a single family member for one month of lessons. They stay for 2 years. That = $1776.00 Gross.

I teach the classes, so the income- rent, utilities, etc. is mine.

I have supported myself for 10 years with my martial arts school, doing what I enjoy.

Other added steps that would increase prospects and new people coming into my school:

1) I would offer the store owner a FREE membership to my school for himself/herself, their family member, or an employee for as long as the lead box is still in their store. Often, the person that takes the free membership continues on at full price.

2) When people would come in, I would "allow" them to bring another family member or a friend so that they could do it together.... doubling the membership.

Lessons:

- When you find something that works, keep doing it.
- A simple idea and a simple system can create the result that you want.
- It doesn't take a lot of money to bring in a lot or money. Just a good method.
- Know exactly what you want and choose a method that works to get you there.

Hard learned lessons:

- Make sure your business is systemized so that as you can grow the number of customers, you are in position to provide excellent service at any size. (1 customer or 100,000 customers.)

Delegate.

- It's better to earn 1% of 100 people, than 100% of your own.

I am now finally systemizing, training others, and growing my business to a level 2-3 times of what it is currently at. The lead box program will be an integral part to that.

Rick Wolslayer
Aikido School of Self Defense
222 Delaware Ave.
Delmar, NY 12054

(518) 439-7939
(518) 857-9272 Cell phone
Web sight: DelmarAikido.com

407. Robert Clay

----- Original Message -----
From: Robert Clay
To: Jay Abraham
Sent: Friday, August 02, 2002 4:11 PM

Hello Jay

I have many success stories to report, but there hasn't been enough time to put anything together, so here is my humble offering.

Ten times the conversion rate ... at 3-5 times the price

A few years back I helped a consultancy to launch a coaching service aimed at small businesses in the UK. Leads were generated mainly through host-beneficiary relationships with one of the UK's big four banks, where the bank's small business clients were invited to seminars which opened their eyes to their hidden profit potential.

The company offered attendees a free telephone consultation, which was requested by about 15% of attendees. Many leads were generated in this manner, and although there was considerable interest in the company¹s coaching programme their conversion rate from lead to client was only around 5%, with a cost of acquisition of some £500.

I was unimpressed by the company¹s conversion rate, and also by their arrogance. They thought they already knew all the answers, and were not prepared to listen. I therefore persuaded them to let me set up an independent consultancy, which I could operate in the manner I wanted, in return for a royalty on our sales.

I started by redefining the company¹s business purpose in terms of a desirable outcome for the client. This was done by discovering the client¹s fears and frustrations and determining their real needs.

A unique selling proposition was developed which had four objectives, to:

1. Attract attention
2. Set the business apart from its competitors
3. Fill a perceived industry gap
4. Motivate people to take action

As part of this we constructed a "commitment statement", a "behind the scenes" journey to educate clients, a "risk reversal" guarantee and a "positioning statement" to articulate the USP in a single sentence. These became the building blocks for our marketing messages.

Awareness was created in the business community by writing articles every month in the business press. The articles were designed to provide information of value and interest to the magazine's readers, with the specific objective of adding value to the publication. It wasn¹t long before they became the most avidly read articles in the publication each month ... and in a very short time the business became one of the best known in the area.

Leads were generated by these articles, and also from host-beneficiary arrangements with Chambers of Commerce and other membership organisations who invited their members to educational seminars.

The seminar content was carefully constructed, based on client feedback, and again a free consultation was offered to seminar attendees. Around 75-80% of such attendees requested this consultation, which we decided to do face to face, rather than on the phone, in order to build a relationship, and as part of that, we also decided to really pamper clients when they came in.

The consultation itself was also carefully constructed, with an emphasis on questioning the prospect and gaining an understanding of their needs before offering any solutions as opposed to the original company whose emphasis was on trying to "close a deal" as opposed to "opening a relationship."

Since not every prospect was in a position to invest in a coaching programme immediately, or even for some months, we also introduced a follow-up process which involved sending prospects an educational newsletter each month and a follow up phone call every 84 days.

Within nine months using this strategy we were converting 50% of leads into clients ten times the conversion rate of the original company ‹ meaning that we only needed 10% of the leads they required to do the same amount of business. This in turn reduced our customer acquisition costs from £500 to £20!!

We went on to dramatically improve the standard of the on-going coaching programme, developing much closer relationships with clients, always going the extra mile. As a result we helped clients to produce significantly better results than the original company, which in turn helped us to develop a very good reputation ... and that allowed us to charge 3-5 times what the original company was able to charge.

We also made it a condition of doing business that clients should refer other businesses to us ... which resulted in some 80% of our business coming by referral.

This combination of strategies proved very fruitful. In contrast to the original consultancy which swallowed up some £400,000 of capital and a £200,000 overdraft before it achieved a profit, the business was established without any capital or overdraft, and was trading profitably from cash flow from its first month.

Within 3-4 months it had generated significant cash surpluses and within 6 months it was outselling the original company ... with one tenth of the staff!

Best wishes

Robert Clay
DSP Solutions UK Ltd
Midsummer Court
314 Midsummer Boulevard
Central Milton Keynes
MK9 2UB

Tel: 01908 357657
Fax: 01908 357658

408. Robert Heessels

----- Original Message -----
From: Robert Heessels
To: Jay Abraham
Sent: Friday, August 16, 2002 8:08 AM

Company name: Alphamega
Branche: Interent web hosting
Country: the Netherlands
Size: 4 employees
Established: June 2001

Have had several own businesses for the last 15 years; without much success. Last year I discovered some marketing material that is based on Jay Abraham's mindset. This got me very exited and I decided to start a brand new company based on these new (to me) insights.

Although web hosting is a highly competitive market (with 1.000 hosting companies in a small country like the Netherlands (15 million citizens)) I have managed to grow to company in only one year to 700+ customers (hosting subscriptions!), 100.000 euro in sales and I now have 4 employees. This is the difference Jay's mindset has made: this new business was successful from day one; even though all my previous businesses were not successful.

Two things I would have never thought of myself have made all the difference:

1. Benefits instead of features: got us a steady stream of customers. Most hosting business tell you all about their wonderful features. I learned that people want benefits, not features, so I wrote all the sales copy for the website and for the banners that we placed on some sites. This worked out very well. Immediately people started clicking on our banners and, after reading our sales copy, buying our hosting products.

2. Testing the price: increased our profits by 60% overnight! Our prices were quite low at the beginning. Not the lowest in the market, but certainly not the highest. Then I read you must test everything; even your prices. So four months ago we doubled (!) our prices as a test. The first few days our sales dropped, but after that our number of sales went back to normal. The average number of sales per week over the three months prior to the price change was 9.5; over the four months since it's... 9.5; exactly the same. BUT OUR PROFIT HAS INCREASED BY OVER 60%!!! (not over 100% because now more people buy cheaper products than before). What I expect is happening is that the prospect that are looking for very cheap hosting now longer buy from us (great; those are very demanding customers) but more serious prospect didn't trust us before because we were to cheap now find our prices more appropriate, trust us and buy. Soon we will try another increase in prices to see if the profit can be increased even further.

I fully expect this business to grow beyond my wildest dream (no really), based on the things Jay have told me and on the blessings I expect from God.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

By the way: Jay: thank you very much for everything you have told me! Although you don't know me you have really helped to make a difference in my life. God bless you!!!

Warm regards,

Robert Heessels
Alphamega

409. Robert Jahnke

----- Original Message -----
From: Robert Jahnke
To: Jay Abraham
Sent: Wednesday, July 31, 2002 9:20 AM

My name is Robert Jahnke I received your breakthrough newsletter for 2 1/2 years and listen to your tapes. Here are a couple ways I have used your teachings.

In 1996 I started an advertising company that did door to door fliers for local businesses. I would use your first two things a business needs as a way to get in the door. Number one, what is your USP and two, what is a customer worth to you. Ninety five percent of the businesses didn't know what I was talking about. Probably because the businesses where all small.

I did this for two years and then I used your principles (I'll say I'm a slow learner) to figure out I was only making under $3 an hour doing this. I then went to the newspaper in Green Bay and sold the business to them for $5,000.

Today I'm selling PrePaid Legal Services and I still use the first two things a company need to do to help others and get my foot in the door to sell my services.

Thanks Jay.

Sincerely,

Robert Jahnke
239 Libal St.
DePere WI, 54115
920-339-6178

410. Robert Pearce

----- Original Message -----
From: Robert Pearce
To: Jay Abraham
Sent: Friday, August 02, 2002 11:08 AM

Hi Jay

Here is the story you asked for. It relates to my small fish and chip shop in Sheffield UK and demonstrates how I both used pr and positioning myself as an expert to increase my profits.

Whilst it worked brilliantly it turned out a little differently to what I'd expected!

Jay talks about leverage. It works even in tiny businesses. I'd like to tell you how something I heard on Jay's tapes made me a 50% increase in profits in six months and would have doubled them had my business not closed due to a fire.

I have a small fish and chip shop. In August 2000 I was experimenting with a new product.

In Sheffield where the shop is, we have a local product called a fishcake. It's not the same as the fishcakes you would buy in the rest of the country. It's basically 2 slices of potato with fish sandwiched in between them, then coated in batter and deep fried.

The fishcakes in the rest of the country are mashed potato and fish coated in breadcrumbs and fried.

My dad used to claim that trading standards had said that in order to be called a fishcake legally it must contain at least 33% fish. Since the Sheffield variety contained less than that we had to call the 'fried fish filled potato sandwiches' as that accurately described them. But we called them fishcakes anyway.

I was experimenting putting different fillings between the potato, mincemeat, cheese etc.

Having heard Jay talk about the value of free pr, I wrote to the food critic at the local newspaper and asked if his readers could come up with a name for them as they weren't fishcakes because there was no fish in them.

As an aside I mentioned that technically the fish filled ones couldn't be called fishcakes either.

The journalist chose to concentrate on this aspect and wrote an article entitled 'Let them eat cake - that's fishcakes to you and me, but not to the powers that be'

To my surprise, this got picked up by a national newspaper who thought that European parliament over regulation was to blame, (a topic that was a concern at the time) and ran the story with a photograph of me on page 3.

The next thing, Sky TV sent a film crew round to film me preparing the fishcakes and then cooking them. This was shown on the mid morning news and repeated throughout the day!

The response in the shop was amazing.

People were coming in the shop saying they'd seen me on TV. Others would come in and say they were on a beach on holiday and opened the newspaper to see me smiling at them!

In the 39 weeks prior to the publicity we'd averaged £948 a week in turnover. Trade had ranged from £700 to £1,000 a week. We'd managed £1100 just once, back in February.

After the publicity we did £1100 a week in 6 of the next 8 weeks.

But it got better.

Sky TV kept the film of me frying chips in their archives.

Every time there was a story about chips, potatoes or fish and chips, they showed the clip of me cooking! I was always on TV.

This allowed me to position myself to my market as the expert on cooking fish and chips. (something else Jay advocates).

In March of 2001 we unfortunately had a fire in the extractor system in the shop, forcing me to close.

This forced me to temporarily abandon further Jay fuelled ideas.

The week before the fire, turnover had reached £1600 a week.

Because the overheads were covered by what we were previously taking, this increase was coming at gross profit.

This was enough to add 50% profit to my bottom line in the six months following the publicity and would have doubled it if we'd continued trading at £1600 a week.

Robert Pearce
The Robin Hood Fish Bar
542 Attercliffe Rd
Sheffield S9 3QP
South Yorkshire
England
0114 2810564

Fish and Chip shop. 3 part time staff only.

411. Robin Elliott

----- Original Message -----
From: Robin J. Elliott
To: Jay Abraham
Sent: Friday, July 26, 2002 6:58 AM
Subject: Testimonial

Jay Abraham

I received Jay Abraham's Home Study course in South Africa and made an extra $10,000 in my business within a month and a half. It revolutionized my thinking! Then I flew to Los Angeles and attended his $5,000, three day Experience and the next day in Orange County sold a deal which made me $35,000 within two months. For the next two years, my business flew, all because of the Abraham mindset. I then immigrated to Canada, and Jay's philosophy made me successful here. His book has recharged my batteries again. Jay is definitely a marketing genius and if I could, I would attend every seminar and course he presents. The most valuable aspect of Jay's teachings is the ability to think out of the box and to see money flow and value. Jay really ***understands*** business and **he is the world's new Ayn Rand, without a doubt.**

Sincerely,
Robin J. Elliott, President, Elliott Enterprises Inc.
www.dollarmakers.com
Suite 1106, 3071 Glen Drive, Coquitlam,
British Columbia, Canada V3B 7R1
Tel 604.945.5754
Fax 413.638.4034

412. Robin Stammers

----- Original Message -----
From: Robin Stamers
To: Jay Abraham
Sent: Tuesday, July 30, 2002 7:38 AM

Jay,

My name is Robin Stammers and I run a bar code label, tag, and ribbon business called Mediamec.

We hold an exclusive contract with a US based global leader in the development, manufacture, and integration of automated data collection and mobile computing solutions. This contract allows us to resell their media products in the UK.

I have utilised many Abraham strategies since I started the business in 1999, but here are the ones that have had the most impact:

Host Devices

In our first trading year (1999) our turnover was £550,000. By 2001 this had increased to £1,600,000. Our primary method of generating new clients is through a host device we call 'The Reseller Scheme.'

Our strategic partner manufacturers industrial label printers and uses an indirect channel of hardware dealers to market. Typically, these dealers sell the printers but do not sell bespoke labels and ribbons as they are seems too complicated and logistically demanding. As such, they walk away from 'the back end,' leaving money on the table.

To give you an idea of the scale of the opportunity; our largest client (an electronic components distributor) originally spent £20,000 on printers from a hardware dealer. Their label and ribbon spend with us is over £100,000 per annum!

The Reseller Scheme asks dealers to pass us details of printer sales into their client base. We then offer to supply the media. In exchange, we accrue 15% of the net invoice value and issue this in the form of a quarterly cheque. Unlike 'finders fee' schemes, this arrangement is in perpetuity. We have several hardware and systems resellers who receive cheques from us worth £10,000 - £20,000 per annum. This is of course profit straight to their bottom line, for doing nothing more than introducing us to their clients.

This strategy accounts for approximately 25% of our business, or to put it another way £400,000!

Unique Selling Proposition

Our unique selling proposition is that our strategic partner offers a lifetime printhead warranty when their labels and ribbons are exclusively used in their printers. This results in a saving of £350-£700 per printer (depending on model) per annum.

Although this guarantee was offered prior to our involvement, its importance was not recognised and it was not proactively marketed. Most clients were therefore completely unaware of it. We have found it to be the most powerful sales tool we have, and almost every new customer we generate (outside of those referred by dealers) is due to this USP.

To quantify this, we have opened 61 new accounts in the first seven months of this year, worth £160,000 in initial orders.

Perpetual Reselling

Jay's advice that 'if you have a consumable, repeat-sale product or service, set up a regular monthly, quarterly, semi-annual, or annual contact strategy...' is right for our business.

Of our client base, over 50% are now on an annual order schedule. This has increased our average order value from £628 to £5110.

We then have an 'Automated Reorder Scheme.'

When a client has taken the first three shipments from their annual schedule, we offer to automate future reorders. This entails us generating a letter to the client every three months and simultaneously adding a further three months to the end of their order schedule. In effect, we have created a 'rolling' annual schedule.

This also provides a barrier against competitive threat as the client is always committed for a further 12 months. Over 25% of our client base are on this scheme, which means we start every month with automated reorders of around £35,000, before we even lift a phone. The all important benefit to the customer is that we guarantee that there will be no price increase for the extended period. This guarantee is backed by our strategic partner.

If you are a US based company selling complimentary products (e.g. packaging, IT consumables, etc.) and are looking for a UK dealer with a large blue chip account set please contact me via our web site: www.mediamec.co.uk

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

413. Rod Mackenzie

----- Original Message -----
From: Rod Mackenzie
To: Jay Abraham
Sent: Wednesday, July 31, 2002 5:21 PM

Hi Jay

OK here it is.

What we do.

My small private company provides small business training and consultancy in northern NSW, Australia. Primarily we have been running a Federal Government funded program that assists unemployed people start their own new business. The program has two components:

1. A research program that gives clients 3 to 6 months to market research their proposed business idea and,
2. A start up program that provides training, income support and mentoring for 12 months whilst the business establishes. The aim of this program is to get people off welfare payments.

Previously, our focus had primarily been on the second component of the program. It gave a higher per outcome return (at about $1700 per sign up) compared to the research program at $150 per outcome. However, the start up program had a long lead time (up to six months) whilst the research program was much quicker (1 to 2 weeks turnaround). Also the research program had minimal expenses and follow up requirements.

I used your basic leverage strategy to upsell the research program to all of our potential clients. We were initially marketing both programs but with a major emphasis on the start up one. We mentioned the research program but that was about all. Your mindset to take advantage of all situations and to look at more creative and leveraged strategies with existing and new customers provided the catalyst for me to look closely at how we could improve our bottom line.

So all I did was to include in our mail out information kits a lot more detail about the research program. Nobody knew much about including the various government and private referral agencies who advised their clients to contact us about going into business. We included a headlined cover letter outlining the benefits of the program, details about eligibility and an application form. We sent this to everyone who inquired about the start up program and encouraged them to apply for the research program.

My aim was to produce more customers/clients and this happened.

We also wanted to see a sales increase and this happened.

The windfall was essentially the increased applications, clients and sales we achieved without increasing staffing levels. Each assessment and recommendation for participants for the program took about one and

one half hours all up and because of the flexibility in setting appointments it basically took up staff slack time. We also found that clients who progressed from the research program to the start up program had better outcomes and we received a higher level of success payments for them.

Our results improved because of our proactive approach to our marketing.

We had increased tangible results. In the first two years we ran the programs we did about 100 to 150 assessments. Since March 2000 we have done in excess of 600. This equates to an additional $70,000 plus dollars in revenue over that period.

This obviously impacted on our bottom-line performance with increased profits and better cash flow.

Our comparative advantage was that we conducted and claimed the greatest number of the research program assessment and claims in Australia out of about 160 providers of the program nationally. In fact, our success caused some modification in program guidelines by the policy makers.

The joy, happiness and stress release for those wanting to start their own business was obvious. They had encouragement, advice and a low risk opportunity to test the water, make a decision and then go forward to establish it. The increase in self esteem, better business skills and awareness of a great opportunity were evident in our clients time and time again.

Since 1996 we have assisted over 1000 people start their own new business. We are achieving a success rate of about 66% off benefits three months after they stop receiving income support.

Our previous mindset was to go with the flow. Once we initiated a more proactive and leveraged approach encouraged by you we saw the difference in results for our clients and in our bottom line.

Best regards

Rod Mackenzie

Contact details
Rod Mackenzie
Managing Director
The Business College
PO Box 880
Coffs Harbour NSW 2456 Australia
Telephone 61 + 2 + 66518888
Fax 61 + 2 + 66518899
rodmackenzie@bigpond.com.au

414. Roddy Symcox

----- Original Message -----
From: Roddy Symcox
To: Jay Abraham
Sent: Friday, August 02, 2002 9:40 AM

Dear Jay,

Here's my story. I work in the Children's Playground Industry here in the UK.

Since listening to some of your great audio programmes and the '101'report I have personally introduced some of your tactics in my area of responsibility in the UK.

Initially using a lot of risk reversal with direct mailing to existing and potential new clients. (via post & email!)

I have also optimized some of the dormant strengths in the business. Mostly information based.

This information is now being used to satisfy my clients needs and add value to our turn key service, to deliver better designed, better thought out, better quality playgrounds or as we call it 'Unique Playgrounds'.

In short my focus is trying to become the best resource for information to my clients.

This tactic has proved very popular in developing a new flow of valuable leads and in setting up Seminars and workshops for new and existing clients. The last Seminar a week ago was oversubscribed - a whopping 22% response rate to the mailing. A little market information can go along way!

I have also taken this opportunity to TEST other headlines and ideas for future workshops.

However, with the nature of the business and my research it took 3 months to develop any tangible sales (there is a long lead time to any playground project!).

Since starting it has produced an additional £300,000 sterling (approx $480,000) of sales in first 6 months of this year.

Company: KOMPAN Ltd (UK) - Danish owned subsidiary
T/o : £5 million
Business: Manufacturer and Design of Children's Playgrounds
Mobile +44 (0)7764 365 671
Phone +44 (0)1908 642466
Fax +44 (0)1908 270137

Thanks for your help and support Jay it's much appreciated.

Speak to you soon

Regards,

Roddy Symcox

415. Roelof Kiers

----- Original Message -----
From: Roelof Kiers
To: Jay Abraham
Sent: Friday, August 02, 2002 8:30 PM

Jay:

We've used the following promo a few times. The first time (recorded below) was the most successful. The reason being our market, list and prospect list is small and the purchase lasts a long time. The example combines several techniques which produced a powerful result.

I look forward to reading your collection of case studies. Thank you for the invitation to join in.

Regards

Roelof Kiers
Kiers Communications Group
(514)334-6662

Title: Using e-mail, a targeted market and referrals to generate an additional $127,000+ in sales.

Strategy: Send out an e-mail message at zero cost to a targeted market of 250 people, including both clients and prospects. Link to a separate web page showing the offer. Once the completed projects are delivered, ask the client for a referral.

Implementation: The title of the email message was as follows: "Big Savings you'll appreciate". The sender of the email as shown in the recipient's browser was the account manager with a real name and email address.

Opening the email message, the recipient read the following message: To find out how you can save big on trade show booth graphics, click here.

On clicking the link, the email recipient was forwarded to a stand a lone web page explaining the offer, contact info and deadline. The deadline for ordering was three weeks from the initial email. A line at the bottom, requested the reader to forward the email to friends or colleagues who they thought might benefit from the special. This single request resulted in three new clients responsible for purchasing over $12,000 in sales from this promo.

A second and third email where sent in subsequent weeks with the same offer to those that had not responded.

The Offer: Receive a 50% discount on trade show booth hardware when purchasing a full set of full colour graphics and design. (The design and graphics have a good profit margin, ensuring that every discounted sale was profitable.

Initial sales from the offer: Initial sales from the offer brought in over $35,000 in new work that we would not have realized without the email special.

Subsequent (backend) work for new clients brought in an additional $38,000 within 60 days of the offer.

Referrals: As each project was delivered personally by the account manager, the client was asked for a referral(s). Referrals generated another $42,000 in sales (sales with no discounts) tracked specifically as a result of requesting referrals from this promotion.

Time Frame: Accumulated and recorded sales generated from this one-time zero cost promo took place over a period of 6 months. Additional sales have been made to several of the clients since that time, but would be hard to attribute to this promo.

Overall results:

- Time to develop the promo and email: approx. 4 hours
- Cost: zero
- Each sale was profitable
- 3 new clients plus additional sales from existing clients
- Total new sales: $127,000+

Suggestions:

- Target your market to decision makers
- Offer a valuable (exclusive if possible) and difficult to find elsewhere special or discount
- Put a time limit on your offer
- Follow up immediately and professionally
- Package your special with another profit centre
- Request referrals

Name: Roelof Kiers
Company: Kiers Communications Group Inc.
Size: 8 employees
Type of business: Marketing and communication services
Phone: (514)334-6662
Cell: (514)707-6556

416. Roger E Howson

----- Original Message -----
From: Roger E Howson
To: Jay Abraham
Sent: Thursday, July 25, 2002 6:25 PM

I am a serial entrepreneur and business professional who has used the Jay Abraham marketing magic for over ten years to generate remarkable revenues in several different business ventures and marketing campaigns.

Immediately after attending Jay's transformational 1992 (or was it 1993?) Guerrilla Marketing Boot Camp in Los Angeles, we came home to Seattle where our Public Insurance Adjusting firm was plugging along on several hundred dollars in revenues after twenty years of doing business the way everyone else in our industry was for over one hundred years.

Public Adjusting is a highly priced ($20,000-$50,000 fees) consultational service wherein PA's represent insureds' claims to their insurance companies after catastrophic property losses.

Public Adjusting is an ambulance-chasing type sales process, and devastated insureds are preyed upon by hard-sell artists trying to scare and/or intimidate them into signing a contract for contingency services. Our company was always more ethical, sensitive, and less intrusive. So it offended our sensibilities (and wounded our wallets) when our competitors were able to coerce a buying decision from victims... I mean prospects who were not yet prepared to make a thoughtful choice.

Due to Jay's highly ethical and supremely effective marketing process we were able to offer prospects a total, unmitigated risk-reversal that enabled them to contract with our services without committing to pay us until AFTER we had documented their claim and they were able to ascertain whether or not they required our services.

In other words, we invited them to defer their buying decision until AFTER we proved our capabilities, and they were in an emotional and logistical situation more conducive to making a carefully thought out choice of Public Adjusters.

Long story short, our close ratio went from ten percent to over fifty percent. AND we were so busy that we only contracted with honest, high caliber clients who had legitimate insurance claims that the insurance companies were very willing to pay. Our sales volume went up by five hundred percent, and the value of each contract more than doubled because we no longer had to take a chance on flakes or frauds.

Our clients won out because they no longer felt pressured to make a highly risky decision at a time when they were at their very worst.

We have several dozen more anecdotes and examples with all the requisite empirical evidence that prove the genius of one Jay Abraham.

But my best example is the vast number of imitators who steal a single idea of Jay's and try to turn it into a full-fledged marketing consulting service. For example, Y2Marketing, a Marketing Consulting company out of Dallas, Texas and Jack Chapman, a Career Marketing Guru, are running successful businesses selling the Abraham methods.

417. Ron Dumas

----- Original Message -----
From: Ron Dumas
To: Jay Abraham
Sent: Thursday, August 01, 2002 9:14 AM

This is in response to your email requesting stories about the successful use of your marketing ideas. I have used your ideas as a consultant for several years and have increased either/both profits, sales and new clients.

Below is several ideas that I used for different clients and the results.

Abraham technique used: Using referrals and personal endorsements. Hired by a software company who had a superb product however their sales had stagnated.

Customer Problem: After talking to the management and their software engineers I concluded they were selling only the features of the product and not mentioning how the software was solving the specific problems of their customers. They only talked to their customers when their were problems or questions from the customers.

Solution: I contacted many of their happy customers and discussed how they used the software to solve their specific problems. And, I asked each of them if they would be willing to participate in a video stating exactly what they did, what the results were and that they would recommend the software to new customers.

Results: The company's sales increased by over 100% per month in less than 90 days and they continue to rise.

Abraham technique used: Continue using programs that are successful.

Customer Problem: Client was very successful for several years. However, even though success was in their grasp they decided to entirely change their direct mail letters with a new approach recommended by another marketing consultant.

Solution: I was hired to replace another marketing consultant since their new program not only was not increasing their sales it had caused the company's sales to retrace to a level they had not seen for several years.

This turned out to be an easy assignment. I went into the firm and reviewed where the company was and where they were before the previous marketing company was hired. I found out that the previous marketing company had convinced management that their successful direct program was out of date and it needed to be 'brought up to date." Management agreed because they personally had seen the same letters going out for several years and were tired of them. They never came to the conclusion that it was only "old" to them but new and exciting to their

potential customers. I pointed this out and tried a test case using the old direct mail pieces.

Results: The company's return from the 'old' direct mail letters went back to normal and profits/sales increased. I pointed out the major mistake that was made was two fold: 1) They discarded a perfectly good and successful program for a new program. 2) They failed to test a new program on a small basis before spending a lot of money on an untried idea.

Abraham technique used: Using risk reversal

Customer Problem: New investment management firm having difficulty getting clients to believe they would be successful with their advice. The investment management company was relatively new in the management business and had very few clients. Mainly the clients were relatives and friends of the money managers. They needed new clients in order to grow and they needed customers to refer their friends and relatives.

Solution: The money managers were asked how much they believed in their recommendations. They indicated they had tested their advice with their own money and referred their relatives to their company. However, their fees were structured where they took a percentage of their clients' account each month regardless of how much money they had made or loss for their clients.

The money managers were sincerely convinced they methods would continue to be successful. The recommendation was to change their fee schedule to be on an incentive basis. That is, their fees would be totally based on the success or profits they made for their clients.

Results: The fee schedule that was recommended was on that was a progressive basis, i.e., the more profits made for the clients, the larger the incentive fee. This worked so well that the new fee schedule brought in more new clients and higher profits than the original fee schedule. By showing their customers that they were willing to take risk by managing the accounts for free if there were no client profits and higher fees the more profits made for their clients.

Abraham technique used: Using the 'hidden assets' of a company

Customer Problem: Company was over 30 years old with a large customer base that was very seldom contacted. Sales remained constant for several years, but costs and expenses continued to rise and profits continued to decrease.

Company had tried many new ideas to increase sales and it appeared that their sales continued, primarily with new customers because the machinery made had a longevity of over 50 years. And, most customers did not need many of their machines.

Solution: Since the company had been in business for over 30 years it was obvious their products were well made and liked by their customers. I contacted many of their customers and found out that they did not know all of the services and other products offered by this company. Since the machines continued to work their was little contact between the manufacturer and the customer. We initiated a new program that

periodically informed all of the customers of the additional products and services offered. In addition, we initiated a maintenance program and educational program. This brought in additional revenue and exposed the company's employees to their customers on a regular basis. Also, the educational program showed the customer new and better ways to use their already owned machines. The new uses in many cases encouraged the customers to buy more machines since they now had a new use for equipment they were happy with and familiar.

Results: The company's sales increased and they crested a new revenue source, maintenance and education. They were able to charge $75 to $150 per hour for their employees that serviced their customers. In addition, the employees got the opportunity to get out and do some travel that made their job more interesting. Bottom line, it was a win-win situation for everyone involved.

These are some of the success stories from some of my clients. As a consultant I have been able to use the different ideas I have learned from the books and workshops I attended over the years.

Hopefully the above examples will help you in your quest for your new 'book'. I am looking forward to receiving your compilation of other success stories.

Sincerely,

Ron Dumas

418. Ron Hudson

----- Original Message -----
From: Ron Hudson
To: Jay Abraham
Sent: Friday, July 26, 2002 10:31 AM

How I Tripled A Company's Clientbase in Two And Half Months Using Jay Abraham's Mindset.

Over the years I've learned numerous techniques to stimulate or motivate people to invest in various products and services. Each and every one of the techniques is powerful--but the one I used to triple the clientbase of AEG, Inc is simple. In fact it's so simple, I can sum it up in one word...

Credibility.

Have you discovered the power of credibility to generate increased sales and profits?

Do you use testimonials, referrals, articles, reports, case studies, white papers, books, or tapes to promote your products and services? If your answer is "yes" then you know the power of credibility.

In the case of SAEG, I performed what I call "going backwards" to find the credibility needed to achieve my outcome of getting more contracts from other IT staff training companies.

You see, the President, Ben Greenwood had been conducting classes for Executrain in Tulsa, Oklahoma and Oklahoma City, Oklahoma. To Mr. Greenwood's benefit, he received rave reviews from the General Manager and Territory Manager.

So, I requested that the Territory Manager put his comments in writing for the sole purpose of promoting Mr. Greenwood to other companies. I didn't approach the General Manager with the same request because it wasn't necessary. You see, the Territory Manager typed up a powerful testimonial on Executrain letterhead and e-mailed it to me as an attached file the same day of my request.

Read it yourself.

"On behalf of Executrain of Tulsa, I would like to express my greatest appreciation for the hard work and effort put forth by Mr. Benjamin Greenwood. Mr. Greenwood's company SAEG, Inc. has delivered some of the finest quality technical training our customers have experienced in the Tulsa market.

Mr. Greenwood has provided consultative support to my sales staff and delivered training to our largest enterprise clients. SAEG has the ability to deliver MOC Development, MOC SQL, MOC XML and customized curriculum with the highest quality reviews from our customers.

I strongly recommend using Mr. Greenwood and the training staff of SAEG, Inc. to increase your technical training market share in your city." Scott Weisberg, Territory Manager

Powerful, right?

Thanks to Scott, I didn't have to work nearly as hard to get the other companies to give SAEG a shot.

Well, you already know what happened from reading the headline--but what I haven't told you is that nearly ten minutes after sending out my own e-mail that included Scott's testimonial, the phone rang and Mr. Greenwood got his first new client that day.

In fact, he signed on two clients that day that paid him thousands of dollars to deliver their course material. Of course I wasn't satisfied yet so within a couple of days following the e-mail, I called my contacts at two other companies that also became clients of SAEG.

What? You are saying to yourself, Ron that's only four clients, so what. Well my friend, in the IT training industry when you are a freelance IT technical trainer it means a lot.

As a result of the new clients Mr. Greenwood conducted training in companies such as FedEx, Goldman Sachs, Lands End, Bank of Oklahoma, and that is a really short list. What's more, he stayed booked weeks ahead so that he no longer experienced weeks without having classes to conduct.

Stated differently, he had a continuous flow of revenues. Isn't that what you want during these tough economic times?

Call me directly at 918.296.3943 for similar or better results for your company. I couldn't resist inviting you to explore the possibilities of having me impact your success (or someone who you know) on a risk free basis.

Let's move on.

Another word that is synonymous with credibility is believability. Here's an example. Recently I read a report detailing the fact that Crest Toothpaste actually reduces cavities by over 200%. But because some marketing guy intuitively felt that people wouldn't believe 200% but would believe 31%, millions use Crest today.

Which do you find more believable 31% or 200%?

Did you notice that I actually caused more than a tripling of SAEG's clientbase? Be honest. Regardless of your knowledge of me being a God fearing man, would you have doubted or believed me, if I had included the actual amount of the increase?

I actually wondered if putting "tripled" in the headline would be believable. Anyway, I'm really curious to know your answer.

In closing, if you want to increase your sales and profits, use testimonials. If you want people to believe your claims, consider whether or not it sounds or looks believable.

How can you use what I've shared with you in this e-mail to grow your revenues? What are you going to do right now to implement this information into your marketing process?

That's all for now, Jay. Get in touch if you or others you know want to grow your revenues exponentially. I'd love to hear from you!

Warmly,

Ron Hudson
BBGS, LLC
4530 S. Sheridan, Suite 214
Tulsa, Oklahoma 74145
p: 918.296.3943

PS My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors. Additionally, you my permission to edit out copy that you deem a hindrance for promoting you--because I want you to be the greater beneficiary in this transaction. God bless you, Jay Abraham!

419. Ron Robinson

----- Original Message -----
From: Ron Robinson
To: Jay Abraham
Sent: Wednesday, July 31, 2002 1:55 PM

Dear Jay,

You insights have helped our team build Young America's Foundation in many, many ways. Whether you know it or not, together we saved the Reagan Ranch, President Reagan's Western White House in Santa Barbara, and helped thousands of students. You weren't alone. We were influenced by Brian Tracy and Jerold Panas as well as by one of your colleagues, Thomas Phillips, who is a board member and mentor. But *you have been decisive*.

Let me be specific:

Before you instilled our thinking with the concept of aiming for exponential growth, we were happy if our donors renewed their annual gift at the same or slightly elevate amounts. When we tested your theory of seeking much greater support (not necessarily more frequently because that sometimes was counter-productive), per existing supporter we had amazing results.

We had one supporter who consistently gave us $1,000, usually twice a year. When we elevated our requests, coupled with positioning ourselves as her advisor, she increased her support to $10,000. She became more active and funded a $50,000 proposal. As we established more of an advisory role, we discovered she wanted to see other programs accomplished and she gave gifts of $80,000, then $370,000, several for $100,000, and then one for $350,000. We only received significant resistance when we proposed a $2 million gift. Instead of receiving several thousands of dollars in gifts since 1997 (assuming she continued giving a thousand dollars at a time), we received $1,483,000 and we may still receive an additional $2 million gift. Most important, she is delighted to accomplish goals she never thought possible!

We now train our development team to partner with a supporter by testing much more generous gifts rather than follow the more conventional linear model. We aim to give every supporter a rewarding experience, but we challenge them to escalate their involvement and commitment more aggressively than before.

Jay Abraham makes you aware of your supporters' perspective. We've learned that an organization that sends one thank you letter isn't going to compete with an Abraham-taught team which will send a thank you letter, make a thank you call, follow-up with a student thank you, and offer the supporter an opportunity to have a site visit to see what his support is accomplishing or an opportunity to support another, similar program.

Our receptionist now cheerfully indicates that the ad a caller responds to is, "generating a lot of excitement" and often receives additional information about the caller's exact motivation. That allows our development team to better serve a supporter.

Together these strategies transformed our annual support from $3 million to $9 million, with no indication that we are reaching our full potential yet. We have retired the mortgage on the Reagan Ranch, totally funded from voluntary gifts, and expanded our student programs. We have added new funding options, especially planned giving options, so that we will receive

multiple streams of income now and in the years ahead. Our donors are delighted and we are too!

Jay Abraham's insights created amazing breakthroughs for Young America's Foundation, our supporters and students.

Ron Robinson
President,
Young America's Foundation

420. Ron Vaimberg

----- Original Message -----
From: Ron Vaimberg
To: Jay Abraham
Sent: Friday, August 02, 2002 7:27 PM

Dear Jay,

I am writing to you today to share some of my greatest successes that I have achieved using the training that I have received from you over the years. I know that the reason I am in business today is because of applying your teachings.

I am a sales trainer and personal growth consultant providing on-site training programs to small and medium size companies throughout the U.S. My specialty is the mortgage in which I am a seventeen year veteran.

When I started my consulting business I was not sure what the best way to build my business would be. The first thing I did was utilize direct mail. I was on a very limited budget and figured this would be the fastest most economical way to get the word out. After studying your vast library of direct mail pieces, I recognized that using a "question" as part of my headline would greatly enhance my results. The headline read**: "Do You Want Your Loan Officers To Stop Quoting Interest Rates and Start Increasing Your Profits?"**

The first benefit of using this headline is that it addressed one of the biggest complaints stated by mortgage company managers and owners. I took your idea of identifying what the biggest complaint is of my target audience, and created a headline that specifically addressed their concern and identified the result that they were seeking.

The second benefit of this marketing plan was that I also followed up with phone calls within 1 to 2 weeks of the mailing. The headline allowed me to easily remind them of what the mail piece contained. Because of the headline, many people remembered receiving the mail piece therefore making it easier for me to start a dialog with them.

Another tremendous tool I use in all of my marketing materials is Risk Reversal. I got my first client because of using this strategy.

My client had been sent the marketing piece with the risk reversal on it. After many tries, I finally got him on the phone. After doing a brief explanation of my services on the phone I asked him if we could sit down and discuss it further, he agreed and we scheduled a meeting. Just before we hung up, I reminded him that I had a money back satisfaction guarantee.

When I met with him and his top managers, one of the first questions he asked me was to tell him more about my satisfaction guarantee. My risk reversal proposal was simple. I told him if he was not completely satisfied with my training services upon completion of the program, simply return all of the materials and he would owe nothing, period. He asked me if there was a catch, I said what catch could there be, you are not going to pay me until after the program was delivered. This program was a 6 day on-site training program for $5,000. This was more than he ever spent on a trainer program before. I know that the only reason I got the opportunity to sit in front of him was because I took all of the risk away from him. I made it easy for him to say yes and by offering the risk reversal, it also displayed confidence in my ability to deliver. The client paid me in full half way through the program!

Today, as before, every brochure has the risk reversal. Every letter to past, present and future clients contains the risk reversal as a “PS” or “PPS” at the bottom of the letter. No other trainer in the mortgage field has this risk reversal and I know I have gotten so many new clients because of this unique offer.

One more great success story for my business is how I used referral system marketing to jump start my business and to continually grow it today. I remembered your teachings that specifically directed me to look for people doing business with my potential clients.

When I started my training business I did not know many mortgage company owners that I could just walk into their office. What I did know were attorneys that represented mortgage companies. I proceeded to meet with my attorney friends and get them to not only give me the names and phone numbers of key people at each of their mortgage company clients offices, I got them to pick up the phone and call them. These phone calls gave me tremendous credibility and opened doors for me faster than I ever could have imagined. Using someone else’s database and connections is a tremendous way to build credibility quickly amongst your potential clients.

The second part of referral systems is the easiest one of all to implement. Asking for referrals from your existing clients has been what moved me from working just in my local market place, to developing clients throughout the United States.

Upon getting hired by a new client, I advise them that part of our agreement is that once they are satisfied with my services, I expect them to give me at least 2 qualified referrals to other clients that they feel can benefit from my training services. In addition to the names, my client is expected to call the referrals and introduce me. This system works like a charm and consistently provides me a constant stream of new clients.

I live in New York and I got my first client on the west coast 2 years ago. They are located in Portland Oregon. Asking for referrals as I indicated above has enabled me to go from 1 to 5 clients on the west coast in a matter of months. Although 5 clients may not sound like a lot, my training encompasses many visits not just one. Managing these on-going training programs along with my clients on the east coast allows me to consistently have my calendar booked two to three months in advance. Having a full calendar gives you not only piece of mind, but time to continue your referral marketing to keep a constant flow of new clients coming to you. Also, as your demand increases, so do the fees you can charge for your services.

SUMMARY:

Direct Mail:

2. Make sure your headline gets your audience to identify how it relates to them.
3. Include Risk Reversal on every marketing piece
4. Follow-up with a phone call to your direct mail prospective clients, it will greatly increase your return.

Risk Reversal:

1. Make sure that your clients are aware of it. Every piece of marketing material must contain it. With every conversation you have with a potential client, you must remind them of this guarantee.
2. You have to make sure that your service not only meet, but exceed your clients expectations. Deliver more than expected and your clients will never have reason to act on the risk reversal.

Referral Systems is my most enjoyable tool to use. It is so easy to implement and it is the most inexpensive way to market your business. It is FREE!

To create your referral system you must let your prospects know what is expected of them in the beginning of your relationship. You must also continually remind them that referrals would be greatly appreciated. If your customers understand the rules of engagement in the beginning, the likelihood of them complying and giving you the referrals that you need to grow goes up tremendously. Make sure you deliver more than is expected and the referrals will never be a problem!

Make sure that you identify people that are doing business with your potential clients. Ask for referrals and you will be surprised as how many people will help you grow your business. Also, look for ways that you can help others build their business. They will gladly reciprocate. Always look for the Win-Win scenario.

There are so many other tools of yours that I have used. These are just a few of the ones that have had a profound impact on the start of my business and continue the growth of my business daily.

Jay, because of your training, my business is growing. Anytime I am not sure of what is the next step I need to take to grow my business, I simply pick one of your tapes, books or seminar materials, and I know the next logical step.

Thank you for everything you have taught me.

Very truly yours,

Ron Vaimberg
President

421. RPGDOLFAN

----- Original Message -----
From: RPGDOLFAN
To: Jay Abraham
Sent: Tuesday, July 30, 2002 8:21 PM

Dear Jay,

Although I have used your previous newsletters and printed material in a limited fashion, I have found your tips and ideas to be extremely beneficial.

As the managing partner of a rather small CPA firm, I have been restricted for many years concerning the types of solicitations.

For the past 6 years, I have used a direct mail letter at the outset of tax season to promote my services. The first three years, I got hit or miss results from the letters with responses ranging from 0.5 to 0.75%. I was told that was a reasonable response for a direct mail uninvited solicitation.

Then three years ago, I reread your manual on sales letters that sell. I incorporated many of your recommendations into a new letter. Since that time I have averaged 1% - 1.5% response to my mailings.

This has led to me increasing my revenues generated from these clients from approximately $3,500 per year to approximately $8,500 per year.

I realize that these numbers are small, but to me they have been significant.

For approximately 4 years I was severely limited as to my ability to work due to numerous physical maladies. For the past three years, I have been relatively healthy and my practice has been sustaining a total growth of approximately 30%. I feel that the number of clients generated from my letter as well as promoting referral services, which I learned from other materials that I received from you, has been instrumental in this growth.

Thanks for all of your assistance and valuable insights over the years.

422. Scott Walters

----- Original Message -----
From: Scott Walters
To: Jay Abraham
Sent: Thursday, July 25, 2002 11:41 AM

Dear Jay,

The most successful method, the one that has opened more doors when cold calling is this: We are in the area doing a survey. "If you could, what would be the one thing you would change with your present shipping company? What do you like the best? What do you like the least? Thank you for your time." Then I leave and in 48 hours call back.

I was in two days ago and took a survey. We have several "solutions" to improve your present methods of shipping that will improve your bottom line. When would be a good time to make an appointment tomorrow to discuss these solutions, early morning or late afternoon?

This cold calling method has increased my "getting" the appointment by 75%.

Sincerely,

Scott Walters
704-409-1614

423. Sean Conley

----- Original Message -----
From: Sean Conley
To: Jay Abraham
Sent: Thursday, August 15, 2002 1:20 PM

HERE IS MY STORY.

I RUN A PREMIUM LINE TELEPHONE INFORMATION AND ENTERTAINMENT BUSINESS WHERE CUSTOMER RING FOR SPECIALISED INFORMATION.

IM AM A NOVICE IN BUSINESS YEARS AND IN FACT THIS IS MY FIRST PROPER BUSINESS FROM A PURELY ENTREPRENEURIAL (IDENTIFY A NEED AND FILL IT) STANDPOINT. BUT I RUN IT USING CERTAIN SPECIFIC JAY ADOPTED PRINCIPLES AND PHILOSOPHIES.

I CONTINUALLY TEST DIFFERENT ADS. I TEST, TEST AND TEST, I KEY EVERY SINGLE AD AND NOTE ALL STATISTICS, I TEST DIFFERENT HEADLINES AND HAVE PULLED AS MUCH AS 400% JUST BY CHANGING THE HEADLINE.

I ALSO HAVE NOTICED IF I TAKE OUT CERTAIN THINGS LIKE THE TERM "RECORDED MESSAGE" MY RESULTS FALL BY 300%. WHICH I THINK IS BECAUSE CUSTOMER FEAR TALKING WITH PEOPLE IN SOME INSTANCES.

I HAVE MANAGED FROM A VERY LIMITED CAPITAL TO BUILD A SUCCESSFUL BUSINESS FROM NO EXPERIENCE JUST BY TESTING SMALL AND WAITING UNTIL I HAVE PROFITABLE PUBLIC RESPONSE THEN I ROLL OUT NATIONALLY.

HUMAN NATURE BEING IMMUTABLE AND REPLICABLE. I CAN ALWAY GAUGE A NATIONWIDE RESPONSE FROM MY SMALL LOCALISED TESTING OF AROUND 55/60% NATIONALLY ON AVERAGE.

I FOUND THE QUICKER I TEST THE QUICKER I FIND THE KEY TO UNLOCKING MORE PROFITS NATIONALLY.

IN THE LAST WEEK ALONE I HAVE GAIN 220 MORE PAYING CUSTOMERS, SIMPLY BY TESTING AND NEVER HAVING THE GALL TO PREDICT WHAT THE PUBLIC WANT WITHOUT THEM TELLING ME THEMSELVES THROUGH MY LOCAL TESTS.

KEYING EVERYTHING AND CHANGING ONLY ONE THING AT A TIME IS THE METHOD I USE.

WITH THE PHILOSOPHY THAT CUSTOMERS ARE YOUR MOST PRECIOUS ASSET. I LOOK AT MY CUSTOMERS AS FRIENDS WHO I WANT TO GIVE 10 TIMES THE VALUE THEY GIVE ME AND WHAT I GIVE OUT WILL EVENTUALLY COME BACK MANYFOLD.

I BELIEVE BY BECOMING A EXPERT IN THE AREA OF TESTING ALONE. I CAN GUARANTEE DUPLICITY OF RESULTS WITHOUT TAKING VIRTUALLY ANY RISKS WITH MY CAPITAL.

ALL I CAN SAY, IS JAY AS TAUGHT ME, ONLY RESULTS COUNTS, THE COLD HARD FACTS, NOT GUESSWORK AND IT HAS GIVEN ME A INNER CONFIDENCE THAT IM NOW BREAKING THROUGH INTO MARKETS WHICH I HAD ABSOLUTLY NO EXPERIENCE IN.

EVEN WHEN I HAVE A WINNING AD I KEEP TESTING FOR A NEW CONTROL IN SMALL AREAS UNTIL I PULL A BETTER RESPONSE THEN I JUST REPLACE THE OLD CONTROL WITH THIS NEW CONTROL ADVERTISEMENT NATIONALLY.

I WRITE MY ADVERTISEMENTS ALWAY WITH A HEADLINE, I WRITE IF ADDRESSING ONE SPECIFIC PERSON AND I NEVER TRY TO SELL ANYTHING, I ONLY TRY TO POINT OUT THE MAIN BENEFITS AND I'M NEVER PUSHY OR FLASH WITH LITTLE HARDSALESMANSHIP PLOYS IT JUST DOESNT WORK.

I TRY TO APPEAL TO THE CUSTOMERS LOGICALLY AND EMOTIONALLY

WITH SINCERITY I HAVE FOUND THIS TO BE WHAT WORK FOR ME BEST.

I HOPE MY STORY MAY ENCOURAGE SOME ENTREPRENUERS TO TEST MORE!

MR SEAN CONLEY
K M DIRECT
UNITED KINGDOM

424. Shannon Zillmer

----- Original Message -----
From: Shannon Zillmer
To: Jay Abraham
Sent: Thursday, July 25, 2002 10:24 AM

Mr. Abraham,

The written word is not my craft, but here I go.

Shannon Zillmer / Senior Salesman
Mossy Nissan, Houston Tx. #1 Nissan Dealership in the City
8+ years as a salesman / Going on 3 years at this dealership
No college education

I discovered Jay on a Tony Robbins tape in which Tony was interviewing Jay. I had to listen to the tape about 50 times, due to the fact that most of the information was new to me and that Jay talks so fast (because it is so easy for him). I started with just the information from his tape and this is what I came up with. Nissan has a new sports car that is coming out (the 350Z), and I decided to use the service department for leads on this car. I had to first create a report (no easy matter due to the fact that no one had ever tapped this resource before) of all the older Z car owners that have been through our service department in the past 5 years. This resulted in 10 inquiries and 3 orders so far at an in pocket profit to me of $3300 (and $10,000 for the dealership). I also did a bulk email to anyone that had done e-Mail correspondence with me (2 orders, from 2 minutes work). As a result I have been able to capture 40% of the Dealerships available 350Z car orders (the next closest has less than 7%). I am also looking to do a press release to the local media on the delivery of the much-anticipated 350Z. I have been having a rough time on this one, because no one at the dealership level has tried it before . My hope is to get at least on type of media here when I am delivering the first vehicle and get my name in that media and thus create contact via this.

The next thing that I have explored is the relationship that Nissan already has with some very large companies in my area, which the companies were not aware of. As a result of putting forth the effort to let these companies know that all of their employees have a discount that they do not know of on the purchase of a new Nissan I have established 2 (working on the 3rd) large endorsements. The one company has 4000+ employees and the other has 5000+ employees, and I am listed as the primary contact for a Nissan by both of these companies. The program that I offered to them already existed, it is just because they are not the corporate headquarters they did not know of it and were grateful for the information, thus the endorsement. By the way this program is good at any Nissan dealer in the state or country, but because of my effort (in some cases a lot of effort reaching the correct person) they want to help me.

So now I find Jays book Getting Everything You Can Out Of All You've Got, and the mind expanding really starts. The first thought from the book is that I am just a salesman how can I use this stuff. After the 3rd reading lights start to go on. The sales letter is my first venture. I live in a county that has the property tax information on a web site, so I go in and get all the names and addresses for every residence in my neighborhood. I draft a letter stating whom I am (a neighbor) what I do (sell cars) and that I am an expert in automotive industry. This letter just went out to 2600 neighbors (1 response so far). I will be adding these people to my quarterly newsletter also. As for my (newsletter, that I did have in place before Jay) but the changes that I am making to it are because of his information. I am creating some added value to the newsletter. I have offered helpful information, but now I am adding yellow pages for my customers to be able to advertise to my other customers (at no charge) and with a next issues circulation of 3500+ there has been a good response to this value added service. Also I have talked the dealership into sponsoring a bi-yearly networking breakfast for my customers to meet and mingle.

Also I have been trying to embrace other industries methods. I intercepted a letter for a salesman that has moved on and it was from one of his customers (clients), a real estate agent, and it had an interesting gift in it. I called the sender and asked him about the gift, it was a corporate card for a local car wash that entitled the recipient to a 20% discount on all carwashes for a year. I called the car wash company and wanted to know how to sign up for it, and they said no problem how many do you need. So I have 3500 of these credit card type cards coming with my information embossed on the card as follows

From Your Friend Shannon@mossy.com, and it is all for free. These will be going out with my next newsletter along with the first issue of my Yellow pages.

This one may be a stretch because it happened as a bi-product of my other activities. I have a follow up process in place for my sold customers which is the following, calls on the 1st day after sale, 7th day, and then every 90 days and birthdays, also a post card with a positive statement every 45 days and the newsletter every quarter (does not effect the 45 day cycle of the post card). Well on one of these calls to a client I asked if he had received my latest newsletter and if he would be able to take advantage of the Yellow pages part. He said that he did not catch that part and that led to a discussion of all the various activities that I have going on, which led to him asking me to have another newsletter sent, he went on to explain that he wanted to look at the possibility of doing all of my printing for me for free (with a line on the bottom printed by). What a windfall for me if he does undertake this, because at this point I use the computer at home to create all my mailings and the copier at work to print everything (quality is kind of low).

The next idea or step has been the creating a report of customers that have purchased here and service here, but their initial salesperson is no longer here and mailing these customers a letter of introduction the day after they visit the service department. This one is still in the great mind hopper of upper management (normal turn around on an idea submitted is 1-2 months).

Here is a list of the ideas that have not made it out of the great upper management hopper yet. These are from the 93 Referral System that we purchased from Jay. A coffee mug with a company thank you printed on it with a balloon attached sent to the customers work within a week of the vehicle purchase. The risk reversal is hard one for them to embrace (free of loss), but they are considering some form of it.

I am sure that I have over looked something, but I actually got to a point that I have had to stop reading and listening to Jay and his information, due to the fact that I would keep getting ideas and I wanted to get the first ones in place first. Everything that I have mentioned is all within the last 6 months, and the car business is not an instant results business. I do plan to continue all of these ideas, and I feel that the long-term effect will be tremendous. Also as you may have noticed the things that I have done are at little or no cost to myself or the dealership (postage for the dealership). So any monies generated will be pure profit. Now I am just a small cog in a larger wheel, but if I can this information anyone can.

Shannon Zillmer
Mossy Nissan
281-496-2200
713-256-0752 cell

"My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

425. Shinji Tahara

----- Original Message -----
From: Shinji Tahara
To: Jay Abraham
Sent: Wednesday, July 31, 2002 10:28 PM

Dear Jay Abraham,

I'm shinji tahara.

I've read your book "Getting Everything You Can Out of All You've Got" in Japanese about two month ago and many articles of your website in Resources section.

Here is my small success story.

In the first place, I have to apology my very bad English (especially, lack of writing ability).

But this is another simple, small, true success story.

I manage the on-line shop (http://www.originalehon.com) that sell customized picture books for kids. Average price is $30.

I tried your advice.

Risk free
I assured guest's satisfaction and announced that in the top page. "If you do not satisfy my product, you do not have to pay"

Before Risk Free, 1 out of every 164 visitors buy from me.
After Risk Free, 1 out of every 103 visitors buy from me.
That is big difference!

Sales Letter
I sent a Sales Letter to my 2,000 customers and "made an offer they can't refuse". It worked. I got 12.3% of the responses by that letter, I mean I sold 246.

I tried your two advice. ONLY two. This is just beginning, I hope. I want to learn more from you and I want to improve my marketing skill.

Any way, thank you.
shinji tahara

P.S. It took me one hour and a half to write this email!

426. Shlomo Savyon

----- Original Message -----
From: Shlomo Savyon
To: Jay Abraham
Sent: Wednesday, July 31, 2002 6:18 AM

Hello Jay,

The reason I am not writing to you is mainly because I simply don't have the time.

You got me going so fast, in so many directions, that I don't even have the time to look after the money I am making wisely... to the point that loosing $75,000 in the market doesn't even stop me from going. I probably should look for a stock broker I can trust to look after it, and advise me good.

I am not trying to brag to you, and I hope you don't take it that way. It is the reality.

Your methods changed my way of doing business forever. The main point I have learned from you, is take care of the customer, my employee, my vendor, and track everything I do. Without them I have nothing.

Aside from spending lots of my time marketing my products on line, I am in control of customer, vendor and employee satisfaction.

Four years ago to this date (I remember that clearly because on July 31st 1998 I was 50 years old) ... we met for the 2nd time as part of the MURL two year program.

I am sure you remember that? I will never forget that.

Then in January 2000 the Internet summit you put together was a huge mile stone as well. Half of my business comes from the web now. I love it.

427. Simon Patrick

----- Original Message -----
From: Simon Patrick
To: Jay Abraham
Sent: Monday, August 05, 2002 9:10 AM

Dear Jay

Two years ago I had no experience in marketing, today I am a successful marketing consultant working for a small marketing business in England.

Quite frankly I am in love with marketing, where else do you get to give people what they need, using all your creativity, and benefiting both your client, their customers, and yourself!

In my initial months (known to my colleagues as 'Before Abraham') I studied some heavy-weight marketing manuals, grappled with Boston Boxes, Ansoff matrices and product lifecycles, all of which, while useful, did not deliver the bottom line results that neither I, nor my clients, were looking for.

Then I stumbled across an internet article that Jay had written and my path to enlightenment had begun. I have devoured pretty much everything I can get my hands on from Jay, and his concepts have turned around the way I do business.

One of the more recent examples is a small family firm who are world-leaders in racing simulation technology - they build top-of-the-line steering wheels and pedals for the growing online racing community, and at the top-end they sell replica F1 car cockpits that are integrated with computers so you can race in them - feedback steering, roaring sound and smoke included! Really great products.

However, as is the way with many engineering firms, they were caught-up with the product development, but fell down on the marketing. That's where we came in. The priority was to generate sales, quickly, of the new line of pedals they had just finished (they retail at about £400 (600 USD)). We immediately identified the past customers as a key resource, wrote a compelling letter that offered them a special upgrade deal, and sent it out. It got a 100% response!. Not all of these were sales, but every person written to came back for more information and to make contact.

Then we got them to reverse the risk. What these guys didn't realise is that they were already supplying fantastic back-end support, they would customize kit for clients, and take it back if at the end of the day it did not work out. But they were not telling anyone about it! So, we identified three types of guarantee that they could offer. Firstly was the fairly ordinary warranty, nothing special there, all the competition offered this. Beyond that we encouraged them to offer a full satisfaction guarantee, and they could get hold of that. But we pushed it even further - to give a performance guarantee - and this took some convincing, but we got there – if the equipment did not

improve the laptimes of the user (and this is everything to the online racer) then that would be excuse enough to return it for a full refund.

The racing community loved it, we announced it through a host/beneficiary relationship we set up with a key online racing magazine. The guarantee got around past quality problems our client had when they outsourced production a few years back, and it went so much further than any of their competitors.

For the top-end F1 cockpit products we set up some arrangements with the leading F1 racing magazines, and organised a competition to give away an old cockpit that had been used for rental for a couple of years. It's age was no problem as the magazine paid for it to be re-liveried in their colours, along with the logos of the computer company who provided free hardware in return for the exposure.

The magazine featured the competition on the front cover, and over a hundred thousand readers discovered our client for the first time. Coverage in other major publications has fallen out of this and sales of cockpits are growing well. All for the price of a secondhand cockpit that was sitting around unused.

All in all, our client is now being recognised and praised as the world's leading manufacturer in this specialist field, their products are now perceived as being at the cutting edge of developments and, most importantly, they sold all of the stock they had of the new pedals, and are now pushed to make more to meet demand. They are pleased!

I hope that is useful for you

Many thanks for your wisdom and openness

Simon Patrick
Marketing Consultant
ABF Marketing
UK

t: 01494 868611
f: 01494 866313

428. Simon Zutshi

----- Original Message -----
From: Simon Zutshi
To: Jay abraham
Sent: Thursday, August 01, 2002 9:16 AM

Jay,

Here are details of how I have applied your principles to my business.

The three main principles are those of :

1. Testing Price sensitivity
2. Risk reversal
3. Recognising lifetime value of a customer.

I am involved with the business of nightclub promotion to university students. I hire clubs during the week and fill them with university students who can not afford to go out at the weekend (when the clubs charge full price for drinks and admission).

Several years ago I introduced a discount card called a Club Pass. This is essentially a loyalty card which we sell to the new freshman students at the beginning of the academic year. This card gives discounted entry to a number of the mid week student nights at various different nightclubs in Birmingham, England.

Each time the student uses the card they save £1 off the normal student entry price. We normally have at least 5 different student nights at which they can use the card, every week over the full academic year. Thus over the full academic year the student could save quite a bit of money.

We first sold the card for £5 each and sold about 1000 in the first year we did it. I always saw this as a small additional revenue stream. However applying some of Jay's techniques I was able to dramatically increase the sales and profitability of this project.

First of all we tried increasing the price from £5 to £7 and found that, far from selling less we actually sold more. We managed to increase the profitability on each card by £2 or approx 40%. In addition we sold 1400 at the higher price, which was 400 sales more than the year before at the lower price. This showed me the importance of testing price.

The following year we increased the price to £10 and also introduced a kind or risk reversal as follows. When someone joined we would give then a complimentary ticket into each of the five clubs featured on Club Pass. Entry to these five nightclub would normally cost £15. So by purchasing a Club Pass for £10, the student could try five clubs for free and come out with a saving of £5. This presents a great offer to the students who would probably want to try most of the clubs anyway. Then every time they go back to the clubs they like they will save a further £1 every time. By using this policy we increased sales to 1900 in the third year.

In summary, over a three year period I have increase sales almost 100% and increased profitability of the project by about 200% through testing price and introducing risk reversal.

You may be wondering how we were able to get the free tickets from the clubs? Well as I mentioned before my main business is club promotion. Recognising the life time value of a customer (which I learnt from Jay), I realised that it was worth allowing the students to come into the club the first time for free as they would hopefully come back as long as they had a good time.

A student was worth approx £2 to me in terms of door admission each time they come back to one of my club nights. Having been in for free the first time, they may not come back although they could come back every week. On average, if a student came just once a month during academic term time, they would be worth about £20 each to me every year. These are very conservative estimates.

When giving something away I have learnt that you have to be careful not to devalue your product. However, by giving these tickets away as part of a bonus risk reversal with a Club Pass it has maintained the value whilst offering great value to the customer. For you information the redemption rate on the free tickets averaged out at about 50%.

Over the last few years I have tried and tested several different promotional tactics and managed to fight off several competitors. This year I am testing again. The price is still £10 as I fell this is the ideal price point for students, but I am testing a few other tactics, continually testing and developing the Abraham way!

Finally, and maybe needless to say, we collect all the personal details from everyone who joins club pass and send then regular emails and SMS text messages direct to their mobile phones to promote the nightclub events.

I hope this is as required

Kind regards,

Simon Zutshi
Abundance Promotions
Tel +44 121 472 4620

429. Sinda Dianzumba

----- Original Message -----
From: Sinda Dianzumba
To: Jay Abraham
Sent: Friday, August 02, 2002 8:44 AM

Hi Jay!

We are down to the wire. As a very busy Cardiologist, I do not have much choice. Spare time is a luxury. I moved your request to top priority on today's schedule to give it the value it truly deserves.

I certainly have befitted from your ideas and I am more than willing to share these benefits with you and hopefully give something back.

I first met you in February1994 at Tony Robbins Financial Mastery. I was very impressed with your ideas and decided to put some of them into practice.

Prior to our meeting, I was a Co-Director of a Cardiac Diagnostic Laboratory which was making a lot of money for the hospital. I had gone to the head of the department and asked for a raise in 1987. He told me that only my performance/merit could give me the raise I was looking for. So each year I got my 4%, the maximum allowed by the system.

Between 1987 and December 1992, I did get a one time 10% raise in my salary, which was unheard of. That was for my outstanding performance. But even with all that, I was still making less than 2% of what I was generating.

Well, after I met you Jay, I decided to force the issue by making a few changes. I surveyed our referring physicians informally to see how information we provided them was impacting their practice. I firmed up on upgrading the skills of all our technicians to the best level in the industry. I tested two formats of our reporting system: one format presented data in a table followed by a narrative in a letter format with no summary of the finding at the end. The second kind of report also started with the same table of data, followed by a descriptive, concisive, single page text, followed by a summary of the findings.

I put myself in the shoes of a very busy partitioning referring a given patient to a specialist for a specific problem with specific question(s) I want answered. To achieve this objective, I encourage all my referring physicians to include the reasons why they are requesting a given diagnostic test for a given patient. Prior to this time, you will be surprised how many times the secretary wrote down "Doctor Ordered" under the "Reason For Request." So now the summary of findings included not only the answer to the question, but all the most important findings in order of importance (usually 2-5 items on the average). It was constructed such that a very busy practitioner can read the summary and absorb the information in a matter of seconds. And if any practitioner's office called our office for a preliminary report, the secretary was able to read the summary to the secretary of

the referring office (something which we could not do with the narrative format).

News got around by word of mouth, and before we knew it, other specialties that had been consulting cardiologists and internists first, were ordering diagnostic tests on their own, utilizing our report as an initial consultation. Our numbers grew by 40 %. Our referral radius extended to 200+ miles into 3 adjoining states. We had to hire two more cardiologists in a hurry to help us out.

This tremendous growth caught the attention of the President and CEO of our Institution. So, three months After I met you and returned to my job and implemented your ideas, I was called to the head of my department's office to discuss changes in my pay structure that the CEO had mandated, to be effective May first, 1993.

I was to be moved to the executive payroll which included only department heads, for physicians, and selected senior vice-presidents. My base salary was increased by 30% effective immediately and it was to grow 4-5% annually. I was to receive an additional 33% annual increase in the form of deferred pay which I could invest and cash out two years later if I so desire.

As additional perk, my life insurance was increased from two times my salary to six times my salary, paid for by the Institution. In addition, my disability insurance, paid for by the Institution, was made equal to my take home pay, was I to become disabled. My wife was insured at nominal cost to me for $200,000.

I could go on, Jay, but time is running out. So will stop here. I hope that this will be of value to your reading audience.

Respectfully yours,

Sinda Dianzumba, MD

430. Spar Street

----- Original Message -----
From: Spar Street
To: Jay Abraham
Sent: Thursday, August 15, 2002 12:06 AM

I have only been applying Jay's insites to my work for a few weeks and already I am getting new clients, defining myself in my market by recognizing what it is I do and how that benefits my clients.

Jay is fabulous. I am enjoying the development of what I believe will be a long and mutually beneficial friendship.

I look forward to giving detailed reports on all that we are doing together.

With Gratitude and Appreciation,

Spar Street
Artist

431. Srikumar S. Rao

----- Original Message -----
From: Srikumar S Rao
To: Jay Abraham
Sent: Tuesday, July 30, 2002 8:49 AM

Hi!

I have read Jay Abraham's material for many years and have been quite impressed by his marketing savvy. Since I am not an entrepreneur I have no personal success stories to relate. However, I am a professor and can testify to the reception his ideas receive at both graduate and undergraduate levels.

I find that Jay's concepts - especially those that deal with testing different methodologies and evaluating the results - immediately make students wide alert. This is particularly true of executive education students many of whom have actual profit and loss responsibility. Many students have told me that these sessions have been the most helpful and useful of their entire educational career.

Srikumar S. Rao
Louis and Johanna Vorzimer Professor of Marketing
Long Island University

OK to use this as a testimonial.

432. Stan Smith

----- Original Message -----
From: Stan Smith
To: Jay Abraham
Sent: Wednesday, July 31, 2002 2:50 PM

Dear Jay,

Here's a small success story for you. In 1998 and 1999 my son and I developed a very niche-specific software program for our own use as well as for resale. We are healthcare reimbursement consultants serving various types of Medicare certified providers of service, including home health agencies. Our software program was a simple and easy to use tool to calculate the Medicare reimbursement rates for a home health agency. The rates were dependent on a wage index factor and a fiscal period factor unique to each MSA in the USA. Upon entering certain basic data, the program would calculate the unique rates for any specific agency in the country and print out a report showing the details of the computations as well as some pretty neat looking graphs of the data. We used it ourselves in our consulting practice and decided to package it and sell it to others for $159.95. The product was called "98 Limits".

We actually sold about 75 copies with very little marketing effort. There were no returns at all. The product is now obsolete since the entire reimbursement methodology has changed. While this amount of income can certainly not be considered any great financial success, we were very pleased for the following reasons:

1. The project proved the concept of being able to develop a product from scratch and sell it multiple times.
2. By applying this concept to a broader market with a longer shelf-life product, serious money could result.
3. Applying several "Abraham" marketing concepts proved successful.

The "Abraham" tehniques tested and found effective were as follows:

RISK REVERSAL - We sold the product with a full money-back guarantee. We even offered to ship the product based ONLY on the customer's request with no upfront payment with an invoice enclosed.

JOINT VENTURE - We agreed to give a 50% commission to a large well-established company already marketing a line of non-competing products to the target market. This company simply included a "Flyer" about our product in each order they shipped out of their own products. The beauty of this was that we got orders for virtually free advertising and promotion.

With a marginal cost to produce one more product copy of less than $5.00, there is still substantial profit in each sale obtained in this manner.

NEW CUSTOMER VALUE - We recognized the potential long term value of each new sale. We now have a database of satisfied customers from all over the US.

This list will hopefully be very receptive to any new products we have to offer in the future and our credibility for quality products is already established.

AUTOMATED FOR CUSTOMER CONVENIENCE - We set up a special web page to demo the product. It contained several ways for the customer to order the product. They could order on our toll free 800 phone line, they could place the order online, or they could print out an online order form and snail-mail it. We accepted major credit cards or checks. Most orders never required direct human contact. All orders shipped within 24 hours.

I could probably think of more ways we benefited from the "Abraham" techniques but in the interest of time and brevity I'll stop here. We look forward to our next project and being able to build upon this small successful venture into product development and marketing. The greatest single benefit to us is that it proved the systems and marketing methods actually work. This gives us the confidence to go on to bigger and better projects.

Stan Smith
CFI Services, Inc.

433. Stephen Pace

----- Original Message -----
From: Stephen Pace
To: Jay Abraham
Sent: Thursday, August 01, 2002 1:43 AM

Jay Abraham hold's many keys to much success

SJS Solutions is a small Technical Solutions company based in the UK, we specialize in the creation of tailor-made success enhancing software solutions, our mission is to become an indispensable part of our clients success.

SJS Solutions was founded by 3 people in April 2001 and by using Jay Abraham marketing techniques not only have we maintained profitability but we have a long term strategy to follow and the tactics to fuel our profitability.

Later in this testimonial I will explain exactly what techniques I have applied and the financial results generated, but first I wanted to stress that for a small company like ours the one thing that Jay gave us that is and will continue to be priceless, is proven marketing techniques, direction and the motivation to ACT! Without this I am convinced that SJS Solutions would have drifted between jobs and would not be in the positive position we are in today. Thank You Jay! You are a truly genuine and unselfish member of our planet.

Now lets talk specifics, after listening to Jays interview with another brilliant and unselfish man who has also enriched my life in so many ways, Tony Robbins, I wanted to read more about Jays Marketing techniques and mindset. Soon after hearing the tape I purchased his book "Getting all you can out of what you have got." This was the best £15 I have ever spent, not only did the book tell me exactly how to grow our business, make the most of our resources and lots more, it provided proof of how effective Jay techniques can be and was very thought provoking. At this point we, SJS Solutions, were looking for our next job and the money we had made from our first project was running low. I had not even finished the book but had just read the chapter on Bartering when I decided to I approached a local radio station who were in need of a new website but who also wanted to make updates to the site themselves without waiting and paying ongoing fees.

At this point I called the radio station and offered them a new website and Content Management System totally free of charge and explained that all I wanted was some radio advertising in return.

Using Jays Headline and Sales Letter writing advice I followed the call up with a sales letter, the headline read:

"*How would you like a new and vastly improved website that will delight your listeners at absolutely No Cost to Kick FM.*

Within a week I was in front of the MD of the Radio Station, I offered the MD of the radio station a simple but attractive website www.kickfm.com plus a very easy to use Content Management System which would solve all his website worries, save him money and cost nothing. The MD of KickFM agreed and we swopped 12 months radio advertising, the mention of SJS Solutions every time the new website was mentioned on-air plus referrals to KickFM clients.

The advertising was worth £1000 per month and at this point we were very happy with the deal and more evidence to suggest that we must use Jays techniques as much as we possible can. But this is not the end.

The MD of KickFM has become a friend of SJS Solutions and by reducing the price of our Website and Content Management System package and using his referrals we have sold another 4 more websites producing revenue of £12,000. Future referral deals are being discussed.

At this point we started to build a network of partnerships as described in Jays book under "Host beneficial partnerships" we contacted a Computer support and Networking company and offered them referral fees and told them about how SJS Solutions could add value to their clients, they agreed and when we completed a demonstration of our now improved Website and CMS package they immediately asked us to tailor it slightly and give them a website asap www.foundation-it.com. We had only just started to work together and SJS Solutions was £5,000 better off. A few months after this KickFM asked If we knew anyone who could help them sort our their e-mails and Internet connectivity, of course we presented our new partner Foundation-IT and work soon started. Foundation-IT were delighted and our relationship is flourishing, we recently sold a similar tailor-made website and CMS solution to one of Foundation-IT's clients for £8,000.

Although none of these jobs will make myself and the other SJS Solutions directors millionaires this year, they have helped give us momentum, cash flow, taught us how to market and improved our profile all of which are priceless.

We continue to follow Jays advice, study his website www.abraham.com and will soon be purchasing more products, basically the man has the ability to condense years of testing various techniques and give you the best of the bunch in a quick and easy to implement format. Why learn by your mistakes when you can learn from others, its much quicker that way and costs very little.

Stay focused, and use your resources as effectively and passionately as possible.

With Jays help and your commitment any company of any size can experience the type of growth that you never dared to dream of. I wish you all success!

Stephen Pace
Managing Director and Majority Share\Holder
SJS Solutions Ltd
www.sjssolutions.co.uk

434. Steve Wieczorek

----- Original Message -----
From: Steve Wieczorek
To: Jay abraham
Sent: Friday, August 02, 2002 12:00 AM

Hi Jay

A number of years ago I didn't have a clue to what or how to drive our internet marketing.

We purchased your internet marketing program & after the second tape strenuously implemented to answering EVERY email with a minimum of two question to the e-mailer.

Result 95% of people email you back with an answer or more questions. This has allowed our minute tour company to now generate over 30% (Approx. $A385,000.00 pa.) of ALL of our bookings via the internet. That's up to 30% more money in my pocket as I don't have to pay commissions.

Four years ago the Australian tourism industry said the internet would never be used to make sales only generate information. Ha

This is only one of the huge amount of marketing skills that I have learnt from your programs.

Many pocket felt thanks Jay.

Regards

STEVE Wieczorek
Lets Trek Australia
www.letstrek.com.au
Australian Adventure Tours

435. Stuart Dawson

----- Original Message -----
From: Stuart Dawson
To: Jay Abraham
Sent: Friday, July 26, 2002 3:58 AM

Dear Jay

In response to your email, I want to thank you very much for the tips you have given me over the past year and a half.

One of the most effective tips has been the observation that so much time is wasted by "got a minute" management. It got me thinking about how I'd react to things when people asked me something - by phone, email, or in person - without thinking about how important that interruption actually was. So I'd get sidetracked from more important things into just reacting to a phone call, looking up things then and there instead of putting it onto my things to do list and allocating it a priority. I try now to put all "got a minute" requests into perspective, and deal with them when I choose, not "on demand" as I used to. This has saved me a lot of time which would otherwise have been wasted on less important tangents.

Another fantastic tip was the "Dream 100 sell" - Who specifically do I want as clients, who are my "clients of choice", and How will I approach and keep pursuing them, and what will I do for them, to try and secure them as ongoing clients who value what I can do. It's the thing about sending ten letters, notices, etc., to one selected and targeted prospect instead of one letter to ten prospects. Part of this approach has been to develop a free newsletter with useful information for my general audience, to keep my name popping up on a regular basis (it's a bi-monthly). This has resulted in people emailing back to ask what I can do, and has definitely increased my credibility among the ones I have worked for.

One thing you keep harping on - continuous incremental improvement - has echoes of Deming,but the way you developed it in the idea of workshopping an hour a week on different key aspects is absolutely brilliant. Even though I'm a sole trader, it has made me rethink the ad hoc way I'd do a lot of things, without giving myself a set of simple procedures to follow. T he idea of developing written procedures has been a great timesaver, especially for things like my newsletter, which utilises Acrobat (for PDF creation) only every other month. Writing a "procedure page" for converting the text to PDF, and another page for Mailout Procedure, has meant that I spend far less time on it, and make far less errors that have to be corrected. That may sound basic to some people, but it's been a real boon to me as a sole operator.

So while most of the people who write in will probably talk about money, I want to thank you for the time you have gained me by these ideas in particular. Badly spent time can't be replaced, and you have certainly saved me at least a couple of hours every newsletter, a considerable amount of time that would have been frittered on "got a minute" reactions, and gained me increased recognition among some of my now more carefully targeted prospects.

This above is a true and accurate account of some of the key benefits of your ideas on my business, and I am very happy for you to quote me in your marketing materials.

Stuart Dawson, Director
Pathways
11 Janice Grove, Dandenong VIC 3175
Australia

436. Sunny Jamiel

----- Original Message -----
From: Sunny Jamiel
To: Jay Abraham
Sent: Thursday, July 25, 2002 10:14 PM

Dear Abraham Jay,

Well, I do not have any BIG successes to share with you as far as monetary rewards are concerned but I do have a change in me to share with you and that is A Major shift in the way I perceive my business now.

Okay here are the details in brief. I am Abubakar Jamil (Sunny) from Pakistan and I came to Kuala Lumpur, Malaysia a year ago to start my business as an agent in Textile exports for Pakistan. I sell Pakistani textile stuff here in Malaysia as an agent of 3 Pakistani textile exporters (only on commission basis). In Pakistan while I was working in a Textile company, I wanted a change, so that I may see the world and get a global experience.

I came to Malaysia and started marketing for my products but got a very bad response to my marketing efforts and was really really dismayed. Then after 6 months I just happened to come across your site by chance and I was intrigued and I downloaded all your documents available on the net.

I was so broke that I did not had the money to even go back to Pakistan or buy your book, seriously. But thanks to you your information, it gave me a new mind set to business and marketing and I felt a change in the way I perceive business, that it is ***Adding Value to your Financial condition by helping others in getting what they want and adding value to their lives.*** Although I still have not been able to get much business because of lack of serious marketing money but I do get good appointments now and hopefully I shall be getting good orders soon.

I feel very obliged to you for providing me with the major shift in my perceptions that will stay with me for a life time. I really really wish that I had so much money to actually come and attend your seminars and workshops and buy your cassettes etc. and not only that but I am sure that socializing with the people that attend your seminars would have been of a great benefit to me as in finding great business partners.

And now once again THANK YOU for the way you benefited me and please DO KEEP ON THE EXCELLENT WORK.

YOU ARE MAKING A DIFFERENCE!

Regards and Love,

Abubakar Jamil
2062, Jalan Sentul Pasar
51000 Kuala Lumpur
Malaysia
Cell: 60-19-6410323

P.S. I shall be asking a favour from you too. Please do refer to me anyone who may want to import great textile items like fabrics, bed sheets, comforters, towels etc from Pakistan at full risk reversal, excellent prices and quality. I shall be very grateful.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

437. Tim Holley

----- Original Message -----
From: Tim Holley
To: Jay Abraham
Sent: Thursday, July 25, 2002 3:00 PM

Hi,

My name is Tim Holley and I own a company called Leehol Enterprises.

I am hoping to become a rags to riches story. Before I started my business I had an income barely $17,500 a year because I was employed as a garbage man and a janitor. I was going to college at night and working full-time in those 2 jobs to make ends meet for my family of 4. Upon graduation from college I left those 2 jobs and went to work at a church for double the money. My wife got seriously ill with heart problems and we developed a lot of debt paying for her medical care over the next few years. I started my company in 1999 as a way to make extra money to pay off some of those bills. I had no idea I would be earning a full-time living from my internet business when I left my job in early 2000. It was at that time I decided to make it on my own in business.

I wouldn't call my story a great success story yet, but as I learn more from Jay Abraham, I am excited about the future of my company. My company is becoming a more diverse company in that I started out selling ink cartridges on ebay and now do Information Marketing, Financial Counseling, College Text Books Sales and Printer Ink Cartridge Sales. My plans are to diversify even more into other areas with the profits I bring in from my current avenues. I like Real Estate and Restaurants.

I sold single cartridges to customers at a fairly competitive price. I shopped other ink sellers prices on ebay and got as close to their price as possible while still allowing myself a profit on the sale. My average sale was 4.95 for a product that cost me 2.25 to buy. I added 3.95 shipping and handling to add a little more profit to the sale. To make more sales I had to list more auctions and hope people would bid on them.

My profit was around 350.00 a month which was o.k. considering the fact that I was only trying to earn a little extra money each month to pay off some bills.

It was about my second year in business when I began using some of Jay Abraham's Methods of Adding Volume and Frequency Options & Upselling Customers. At the time I didn't realize he was the great mind behind these principles because I was following some training materials I purchased online and at seminars by what I latter found out to be some of Jay Abraham's protégés.

His methods are ingenious when it comes to marketing anything.

Anyhow some of the methods I started using were: adding volume and frequency to sales along with added incentives and follow-up strategies.

Here is what I did. I began offering Free shipping on 6 or more items ordered along with a coupon for another Free cartridge when the customer purchased 6 or more on their next order. I offered a Free cartridge for every New customer they referred to my company along with an additional Free cartridge for the New customer when they bought 6 or more cartridges on their first purchase. After the sale was made I didn't follow up as well as I should have and only about 25% of my customers returned for more cartridges. To help with the return orders I began

printing a coupon for a FREE cartridge on every invoice I sent out and included a neon sticker in the package with our toll free number and websites on it. The sticker had a simple statement that said, "Put on bottom of Keyboard". At least 30% of my return customers have told me that they remembered me because they put that sticker on the bottom of their keyboard and when it was time to reorder they knew right where to go. It was surprising to see how many customers used those coupons for a FREE cartridge when they ordered six or more on the next order.

I also added additional statements to my adds I ran on e-bay. I added testimonials from happy customers along with a 100% money back guarantee and an 18 month product warranty.

These methods increased my sales to over $5000.00 a month and gave me a net profit of around $2400.00 a month.

My second year in business I did $245,000.00 in sales because I followed several of Jay's methods. This gave me an annual income of around $75,000. Not bad for a former garbage man! I can't wait to see what we will do once we start implementing more of Jay's methods and ideas.

I am seriously studying Jay Abraham's methods and would love to get his Ultimate Protégé Mentor Program and learn as much as possible to help myself and other people become a success in business.

My goals are to increase my business by diversifying into other areas and increasing sales results from current customers and future customers. Learning all I can about getting the most out of each customer I worked so hard to acquire.

Tim Holley
Leehol Enterprises
1-800-798-4384
leehol.com or netrepenuers.com

PS Jay if you ever decide to train people to do seminars for you, keep me in mind.

"My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."*

438. Tim Law

----- Original Message -----
From: Tim Law
To: Jay Abraham
Sent: Sunday, August 04, 2002 2:01 PM

Dear Jay,

As a long time teacher and coach in upstate N.Y., I moved to York, PA eight years ago and learned about the ever growing Jay Abraham reputation from many people, including Tony Robbins. As a protege of Robbins, I work with students on a local basis within around a 50 mile radius of York, PA. teaching positive self-motivation techniques I have learned from him and many other great coaches and teachers. It only made sense as I learned more about Jay and how he works that I apply it to my business.

My business is known as Success Learning Systems and I work, not only with students but do teacher inservice seminars as well. By applying Jay's techniques, I have been able to expand my business at will to however busy and productive I want to be. It literally gives me an accelerator to use whenever I need to generate more clients! His referral building system is incredible in having satisfied clients refer more business to me! For every current client I have, Jay's techniques have allowed me to speak with each client and have an excellent chance of picking up more referrals of 2,3,4,5 or more per client! It gives me more business than I can handle if I am not careful! This is a good problem to have!!!!!

I can truly say that Jay's techniques have allowed me to recently add to my program's abilities because of working with a new start up magazine as the Education Editor. I am very excited about the opportunity to write self-motivation articles to help parents with their kids but also put together a column on "Students to Watch" which will feature high quality kids of character who are also excellent role models. Since this will require companies and organizations as sponsors, guess whose quality material I am going to draw from? That's right! Jay's!!!! His 93 referral methods have been pure gold as well as his book, Getting All You Can Out of All You've Got. These are just two of the several resources Jay has produced that have helped me enormously!

With all these techniques and an additional opportunity to apply them within the new Greater York Magazine, I am looking forward to a very exciting future!!!

Thank you, Jay!

Tim Law
Success Learning Systems
Education Editor
Greater York Magazine
York, PA

439. Tim O'Brien

----- Original Message -----
From: Tim O'Brien
To: Jay Abraham
Sent: Thursday, August 22, 2002 9:30 AM

Companies involved:
AlphaLam inc. (www.alphalam.com
Deck the Walls (franchise framing)
M. E. S. Group (Quebec Canada)
Lynese Octubre (custom prints)

Abraham Technique used: Joint Venture, symbiotic relationship.

I was a minor owner (15%) of a partnership between AlphaLam inc., a laminating company, originally established in Clearwater Florida, now operating out of Orlando Florida, and the MES Group of Quebec Canada. They are the biggest laminating company in Canada.

In late 1996, we began discussions with the "Deck the Walls," home office. I believe at the time they had approximately 400 franchises in the USA. The Presidents of the 3 companies (AlphaLam, MES, Deck the Walls) had discussions on how to get the AlphaLam "modern framing" process into the Deck the Walls franchises as an additional profit center.

Time went by, nothing happened. Apparently they couldn't agree on just how to get us in as an approved vendor.

AlphaLam had been doing products for Jerry Emmons of Lynese Octubre, based in Clearwater Florida, whose specialty is small prints with very fancy matting. Jerry had begun testing some of his unmatted prints using our "modern framing" laminating process. I (Tim O'Brien) asked him who they were for. In passing he said for a "Deck the Walls" store in Tampa, very close by. I asked if he was an "approved vendor." He said yes. I then asked if there was anyway for me to piggyback on his approved status to get wider distribution through all the franchises. He said, "I don't know but I'll call Jody Rice, at 'Deck the Walls' and find out."

Jerry called Jody, and Jody said we could be a "sub vendor" under Jerry's approved status. Jody sent AlphaLam the paper work to sign up as a vendor, I filled it in, FAXED it back and received a countersigned "approved vendor" letter back, on the same day, and actually during one of the conference calls between the 3 Presidents who were trying to figure out how to make it work!

So I worked out with Jerry to pay half of his booth cost for the upcoming national "Deck the Walls," annual convention in Cincinnati Ohio. We went to the convention, I had half the display with "free with your first purchase," sample kits. Jerry only displayed his art that had been "modern framed."

So we hit the ground running, signing up a significant number of franchises in Cincinnati and many more after the convention. Jody put us on their mailing list of information for vendors. We soon received the "national directory," with all names, numbers, addresses etc. We receive all updates, additions and deletions.

Deck the Walls later bought out the "Up against the wall" master franchise and added another 200 stores to the list.

So what first began as a frustrating situation, quickly turned into access to hundreds of frame shops, simply by asking a question and entering into a joint venture with another person with who had access to those we wanted to sell to. We had a mutual, non competitive interest.

AlphaLam today, still serves many "Deck the Walls" franchises. There is no longer a partnership with the MES Canadian group, and I own 5% now, but AlphaLam is still growing. Its major clients are: Disney, Universal Studios, SeaWorld, Dali Museum, Deck the Walls franchises.

Thank you,
Tim O'Brien

440. Tim O'Keefe

----- Original Message -----
From: Tim O'Keefe
To: Jay Abraham
Sent: Thursday, August 01, 2002 11:10 AM

Jay-

I started my web traffic and design business about two years ago.

Having been from a pure sales background, I wanted to avoid building my business via "cold calling".

Attempting to mimic your very deliberate way of thinking, I decided to build my business in phases. Keeping my final goal in mind. That is to run residual internet based web sites that build revenues for my company.

This part is important to me as a one man - home based shop.

In order to grow I decided to leverage off of my existing network, instead of cold calls.

So I picked important players in my target industries that sell very well, and build good web sites, but they are horrible at bringing traffic to their client web sites.

Thus, I am able to leverage off their distribution channels, thus expanding my time.

Your ideas have made me think more creatively and develop "leveraging" ideas that have allowed me to grow my business, level by level.

You have made me think outside of the box.

Just like this book you are putting together is really a reframe of a testimonial book. But you are doing it better by making everyone point out the techniques you have taught them.

There is a whole lot of psychology in what you do. Thus, this book when finished will solidify your position in all who receive it, and those who wrote the testimonials.

This kind of thinking is what can make a one man shop like mine, explode exponentially.

Thank You,

Tim O'Keefe
Spider Juice Technology
Torrance, CA
310-371-2363

441. Tim Renfro

----- Original Message -----
From: Tim Renfro
To: Jay Abraham
Sent: Wednesday, July 31, 2002 3:38 PM

Dear Jay

Your Anthony Robbins interview and many of your promotional materials gave me these excellent quotes for my personal quote book.

"The most self serving thing you can do is to learn to be selfless." Jay Abraham.

"Discovery is the fuel of competitive advantage." Jay Abraham

"There is no downside risk to having your own business if you use the right analytical tools." Jay Abraham

Jay Abraham's Five propositions in optimizing your life and your business.

1. You owe it to yourself, your family, your employees and your customers to get the highest and best use of every opportunity, asset, effort, financial and human capital investments you make now and in the future.
2. You can't be content to do anything that does not prove the greatest results or returns possible from the effort or expenditure.
3. Marketing sales and promotion is the ultimate low-risk, high return business-builder leverage you have available. You should be able to improve the bottom line results by multiples of 100 percent.
4. You are the one who is probably limiting and restricting the number of people who could be buying from you - the size of the purchase people could be making. A few simple shifts in the approach you take and the attitude you adapt can make quantum leap improvements in your results.
5. Fall in love with your customers and clients. Do only what's good for them. Be their advocate. This will separate you from virtually everyone else you compete against.

This is the success story I offer.

Regards
Tim

442. Timothy Bost

----- Original Message -----
From: Timothy L. Bost
To: Jay Abraham
Sent: Thursday, August 01, 2002 10:06 AM

As a financial astrologer, I have had to chart my own course in establishing a viable business in a field that is virtually devoid of successful mentors, a field that is fraught with obstacles and misinformation. I was first exposed to some of Jay Abraham's ideas about 15 years ago, just as I was completing my business plan and as I was making a serious commitment to acquiring and maintaining the highly specialized skills that are essential in my profession.

I can't say that there was anything like a close correlation between the case studies that Jay presented and the specific challenges that I confronted in my efforts to market my knowledge of planetary cycles and their correlation to specific stock market dynamics and to other types of business trends. Even so, there were several of Jay's core concepts that not only informed and inspired me, but also brought me an awareness of latent opportunities and a well-considered clarity of purpose. This not only significantly enhanced the results I was getting from my business; I feel that it also ultimately helped save my life.

One of the most useful and universally applicable ideas that I've gained from studying Jay's approach is the concept of Risk Reversal. It was an especially appropriate notion for me to embrace because of the inherent perception of risk that most people experience when they consider consulting an astrologer as a source of serious guidance for business or investment decisions. As a result of this understanding, I put together as one of my first marketing pieces a little brochure with the title, "Tim Bost Answers Your Questions About Astrology." In this way, by becoming more proactive in addressing my prospects' fears and apprehensions about doing business with me, I was able to reduce the perception of risk so that we could start a conversation about their specific needs. Once we had the conversation going, I could then further reduce the prospect's perceived risk by offering customized consultation programs and flexible payment options. This not only brought me new clients during the critical start-up stages of my business; it kept those clients coming back for more!

During the last decade, as financial astrology has become more widely accepted and as more new faces have started appearing in the field, I have become increasingly aware of the role that Host-Beneficiary Relationships can play in strengthening my business. Rather than viewing others in my profession as potential competitors, I have systematically let them know that I consider them valued colleagues and have taken specific steps to help them promote their businesses. For example, when other financial astrologers give lectures, offer

seminars, or come out with new products or publications, I have publicized or endorsed them in my own publications and marketing materials. I have also written and published eminently fair but consistently flattering reviews of their products and publications, and have then encouraged them to use those reviews in their own marketing efforts. This approach has worked wonders for me when (sometimes years later) I have turned around and have asked them to reciprocate by providing endorsements and testimonials on my behalf. Even more recently, I have used one of these relationships that I have carefully nurtured to work out a deal with a software company that markets a research program for financial astrologers and traders who want to use astrology in the stock market. Every customer who purchases the software now gets a free two-month trial subscription to my weekly e-mail letter, which reviews current trading strategies based on financial astrology. This arrangement costs the software company nothing, it provides added value to the product they are selling, and it gives me fresh, pre-qualified names that I can market to.

Without any doubt, however, the most important lesson that I've learned from Jay Abraham is to value myself and my services appropriately. When I first heard of Jay and learned that he charged his clients thousands of dollars for each hour of his consulting time, I was of course a bit shocked. What could he possibly be doing or saying that would be worth that much? But when I found out, a very curious thing happened. I began to change inside. Instead of thinking, "How dare he charge that much!" my thought became "I could do that, too! After all, I'm worth that much!"

That internal change has been extremely important to me. While I still don't bill my clients at four figures an hour, I'm very clear about the value of my time and expertise. That has made a vital difference in the sustainability of my business, of course, but during the past year it has also brought me an unexpected bonus—knowing what I'm worth has literally helped me step away from death's door. About 14 months ago I unexpectedly contracted Guillain-Barre Syndrome, a very rare disease that rapidly paralyzed me from head to toe and brought me within inches of losing my life as it began to shut down my respiratory system. After a stay in intensive care I was moved to a nursing home, where, still paralyzed, I confronted the task of learning to use my body again as, little by little, the damaged nerve tissue began to heal.

That's a task that hasn't been completed yet, but I am now out of the nursing home. Along the way, I have amazed my doctors with the rapid progress I have made. Right now I'm facing not only the remaining physical challenges, but also the need to recover from a state of total financial devastation and the necessity of rebuilding my business after a year's absence. And yet because of the truly life-threatening circumstances I've been in, and because of my absolute clarity about the genuine value I bring to others, I'm completely confident that I'm up to the current challenges. In some way the inspiration and integrity that Jay Abraham personifies have contributed to that awareness within me, and have helped

create in me the kind of insight and resilience that will make me even more valuable in the years to come.

Thanks, Jay!

Tim Bost
Financial Cycles
2831 Ringling Boulevard
Suite B-108
Sarasota, Florida 34237
941-953-3545

443. Timothy Ricke

----- Original Message -----
From: Timothy M. Ricke
To: Jay Abraham
Sent: Thursday, July 25, 2002 1:52 AM

Morning Jay,

I told this true story within a speech yesterday.

I was starting a new maid service. I have done this with great success before. However, now I knew the way to market do to the education I received from Jay Abraham. (I tell the gold is selling for $ an ounce story)

I have three rules I use in marketing.

1. 1 "Hit em' with a headline"
2. 2 Address a desire, fear or problem
3. 3 Make an offer

I applied these three rules to a one inch by column inch in the Orlando Sentinel small business section.

Maid Service Half Price, We're Not Kidding!
From $25, Opening on Friday. FREE phone quote. 1st time savings
000-000-0000

Ok, let's examine this ad. The **headline** gets attention. How many of you would continue to read? Ah-ha, all of you. Next we proved the price out by placing **"from $25."** Next we know that everyone **wants Friday**. **Free Phone quote** is something that makes it very easy for reader to call. **1st time saving** tells them you gonna get a deal.

Granted I did not address the #2 in the ad but we did when the caller on the phone. We then explained what we did. In this case it was this scripted statement, "We do the most difficult cleaning, the kitchen and bathrooms only, for half the price of full service. We can do full service for just a few dollars more.

Results: The ad ran 7 days a week for a totally monthly cost of $128.00. Our sales for the month $6,000! Our retention rate or those that became repeat clients was 70%. The 70% is where the income really comes from, of course.

Here's the cool part. How many of these clients do you think took the kitchen and bathroom service only? One!!! and even that one, a few months later, became a regular client.

When our yellow pages ad broke a few months later we used the same headline.

However, we disclosed the #2 since we had the room within the ad.

That's it Jay.

Never Follow, Always Lead,
Timothy M. Ricke

P.S. Say hello to my old boss when you see him again. His name is Tony Robbins!

444. Tom St. Louis

----- Original Message -----
From: Tom St. Louis
To: Jay abraham
Sent: Monday, August 05, 2002 11:30 AM

When I was first introduced to Jay Abraham's concepts, I was myself a struggling marketing consultant. The thing that first hooked me to order a Jay product was a very powerful guarantee. Basically, the sales letter (I don't remember exactly how it got into my hands) said that if his material did not rock my world, I could have my money back and even keep the bonuses.

So I bit. I ordered the information, devoured it and applied it. The most profound breakthrough in that first year had to do with risk reversal. I "already knew" about guarantees and always encouraged my clients to use them, but had not found a workable application for myself.

My problem at that time was closing sales. I would be called in to meet new clients quite regularly. They would like and instantly recognize that I cared, and that I knew a lot and that I could help them. So they would ask for a proposal. I would go away and write a great proposal and come back and "deliver it"—whatever that means.

Sometimes I got a new client, but many times I did not. This frustrated me immensely.

I decided that I would try using risk reversal as a lever to eliminate free meetings and free proposals. I created a simple incoming call script for myself and waited for the next call. I didn't have to wait too long.

A couple of days after making my decision, a cleaning company called to ask me about my services. Instead of offering to meet them for free, I asked them several questions about their business. Then I recommended a Marketing Audit with a very powerful guarantee. For only $500, I would meet with them, evaluate their marketing and make several recommendations. If they did not feel that the strategies and distinctions I presented did not create a huge multiple for them, I'd refund their fee.

The first person I offered it to immediately said yes. The exciting thing was that two days later when I walked into their office, the receptionist handed me a check for $500 as I walked in the door. Even before I met my new client, the first sale was already made.

To understand the profundity of that moment you must understand that for years I had been content to do at least two free meetings and write a detailed proposal in the hopes of getting hired. Now, all I had to do was read a script over the phone and well over half of everyone who called me agreed to write me a check for $500—just to visit them!!

This worked for me for years—big time. Over time, I changed the price point and experimented with several variations. But the basic breakthrough was quite profound for me. I used risk reversal to circumvent the problem of closing sales quickly, and perhaps more importantly, I discovered that I could change the rules of how business is done.

Thanks, Jay

445. Tor Kjolberg

----- Original Message -----
From: Tor Kjølberg
To: Jay Abraham
Sent: Friday, July 26, 2002 3:37 AM

Dear Jay,

Thank you for your inquiry. I am proud to be among your chosen participants, sharing ideas for your new document.

I have been working as a marketing consultant for more than 20 years, and have always admired your knowledge.

Some years ago I found myself trapped in a situation where a big assignment was completed, and I had once again a need for new clients, and had to market my services.

How should I best do it? What strategy should I choose? Who could I turn to for help?

Then I remembered a book I had purchased from you (the most expensive book I have ever bought) (Money-Making Secrets of Marketing Genius Jay Abraham and Other Marketing Wizards).

Since this book is, as you call it yourself, a non-nonsense guide to great wealth and personal fortune, I took it off my bookshelves, and started rereading it.

Especially the chapter on USP caught my interest. Was I a marketing consultant like everybody else, or did I really have niche?

From my own thoughts, your book and other communication I have received from you, a new strategy started to evolve.

What is the problem every one of us have? Lack of information? No, **too much information**.

How does this affect every end user in today's market, that be an individual or a company?

Too many marketing messages (and marketing dollars) are thrown out in the marketplace with no result. Your ideas about response marketing struck me.

What if I could put together a communication method that helped my customers to communicate more effectively? I started a process, working on this idea, and after one year of research and working with my own papers (many thousands), I had developed what I thought was a practical process for most businesses. I even wrote a book about it.

The problem I encounter when clients come to me and ask for help with their marketing, is that they actually is asking what kind of marketing mix they should use. But what they want to say and to whom, they seldom know. What a pity. They have seldom done their homework.

My process takes them through 4 cornerstones, which are 1) Creating an identity, 2) Bring emotion into the message, 3) Identifying perceived value, and finally 4) Creating a memory trigger.

First then it's time to consider the marketing mix.

Most companies in Norway are small operations with small marketing budgets. Using my own experience, and many good advices from you (e. g. on writing, direct mail and public relations), I wanted to give my clients a system with different low cost communication means. My system consists of 7 marketing channels, and I claim that if my clients consistently use 2 - 4 of these, their sales (and profit) may increase from 25 to 250%.

A brave statement?

Certainly, but I am living proof. After implementing the method myself, writing articles, giving talks and arranging workshops, incredible things have happened. One of the participants in one of my workshops (an engineer) was so impressed that he called me afterwards and said he wanted to introduce me to one of his clients, a division of the Norwegian Defence, which immediately led to a new communication assignment worth thousands of dollars on an ongoing basis.

Since then my system (launched as late as November 2001), "Effective communication in an overcommunicated world", has received attention in businesses I never have worked in before.

My sales statistics now show a monthly increase of 10 - 15%. But how can I handle all this?

Much of the new turnover is upselling to existing clients (I remember your ideas about the lifetime value of a customer). Due to modern electronic communications means I am able to serve them on an ongoing basis using minimum of time.

Summary: Your book and other communications on USP, focus, writing, public relations, response marketing, upselling, the lifetime value of a customer and many other topics, have given me the tools and inspiration for growing my little consultation business.

Thank you, Jay.

Yours sincerely

Tor Kjolberg, MBA
The Market Doctor
Nor-Consult - The Market Clinic
PO Box 11 - Holmenkollen, 0712 Oslo, Norway
Tel: +4722142565 Fax: +4722142523

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavours.

446. Trevor Greenwood

----- Original Message -----
From: Trevor Greenwood
To: Jay Abraham
Sent: Friday, August 02, 2002 8:56 AM

Dear Mr. Abraham,

I advertised in my Thomson local directory (distributed annually) last year, and just managed to receive a return on my advert of 100%.

In this years directory the advert has only been out for 6 months and already I have received a ROI of 500%.

I can only relate the significant improvement of my advert, to the advice given by Jay Abraham on headlines, body copy, USP, MBG, etc. which I subsequently applied.

I feel privileged to have learnt and profited from your materials all the best.

Trevor Greenwood

T GREENWOOD A SONS BUILDERS
ASHGROVE
ECCLESHILL
BRADFORD
WEST YORKSHIRE
ENGLAND
BD2 3ET

TEL 0044 01274 642 503 MON - FRI 9-5 UK TIME
SMALL BUSINESS (APPROX $100,000 TURNOVER)

P S IF YOU WISH TO CONTACT ME, PLEASE DONT HESITATE TO DO SO AS I WILL BE FOREVER GRATEFULL FOR THE PROFOUND KNOWLEDGE I HAVE LEARNT AND APPLIED.

447. Trevor King

----- Original Message -----
From: Trevor King
To: Jay Abraham
Sent: Sunday, July 28, 2002 12:21 AM
Subject: Testimonial

Friendly Faces is a children's entertainment company in Northern Ireland with only two full time employees, 55 casual staff and an annual turnover of $250,000. We manage a 40% profit on turnover.

We sell services to shopping malls and local government bodies. Services such as puppet shows, face painting, balloon modeling, cartoon characters and so on. Typically I can charge $150 for services which actually cost me around $40. There are a lot of fixed costs, but the $40 is the additional cost each time I hire out an item.

We are positioned at the more expensive end of the market, and we provide a superior service in that we are 100% reliable in a notoriously unreliable business. There are two main things which I learned from Jay. The first is giving added value.

Because we are more expensive than some competitors we often lost out on quotes simply for that reason. The bottom line is the only thing that matters to a lot of people. So we started adding more value to our quotes. If someone wanted three items (we'll assume a $150 price per item) we used to quote $450. Not any more. As I said earlier, the cost per item to me is around $40. So we now told the client if they bought those three items from us at $450, we'd throw in a bonus item of their choice for just $50. A $100 saving for them. But we actually made $10 extra on the deal. This increased our success rate by about 40%, just by one simple change of mind set.

The other thing that we learned from Jay was targeting where our success lay. When we started out 8 years ago we did birthday parties at $90 a time, because we needed to. Six years later we were still doing them. When I read Jay's advice to actually look at where your profit in the business was coming from, we realised that parties made us almost nothing anymore and used a lot of our time. We just stopped doing them. We now only do corporate work. And I've a lot more time with my family and kids as a result. And the difference in our profit is negligible.

Trevor King
Owner

"My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

448. Trevor Scott

----- Original Message -----
From: Trevor Scott
To: Jay Abraham
Sent: Wednesday, July 31, 2002 8:16 PM

Good Morning Jay

Thank you for the opportunity to send a case study report of how our company has utilized Jay Abraham's marketing concepts.

Brief Introduction - I first became exposed to Jay Abraham when he came to Australia in 1990 and conducted his Boot Camps in conjunction with The Results Corporation.

My present business is Light Weight Structures Advisory Service (LTWSAS). We are design consultants, engineering consultants, and advisors to companies involved in the manufacture of Shade Sails, Tension Membranes, and Shade Structures.

I was the General Manager of a Shade manufacturing company for 8 ½ years and recently left that position to start LTWSAS. I grew the previous company from 2 employees and $350,000.00 turnover, to 37 employees and $2.9 million turnover in the 8 ½ years. Much of that growth can be attributed to marketing concept I learnt for Jay.

Light Weight Structures Advisory Service

LTWSAS was established 8 months ago. To my knowledge I am the only consultant to the shade industry. The company business model is based on 21st century business concepts, ie: global economy, and communications via Phone, Fax, and Internet.

Initially to set up LTWSAS and promote its services I compiled a database of all potential clients Australia wide. I wrote a 5 page letter introducing our company and our services. The first mail out was to 2 % of the list.

10 days later I rang the recipients and more fully introduced LTWSAS and fully explained our services.

From the initial mail out and phone calls I revised the mailing piece and sent to the next 2% of the list.

Again with follow up phone calls. From the reaction and feed back I received from the follow up phone calls of the initial test mailings I was finally able to confidently start to mail the entire list, with a mailing piece which was written exactly to the target market, addressing the relevant issues.

Concepts utilized - test mailings, follow up phone calls, target markets, listening to the issues relevant to the market place and not assuming I knew what they required.

Very quickly it became evident that the market place had a major concern about certification of their designs and structures they were manufacturing.

Not having the relevant qualifications to certify the structures I approached suitably qualified companies and entered into a joint venture deals whereby I market, and promote the services, I organize the information, I complete the drawings for submission to Government Bodies, they check the information, and if okay they certify the documents.

The normal procedure to have a structure certified is to have them do all the work, and we would be able to add 10% for our involvement. With our system, I have negotiated a fee structure where I pay the certifying companies 10% and I make 90% on the deal. They are happy, because they are making double their hourly fee rate for the little work they are involved with and LTWSAS is ecstatic as this part of the business is accounting for 50% of turnover.

Concepts Utilized - Joint Ventures, Utilizing the services and qualifications of professional companies who are working at under capacity.

Through my dealings with shade manufacturers Australia wide I found that many companies had well designed and positioned web sites which were generating enquiries, which they could not service. Some of the un-serviced enquiries were from within Australia and some from oversees. I have convinced these companies to send the leads they can not service to LTWSAS and we will follow them up. This system is bringing to LTWSAS an enormous quantity of leads free of charge. When a lead converts into a sale, we send 5% of the sale price back to the source.

They are ecstatic, as this commission is now covering their web marketing costs.

Concepts Utilized - The internet can generate leads outside of a companies operating area. By joint venturing, and passing on leads to competitors the wasted leads are now generating enough income to cover web marketing costs and allowing the web marketing budget to be spent in areas which will generate more leads the company can service, hence increasing turnover. A wasted resource turned into a profit center.

I have approached manufacturers reps who market and sell product to LTWSAS'S potential clients. The reps have the confidence of the shade companies as they have been supplying product to them for a number of years.

I offer the reps the entire invoice amount from the first transaction LTWSAS has with a new client who they have recommended LTWSAS to. Most reps do not understand how LTWSAS can pay them 100% commission, because they do not understand **Life Time Value of a Customer.** We predict that when we gain a new customer, we should be able to retain them as a customer for 3-5 years minimum.

We have just signed a deal with a company who is about to start manufacturing shade products in the USA. We would not have made this contact if it were not for a rep promoting LTWSAS.

It would be a huge expense for LTWSAS to employ sales people to travel and visit the companies who we are trying to gain as clients. The manufacturers reps are doing the job for us free of charge.

Concepts Utilized - Endorsement, Life Time Value of a Customer, sphere of influence, etc
LTWSAS works with smaller shade manufacturers, who from time to time generate an enquiry for a shade structure or shade sail, which is beyond their normal design and manufacturing

capabilities. We joint venture with these companies on projects and they are able to turn what was once a wasted lead, into a completed project.

LTWSAS completes the design work and aids with the full presentation, for a percentage of the completed project.

The smaller shade manufacturer could not afford the services of LTWSAS on the off chance of winning the project.

By joint venturing and sharing the profits, they are able to utilize the full services of LTWSAS with out any risk.

The above strategies are only a few LTWSAS has implemented.

The success and growth rate of LTWSAS has far surpassed all initial projections. This is all due to the brilliant business concepts we have learnt from Jay Abraham.

“My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.”

449. Trudy Van Buskirk

----- Original Message -----
From: Trudy Van Buskirk
To: Jay Abraham
Sent: Friday, August 02, 2002 7:25 PM

In 1993, I attended one of your $5000 3 day workshops in Los Angeles courtesy of Mark Victor Hansen. My presence was the result of Mark putting your practices into play. You and he and Jack Canfield had done endorsements to each others client databases. Mark had 10 seats that you had "comp'd" him in the class. I was bringing Mark to Toronto for a one day seminar that I was producing and he believed that I would learn a lifetime worth of marketing knowledge that weekend. I did!

That was nearly 10 years ago. For the next 3 years, I taught and mentored new business startups in Canadian federal government sponsored self-employment programs in the Metro Toronto area. I taught business planning, marketing and sales and the "marketing mindset" was behind and all around everything I said to the participants.

Along with these programs and speaking engagements at trade shows and conferences during that same time frame, I introduced you and the "three ways to grow your business" to at least 5000 people.

But it was in 1994, when I had the opportunity to assist in creating a business in San Francisco with a former colleague who had been one of the first 30 employees at Apple Computer in Silicon Valley in the early 80s that I was really able to put the principles and systems into action with measurable results.

The business was market development in the area of hand-held, mobile and wireless technology - at that time "bleeding edge". Today people say Palm Pilot and almost everyone knows what you mean. In 1994, when we met with Donna Dubinsky, co-founder of Palm who had been an early Apple employee as well, the market was getting negative press constantly. Apple's Newton couldn't do handwriting "immediately" the way everyone assumed it should and other manufacturers were looking at closing down. Donna and her colleagues were among a small group in the industry who believed things would change - dramatically.

We saw this as a real opportunity. We had both been there at the beginning with microcomputers and Apple - I had co-owned one of the first Apple dealerships in Canada, in Toronto through the 80s - so we were both "early adopters" and knew what COULD be done.

We undertook to build a business that would educate the vendors and clients in two vertical markets - utilities and healthcare - on this new technology.

We built events that brought the two groups face to face in intimate (300 person) forums where the customers spoke about their problems and vendors listened. Then they discussed how to build the technology solutions that were needed - together.

It was a radical approach to high tech conferences. Usually the vendor stood up and told everyone what they had thought was "cool" and the customer should buy. We turned the tables because we knew that was what it would take to launch this industry.

The host-beneficiary relationship was one of the cornerstones of our marketing approach. Since we were working only in two vertical markets, we identified the publications who already had our clients as their audience.

But .... the publications didn't yet know anything about the technology and how field force automation was the next "big" thing. We identified and approached these key publications with an offer they couldn't refuse (and none did). We would introduce them to end users of this new technology that they should be writing about who were willing to be interviewed and have their stories written about. Also, their writer could come to the event and we'd introduce them to even more users. Some of these writers and editors also played the role of facilitator for the panel discussions. That took care of the editorial side.

Then we told the advertising group that we would give them the list and detailed contact information about all of our vendor exhibitors who really needed to buy advertising space in their publication - and someone from this group could also come to the event for free. We would give them sponsor status and put their logo on all marketing materials (and later the web site in 1997).

In return, we wanted free ad space - inserts in 3 issues prior to the event and either 1/2 page or full page. Color depended on the publication.

Rarely did anyone refuse. We would negotiate and the deal would be done.

The most significant aspect of this is as follows.

WE NEVER PAID FOR PRINT AD SPACE IN THE 5 YEARS THAT I WAS WITH THE COMPANY.

Our only costs were the minimal charge for a graphic designer to create 3 different ads for the 3 issues in a couple of sizes.

Advertising (before the internet) and salaries are the most expensive line items in a budget for event production. Our budget was about $1500 per event.

Unheard of!

AND our PR was free as well - by getting them to write the stories in one issue prior to the event, THEY SOLD THEIR READERS ON WHY THEY SHOULD ATTEND FOR US.

There are many more stories of how we did the same type of thing with the speakers - not only did we not pay speakers anything, but panelists paid half price to attend because of the value they received.

The results of this type of approach to business and marketing translated to the bottom line - 45% profits in years 3, 4 and 5.

I absolutely believe that marketing is a mindset and that I am now a "marketer". I truly can NOT think this way. Everyone I meet in my current business where I consult with and train small business owners and professionals on how to create marketing systems has the benefit of this.

Jay, thanks for starting me on my way and "changing my mind". Reconnecting with you and your systems is like coming home - I had forgotten what I know and how simple you can make everything if you just think - mindset and system!

"My story is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

Trudy Van Buskirk
PDA Inc. (1994 - 1998; startup to 10 employees)
San Francisco, CA
Market development and event production in mobile and wireless technology.

450. Valeriu Popescu

----- Original Message -----
From: Valeriu Popescu
To: Jay Abraham
Sent: Sunday, July 28, 2002 2:16 AM

Hi Jay,

This is Valeriu Popescu, the host of <www.freemarketingunion.com>. I live in a country far away from you, Romania, and I hope everything it's OK with you.

I receive your last email about testimonials, but I have to admit: I cannot tell you that I made extraordinary deals and generate thousands in profits. It's not the way I do right now.

Truth is Jay that I have a boring existents until someone redirect me to your web site. After I read your articles, I look at the world with different eyes. In a world of gray you bring me color.

From that day I start thinking about what I want do with my life and how to improve it. Now I have my own web site and soon I will redesign it for better sales.

You bring a purpose to my life. I believe it is far more important and relevant to have the extraordinary power to change people mentality rather then improves a marketing technique. Of course, those things are also necessary, but there are only a few people who have the ability and power to change other people lives with their thoughts.

And you Jay, are one of them. I will never have the chance to "Thank You!" in a proper way. Changing life's it is harder rather then adding an extra $100,000 in profits!

I try to start my own online home business and I have a lot to learn. I look at your books and dream that one day I will have the financial power to buy it.

Until then I'm proud to say: "Jay Abraham change my life in a better way!" This is the truth Jay. I'm sorry I cannot tell you that I made big bucks until now.

God Bless you Jay!

Thanks,

Valeriu Popescu

451. VEEVERSD

----- Original Message -----
From: VEEVERSD
To: Jay Abraham
Sent: Tuesday, July 30, 2002 4:57 AM
Subject: testimonials

HI JAY,

It will be a pleasure and a privilege to do this for you!

Since your marketing material landed on my desk in the summer of 1997 incorporating risk reversal in the package it has RUINED my business!, what do I mean?

I currently provide coaching and consultancy on a freelance basis to SME and individuals in the areas of business growth/individual performance.

One of my contracts is an optical retailer in the UK working the individual opticians throughout the north of England, there are 405 franchised outlets the UK largest of it's kind in the UK, they have a full time ltd company set up to cater for the needs of the stores in all areas of business growth!.

CASE study 1 birkenhead, liverpool t/o 1.5million 26 full-time staff, successfully sold, organised and implemented a Risk Reversal programme on their product lines e.g.: anti scratch coatings, higher priced frames and associated products.

Before this was introduced growth in this area was expected, however after a training matrix was taught explosive results were seen to improve the take up of 500% increase in personal productivity using R/R!

Together with a new bonus incentive programne, the stores bottom line increased by 26% in a 8 week programme... Fantastic!

The directors that i have worked with now DEMAND more from themselves and their joint venture partners in all areas of their lives and business, OPTIMIZING and SYSTEMATISATION have now increased their enjoyment of their enterprise and when they spend the time investigating the Abraham mind set they can understand what they have not been receiving from there marketing department [ruffled a few feathers here jay!] over the years!.

Case study 2 - Local health club/clothing store.

Jay, when your example of the above was explained to me on YOUR SECRET WEALTH I put together 2 interested parties for the transaction (Abraham brilliance) the club are still using this method for lead generation and to date they say 125 new memberships have been sold at a value of£6000, the clothing store has increased its t/o as a result approx 10%-15% in the corresponding period, I have pocketed £2k to date in commissions from this project!.

Jay, I put handles on your "how to get to were you want to be" for easy carrying along with a type of strong box to protect it (I unveil it like an old archeological find) its contents are that important in the right hands!

There are more examples available jay if you need them, I am working along side PETER THOMSON International PLC selling Peters materials to the marketplace along with all of yours, we are looking to run workshops and seminars where your concepts will be introduced to a non-suspecting audience in the SME marketplace.

Jay, personally your mind set has changed my way of doing my life! The more you look the more you SEE!! I feel like an old preacher showing them their error of their ways! Why would they not demand more from themselves ...they don't know they can! We will show them, it's now my life's work.

THANKYOU JAY, you are an inspiration to many!

This is a true and accurate reflection of the business dealing s when applying the jay Abraham principles to my own and clients enterprises since 1997.

452. Vic Cherikoff

----- Original Message -----
From: Vic Cherikoff
To: Jay Abraham
Sent: Thursday, August 01, 2002 2:36 PM
Subject: Testimonial case study

Dear Jay,

I have studied marketing from dozens of those people who got rich selling gold mining equipment to the goldminers rather than mining gold themselves. Then I discovered Jay's approach. What a difference!

On the one hand there were tactics - things to do, tasks to prioritise, ads to test, systems to establish, assets to manage and so on. Compare this to the Abrahams' method which added the 'why'. It redefined business as strategic thinking - the tactics were very much secondary and always governed by the strategic outcome established before any tactic was initiated.

Others promoted soft focus on sales methods (often outdated) or promised results from time management or effective management or persistently never giving in means you have to succeed. By comparison, you stress that leveraging time, effort, systems or resources delivers exponential results rather than deliberately and repeatedly shuffling the deck chairs on the Titanic.

There're stories about USPs and targeted goal setting as company focus sharpens while you suggest that the widest possible view of activities can give the best bang for bucks.

I could go on to fill the requested 3 pages but let me get down to details in my own case study.

Briefly, I could be categorised as one of those unfortunate souls who create or pioneer a whole new industry. I took traditional foods once only the sustenance of Australian Aborigines and selected out a range of unique ingredients. I then went about educating my suppliers as to my required quality standards, my distributors over my packaging and range, my customers and their customers in turn about how to use my new foods and flavors. A very costly exercise in personal, financial and life resources. However, from a lonely start and zero capital, Australia now has a native food industry with several real businesses and the potential about to be realised on a world stage. It has taken 20 years and soon I expect I will be considered an over-night success.

But it could have all fallen apart many times.

By not knowing enough about working on my business, I worked in it so much that a partner of 5 years helped himself to more than double his annual salary. To add insult to injury, I still had to pay him and his wife (a part-time employee) their employee entitlements to see them go. My business had gone from US$80,000 to US$650,000 annual turnover in four years then shrank to half over the next 12 months. I was working harder and longer but still seemed to be going backwards and on repeated requests from my business partner that he wanted to sell up and move on, I should have sussed to the situation. The message here, is for entrepreneurs who love the creative part of business and who sell equity to their ideal business investor - the numbers partner - it is imperative that you also learn to love the numbers. Know what's going on or you are asking for trouble. Trust has to be earned so don't expect it.

My next partners knew business, or so I thought. They injected US$350,000 then proceeded to bog the business down with inappropriate systems and staffers who sucked the profits out and

kept me in the business. I was again buried in details, their demands for weekly meetings took me out of action for nearly a full day each week and their focus as non-executive directors was for me to be sure to meet monthly overheads as the only raison d'etre. Cost cutting and falling sales through the wrong strategies soon lead to my working for free for half a year, before I eventually had to walk away.

And this brings me to one year ago. I looked back at 20 years of my life and realised I was standing at a cross road, deciding whether to throw it all in and go to work for someone else or realise the truth in the cliche that if you always do what you've always done, you'll end up back where you are now. I chose to start my business all over again but to do things differently.

I kept the vision (in fact cemented it further with mental plans and written desired outcomes), attracted my trustworthy, experienced staff, approached my loyal suppliers and distributors and paid more attention to my end customers. I strategised that I was building an asset which needed to be able to operate without me in the system day in, day out. I am still leveraging the systems and will be for as long as I have the asset.

But one thing really hit home while listening to an Abrahams' tape in the car on the way home. This was to take the widest possible view of my business.

Now I didn't want to expand my inventory to sell non-native ingredients to my existing market. I didn't want to employ a host of salesmen to grow sales to only cover their wages, cars, expenses and other on-costs. I knew that I did not have the cashflow to rapidly grow my business as I wanted and I certainly did not want to sell any equity in the brand new entity I now owned 100%.

But how could I get into a position to begin to grow exponentially using other people's skills, investments, ideas and effort and still hold on to or even become known for what I do best?

My widest possible view was to recognise that what I did best was promoting my passion in native Australian foods. I had already written, photographed, designed, laid out and self-published two books on Australian foods which have promoted my cause well and returned over US$250,000 in profit over 5 years. I was nearly at a stage where my new business could run with little supervision, so I joint ventured the production of a television series on Australian food, expanded the concept to cover the functional use of my ingredients to include their use in beverages, cosmetic and pharmaceuticals and offered it around the world at the Cannes Flim Festival via an agent. This has brought in offers totaling US$100,100 in value and more broadcasters are still to respond.

This was a quarter of a million dollar exercise at a time when the economic effects of September 11 were still being felt. Perhaps it was a foolish move, considering the time but it promised to be a vehicle to kick the whole industry up a notch or three and put the industry pioneer back out in front after the aforementioned business problems shrank the enterprise to a fifth of its once booming position. It seemed so much the right thing to do, I could taste it.

Setting up a new business is usually exciting. Setting up a business from scratch when you have been running it for 15 years is a hard pill to swallow when it comes to new leases on building and vehicles, painting walls, procuring furniture and fittings and setting up computer systems and paper work of procedures, replacing specialised equipment and plant and also rebuilding a client base. A whole new website had to be re-created but bigger and better as it is the main educational and marketing vehicle of the business, working 24/7 at minimal cost. It all had to be done again just to get back to where I started. However, growth was strong with 10 to 25% jumps on monthly turnover from this small base. Fed from cashflow, relationships with distributors and manufacturing customers had to be strengthened and payment terms tightened. Suppliers were stretched on terms but communication maintained so that they also knew what the future promised and shared the dream.

There were too many things to do to worry about perfecting every step using the benefit of hindsight. An Abrahams' attitude of get the most out of every necessary step was the philosophy while minor issues were prioritised to never-never land.

Meanwhile, the search for sponsors for the television series, for companies which offer Australian products and services related to food, beverages, cosmetics and pharmaceuticals still goes on as I write this. Over US$100,000 worth has been realised and more is being negotiated. But grabbing the widest possible view and drilling down, Abrahams-style, to bring on associated products at a positive cash contribution is delivering results. Sponsors offering goods in kind took us into the barbeque business briefly raising US$40,000. Some cookware went to same way. We have holiday packages to sell or give away as contra or as thanks for still other sponsors who offer cash.

The means to differentiate product on the basis of "As seen on Dining Downunder" provides a huge barrier to entry for competitors, defines the buying criteria for consumers and makes associated products stand out on the shelves of retail outlets in the same way as a gold medal on a wine bottle. Tapping into global markets means rolling out the same plans over and over with adaptations for cultural differences but still with a lot of efficiencies of practice.

This whole project was pure business leveraging. Here was an opportunity to offer cost-effective, branded promotions to new and existing clients, network with contacts for referrals in and outside my core industry, add value to offerings of native Australian flavored products with related foods and condiment, cookware and barbeques, wine and beer and other beverages, health foods and supplements, natural medicines and cosmetics, conventional distribution and direct marketing, the list goes on. I am still exploring the potential and will continue to do so for several years, no doubt. All this, and the show will only air at the end of 2002 but watch out for Dining Downunder on cable.

My challenge now is to build businesses around the opportunities uncovered by the show since I envision a global distribution network with local partners servicing the markets for their needs in merchandising, supply and attracting new sponsors. Markets will become micro-markets as local businesses promote their wares regionally and we bundle products and services to value add the offer. Trade shows, consumer shows, a book or two on the series and a CD on the music of the show are all part of the plan and all a result of Abrahams thinking.

I could have pulled out of the industry I created and become another statistic of pioneers who never made it themselves. I could have eecked out a small company turning a reasonable profit and created a job for myself. But I have chosen to put it all on the line again and trust my vision. You will undoubtedly discover my success or otherwise soon.

Vic Cherikoff
Managing Director

Innovative Australian ingredients for creative chefs, manufacturers and foodies from the pioneer of the Australian native food industry.

Watch out for Dining Downunder - a new television series with Vic Cherikoff and screening in 10 countries, late 2002.

Vic Cherikoff Food Services Pty Ltd
rear 167 Kingsgrove Rd, Kingsgrove NSW 2208 Australia
phone: 61 2 9554 9477
fax: 61 2 9554 9633
www.cherikoff.net
Still only 4 staff. Turnover for 2001/2 <US$0.5m. Predicted turnover for 2002/3 ~US$1.5m

453. Vladimir Drkulec

----- Original Message -----
From: Vladimir Drkulec
To: Jay Abraham
Sent: Thursday, August 01, 2002 11:59 PM

I was a software specialist for a leading local vendor of factory automation software and hardware. My job was to help the company's sales people to sell factory automation software and to service our customers when they purchased the software. I had purchased several of Jay's programs and publications and been deeply impressed by the quality of the material.

The obvious complementary product to automation software is computers and we developed a significant business in both industrial computers and the laptop computers which were used to program PLCs (programmable logic controllers). We did this by offering a turn-key solution. These computers required special cards and cables which acted as a bridge between the computer and the PLC. Configuration of the cards, computers and software could be a nightmare even for the intelligent and well trained engineers that we tended to sell to. This difficulty of configuration was probably at least partially responsible for slow software sales. In short our software was difficult and cumbersome for the customer to configure and we decided to make it easier for the customer to buy. We decided to package our software and computers as a total solution and offer quick and free support for these computers.

We settled on a line of ruggedized laptop computers which cost more than double the price of a typical laptop which could not stand up to the environment of the factory floor and began promoting a total solution to the customers' problem with the laptops delivered in a case with all hardware cards configured and all software installed, all cables available to handle any hardware that the customer had available. Each laptop without software cost between six and eight thousand dollars. The software boosted the price by as much as ten thousand dollars or more per laptop depending on what packages the customer required.

Because we were going through distribution and not direct with the manufacturer in purchasing the laptops our price on the first order of laptops worth about $30,000 to $40,000 was lost to the local office of a national computer store chain sales organization. The customer built assembly lines for automotive customers and the laptops were to be used by their service people. The engineers who we had been talking to and quoting had been over-ruled by one of the company's IT people who found the computer company could supply the laptops for approximately $200 less per unit for a total savings of $1000. They bought the computers from our competitor. We tried to salvage the sale by pointing out that our price included installation of all the software and configuration of all the cards and computers but the IT guy was a bit disparaging about the difficulty of configuring the software and hardware and said that he could do it. I was a bit dubious as the configuration can be very involved and takes specialized knowledge but he could not be persuaded. It was not a total loss because the company still purchased

the software from us but the IT person that had overruled the engineers and forced us to break up our bundled quote set to work getting the five laptops working. Fortunately we didn't give up on them as we were well aware of the lifetime value of this customer which was well into the millions of dollars.

Five days later the IT guy was still trying to get the laptops working and had involved his boss the head of IT for the company (who I knew personally through previous business dealings and business relationships with some of my family members) who had spent two days trying to get the software to work and the electrical engineers and the service technicians (who were having a good time ribbing the IT people about their $1000 "savings") and it was getting to the point where the delays were putting the engineers and technicians behind in their work involving shipping assembly lines worth millions of dollars. I got a frantic call from one of the engineers at the end of their shift on a Friday afternoon which led to my coming into their plant on a Saturday (which I normally didn't work) and configuring one of their laptops (which took me all of a few minutes) so that they could get their work done and do the programming of the programmable logic controllers and get the hardware shipped on time.

They asked me to return on the Monday and get the rest of the first batch of laptops working. The head of IT for the company who had spent several days trying to get the laptops working (after his subordinate who had made the decision not to buy from us had failed to configure them after working on them for about a week) watched as I quickly worked my way through the steps necessary to configure the software and hardware and had two more of the laptops working in about half an hour and all four of the remainder in about an hour. He turned to the person that had made the decision to go with the other supplier and told him that he never wanted to see one of those laptops again unless it came from our company and had been configured by me.

We sold that company about fifty similar laptops over the next three years. We dealt directly with the manufacturer for the next order so that our competitor no longer could undercut us on price and we began to charge a premium for the no hassle total turnkey solution. When the technicians messed up the computer configuration we would go to the customer's location and fix the configuration very quickly (usually offering almost instant turnaround). If the laptop went bad for some reason, we would handle the warranty return and stay on top of it with the manufacturer so that the customer never had to involve themselves with it other than handing the laptop off to either myself or one of our sales reps. We became the number one reseller of the ruggedized notebooks in Canada for a period of time and the manufacturer changed the whole focus of their marketing to imitate what we were doing to sell their computers across the country. Our computer manufacturer sales rep got a promotion in part due to our total solution approach.

Even the supplier of our software got into the act by offering the same computers and configurations that we were doing in Canada direct to customers in the U.S.

Interesting enough over the course of the relationship with the original customer described in the story above I became a fixture visiting their facilities on an average of twice a week to help them

get their computers reconfigured or to recover from computer crashes brought on by viruses or installing games that interfered with the programming software. The customer cited the technical support that we provided as one reason why they made us a preferred supplier pushing out some of our major competitors in the process. This customer increased their purchases of our offerings from the range of several hundred thousand dollars to several million dollars at the peak which amounted to a ten fold increase in the business that they did with our company in about three years.

We also made very effective use of the puppy dog close in order to sell a new line of Windows based programming software. The objection that we heard from management at some of the manufacturers that we sold to was that the workers could not adapt to the new software because they were used to the old DOS software that everyone was using.

We got around this by putting the software into the hands of the end users and getting them used to the advantages of the Windows based software until it got to the point that they didn't want to give it up and go back to the DOS versions.

We used this technique at least a dozen times and found that the customers kept the software and paid for it at the end of the trial period.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

The name of the company that I worked for was Electrozad Supply Company Ltd. in Windsor, Ontario, Canada an electrical distributor and supplier of factory automation had yearly sales of approximately $40 million Canadian and is the dominant local electrical and automation distributor. Software sales more than doubled in the four years that I was involved and we were able to greatly increase the value of the complementary products of laptops, industrial computers and software services using several ideas that Jay had promoted in several of his offerings.

My current company is Perceptive Internetworking which is a computer consulting start-up in which I will be applying Jay Abraham principles of marketing. We have no sales to date (still setting up and involved in a training program) but expect to launch full time with a direct marketing campaign in approximately two and a half weeks.

I can be reached at: (519) 735-8192.

Vladimir Drkulec
Perceptive InterNetWorking

454. William Eisenberg

----- Original Message -----
From: William Eisenberg
To: Jay Abraham
Sent: Wednesday, July 31, 2002 1:54 PM

In looking over all the concepts I have used of Jay's over the years, the one I find the most amazing in my own life and business is licensing your own ideas and knowledge.

For the past 17 years I have been in the upholstery business working mainly to sell my own labor. That is, I am a one man shop where I do everything.

But little did I realize just how Jay's ideas are applicable to even a one man upholstery shop and the possibilities for growth they can create.

One day a gentleman came to my door asking me to sew up some "pillows" for him. But before showing me his project he had me sign an agreement not to steal his patented ideas, he then showed me a paint roller cover that was far superior to any on the market.

He explained that he was a painting contractor and had an idea for a roller that could paint corners easily and effortlessly and save hours in labor. He researched, tested, innovated and finally patented his idea and was now ready to take it to market and needed contractors to sew up thousands and hopefully millions of his rollers.

After telling me his story, he then asked me to give him a bid on sewing up the cover he had made. He gave me the needed supplies to do the job, and I began the process of figuring a price based on time to cut, assemble, and box the covers.

As I worked on the project, I realized just how difficult the cover was to make and that the pattern could be made much more simply then the man realized. After all he was a painting contractor not a sewer or patternmaker.

So over the next few days I finished his estimate, and told him, based on time, it would cost at best $2.00 to cut and sew each cover.

I also told him that the pattern was very difficult to sew and required a high end sewing machine, and that he would have a hard time finding people who would or could sew it. He agreed and said that he only had found one other company who was even willing to try to sew them up but was only limited in their success. (After some time I found that the other company was sewing them up for $2.50 per cover)

So I offered to make him a deal. I told him I will make him a pattern that almost anyone can sew on almost any sewing machine and produce more per hour per sewer then his pattern. All I ask in return is for 1/3 of the saving over your cover that my cover creates. That is for

every dime I save you, you give me 3.33 cents. And you keep 6.66 cents.

He eagerly jumped at the offer, so we wrote up and signed a deal that he would pay me for every cover made using my pattern no mater who or where they were made. So I began working on my cover.

Well, my cover went so well that I cut the time by over 300%. That is I increased production at least 3 times.

Wow, was I shocked at the difference. So I made a new bid based on my pattern at 90 cents per cover, figuring that was a low enough drop in price. This made a savings of $1.10 per cover. Which would give me 36 cents per cover. I felt this was amazing for doing basically nothing. So I then offered to lower my compensation to $.33 and added a yearly production bench marks that lower it even still.

We then signed another agreement. I no longer do any of the sewing for this project. I only handle sub-contractors who now do the sewing. While I make money from my licensing and also still working in my upholstery business.

In a nutshell, I sold my skill and knowledge as assets that I created over the past 17 years. I always once thought all I could sell was my labor. Here, I sold my experience. This still amazes me almost 2 years later.

And after 2 years I wish I could tell you, "I lived profitably ever after" but the truth is you take the bad with the good.

Although the company is still in business, and they are in approximately 500 stores, financing has been hard to get for the company. The owner has sold off 49% of his 100% equity in the company to keep it going. And he has given much of the control to others in the company. The new "management team" seems to have forgotten what I have done for them and looks only at cutting costs and as far as I can tell would love to get rid of me.

But all in all, I see this as a great experience, and I did profit but most of my profit came from seeing what you can do even with a little one man upholstery shop.

Did I make a great windfall income? No. But I did gain an insight into possibilities and how when one is ready with knowledge and understanding, like those taught by Jay, profitable and successful opportunities are made much more possible and visible even when you don't see how or when they will come your way.

So I would say, the main lesson here is that once you gain the right knowledge and insight, success becomes more abundant in every situation and endeavor.

My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

Owner Bill Eisenberg
Name of Business Eisenberg Upholstery

Type of Business Furniture Upholstery
Size of Business Owner operator. I,E. one man shop.

455. Winfield Jones Jr.

----- Original Message -----
From: Winfield G. Jones Jr.
To: Jay Abraham
Sent: Thursday, July 25, 2002 2:06 PM

When I first learned of Jay Abraham I was within a few weeks of closing my business. I had been having a horrible Spring and my business was off 65% from the previous year, and frankly the previous year was nothing to brag about.

I ordered a book, the Money Making Secrets of Marketing Genius Jay Abraham and other Marketing Wizards. It arrived during the last week of April and I took it with me on a camping trip. I fully intended to return the book as I "must have been insane to pay that much for some stupid book!"

I started reading the book Saturday morning while waiting for my kayaking buddies to show up. Later about 5 P.M. I started reading it again waiting for people to start the campfire and fully expecting to spend the evening at the campfire drinking beer and feeling sorry for myself.

About 2 A.M. the batteries in my camper died and I had to quit reading and plug the camper into the truck as it gets cold in April in Idaho and the heater would not work without the battery either.

I did not get to leave the campground the next day until 6:00 P.M. which had me arriving at home at 10 P.M. that night. By 3 A.M. Monday morning the first newsletter I ever wrote was ready and it was taken to the printer and in the mail by Wednesday. By Friday the phone was ringing and the business was saved. By the end of the year I had not only recovered the 65% that I was down, but I had a net increase of 24% **over** the year before.

I recently reread the newsletter that I sent out. It was pathetic, but VERY effective and only the first of several things that I employed from within that book.

I then took some of Jay's live seminars and this idea came to me during one of them that has been instrumental in the growth of my business.

I am a small jeweler working out of an office in Boise, Idaho and I was never very good at traditional advertising. Many of my clients would tell me that they had told Bob and Jill about me or Dick and Suzy, but Bob and Jill and Dick and Suzy were not showing up at my office.

At the first weekend of Jay's Ultimate Live Marketing Research Laboratory I heard something that struck a spark. I was already giving client's a $50 gift certificate as a thank you for sending in a referral, but so many of them were not showing up. Someone said something that electrified me as I thought about how I could modify it to what my problem was. I wish I remembered what it was they said, as it was actually about an entirely different topic.

I decided to give all of my clients two $100 gift certificates to give to their friends that would be good for their first purchase, **with no minimum purchase!** That was scary and probably the reason that I made such a silly mistake to only give them two coupons. In the five or six years that I have been doing this, only three people have come in and spent only $100 or less with me. In fact my average sale went from around $2,000 to over $3,000 a great unintended consequence of my marketing effort.

My business grew for several straight years, some years 20-30 % some years more than 40%. One year, finally, my business was $85,000 less than the year before. I was disconsolate. I was using all of the same magic "tricks" that I knew worked, and trying new ones all the time. Woe was me. I was still at well over 300% up from where I started, but I was miserable with worry and a vague sense of loss.

Then I got the report from my accountant. Yes, business was down $85,000, but **net profits** were up by over 5%. Let's see, margins and profits **up** in a down year. By the way, my profits have continued to go up, as Jay taught me it was a good thing to ask a fair price so that I could be here to assist my clients next year. I still deliver Heirloom quality jewelry for a fraction of what you would pay a traditional retailer, but now I feed my wife and children as well as producing a tremendous value for my clients.

Respectfully submitted

Wink Jones
Winfield's
102 S. 17th St. #302
Boise, Idaho 83702

P.S. Now each client is asked how many sheets of three of the enclosed certificates that they would like to have so that they can give out as many of these gift certificates as they would like. I still give them a $50 gift certificate for them to use for every client that comes in, and it works **very well!**

P.P.S. Jay, my statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors.

P.P.P.S. Jay, I am happy to send you hard copy of the certificate if you like.

456. Bill O'Connell

----- Original Message -----
From: Bill O'Connell
To: Jay Abraham
Sent: Tuesday, August 13, 2002 10:40 AM

Dear Mr. Abraham,

I am writing to let you know how your ideas inspired me to start a very profitable business for twenty-five cents.

After reading your book, Getting Everything You Can Out of All You've Got, I decided to make an attempt at turning some of my ideas into money. The results have been surprisingly good. Here's my story:

A friend told me how he had purchased a few items of sports memorabilia on an internet auction site. I was rather dubious of the whole thing, but went to the site and did a search on a hobby of mine: hypnosis. I saw many items for sale on the site, including items that I had purchased over the years (mainly audio and video tape sets) which were sitting in my garage, collecting dust.

After seeing the prices that some of the video and audio tapes sold for, I list one of the programs that I owned, and it sold for a price higher than I expected. Then I listed another, and it too sold for a good price. After a few weeks, I had sold all of my "garage sale" inventory. Now I had a dilemma: a great marketing avenue, but no more products.

So I began thinking about developing my own products. I went through what I believe many "would be" entrepreneurs go through-self-doubt. "Do I really have the knowledge, the expertise to teach others?" "Would anyone really pay money for a product that I created?" And then I remembered what you said in your program, Your Secret Wealth, that we all have a gold mine of knowledge and ability that we could profit from-if only we decided to. So I decided to take a chance, and break-through my self doubt.

Having been a student of hypnosis for many years, and securing certification by a major and respected hypnosis organization, I had a lot of good ideas about how a course on hypnosis should be structured. I decided to take a shot at creating my own instructional video on a specific area of hypnosis. First, I created an outline of what the course would include. Next, I reviewed and rehearsed the material. Finally, I set up my tripod and video camera and recorded the tape.

The total expense to create and list my very first product on the auction site-and start what would become a delightful and steady stream of extra income-was twenty five cents. That was the "listing fee" to start the auction and let the world know that I had a new product to offer. My listing included many of the concepts you have taught me, most importantly a unique selling proposition.

The results?

That very first product of mine, created solely from my ideas and the inspiration to take a chance, sold for $225.00! Over the next twelve months, I sold dozens and dozens of that same tape, plus hundreds of other tapes that I developed in my spare time. I now have customers all over the world. This extra stream of highly profitable revenue, generated during a few hours at night and on the weekends, allowed me to purchase a beautiful brand new home for my family, while keeping my cash flow even. In other words, my ideas are paying for the difference between my old mortgage and the new one! I now gross between $2,000 and $4,000 in extra money each

and every month, working about 5 hours a week. What a fantastic source of extra income-doing something I love!

I have proven to myself that I can turn my ideas into money, and profit from my hobby. All of the money that I haven invested in my hobby over the years has come back to me 1,000% plus. And this is only the beginning. Most importantly, I now know that I can take any idea and turn it into a product, test it, and see if there is a market for it.

You have been a very important inspiration to me, and a source of immeasurable knowledge about marketing and entrepreneurship. You are a genius. I am so grateful for having come across your brilliant work.

This story has just begun, and I will write again with details of my new successes as they unfold.

Sincerely,

Bill O'Connell, President
Hypnosis Secrets, Inc.
P.O. Box 3544
St. Charles, IL 60174

457. Dr. Hannes Cornelius

----- Original Message -----
From: Hannes Cornelius
To: Jay Abraham
Sent: Tuesday, August 13, 2002 12:46 PM

Hi Jay,

I have been reading and following you for a long time now.

Somewhere I have learnt to be a little outrageous in your advertising.

I am a dentist and bought a new practice in a suburb.

The previous practice refused to give my forwarding telephone numbers to existing patients - for obvious reasons.

I had to advertise, but got very bored with straight text advertising.

I really scratched my head very hard and very long ... how could I as dentist be a bit outrageous in my advertising ..

TO cut a long story short, I realised people are driving past the practice which is the main road in the suburb without realising there is a dentist at that premises.

I then got the bright idea to build a HUGE (2 meter high) BRUSH WAVING TOOTHMAN and erect it just inside my fence wall so all could see there is a dentist there.

It worked ... cost me only R1500 ($150) ... and attracted the photographer of the local FREE NEWS PAPER to do a half page article (the heading was very appropriately THE WHOLE TOOTH) on how this new landmark in the suburb came to birth ... lots of nice free publicity .. where we are not allowed to advertise directly ..

Well ... KIDS LOVE IT ... and so do I ... we are attracting lots of talk .. and I am getting lots of NEW patients due to the fact that every one now knows about the practice ..

Just shows you .. it helps to be a bit outrageous ... even if you are a dentist .. and not allowed to advertise ..

Kind regards

Dr Hannes Cornelius
Dentist
South Africa
Tel Home: +27-43-72-111-70
Tel Work: +27-43-748-3269
Cellular: +27-83-442-5817
Web Site: www.icanhostu.com

458. Dr. Jack Pollard

----- Original Message -----
From: Dr. Jack Pollard
To: Jay Abraham
Sent: Thursday, August 15, 2002 2:57 PM

Dear Jay;

A few years ago I looked over one of your newsletters and took an idea out of it and used it to build my chiropractic business....

I had little extra cash so I went out to my neighborhood meeting my neighbors. First the neighbors to introduce myself to them and see if I could be of service to them. I went on my lunch breaks and for an hour after work. I did this for about three weeks until I felt comfortable enough to approach the local businesses and offer my services to them. I sent brief thank you notes and some literature about chiropractic if they mentioned a particular ailment that I thought I could help.

Shortly, some of the folks I met starting referring their family members and friends to my office so that I might help them. I did this three years ago for about 4 months and I am still receiving referrals! Not bad for literally no out of pocket expense and probably 40 total hours of canvasing the neighborhood. Worth approximately $100,000 and still counting!!

Dr. Jack Pollard
Chattanooga, TN

459. Dr. Joe Bavonese

----- Original Message -----
From: Joe Bavonese, PhD
To: Jay Abraham
Sent: Tuesday, August 13, 2002 3:48 PM

We have an outpatient psychological clinic specializing in relationship issues. We do psychotherapy and workshops for singles and couples who want to create healthy relationships.

We have gotten great success from application of many Abraham concepts, but none more than utilizing the Lifetime Value of a Referral. We had been in business for about 7 years when we made a detailed analysis of the Lifetime Value of a Referral. At first I calculated it by taking the number of clients who paid for a service and dividing it by total revenue. The number came out lower than I expected, so I did some further analyses.

I suddenly noticed that the lifetime value of a referral varied tremendously depending on which service new clients entered our business on. We have seven different services that people can enter our system on, with varying degrees of price and commitment of time. Our workshops were very well known in our community and we thought they were generating a great deal of therapy referrals. However when we analyzed it closely, we found that people who entered our system through workshops first had the lowest lifetime value to our business. Those that started with individual or couples therapy, however, had the highest lifetime value - almost triple that of the workshop people - because they were much more likely to use numerous additional services in the future.

Unfortunately, we realized that we had been devoting about 90% of our marketing time and money to our workshops and only 10% to our therapy, because the educational component of our business was a core part of our USP.

Moreover, we found that therapy clients divided themselves into 2 groups: those that came 1 or 2 times and those that came 3 or more times. Those that came 3 or more times as their points of entry into our business had the highest lifetime value of all.

So we made 2 major changes based on this analysis: we started a new referral system, where we rewarded existing clients with a gift certificate or a free session, if someone they referred to us attended at least 3 sessions. This alone generated many more referrals for therapy. Secondly, we shifted our marketing focus, especially with display ads and direct mail, to our therapy services. Again, our referrals for therapy increased significantly and by cross-selling and up-selling the therapy clients, our workshop income increased as well, despite less marketing devoted to them.

Bottom line is that we are now spending 30% less on marketing than we were and have increased referrals by 31% and income by 42% over the previous year.

Lessons:

1. Be sure to have many points of entry to your business
2. Analyze Lifetime Value of Referral for EACH point of entry separately
3. Focus marketing efforts on the point(s) of entry which have the highest Lifetime Value
4. Develop a strategic method to upsell/cross-sell these clients once they are in your system, since they will give you the biggest bang for the buck.

Joe Bavonese, PhD

(248) 546-0407 voice
(248) 548-1925 fax
www.relationship-institute.com

460. Edward Dec

----- Original Message -----
To: Jay Abraham
Sent: Saturday, September 14, 2002 10:03 AM

Mr.Jay Abraham;

I apologize for the tardiness of this letter. Though it is past the deadline you imposed, I thought this might be of some use. This is not a how-I-made-a-million-dollars-overnight type letter. It is far simpler than the glowing stories you are accustomed to hearing about. This is more about keeping customers, their goodwill, and loyalty.

I'll explain how we used a simple business card to vastly expand our business, increase our bottom line, and why we canceled almost all our yellow page advertising saving us thousands of dollars yearly.

We are a basic service/retail locksmith company going into our 23rd year. We sell, service, and install CCTV, safes, vaults, electric locks, Hi security key systems of all types, etc., etc. We also do service work on cars where the owners have locked their keys inside. It was here that we discovered a way to increase our customer base, and their loyalty. Though this was not the original intent.

After opening an auto, I took a business card and wrote on the back, 'two keys paid for,' and handed it to my customer with instructions to come in and get the freebies, (almost everyone we give a card to comes in for their free keys). Once in the store they would usually begin to look around and see what we have to offer, and then ask questions. We expected to make a few additional sales, but we never expected so vast an expansion of our customer base, the tremendous amount of good will generated by word of mouth advertising, and the near tripling of our bottom line in one year! Many of these people would engage us to do security work at their homes and businesses. Two large early accounts were hotels that were serviced by a competitor. They and a number of others are still with us. And it started with a lowly business card with an offer on the back.

That an inexpensive business card could do so much was a bit over whelming.

When new customers came our way we would inquire how they came to hear about us. Invariably the answer was, "so-and-so recommended you". They didn't see our yellow page adds, nor mention the radio ads we had from time to time, nor the coupons from the newspapers. Our next question was, "why are we wasting all this money advertising when nobody is reading it?" We promptly cancelled or let lapse all but a few essential one liners; no more 1/8 or1/4 page two color stuff. The result was a savings of nearly $10,000.00 a year!

The following may have some of you say, "but that's so old-fashioned", but after I've have done work for someone, I'll send a hand written thank you card addressed to the person that called. (This is not done each time we do work for the same people, but twice a year seems about

right). The card creates a pleasant and lasting impression on the person receiving it, and others that it might be shown to in the office.

There are a few rules regarding the cards. Note the words, 'hand written'. This is important. Taking the time to hand write the note leaves a more profound impression then a printed one.

We do not send mass produced cookie cutter cards... ever.

We do not use the company name on the face of the envelope, it is located on the sealing flap. The face of the envelope is reserved for the addressee only.

To me, the company name displayed on the face of the envelope, or used in the message, is selfserving, cheap, and carries no import. Cards of this nature are not 'social oriented' but 'business oriented'. Read promotional. I don't begrudge anyone advertising in this manner, it just doesn't seem right. (We all know about the cookie cutter cards that are mailed around the holidays-thanx for supporting us and being our friend here at xxxx).

The wording is simple. i.e.

Carol;

Thank you for calling us.
It was a pleasure to be of service.

Sign your name

I'm not plugging any particular paper company, but I prefer Crane & Co., Triple embossed Correspondence Cards, Ecru White Kid Finish, #CC3196. The cost is about $8.00 per 10 cards. (This is one expense I gladly suffer).

We have not kept records regarding customer retention, but we estimate that 75-80% are still with us. We find that, well, remarkable.

Regards,
Edward Dec

461. Gary Parker

----- Original Message -----
From: Gary Parker
To: Jay Abraham
Sent: Wednesday, August 14, 2002 4:49 AM

Hi Jay,

This is my opportunity to say thanks for sharing your truly amazing marketing skills with us ordinary people who struggle to make a go of it. Your ability to demonstrate how your suggestions adapt to real world situations is the magic.

I ran an independant paralegal firm in the Toronto area. Competition was stiff. I used your idea of playing around with the heading of my newspaper ad. By changing "Guranteed results" which was the industry standard, to "No Win - No Pay" I became the industry leader.

Keep up the good work.

Gary Parker

Canadian Court Consultants

462. Gaston Cartznes

----- Original Message -----
From: Gaston Cartznes
To: Jay Abraham
Sent: Friday, August 16, 2002 11:24 AM

Hello Jay and Staff,

Well here's my story:

A few years ago before I really got into the Internet, my mine job was Desktop Publishing (DTP) for a large utility. After reading your 93 referral techniques, I thought I would try a technique. I would incorporate my skill into local Post Office box rental companies that was not offering that service. So I went to them and said: Offer this DTP services to your customers, received the work and call me to pick it up. When it is completed, I'll return it to you and you would contact your customers.

Keep 25% of the price and forward the 75% to me. We were doing mostly resumes and PowerPoint presentations -- a few manuals and calendar training posters. It worked out great for both of us. I did not have to look for business and they did not have to initially invest in additional equipment or knowledge.

Side note: Jay, remember when Jordan was doing a fund raiser campaign earlier this year? My daughter did one for her school a few months after Jordan's. Your email technique inspired me to model on a much smaller level. I sent a mailing to my friends and colleagues and ask them to participate. In exchange, I would send them a report on how to use business card CDs to increase their business. We came in second place (by 9 dollars) -- only because I got started so late. And, I got a couple of custom business card CD order from that email. So the school benefited, me friends received so good information, my daughter won a color T.V. and I got a couple of jobs out of it.

Thanks Jay for the wealth of information you given to me,

Gaston

463. GBW

----- Original Message -----
From: GBW
To: Jay Abraham
Sent: Tuesday, August 13, 2002 7:49 PM

I started my own newsletter and sent out one mailing on solo ad and received 275 sign ups and 20 orders for the e-book that I just included as a 3 liner at the end. I am now doing targeted ads and receiving orders and sign ups every time, figure that my ads are paying between 3 and 4 dollars for every dollar spent on the ads.

I now have over 1200 subscribers to my news letter in less than a year.

My sales are making my car payment.

464. Greg Sharpe

----- Original Message -----
From: Greg Sharpe
To: Jay abraham
Sent: Tuesday, August 13, 2002 5:56 AM

Sharpe Images used one technique from Jay's materials for *partnering* that has brought in $702,000 of additional revenue over the last 9 years. Our main office is in a small market and most of our clients are local. We wanted to expand our work in the photographic department and saw airports as an opportunity to expand outside our existing market.

Airports generally contract out to third parties the advertising contract for light boxes in the concourses. The advertising company has reps that sell the advertising. The reps sell advertising but not the production of the graphics. That work they leave up to the client to handle and may give them a vendor recommendation. Since the majority of advertisers don't know where to go to get that work done they rely heavily on the rep's recommendation. I approached the reps of 2-3 companies in different markets to refer the production to us and we would send them a referral fee for every job we got for their airports. They made a nice supplement to their income and always gave an enthusiastic endorsement of our work to the client. We always went out of our way to resolve any disputes in the client's favor, which gave the rep a lot of confidence in referring us to his clients. At one time we were doing work in over 60 airports.

The program worked so well that hundreds of copycats started popping up making it more difficult to expand, plus the technology changed the way the graphics are produced, but we still get $50,000+ a year from a few local airports plus work from clients who use us for their work not in the airports (trade show graphics).

This was just one idea we got from Jay that required very little effort on our part. Word of mouth circulated between reps or when they switched companies to use Sharpe Images, because of the quality of work we do and the integrity we demonstrated in our accounting and sending checks out promptly.

I look forward to my ongoing education with Jay and Chet in the PEQ programs.

Greg Sharpe - President

465. Greg Tucker

----- Original Message -----
From: Greg Tucker
To: Jay Abraham
Sent: Tuesday, August 13, 2002 10:59 AM

Here it is.....

Bay Cities set out to increase its sales from 25,000,000 to 30,000,000 per year in on year. We had just dumped 5,000,000 into the manufacturing facility and we needed to fill it up with profitable business.

We attended one of Jay's grueling URL seminars and we dragged our weary bones back to the office and brain stormed what was the biggest strategic thing we could implement right now to get the results of 5,000,000 in sales within a year.

This idea was basically utilization of a referral plan from existing Customers, employees, friends and even Prospects. What we did is if we were given a referral that resulted into a sale we would give that person a gift certificate to Nordstrom. Once a Prospect gave us a chance to perform its all over. They become Customers for a very long time.

Well the program worked very well. We can attribute close to 3,000,000 in new sales due to the program.

What is very interesting in this process and this could very well be the best lesson, is that we have forgotten about the program and almost abandoned it. The lesson I would like to bring forward is "Follow Up, Follow Up, Follow Up" and don't stop something that works. We are all about continuous improvement. We can no longer forget about the word continuous. What seems to happen is that we let up after we realize a success. Keep it going!

466. H Elliott

----- Original Message -----
From: H Elliott
To: Jay Abraham.com
Sent: Friday, July 26, 2002 9:36 AM

Dear Jay,

Thank you for this opportunity to share all of the invaluable information that you have given to me as my mentor.

For the last 12 plus years, I have been deeply involved in the senior healthcare industry. In fact, over the last 12 plus years, I have worked with over 6,000 seniors from Santa Barbara to San Diego with goal being to change the mindset of seniors, professionals who work with seniors and the Hugh industry where a majority of these seniors reside. It has been a massive undertaking because of the mindset of seniors, professionals and industry is very hard to change. Have created over a 100 trainings for seniors alone on how to maintain their highest level of health, function, independence and life fulfilling ways. Each step of the way I did the #1 Abaham Strategy I learned, TEST-TEST-TEST. Every time I introduced a new training, I tested out the info with the end users, the seniors, to see if the training had value, benefit, tangible result for them. Would then go back to my office make the necessary changes and then go back to the seniors and again TEST for RESULTS from behind their eyes. For that is the only place that matters for the purpose of my work. This ongoing process has created incredible results for the seniors.

My bigger challenge lies with helping to change the mindset of the industry owners to show them that these type trainings make an incredible difference in the seniors life's. I do an incredible amount of education ongoing, I have a book I put together on what seniors say about the value and importance of the trainings to them, Idol free community presentations to industry leaders whenever I have the opportunity. I expect my book to be completed later on this fall on one of the # 1 senior concerns, mind and memory and what you can do about it. The industry is hard to change their ways, they often say we have our own way of doing things and are not often open to doing it differently even with proof positive shown to them.

My goal here is to take these programs national and have them in every retirement community, nursing home and other senior centers that I can possibly get them into. My passion for the work is unending and I know that endorsement is the key to getting into the industry giants. Continue to promote, educate, do risk free trainings by presenting to the seniors so that they become my voice to the owners.

Presently to tell the truth, Thought that my programs would have gone national by now, well tested, proof positive, trial and error programs that really work. But I have found to turn an industry around takes allot more then I thought. Now know that I will have to continue to take these programs on my own until I meet the right professional with the right mindset to take these trainings to the next level.

On my own using the Jay A Way, I have able to accomplish half this state so far, with the goal of taking these programs throughout all of California and then spreading them across the country. My continued work with the industry to recognize these trainings will be for them to have the perceived priceless value of these trainings and then realize that they cannot do without them. This will give me the leverage I need to make these highly ethical programs available to all seniors.

My statement is true and provable and you have my permission tousle my testimonial in your promotional and marketing endeavors.

H Elliott Fives Training Center
448 21st Place
M.B. Calif. 90266
310-546-6255
www. spt3.com

467. Hal Goldstein

----- Original Message -----
From: Hal Goldstein
To: Jay Abraham
Sent: Friday, August 16, 2002 10:04 AM

OK, Jay.

This may not be exactly what you want, not really a case study, but I wanted to send you something, since I have enjoyed your services for many years even though I haven't directly participated with you as a client.

I became acquainted with you through Edward Goldfinger, who worked with you about 10 years ago before he suddenly passed away. I was a good friend as well as a client. To help her widow out, I purchased a lot of Edward's office furniture as well as his library. The library contained a ton of tapes, newsletters, and articles from your seminars.

How I've Benefited From Jay Abraham's Work for 15 Years without Paying Him a Nickel

Through the years I've read many of your direct mail pieces, your email, and from time to time I'd read a bit from material a friend had.

I can't say I truly "get" all that you have been teaching. I have desired to participate in one of your programs. However, having run my niche mobile computing publishing and catalog company for 17 years, I have never managed to carve out the time that I believe required to properly follow up on your ideas.

However, here is some of what I appreciate in your work and some of the principles that I have gleamed.

1. The more you tell the more you sell.

For years I have marketed software, accessories, knowledge products, upgrades, and refurbished devices for the mobile market. My company, Thaddeus Computing, has been on the cutting edge, serving first laptop customers when HP introduced the first DOS laptop, then palmtop customers, when HP introduced the first DOS palmtop. We now support Microsoft-based Pocket PC customers with our widely distributed *Pocket PC* magazine -- last print run 150K. (I am a former HP engineer who moved to small-town Fairfield, Iowa to participate in the world peace project connect with Maharishi Mahesh Yogi's Transcendental Meditation. http://www.tm.org/, http://www.mum.edu/.)

I love your long copy advertising, and have often tried to emulate it in our catalogs and marketing pieces. (My graphic designer hates it -- "where's the white space".) I like the

way you draw the reader in, tell your story, use evocative compelling words. I feel like you have been speaking to me, directly, all these years. I like your sincerity and how much your writing communicates that you believe what you say. I like the personal nature of your communication, and I have on and off been able to set up a similar relationship with my readers and catalog buyers. When folks see me at trade shows, they feel they know me. I also like your choice of fonts, bold, caps, headlines, etc to bring the reader in. I try to emulate that -- but it is hit and miss.

2. No risk for client

Like you, I try to take the risk for the client in our offers. Since through the years we have refurbished and resold mobile equipment, assuming all the risk is a key USP. The customer doesn't have to worry -- we'll give money back, we have generous warranty/repair policy. Our core magazine product also comes with standard no-risk offer.

3. Generosity

We always try to give more than promised, and give free unadvertised extras. This certainly is the case with your work, or I wouldn't even know about you.

4. High Perceived Value and Bonuses

We always try to come up with high perceived value and bonuses. Although the following presentation still leaves something to be desired, here is our online "premium subscription offer" http://www.pocketpcmag.com/enjoy.htm

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5. USP

This is one of the first concepts I got from your work. Identify and champion what makes us unique.

6. Leverage

Find where a little effort will produce bigger results. (See my conclusion about what we will be doing in the future).

7. High Margin

I've long realized that operations wasn't what I enjoyed (I have great people to clean up my entrepreneurial messes). I look to market high margin, low cost, low volume, high perceived value products rather than low margin, high volume products. I've done this through knowledge products, huge software collections, used mobile equipment, repair, and upgrades.

8. Testing

I get a grade F on this. I get how important it is. However, I've never had the volume in mailing and the internal expertise or discipline to test properly. However, thanks to email, testing has become cheaper and easier. We have launched some new email subscription and renewal initiatives that we are now testing.

Our company and status:

Since 1985 we have had three major publications – each almost an order of a magnitude wider distribution then the previous publication. For the first two publications, most of the profit was made AFTER the product we were writing about was discontinued, and then again after we stopped printing the magazine!!!

Currently, our profit comes from the remains of our "HP Palmtop Paper" audience (published 1991-99), www.PalmtopPaper.com and www.200lx.com. (Unfortunately, all my long copy ads still in our catalog, went away from our web site due to an ISP going out of business. However, now we make most of our money off repair and reselling these hard to find HP DOS 200LX Palmtops, which solve certain problems for a few businesses).

What still loses money (although we are close to break even) is our five year publication, *Pocket PC* magazine, www.PocketPCmag.com. We have been very successful building up circulation (by the end of the year you will find the magazine not only in Barnes and Noble, but in airports, grocery stores, and Wal*Mart!). Unfortunately, we have been able to apply few of Jay's principles described above. *Pocket PC* magazine is a low margin, high volume product. Our hope was to make money in the traditional way selling advertising. Given the state of high tech and the economy, this has been a struggle.

We are now ready to launch new initiatives and flex our marketing muscle (high credibility, strong reputation, and 90K readers -- 75K paying customers -- and growing).

Now, I look forward to applying Abraham philosophy and techniques as we start buying and selling used Pocket PCs, offering great software bundles, and providing proprietary hardware upgrades working with a long term partner.

Thank you, Jay!

Hal Goldstein
Exec Editor/Publisher/CEO, Thaddeus Computing, www.thaddeus.com
Pocket PC magazine, www.PocketPCmag.com
641-472-6330, fax: 641-472-8409

468. Harry Aldrich

----- Original Message -----
From: Harry Aldrich
To: Jay Abraham
Sent: Friday, August 16, 2002 10:40 AM

It's Not Just A Piece of Wood
Harry Aldrich
President, Founder Oregon Cedar Grill

In 1997 I founded the Oregon Cedar Grill. The Oregon Cedar Grill (OCG) is a manufacturing and marketing company of cedar planks used primarily on the outdoor barbeque. Oregon Cedar Grill markets to individuals via the internet and grocery, seafood, specialty and gourmet stores. Most importantly in marketing **three pieces of wood,** which is not an easy task, was Jay Abraham's concept of providing extraordinary value, helping the other party to sell their product & residual marketing.

Background:
The Oregon Cedar Grill was founded after lying in bed watching the cooking channel and a chef was cooking a trout on a cedar plank. I sat up in bed and announced at that moment to my wife that I was going to start a company and sell cedar planks. She immediately told me "go to bed, enough of your crazy ideas". Five years later I am in over 600 grocery stores around the country and have a sizable web business, Outdoorgourmet.com.

I had little idea how I was going to package my idea, however I trusted my intuition completely. I knew I was looking through a window of opportunity. In Oregon and Washington each May a very special salmon is brought to market; Copper River Salmon, and during that time chefs at the leading restaurants create special dinners; Cedar Planked Salmon. It was like a big secret. Reveal the secret was my plan.

I started working with various types of cedar and found the best for grilling. I then went to Costco and measured the largest filets. I then measured a medium sized Weber grill. Guess what, they were exactly the same size. That became the length and width of the plank. Numerous cooking of salmon filets provided the thickness. Now I needed packaging. It had to have super commercial appeal, including simple recipes. I went to a friend who was an executive in an ad agency. He laughed me out of the office. No Way will I sell three pieces of wood, no matter what the packaging.

The short version of this background is the same executive became a complete believer, traded his high caliber design for stock. I begged another friend with upscale grocery stores to allow me to perform cooking demo's in front of his stores. He also laughed, and exclaimed "if you believe you can sell three pieces of wood for $12-15.00, please let me watch." As I said above I am in over 600 grocery stores across the country.

Market Strategy

No one is going to pay $15.00 for three pieces of wood. That is what I heard all day long. I had to believe, and I needed a strategy . I listened to Jay. I listened to Jay and Tony Robins speak on a phone interview regarding *branding yourself.* You know what I did? I branded the boards. I made the product even more unique. *I branded myself.*

As Jay said, I needed a *unique selling proposal/proposition.*

OK, so I thought through what I had, three pieces of wood. How could I turn the stupidity of three pieces of wood around so as to be a unique selling proposition.. It clearly produced a delicious salmon dinner. My

packaging made it appear gourmet, as did the results. Results, I sold the results, not the three pieces of wood. The results were fabulous. Cedar planks were turning outdoor burgers and brats into gourmet dinner parties. People were creating dinner parties around the cedar plank results.

Next, I wanted a big local grocery chain, over 150 stores. I called, they laughed and turned me down. I waited a couple months. I thought it through, what more can I do to make 3 pieces of wood more unique, especially to the big grocery chain. Thinking like Jay, I came up with it. Seafood. I was approaching the wrong guy, I thought grocery, I needed seafood. I made a call to the seafood guy, he laughed, but I begged him for 12 minutes of his time. You know how….. I asked him what HIS job was?

I went into the meeting with the seafood manager and asked again what is his goal. To sell seafood. Exactly. I had a product that was going to help HIM sell MORE seafood. He got it. I had a non-perishable product, with little labor that would bring people back to buy more seafood. With my colorful package, simple and delicious recipes, we were going to educate people on how to better prepare salmon, with great results, and in turn they would have to return to buy more seafood. He sells more fish. He looks good.

I told him, "this has nothing to do with me or my product it all has to do about you, Mr. Seafood Buyer, how to do your job better, Sell More Seafood".

Market Strategy #2

Selling three pieces of wood was still a task. I had to listen again to Jay. I picked up on *residual marketing.*

Jay inspired me to trust that providing seafood buyers in smaller grocery stores with planks, individually packaged, to give to their better salmon customers, the results would be positive, and people would again buy more salmon.

Second, with individuals I proposed cooking for charity events, I give the product away to better chefs in distant cities for cooking events. I mail press releases to food editors including a plank, all of these well thought out strategies have had tremendous residual effect . I know if I cross merchandise with other purveyors of like products, the residual effect is profitable. I am willing to loose, or break even to introduce the 3 pieces of wood because I know the long term results are in my favor.

I am getting everything I can out of all I've got! For those of you who do not own a book by that title, I recommend you purchase it. I am always thinking *measurable results*. What more can I do for the other person, that makes them look better, feel better and will think only of my product when comes time for purchase.

I do not sell the steak, I sell the sizzle. It's not the ball game, it's the ball park.

I sell a theme dinner party to Mrs. Jones. I do cooking demo's every weekend in specific locations. I target my markets. I work that market until I have strong penetration. I sell results. This WILL work.

In conclusion: Keep Thinking. Jay keeps me thinking. Think upside down. Think of the other person. What's in it for the other person. How can I create a long sustainable relationship with the least amount of pressure. What more can I do for you to maximize your results. You have to fall in love with the customer. Over time you will earnestly stand head and shoulders above the competition.

469. Hayden Smith

----- Original Message -----
From: Hayden Smith
To: Jay Abraham
Sent: Tuesday, August 13, 2002 4:07 PM

Dear Jay,

Your strategy works - three emails for me to respond! I have recently re-listened to your tapes and have changed the way I promote my Network Marketing business.

I have had so many positive experiences since joining USANA almost five years ago but went about promoting the business with the same old well worn phrases that everyone has heard over and over - business opportunity, residual income, home based business, time and financial freedom etc. etc. Now I say - How to Turn Your Life Around - Age53, Sick, Tired, Broke & Disillusioned - Age 58, Healthy, Energetic, Prosperous & Optimistic! I Did it and I Can Show You How!

This is working much better and I am developing a seminar to follow up rather than the traditional presentation full of features rather than benefits - even though Network Marketers are taught to talk about benefits we are usually guilty of ramming features down our prospect's necks.

Any way I am making progress so thanks for your inspiration and I hope this brief testimonial helps your project.

Best Wishes, Tony

470. Henry Neff

----- Original Message -----
From: Henry Neff
To: Jay Abraham
Sent: Thursday, August 15, 2002 3:27 PM

I will try to keep this brief, but first you need some background. Our company develops, markets, sells, and supports a complete banking system. The product is usually delivered as an in-house or out-source solution. When sold as an in-house solution the revenue for the software is recognized immediately and the revenue for the services is recognized as they are used. When sold as an out-source solution the revenue from services is recognized as they are used and the processing revenue is recognized monthly based on account volumes for information processing.

Here is the Abraham way of increasing the revenue per customer. Often a bank will ask for some type of license fee protection should they decide to move from an out-source to an in-house solution. Historically we have not done this since our license fees for in-house are based on the asset size of the bank at the time the license is signed and no one can predict what that may be at some future date.

Here is what we did to create a win-win solution. The bank agreed to pay for a full in-house license at the time they executed the agreement (they won price protection). At the same time they executed an out-source agreement to have our company do their information processing (we win on the up-tick for the license fee), while retaining the monthly processing fees on a 5-year agreement. The result was an increase of $1,600,000 in immediately recognized revenue.

This was the first contract of this type we had ever executed. Now it is a standard pricing model and in fact has helped close another multi-million dollar account.

Another benefit that our company obtained is a virtual lock on this customer (given we continue to provide quality service). Even if they execute their option to take the system in-house we have an annual maintenance contract that is 20% of the license fee. This fee is subject to change based on the asset size of the bank based on an annual review of their financial statements.

In this case we were able to utilize all three Abraham principles:

1. Increased the number customers
2. Increased the revenue per customer
3. Increased the frequency of revenue per customer

Thanks Jay for your ideas. Once you really grasp the simplicity of the 3-ways to increase revenue and apply a little creative thinking you truly can adapt them to any sales situation.

Henry Neff
3309 Chace Lake Fairway
Hoover, AL 35244
Phone 205-402-7366
Fax 205-982-0977

471. Ivone Kirkpatrick

----- Original Message -----
From: Ivone Kirkpatrick
To: Jay Abraham
Sent: Friday, August 16, 2002 6:26 AM

Dear Jay

Thanks, mate. Feel free to use this testimonial if you wish. I have absolutely found all the Newsletters over the years, your website, and a talk that you gave, to have been fantastically useful. And the repetition has meant the principles have got in deep.

I am a one man business, (a Corporate Trainer in Leadership Skills and Life Coach, and a superb "technician" at facilitating change. Now I have become confident about and reasonably competent at doing business as well. I have changed from, pretty well, an ignoramus about marketing and sales into someone knowledgeable, with a real understanding.

One benefit has been the ability to pass on some of the wisdom to my clients. It has added credibility to how I am perceived. Not just a nice guy and expert at relationships training, but with a good head for business too.

Turning my new knowledge into skill has been slower, being a one man band. However I have had a superb breakthrough. After I lost my ONLY client (a big corporate that was swallowed up in a take over - they had given me an annual income for 12 years) I then struggled for three years, trying, pretty unsuccessfully, to get people to buy me.

Then, following your advice, I went back to a former client. I had had nothing to do with them for 15 years. Guess what? I now have a strategic alliance that is totally transforming my business. And it is leading to other alliances as well. I love it. Do you know what it cost me? An investment of two hours of time, and petrol (gas) money to drive 6 miles to their office. Plus, I guess, slogging through your material over and over again!!! But I would not have gone there without your two ideas - approach former clients - create strategic alliances. Next steps, widen the client base, create a passive income.

Thanks mate.

Ivone Kirkpatrick.
Ivone E Kirkpatrick & Associates
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472. Jaime Lerdo de Tejada

----- Original Message -----
From: Jaime Lerdo de Tejada
To: Jay Abraham
Sent: Friday, August 16, 2002 3:59 PM

I recently began to make a change into my estimates, always including a bonus or a couple bonus that appeal nice to my customers. Actually I do all kind of printing stuff like business cards, letterheads, brochures, etc.

But I started to use an estimate that offers two bonus that includes the following:

Bonus 1: 400 extra business cards for 4 different people, and the second one includes 800 blank cards only to fulfill sellers name, all business data included. And the estimate offers 2000 business cards with two inks on them, logo included. This simple estimate is working like hell, from 20 I already delivered I am winning on 16. The price is simple Abraham technology, I found that a good price approach was this price:

2000 business cards with 2 inks on them logo included for $2,595.00 pesos which there is like $259.00 only. I designed this estimate on my letterhead and I try to close my customers 5 times within it, again simple Abraham Technology.

Actually I am shifting my business to a Marketing Consultant, here it is not common to see this kind of business. I am starting this with some clients I already have from my Printing shop business. Again with simple Abraham technology and a couple of dollars I am acquiring some books recommended by you, and by the way all of them Ultra nutritious and interesting.

I am starting to plan an advertising method, and figuring out some details which I still need to become a Marketing Consultant. I just started a small job for a client of mine that makes plastic sweaters for sport people, and this was already a client of mine, and I already did some brochures and labels for his products.

Right now I am changing everything but I can not tell you the results until next week. One of this products sells in retail big stores and as I told you I changed everything including large copy. They thought I was joking. But I convinced them and as I told you before, the results will be known next week or possibly the week after the next one, I will know the results since I am a good supplier again thanks to simple Abraham Tech. For the moment this is all I can tell.

Jaime

473. James Buch

----- Original Message -----
From: James Buch
To: Jay Abraham
Sent: Tuesday, August 13, 2002 6:59 AM

I FIRED MY NIECE, THANKS TO JAY ABRAMS, AND SAVED MY STARTUP BUSINESS

Jay Abraham's work has helped me face a serious business blunder I made. Let me explain.

I invited my niece Cathy into my startup business. For some reason, she had formed a strong bond with me from when she was a pre-teen. And, she was there as I reached a point where I was looking for help, and an eventual business "Second in Command" for when I might become incapacitated.

Cathy had run a small day care center that more or less limped along approaching the vanishing point. Like most members of my family, she led from the ideas in her head, not the ideas she could read with her eyes.

She would pay for lots of cable TV and videos, but she wouldn't pay for knowledge.

Things weren't jelling well.

Over time, I had acquired numerous books on various aspects of running a business. I eventually made two piles. The largest pile was what I call "almost worthless information" or at least information with a bloated claim for usefulness.

This large pile of near-worthlessness is typical of information about most fields. There are more people skilled in writing books, reports and tapes than there are people skilled in writing meaningful, useful books and tapes. Sometimes, those who can't do will write instead. Or, if they write, what they write isn't really what they do or use in being successful.

Jay, of course, is in my small pile of meaningful and useful works. Gerber, G H Lewis, Cialdini, Caples, Sugarman, Kennedy, Hodgson and several more constitute the bulk of my useful pile.

So, I began to try to train my niece from my useful pile.

The first materials I gave her were perhaps used a little. Cialdini on "Influence" to build a background of why people do things and buy things.

I was building to Abraham where I was going to use, as centerpieces, "Getting Everything You Can From What You've Got" and the tape/book set "How to Get From Where You Are To Where You Want To Be". "Stealth Marketing" was planned as a step too.

I showed her this batch of material.

She replied - more or less - to the effect... "Why should I have to read and listen to all that stuff? This is just a little business - we don't need all of that. We'll just learn as we go along. It will be more fun that way."

So, I fired her. And haven't looked back.

I really made an expensive mistake in deciding to bring her into the business. But, I finally knew that getting her out of the business was my number one need.

If it hadn't been for seeing her simplistic rejection of a hard won collection of good teaching material, I may have slipped further along to oblivion and been swallowed by the well meant intent to deal with "Family".

So, thanks Jay. There is nothing like watching someone shy away from the best advice you have found. That wakes you up and tells you maybe there is a deep problem of proper match.

Sincerely,

James D Buch

PS: You emphasize positive outlooks in a lot of your materials. There are times when in order to be positive, you have to make seemingly negative decisions. Maybe, in these letters from your "fans and followers", there will be enough examples of similar situations to provide a list of common mistakes or common steps into bear traps, that may or may not be sprung. We can learn positive lessons from negative situations.

474. James Lunney

----- Original Message -----
From: James Lunney
To: Jay Abraham
Sent: Friday, August 16, 2002 11:07 AM

Dear Jay,

As you know from our previous discussions, I came to a workshop to determine the best way to make a major transition in my business. In my case, I was in the process of moving from a major brokerage firm or wire house, to being an independent Investment Advisor.

At the time, I was leaving a very well-known national company to be associated with a small, independent advisor, which none of my clients had ever heard of. During the course of the conference, I was able to determine some of the key ingredients needed to make this effort a successful transition. This process would require that I move a large number of people without having to speak to each and every one of them, which would be very time consuming. I needed to explain to them what I was doing, why I was doing it, how they would advantage themselves by moving with me, etc. At the time I attended the workshop, I wasn't sure how to approach that. Should the contact be through individual contact, email or a written letter?

Through some of the work I did with Jay, I decided that the right approach would be to contact each client with a letter at the time of my transfer. I learned from those meetings that if I used a longer letter with intricate details, I could explain how each client would be advantaged, both in product availability, as well as in service. One of the things that I was missing in my letter was one of Jay Abraham's key ingredients: a powerful headline.

In a brief conversation with Jay, the headline came to me. Through his normal questioning process, he asked, "Why would somebody work with you?" The answer is; generally as an Investment Advisor, they trust you. One of the reasons I was looking to go independent was to deepen that trust by being able to associate with a firm that had no proprietary products, but instead had independent, unbiased, no-strings-attached financial advice. To me, that meant there was more "financial responsibility" in that I could promise my clients product choices from any source, as long as it was legal and ethical.

Once conversation lead to the headline for that letter, "What does financial responsibility look like?" That is the headline I used. It turned out that with that headline, I was able to put together a 15-page letter in which I explained exactly what financial responsibility wasn't, i.e., in working with certain vendors, I was not able to use their products because my large, nationally known firm was not willing to let me recommend those products since they didn't get paid enough money. Instead, by making this transition, I would be able to show them anything that fit their unique circumstances for time, risk and volatility, as long as they were willing to transfer with me. I then explained my definition of financial responsibility and the strongly held beliefs behind that. I also explained through different methods of Jay's writing using underlining, block letters, capital letters, etc. the reasons for deciding to be an Independent Advisor and what the Investment Advising Industry looked like in the past, how it had changed to the point of this being a critical decision and how the financial services industry might look going into the future.

I talked a little bit about how they would be advantaged if they were to move with me, what they could expect in service, all the way down to exact detail of their own unique circumstances in their individual account. I was also able to explain in great depth how the financial responsibility issue drifted down through the independent brokerage firm I picked to associate with versus all other available choices. I was also able to talk to a few clients to get their biggest lingering questions and put these into a question-and-answer portion of the letter that took about seven pages and referenced the logistics of the transfer process including how long, what they would receive, etc. I wrapped it up with not only those questions but a

summary of how they would be advantaged from both a cost standpoint, a potential return standpoint and a supply standpoint.

As it turns out, that one 15-page letter, with what I considered to be a very unique, headline, "What does financial responsibility look like?" enabled me to transfer approximately 92% of my clients within a three week period. The other 8% were not invited to join us. Consequently, I basically had a 100% response rate from that letter. Through the course of the next few years by being able to offer these additional services and fulfill the promises I made, my business quadrupled to well over $2,000,000 per year in revenue. I consider this to be a very successful and rewarding experience. At this point, I have continued to use and build on those basic Abraham principals to grow and expand my business.

Jay, thank you very much for all of the help you have given me over the years. If, in the future, I can be of any assistance to you please don't hesitate to call. My direct line is #1-800-800-6364.

Sincerely,

James O. Lunney

P.S. If anyone who reads this letter would like to obtain a copy of my 15 page "What does financial responsibility look like?" letter, simply call or email me at the above referenced numbers.

475. James Malone

----- Original Message -----
From: James Malone
To: Jay Abraham
Sent: Wednesday, August 14, 2002 5:32 PM

Dear Jay, here is my success story.

The Jay Abraham techniques have thought me to concentrate on the Top customers, the ones who pay on time and order up big. Jay Abraham has also thought me how to concentrate on strategic alliances for win/win situations.

Our profitability is up and our machines and operators are happy as they can run big jobs with few changeovers.

I recommend the Jay Abraham techniques to anyone as they really do help.

Best Regards

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476. James Scott

----- Original Message -----
From: James Scott
To: Jay Abraham
Sent: Friday, August 16, 2002 11:28 AM

Hi Jay,

Here's my personal success story of using your marketing techniques.

I first read about you when I was in high school (12 years ago) in an issue of Entrepreneur magazine. There was a large 16 page insert with testimonials from dozens of business owners and regular people telling how you changed their life. I read the ad 3 times and I was convinced.

But, there was a slight problem... How was a 16-year old kid going to afford to spend $2000 on your home study materials? Not to be denied, I saved up the money over a period of 10 months ($200 per month) and finally purchased your course. After receiving the course and listening to all of the material and reading all of the books, I felt as if another world had been opened up to me.

Sadly, like most people, I did nothing with the material after I learned your techniques. For some reason, it just pleased me to know that I knew marketing techniques that most of the people on the planet will never know. But, knowing without action, is just like not knowing at all.

All of that changed a couple of years ago when I was going through a divorce. At the time, I was working as a customer service rep making $10 an hour and not going anywhere. When things started going bad with my then wife, I was in a situation where I had to make my regular house payment and the rent payment for the apartment that I moved into. Desperate and not knowing what to do, I dove back into your courses. Particularly, your video set, "My Life In Marketing" where you talk about all of the ups and downs (and marriages :), that you went through. This inspired me to stop feeling sorry for myself and to take action. First thing that I recognized is that I needed to generate immediate money. I saw the one place that I could do that was Ebay, since I've had a little luck with that before. So, I gathered up a few items and listed them to create some immediate income. But, the one thing that I did differently than most people who put items up for sale, is that I wrote long, powerful, benefit-packed, copy for each of the items I listed. Just like you teach. I started noticing something strange. Even though, in many cases, I was selling the same items as other people, I started getting higher prices for the items. Sometimes as much as 3 times as other people.

Guess what? This stuff works!

Other people started noticing my ads and contacted me to write ads for them. This started another stream of income. The last sales letter I wrote for someone, I was paid $5000. From $10 an hour as a customer service rep to earning $5000 for writing a simple ad. Amazing!

To make a long story short, that first week I went on to sell over $4000 worth of items online. I quit my job 6 weeks after that and I've been working from my home ever since. It's all because of the techniques that you teach and finally putting them to action.

Here's a long overdue thanks and I hope this story inspires other people to "Just Do It"!

Thanks again, Jay.

Sincerely,

James Scott

P.S. - You have permission to use my testimonial anyway you want.

477. James Wilson

----- Original Message -----
From: James Wilson
To: Jay Abraham
Sent: Thursday, August 15, 2002 2:25 PM

Creative Emulation

The two main ideas I used from your invaluable Stealth Marketing book, is utilizing the **power of creative emulation and win-win joint ventures**. I've gone the route of studying and observing effective business building techniques that companies outside of my marketing sphere are using, and then adapting variations of these concepts in my business.

Here's what I did. One evening, just sitting in my home office reading an article on how one business owner received thousands of dollars in free publicity for his petition drive that produced over 50,000 signatures.

I quickly thought how I could apply this entrepreneur's concept to my own petition drive efforts.

The article highlighted that one of the keys to the business owner receiving so much free press, is the fact that the petition drive piggybacked off a hot issue within the local media.

I then proceeded to search for articles in the print media that talked about petition drives and the hot button issues that prompted the media to write about each petition initiative.

Later that evening, I prepared a one-page press release using the petition articles I found as a model of success. A few days after I sent out my press release to the local media, I received a call from a reporter who wanted to run a story about my petition drive. The results of that one interview produced over $10,000 in free publicity and thousands of new signatures for our online petition drive.

By taking your advice, and developing an attitude of emulating the successful concepts other companies' use will save me a lot of wasteful time and increase my business markedly.

#2 My Joint Venture Success Story

By applying the techniques I've learned from you regarding joint ventures, I was able to orchestrate a deal with a syndicated talk radio host, which resulted in thousands of new signatures for my petition drive.

My approach was simple. I knew that since my petition drive is focused on the importance of a happy, healthy and committed marriage, the joint venture offer I made to the syndicated talk radio host would be well received.

I simply sent the host a copy of my story that appeared in my local newspaper along with a short pitch letter describing my joint venture proposal. My offer was to place a link on my Web site's home page to the author's best-selling book in return for an announcement about my petition drive on the author's radio program and Web site.

Once again, by using the techniques I learned from you in presenting win-win joint venture proposals to prospective partners, I was able to show the host my media plans and how the more media coverage my site received, the more sales she would make for her book. A win-win situation for both parties!

Special note: "My statement is true and provable and you have my permission to use my testimonial in your promotional and marketing endeavors."

478. Jay La Rocca

----- Original Message -----
From: Jay La Rocca
To: Jay Abraham
Sent: Tuesday, August 13, 2002 12:59 AM

My success story came in real estate, and really came from the 'technique' of 'from the heart'.

One of the biggest problems in Open House was to capture a name and phone number for followup. Prospects wanted to run in and out, with no relationship building.

I placed a receptionist at the door to take name, address and phone number on a sign in sheet. Admittance was by invitation (from past open houses) or by sign in only. This provided not only a signal of serious intent, but additional security for the seller's home. No one was allowed through the home without an escort by a licensed agent.

Needless to say, many people refused to sign and left. Only those who never would have become my clients self-selected out. I was able to be with those people whose trust and approachability was high. This allowed me to ask for an appointment and phone number (again). It was amazing how many told me: "Use *this* number instead of the one I signed in...." which told me that winning trust was the key.

I also found that by NOT struggling with people, and playing the games, I was left with only those who wanted to do business, rather than a lot of insincere prospects. The secret was letting them self-select out at the door. Better to leave the problems outside the door, and only deal with the serious prospects!

The best side note is that listings SOARED because the neighbors who came to the open house remembered the extra security, and professionalism, and wanted that for themselves. Plus, I now had a list of fairly serious buyer prospects who were looking in that neighborhood, so even if they were working with another broker, I used that list as a listing tool (who else had such buyer control?).

Thanks JAY!
(another) Jay La Rocca
Unique Concepts in Real Estate

479. Jeff Kolego

----- Original Message -----
From: Jeff Kolego
To: Jay Abraham
Sent: Friday, August 16, 2002 8:52 AM

This case study actually consists of two separate, but related incidents. It deals with our sales activities. We are a video and multimedia production company. We had developed a niche market for realtors. That's actually part of the case study as well. Good old fashioned innovation. Instead of just approaching realtors and saying letting them know what kind of services we offer, we innovated, and we developed a specific service based on our research, then we produced some samples so they could truly see what exactly they would be getting. The service we developed was producing business card sized cd-roms which realtors could use to market themselves. However, during our research, we discovered an overwhelming response to this service for realtors that dealt with relocation. They saw as a great way to connect with potential clients in another state, and let them experience the state they would be moving to.

Once we narrowed down our particular target market, it became much easier to sell our services. However, that was not the only way we innovated to achieve greater results. We also did it in our cold calling process, and just about doubled the percentage of appointments we set from the calls we made. This is where Jay talks about leveraging our processes. Our cold call success rate with realtors was by far the lowest we had ever experienced. We were getting results between 35% and 40%, as far as the percentage of decision makers we reached on the phone that we were able to set an appointment with. BUT, if we could leverage this process into getting a much higher percentage for the same number of calls made, we could drastically increase our results. The other part of this equation is that we worked hard on our USP, our "Unique Selling Proposition." One major things we had going in our favor, as Jay teaches, is that we could "dynamically address an obvious void in the marketplace that we could honestly fill." Our USP was that we were the only company in the state producing marketing cd-roms for realtors working with relocation clients. Custom produced specifically for your real estate business. After putting these factors in place, our success ratio cold calling doubled to 70%.

The next part of the case study deals with another aspect of our services. These events happened recently, as of the writing of this case study, and the results are even more dramatic than before. We had been working on developing our services for companies in our state in the technology industry. We felt there was an unfilled need for small to medium sized technology companies to have access to powerful marketing tools which they may have thought they couldn't afford. By innovating some internal processes, we discovered how we could offer some truly dynamic production services such as high-end animation and special effects, for the cost of typical video production. So, that was our USP, we wanted our clients to be able to make very impressive marketing presentations, and we wanted them to be able to do it for a much lower price than these services would cost elsewhere. The first round of sales results for these new services have blown everything we've ever done out of the water. On an initial series of cold calls, our success ratio was 5 out of 5, 100%!!. The first three meetings that we've gone to as of the writing of this case study, we closed sales and got contracts signed on 3 out of 3 meetings. Once again, 100%!! Our previous sales ratio for non real estate clients was about 60% cold call success, and 75% sales close success. Clearly, we've drastically increased those numbers. The only problem, is that there's no room for improvement from there. You can't beat 100%. Our main challenge will be to maintain those numbers as close to 100% as we can over a much greater volume of sales activity.

Jeff Kolego
Velocity Media
7975 Marshall Cir.
Arvada, CO 80003
(303) 410-1770

By the way, Jay, your teachings have been incredibly valuable since I've discovered them. Thanks for all the resources you've put on your web site. They are truly a blessing!!!

480. Jeremy Radovcic

----- Original Message -----
From: Jeremy Radovcic
To: Jay Abraham
Sent: Sunday, August 18, 2002 5:05 AM

Hi Jay

In working as an account manager and following through on some routine quotes for a particular account. I had received an order for about $15,000 to replace and update some audio visual equipment in one of the meeting rooms of this client.

This particular client is a large telco here in Australia and as such has some pretty regimented decision making protocols to follow in raising purchase orders for equipment. Now, although they had placed the order with me (which is now a legally binding contract) at the last minute someone in that department had gotten wind that the company was considering the option of centralising all the purchasing of their A/V requirements. So this department wanted to cancel the order and wait for the central budget to fund the purchase.

Now, not wanting to lose a $15,000 to then have to wait for another order to come in from this mysterious central decision maker (which could take who knows how long, and who could guarantee he wasn't going to buy from someone else) I went into investigation mode.

I found out why exactly they wanted to cancel the order, what was there understanding of the new buying criteria and who would know who would be making those decisions.

I found out that:

1) They wanted to free up their funds to buy other pieces of equipment since they thought the central decision makers were going to fund the A/V requirements.
2) That all A/V requirements would be sourced centrally.
3) They put me in touch with the department manager (keep in mind that the department manager almost never speak to suppliers or account managers).

After speaking to the account manager I found out who was head up the central procurements department. After a discussion with that individual I found out that a) it would be at least 12-18 months before they would even projectors decide if central purchasing was the way to go and b) it would only cover the procurement of A/V equipment in fixed ocations and not the requirement for portable data/video.

From those discussions I then put two things into place,

1) I formed a relationship with the person heading up the evaluation of central purchasing.
2) I discussed the above information with the department that had placed the $15,000 order.

After those discussions, they were still adamant that they wanted to wait for the money to come from the central budget (even thought there was no guarantee that that would happen and even thought it would be at least another 12 months before anything would happen). I then remembered that they had mentioned that they were also considering the purchase of a couple of portable projectors in a couple of months. So I submitted a proposal to the department stating that we had a binding contract from them to purchase equipment and my company expected it to be honoured, but I had proposed an alternative purchase, in place of the installation upgrade, we supply two ultra potable projectors at a discounted rate. This new order would total $16,500. The department accepted my proposal. They received two new projectors and I still got my order.

Meanwhile (two years later) we are in the short list to be selected as the national preferred supplier for this company. A win/win on all counts.

More importantly, from this experience we now have a systematised probing exercise that each account manager must conduct whenever they receive a customer complaint or order cancellation. This has resulted in a 43% reduction in order cancellations and generally results in a bigger order.

Regards,
Jeremy Radovcic

481. Jesse June

----- Original Message -----
From: Jesse June
To: Jay Abraham
Sent: Thursday, August 15, 2002 8:27 AM

Jay,

Want to, what I learned from you about risk reversal. client service.

First Hi-Techs Investigative is engaged in Drug testing, and the sale of pre-employment paper and pencil screening. First, we decided that if we would offer a money back guarantee, and the purchase of 25 screening test, that the client might be more inclined to buy. Exactly what we did was tell the customer that if they bought 25 test, and were less that satisfied, we would refund the total price of the 25 tests. This represents a potential loss of $500.00 to Hi-tech, We also told the client, that if they only used a few, and didn't want to continue, I would buy back what they did not use. This increased sales by about 25%. There was one client that had made the purchase, and after about 6 months they hadn't used any of the test, and I contacted the client about buying back the 25 tests, and he refused saying, that he might want to use them later. To date there has been no use and no complaints. The second thing that we did when selling an investigation, was to tell the potential client, that WE Would make no guarantees, however, we would PROMISE our best efforts. This has been very successful, in selling investigations, as the client realized that when it comes to surveillance there is never any assurance, that the surveillance will be successful A 3rd note, a recent client was told that I would have to bill him about $100.00 to $150.00 for a failed investigation, he replied, that our attention to customer service was so exceptional, that he insisted that I charge $300.00 to his credit card, instead of the $100.00 to $150.00 that I had expected to bill. I am not sure exactly where this fits into the Abraham mind set, but having listed to the PEQ. I got the idea and it has been very profitable.

Cordially yours.

Jesse M. June

482. Jim Fairbaim

----- Original Message -----
From: Jim Fairbairn
To: Jay Abraham
Sent: Thursday, August 15, 2002 4:18 PM

Clyde Bergemann Limited is a Glasgow, United Kingdom based mechanical engineering company involved in the design, manufacture and installation of sootblowing systems and solutions which provide on-load cleaning of all types of heat exchanger plant fired by the traditional fossil fuels, coal and oil. The range of applications for our systems is extremely diverse. For example, we install equipment on the waste heat boilers fitted to diesel engine powered ships such as the Queen Elizabeth 2; oil fired process heaters in petrochemical refineries and 600 MW coal fired boilers producing steam to drive the turbines in major power stations. As no combustion process is 100% efficient, it is the responsibility of the sootblowing system to prevent the build up of unburned carbon deposits on the heat transfer surfaces. This will ensure that the heat exchanger operates close to its' design parameters and the overall efficiency levels of the plant are maintained.

The last few years has seen depressed markets (e.g. low oil price and economic slowdowns) and from a management's point of view, new ideas and innovations had to be brought in and used by the company to allow it to remain and indeed exceed targeted growth. Some of these are listed below –

1. Windows of opportunity - From our customer database we saw that we had around 700 customers, but only dealt with, in any single year, around 250. We saw this as a fantastic opportunity to use the 'Window's of Opportunity' concept where we looked at every customer on a one to one basis and marked them off against the services we sold - this gave us opportunities. Additionally, we then went through all our customers and looked at 'What extra services that we don't provide at present, which we could if time and money was no object' The upshot of all of this was that we sold around an additional £0.5M pounds worth of goods and services and came up with 2 new ideas for services to offer to our client base.
2. Risk reversal - This is a new idea for our company where we go into a plant - e.g. a power plant and offer to fix their sootblowers and only pay when they are satisfied with our service. We are in the process of deciding our best way to proceed on this one (i.e. to maximise return), but the overall concept is clear - we provide a service which will eventually exceed all of the customers requirements and hence they pay for it. We find that you can make more money overall because you have taken the risk and saved far more money for the end user than they will be spent on the service - so it's a win-win situation. In addition, you build a special relationship with that customer and he will turn to automatically from then on. This can be an advantage when perhaps services are required which are beyond what you currently offer - the customer will turn to you for advice - he becomes a partner and will proved an income stream for as long as you proved service which is higher than he expects.
3. Testimonials - this really follows on from Point 2 where sister power plants have told each other about the 'risk reversal' strategy adopted by us and have asked us to come and see them. I guess the lesson here is that people talk to each other and pass good (and bad) information onto each other. I know we have asked people for contacts in sister companies so that we can speak to them and also for testimonials so that we can pass their good words onto prospective customers.
4. Quality of service - This is a very important point - give people more than they expect and they will always come back.

Hopefully the above can show that some of the strategies I have learned over the years apply to any business, not just for example, the direct marketing to consumers businesses. My company is an engineering company, but it has customers - just the same as any other business. How you manage the process of dealing with your customers is key to your business success.

Kind regards

Jim Fairbairn
Managing Director
Clyde Bergemann Limited
47 Broad Street
GLASGOW
G40 2QR
UK

Please visit our website http://www.clydebergemann.co.uk

483. Jim Penrose

----- Original Message -----
From: Jim Penrose
To: Jay Abraham
Sent: Thursday, August 15, 2002 1:43 PM

Jay, here's what happened in my biz using one of your techniques:

We are a video production company and have not just survived, but thrived over the years applying the back-end and strategic relationship principles that we learned from Jay Abraham.

We do complete video productions for our corporate and industrial clients. Since we have our business near Silicon Valley, we get lots of our business from there, but in addition to high tech firms, our clients include supermarket chains, hotels, temporary personnel services and so on.

These complete productions can be quite expensive for the client. To hire true professionals and use broadcast quality video and audio gear is not cheap, so clients pay good money for our services, which range from concept development and scriptwriting, through the shooting and editing of the completed master. With actors, crew, editors, scriptwriters, etc. we might have 20 or 30 people as part of the process.

But when we first started, that was the end of the line for that job. The client would go to a duplication facility to have video copies made for distribution to clients, employees, or whomever. This might range from a dozen to thousands of video copies. We realized that we'd like a piece of that pie -- a large piece. We approached a friendly and honest (VERY important, as some folks will try to steal the very customers you send to them!) video duplication (only) facility and bargained for their lowest prices on mass duplication. After that, we were able to offer duplication as a back-end feature, and what a back-end it has been! Over the last 10 years we've averaged an increase of 28% in revenue due to the duplication, and with the duplicator handling all the work, (we just pick up from the duplicator and deliver to our client), fully half of this has been profit that went straight to the bottom line!

Thanks for the inspiration, Jay!

Jim Penrose
Penrose Productions
video. multimedia. results.
Since 1981 - Celebrating our 20th year!
1674 North Shoreline Blvd, #130
Mountain View, CA 94043
650-969-8273
www.penroseproductions.com

484. Joan Jones

----- Original Message -----
From: Joan Jones
To: Jay Abraham
Sent: Friday, August 16, 2002 6:55 AM

Type of Business: Speciality Contracting

Years in business: 21

Size of business: Seasonal - 8 to 30 employess, 1.7 M gross sales per year.

PROBLEM: I was frustrated with getting policy and procedures implemented. I am good at seeing what needs to be done, but when I handed out the formatted paperwork to solve the problem (along with brief instructions) - it would only get used once or twice, and then we would be back to square one. For example, our office staff would not know the project manager hired a new employee until his name showed up on payday! This would happen even though I told the field people our office people needed notification - not to mention, mandatory papers needed filled out by the employee.

SOLUTION: When I began having regular training meetings, the field and office personnel felt more unified and started performing like a team. As a woman President working in a man's field, I often have to be more strategic and organized to command respect.

The strategy of having training sessions enhanced my position as the leader, as well as creating greater cohesion among our staff. And to share a very candid insight, it helped me to overcome feelings of helplessness about improving our company. because now I had a vehicle for creating change.

485. Joe Pickering

----- Original Message -----
From: Jo Pickering
To: Jay Abraham
Sent: Wednesday, August 14, 2002 5:38 AM

Hi Jay, Success story for The Retreat Company so far as a direct result from PEQ and other Jay Abraham methods.

I was first introduced to your marketing methods by a dear friend, Alvin, who had attended a December weekend seminar in London some 5 years ago. I listened to some of his tapes and he had told me some of the vast benefits and ideas gained from the week- end. I then purchased "Mastermind Marketing Program". tapes and books. There was mixed results from these tapes. The positive, was listening to them gave me a frame work of ideas that I would share or run past Alvin, who understood your mindset, having attended the weekend. However there was inner frustration of too little time to implement these marketing tools, which led to a feeling that I had may have wasted money on the tapes. They were put on the shelf to deal with later.

Over Xmas 01 We had reached a cross road with our business. Bearing in mind we had started up two years ago with vast experience in alternative health but little business knowledge and no capitol. As Michael Gerber would say we were having an "entrepreneur's seizure". Asking the universe to help, I unexpectedly received a tape from Jay's Office via Carl Turner about the home study course- PEQ. Its timing and content were heaven sent.

Listening to the tapes, I was relieved to hear that other business leaders, who had received the Mastermind Tapes, had also not known how to implement the methods and systems to effectively use Jay's ideas. I had up till now assumed everyone else was much more organised knowing more about business than I did, and were up and running gaining big bucks from the concepts and I hadn't really seen any benefits because I had not been organised enough or lack funds prevented us from putting them into action.

I ordered the PEQ tapes and that has given The Retreat Company a guide line, projects and systems for the next year. I feel this has helped produce a solid business plan for future investors to the company. Now every Tuesday evening my husband and I meet up with Alvin and his partner to work though the videos. We discuss what we have learnt from the lesson and the have an action plan for the week. We gain insight from each other and from time to time, if one of us has a big decision to make or want to review methodology and system, that person takes the "hot seat" and we all brain storm the challenge together. The collective mind set is so powerful. Even though we are in different lines of business we have learnt to share concepts learn from Jay's marketing tools. We are currently searching for a researcher to create our core story. The biggest idea from the PEQ for us so far has been what does the customer need before, during and after the product and services we provide.

This has opened up a whole new set of advertisers to target both in our magazine and our web-site. We are about to launch an on-line shop for visitors to the Retreat Company web-site as a result of this concept alone.

Thanks Jay and Chet. One day we will be a fine example of a UK success story growing massively using your concepts.

Kind Regards

Jo Pickering -The Retreat Company-
A complete service for taking "timeout" to enhance personal growth and wellbeing.

Visit our website at: www.retreat-co.co.uk

486. Joel Frandel

----- Original Message -----
From: Joel Frankel
To: Jay Abraham
Sent: Thursday, August 15, 2002 9:58 PM

To the Abraham Folks: Thanks for everything. My business partner and I, both Abraham protégés, have published 2 tips booklets.

I am a member of the 3% Club and just got back from their summit in Scottsdale, Arizona. We sold several hundred dollars worth of booklets and that was reasonably satisfactory. The potential is incredible.

Our success is writing and publishing them. I never saw myself as a writer, now I've done it. After Peter Thompson from the UK lectured about tips booklets in the Toronto 3% Club Summit in March, I went ahead and helped to write 2 of them.

See www.3percentclub.com for more information about this club. Jay recommended this to me last year.

Warm Regards,
Joel Frankel
Abraham Protege
650-328-2749

487. John Bogs

----- Original Message -----
From: John Bogs
To: Jay Abraham
Sent: Wednesday, August 14, 2002 10:02 AM

Hi Jay:

We used your host parasite relationship. These days I believe people are calling it joint venture. We hooked up with other web sites that had the same or similar visitors.

In this instance we used www.mommytips.com since our final customer (the tween) still shops with Mom and helps spend the $'s. Based on a mailing to their list with endorsement, we generated over a 24% membership/subscriber request and a 15% order result. Unfortunately the list was only 6,000 but the results were incredible.

We are currently considering a similar approach with a site that has similar final consumer demographics (its a teen music site) that has a list of 10 million!

I'm sure we will do a small test before we pull the trigger on the whole list. I can let you know how it goes.

Keep bubblinnn...
John

I look forward to your case studies

www.mybubblebag.com

488. John Butler

----- Original Message -----
From: John Butler
To: Jay Abraham
Sent: Saturday, August 17, 2002 2:11 PM

Dear Jay,

In December of 1999, I deposited $500 in the bank and opened up my new company called AnySystem.com.

I purchased checks from the bank on the same day for $31, so the ending balance of my new business bank account was $469 at the end of my first month of operation.

The first full year in operation we sold 1.1 million dollars of product at 24% margins, the second year $2.6 million dollars of product sold at 26% margins and this year we are on track to sell over 5 million dollars of product at 30% margins.

Jay's concepts of:

1) The life time value of a customer and
2) Upsell and cross sell

have allow us to grow at the rate that we have over the past 2 1/2 years.

Thank you Jay!!!

Sincerely,

John Butler
President
Anysystem.com
175 Rock Road
Suite 200
Glen Rock, New Jersey 07452
Voice:(201)444-6110
Fax:(201)447-4321
www.anysystem.com

489. John Kaminski

----- Original Message -----
From: John R. Kaminski
To: Jay Abraham
Sent: Wednesday, August 14, 2002 1:16 PM

Dear Jay,

As per your request, because our chosen careers take on similar objectives, which is "serve the customer," and to teach them look at problems as opportunities for great learning, that with a positive approach every challenge has an answer - it depends entirely on how we direct our thinking.

My success comes from being involved with the concepts and methods which are taught by Jay Abraham. All too often it is easy to lose focus and become overwhelmed by the problems and challenges which confronts business every day.

This is also true for anyone who interacts with those major decision makers of any market or industry. My personal obligation to the corporate business world is that I have to have my head on straight, I can only do this if my thinking processes are grounded by the correct foundation information and recrystallized and refocused on a daily basis with reinforcement from a resource of information that I know will work.

The benefit that I receive from Jay's material it is that I always know he is shining the light at the end of the tunnel for me. As I continue to learn, to put one "can do" positive thought after another I also will be successful in assisting my clients with solving their problems or pressing issues. My goal is to learn to hold the light at the end of the tunnel and to be a product of your teachings. After 17 years in the client service field each day brings with it a new challenge and opportunity for greater learning.

It's great when you don't have an answer, then you can really enjoy the journey of fresh learning.

Everyone who has ever reached the extreme pinnacles of success in their chosen career have been coached, mentored, or taught by someone who continues to be the catalyst for them to excel. Somebody pushes them to be better than they think they can be. Because I have not yet reached that pinnacle of success that tells me I still have more to learn. Thanks for being one of my teachers.

The greatest complement I can give is that in my own business I will be able to perform as trustworthy, knowledgeable, caring, and professional as you have set the example for me to learn from. There are two phases of life every on goes thru, and these phases keep flip-flopping, they are: to PUSH, or Be PUSHED. Sometimes the pusher needs to be pushed just to see things differently, or to get out of "the comfort zone" that sneaks its way into our daily activities.

Your teachings are a constant reminder to move out beyond "my zone," to pursue what I do not know, because that is where the FUN is.

Thanks

John R. Kaminski

P.S. Remember the Mousetrap? It has a new teammate, BUSTER. You would be amazed at what BUSTER can do.

490. John Preston

----- Original Message -----
From: JOHN PRESTON
To: Jay Abraham
Sent: Tuesday, August 20, 2002 11:06 AM

Jay,

There are a number of things that I have learned from your materials, but the most powerful was offering the client something free which has great value to them but is relatively inexpensive to you. Based on that concept I offered free Wills to anyone who would attend one of my Estate Planning seminars. The results were overwhelming, attendance was standing room only.

The funny thing was very few people wanted the will once they attended the seminar because the Trust agreement was so much more superior. We ended up doing about 10 Wills a month for free and about a hundred estate plans with trust per month. To say the least this idea was a gold mine.

John Preston Attorney at Law

P.S. You need to have your Estate Plan done. If you call my office when we can discuss it, I'll even throw in a free will if you'd like.

491. Joseph Jones

----- Original Message -----
From: Joseph Jones
To: Jay Abraham
Sent: Thursday, August 15, 2002 7:15 AM

Jay:

A few years ago, as manager of a statewide consumer market services group, I taught two of your concepts to my team of 15 reps for their use with heating and cooling contractors with whom we worked in a consulting arrangement.

First, using your advice of analyzing sales data to discover opportunities, I taught the team to gather the contractor's sales figures and to look for (1) overall sales peaks and valleys, (2) product and service combination opportunities, and (3) non-competing product offerings that the contractor could make available to their clients. By understanding the overall sales curve, our team was able to help the contractors tweak their sales and advertising strategies to fill in the valleys on the curve and better utilize service and installation crews. Our reps came up with product and service combinations, such as twice yearly service check and duct cleaning at a discount package price, that increased total sales for some contractors by as much as 25%. Additionally, these combinations enabled the contractors to fill in some of the valley sales periods, thereby increasing the value of their labor investment. Non-competing product offerings were a little tougher to do in the hvac business, but one contractor who had been doing a few other contracting related types of jobs, ended up creating separate profit centers as a result of our suggestion to offer non-competing products.

Second, I taught our team about back-ending and host-beneficiary relationships. True, in the hvac business you don't sell a new system to an existing client on a frequent basis. A good system should last 15 to 20 years. So, how to back end? Most of the contractors we dealt with did service work, but did it on a reactive basis. Our reps showed them how to sell service contracts to their existing clients. This gave the contractor a new revenue stream, additional opportunities to enlarge the relationship with their clients, ask for referrals and, potentially, offer non-competing products and services through host-beneficiary relationships.

Approximately 20 - 30% of our contractors really worked on this concept and while I don't have statistics to publish, I can say that their revenues increased dramatically (as reported by them to us). Further, these ideas increased our value to the contractors and their sales of the products we promoted increased overall by over 16% in the first year. That's dramatic because we measured sales in numbers of units and our 15 person team went from 3600 units to 4200 in that year. These sales were typically one unit at a time and only a couple hundred were in the multiple sales category.

Thanks, Jay, for your marketing wisdom and for sharing other people's success with us.

Joe

H. Joseph Jones
Manager, Community Services
American Electric Power
P.O. Box 1986
Charleston, WV 25327-1986
Phone: (304)348-4741
Fax: (304)348-4750

492. K S Lim

----- Original Message -----
From: K S Lim
To: Jay Abraham
Sent: Tuesday, August 13, 2002 9:59 AM

Case Study using J Abraham's technique of Risk Reversal
Prepared by K S Lim , Marketing Director , Swanmet Engineering Pte Ltd , Singapore on 12 Aug 2002.

Our company produce parts & component for a wide range of Rock Crushing Equipments. Our turnover is US$10,000,000 per annum. We are reasonably busy but business is not fantastic.

When I first heard of the Risk Reversal Technique, I discussed it with my sales team. There were many skeptics & some members fear that our clients will take advantage of our offer & rip us off. Our margin is only 15% to 20% and our product quality is on par with the original parts or close to it. As we are only selling to the secondary markets, our selling price is already very competitive. We feel we are giving good value to our customers already & if we give 100% replacement to all customers, we may suffer losses due to customers making unreasonable claims.

After much discussions, we decide to take the risk & we offer verbally to all existing 150 active customers that if our product fail prematurely, we will give 100% replacement without any question asked. We kept our fingers crossed. As it turned out, during a 3 month period, only 3 out of the 150 customers made a claims against us. These were for mainly smaller items and they are mostly reasonably claims. The total cost to us is less than US$ 15,000. This is against a turnover of US$2,500,000 or less than 1%. During this period, our sales actually went up by 35%. Overall, we are mush better of with Risk Reversal.

More important, the has raised the image of our company. People now view our company as a good progressive organization as we stand behind our product quality.

493. Kirk Jones

----- Original Message -----
From: Kirk Jones
To: Jay Abraham
Sent: Tuesday, August 13, 2002 10:12 AM

Jay,

I don't know if this will qualify as a "big enough" success story?

I was consulting for a friend that had a sandwich shop in Hermosa Beach. He was struggling to get enough business to make a profit. I suggested he needed to "partner" with the businesses in the near area that had "captive" audiences. So we started with all the hair salons in walking distance. We got agreements with four shops. The shops would hand out discount coupons to all of their customers for a "special" combo plate at the sandwich shop. The special was discounted but it allowed my friend to sell a complete meal (sandwich, salad, drink, etc) for a "larger" sale with more profit margin. All the money is made off the drinks and potato chips. :-)

Also, my friend would deliver the food to the salons for free.

494. Leo Cuciz

----- Original Message -----
From: Leo Cuciz
To: Jay Abraham
Sent: Tuesday, August 13, 2002 12:13 AM

Dear Jay,

I am in the web design, multimedia, programming business. I must say, that although I feel our small company does have excellent technical (both pre and post sale) customer support, excellent service, and products, it seemed difficult to differentiate ourselves amongst some of the bigger players. We knew that when a customer dealt with us, he/she actually spoke to the actual person(s) working on their project. I guess you could equate that to the local mechanic vs. the dealership.

Anyway, much of our business had come from client referrals, but we could not offer the immense product lines and services a large firm had to offer. We had to differentiate ourselves some other way. Well, after picking up the book, 'Getting everything you can out of all you've got', some interesting things happened.

We wanted to differentiate ourselves with tangible USP principles, so we actually researched what our competitors were doing. The thinking was, some of the principles in your book seem pretty basic and obvious, so our competitors must be doing them. Boy, were we amazed! Many of our competitors had good products and services, but they were the same as everybody else's! There was nothing unique or differentiated about them. For example, after reading 'Getting everything you can out of all you've got', I realized that saying satisfaction guaranteed is not enough. What does that mean to a customer? We adopted the adage, 'We guarantee 100% of our work to meet the original desired goal. If you feel unsatisfied with the result, we will change the product/service until it meets 100% of your satisfaction - at no extra cost to you.'

In other words, we were going to make sure that client was satisfied even if it cost us valuable programming time. Why would we do this? Well, first of all, we felt it was good practice to make sure the client was satisfied, even if it meant our profit margin went down. This will hopefully guarantee a back end - another point the book explains. Guaranteeing a back does two things: it creates a client for many years to come, and helps to eliminate client attrition rate due to competition. There are also many other strategies we will implement from the book such as 'add on' or post sale services. 'Would you like those fries super sized' is a common example McDonalds uses as an add-on sale. We'll implement options like 'Would you also like a multimedia video on your website for $X. dollars', or 'Can we create a compatible CD-Rom to go with that web initiative that can be automatically sent to prospective clients?' Add-ons that help your client succeed, but also boost your bottom line.

There are so many things we learned from the book. We are hoping to implement and apply most of them! In fact, after reading and using Jay Abraham Materials, we have developed a whole new outlook on business.

We now call customers clients, and realize we are in the business we are in because firstly we enjoy it, but also because we realize that our clients' success is our success. A wonderful reciprocal business loop to be in.

Sincerely,

Leo Cuciz
Micromax Design & Consulting
Phone: 780-604-7805
Fax: 780-401-5282
www.micromaxdesign.com
P.O. Box 152
St. Albert, Alberta
T8N 1N3

495. Mani Padisetti

----- Original Message -----
From: Mani Padisetti
To: Jay Abraham
Sent: Sunday, July 28, 2002 4:40 AM

Dear Jay

We are, Mani and Maria, writing this email together:

We never met you and we never engaged you as a consultant but we learned a lot from your material. You've had big impact on our business lives.

Mani's story:

I had several careers including Accountant and Lecturer in Marketing.

When I taught, published (my academic research) and got compliments about my marketing knowledge I used to think I know (almost) enough about marketing. When I got introduced to Jay's material, I felt embarrassed that I did not teach most of the simple yet powerful ideas Jay teaches.

One of the great things I liked is being honest with the customer. I never advocated otherwise but I learned from Jay how being honest rewards.

I've written a couple of ebooks. In all the ventures (most of them are on the Internet), I seek testimonials from a few before I start selling anything - be it the book or the consulting service.

I learned on how to write sales letters better, from people like Jay. I've never asked to be a "copywriter" but I wrote the sales copy for my sites. Nowadays, I get requests from people who visit my sites if I can write a sales copy for them. I was very pleased when few professional writers sent me emails on how much they liked my sales copy on the site, when they happened to come to my site. I learned from Jay NOT to be pushy, to share my reasons (eg. reasons for writing the book), explain in simple language (and where relevant in $ terms), how my book or service will truly help them etc. This simplicity combined with honesty, I was told, makes my copy interesting. I've now started to get paid for copywriting now.

I did not ask to be a Consultant either. When my subscribers and some friends on the Internet asked me for my opinion on specific business development issues or a pricing issues, I advised them. Now, I get more and more people asking me for advise. One of things I do in the analysis is to go to the very basic values that I'd want to see a vendor exhibiting to me. Then make sure the solution reflects those values. I have not made a lot of money yet but what I learned from Jay influenced my thinking and am going in the right way to make better life for my customers and money - both financially and otherwise.

Maria's Story

My husband, Mani, and I started the IT services business this year. We specialize in computer networking - Building and maintaing LANs, WANs etc. and we focus on SMEs.

Risk Reversal (100% money back guarantee) :
There are a lot of computer technicians in Sydney, Australia. Several of them have their own "computer repair business" for the SME market. They also offer to look after the Network. I found that they don't really look after their customers.

In the early stages, we applied one of the principles I learnt from Jay "adapt what you can from other industries". Typically, larger IT service providers offer Service Level Agreements (SLAs) for the Corporate customers. The SLAs usually, from my experience, was "we will respond [typically with a phone call] to a fault in 4 hours and attend to it in 48 hours". We offered to attend to the fault in 3-hours and (like Dominos) if we don't then we offered to fix the problem for free. We started using this guarantee as one of our selling points.

But this was not right. One day, our Engineer was at a customer site. He found more than one problem with one of their computers that broke down. He mentioned that to the Manager there, they asked the Engineer if we could it take it, fix it and bring it back later. This was a computer a staff in the customer site was using. Obviously not having a computer for a day or so was not such a handicap for that customer, as we thought. We got that confirmed during our informal research with other customers.

Then we realised that the guarantee we were giving was unimportant to the customer in this market.

We needed something unusual and special. After doing a some research, we found out that typically the IT service providers seek annual maintenance contracts. With the annual contracts, the customers are "locked in" for one year. Based on "risk reversal" idea, we started offering annual contracts "that can be cancelled any time". If the customer cancels the contract for any reason, we offered not only to pay the customer back for the unused period but also an additional amount as a penalty for not keeping them happy. This guarantee works very well. If nothing else, it brings such a high credibility to our offer and to us as a company. Thank you Jay.

We realise there is a risk of customer canceling the contract any time. We give them more value than what they pay for. For instance, we do free audits, we give them extra discounts, we put them in touch with some of the suppliers that we use for office products etc. etc. As we start giving more and more value for the money they pay, they have no reason to leave us. Of course, we started this business only in the beginning of this year, so I don't have the story to tell for one full year contract.

However I can say that this is the reason why we are in the process of pursuing an account that is worth around A$400,000 per annum. Since we are a new player in the market large companies (like this particular prospective client) hesitate to give us business. This risk-reversal technique along with monthly payments instead of an upfront payment for our annual IT support contract eliminates any risk and makes it easier for the customer to buy from us.

Testimonial Marketing:

I have collected testimonials from almost all our clients to date. Some I have asked for and others gave it to us without asking. I use them in sales presentations and in all my proposals.

I also include phone numbers in the testimonials so that a prospective client can do a reference check if they like.

This has worked like magic!! My conversion rate has been soo good!! I guess this is also because we come highly recommended in the first place.

Back-end sales: One of the products that we have started selling to existing customers and new is a Contact Management System by the name of GoldMine. This product aligns well with our vision to help businesses manage their information efficiently and effectively. It has worked well so far. This has nice margin. So, we use this for back end sales.

Test, test, and test: Even though we have not done any marketing other than word of mouth as yet, I test and measure everything else that I do. Example, what works in a proposal, what testimonials are most effective etc.

To sum things up, the revenue has gone from nothing to approx. $100,000 in 4 months.

496. Nicholas Paulus

----- Original Message -----
From: Nicholas Paulus
To: Jay Abraham
Sent: Saturday, September 21, 2002 10:16 AM

Hi,

I'm Nicholas Paulus of Catapult Network, based in the Channel Islands, UK.

I attended an Abraham seminar in Birmingham 5 years ago. Out of the long series of recommendations, there was one about pricing. What is the maximum price you can charge a customer?

I'm in the consulting business, after 25 years of successful turnarounds. I'm now consulting and coaching business unit managers and their teams to increase their global performance, and more specifically boost profitable growth.

I was charging them 3 years ago something like USD 1,500 a day, which is a very reasonable fee for the measurable quality they were getting. The year after, as they were excited about my input, methodology and impact on their results, I increased my fee to USD 2,000 per day. This year, I am charging USS 2,500, and no one has ever asked me to reduce my fee or get any kind of discount whatsoever.

The maximum price you can charge a customer for a product or a service is the maximum price he is ready to pay, meaning that your added value has to be clearly identified and measured.

Nick

497. Phill Coxon

-----Original Message-----
From: Phill Coxon
To: Jay Abraham
Sent: Wednesday, October 02, 2002 10:38 PM

Anyone who operates a commercial website has learned the cold hard truth of online marketing - it is not the instant gold mine that many believe.

In fact, online success relies just as much on successful marketing strategies as any "brick and mortar" store.

Our company owns a number of websites selling consumer health products. With an initial turnover of approximately $50,000, we began to apply Jay Abraham marketing principals in a scientific and consistent manner. Over a twelve month period Jay's marketing techniques boosted our sales to over $750,000 with hundreds of new websites competing against us.

This success is largely due to the literal translation of Jay's "real-world" marketing strategies and techniques into the online world. For example - focusing on the three ways to grow a business - increasing the number of customers, increasing the average sale value and increasing the frequency of purchase.

One of the key factors in our huge growth lay in Jay's process of continuous testing and measuring. We regularly changed elements on our websites - for example; a new headline, improved copy, or better a offer - and then closely monitor sales over the following days to measure impact. By doing this we soon discovered what our target marketplace wanted and identified what worked best. And the more we tested changes, the more our sales increased accordingly.

Often the smallest changes can yield very surprising and significant results and without a scientific testing process it would be impossible to determine what caused the increase or decrease in sales. At one point we changed a headline and orders from that website instantly increased by 20%.

Other Jay strategies successfully applied to our websites included:

Risk reversal - our customers could buy knowing that they were protected by a risk free guarantee. If, within 7 days of purchasing from our website, they found the same product at a cheaper price, we would refund them twice the difference. And if the product failed to give the desired results after 3 months, we would refund every cent. Over thousands and thousands of orders, only 3 customers ever took us up on our guarantee and sales went up.

Cross selling strategies. When customers purchased from our websites, they immediately receive an email thanking them and offering a special offer on products from our other websites. This boosted sales on one website by 50%.

Applying Jay Abraham's marketing strategies to our websites resulted in massive growth and has kept us well ahead of our competitors.

We absolutely recommend that any business, online or offline, apply Jay's strategies to boost sales massively, develop massive customer loyalty and enjoy increased profitability.

Thanks Jay!

Phill Coxon
Performance Based Marketing Ltd
Christchurch, New Zealand.

You have full permission to use this testimonial any way you want.

498. Platinum Edge

----- Original Message -----
From: Platinum Edge
To: Jay Abraham
Sent: Monday, August 12, 2002 11:25 PM

I own a business called Platinum Edge. It's a business consulting company with a staff size of three. My target market consists of small and medium sized businesses mainly in the retail and service industries with an annual turnover of between $1million and $10million.

I used to get the bulk of my business from direct-mailing and referrals. Learning from Jay that it's crucial to build my business on multiple pillars, I started to promote my business recently in the newspapers.

Knowing the importance of testing and measuring, I put an ad for a free seminar in the classifieds that cost me $50 per insertion. The ad ran for about eight times. On average, it generated about 3 enquiries each time. However, they were not qualified leads. I did not get any business from it. Therefore, I deduced from the test that classifieds did not work for my business.

Last week, I decided to test a display ad in the main section of the paper. I wrote it as an advertorial. Instead of putting "FREE SEMINAR" in the headline, I changed it to "It's Easy To Grow Your Business Now".

Within the first three days of its publication, I received 37 calls. Best of all, I got two sales so far from this exercise. The ad cost me $700 but my revenue was $54,960. In other words, my ROI is a spectacular 7,851%. Just testing the position and the headline of the ad, my business enjoys an incredible leverage.

Jay's idea of testing and measuring is in fact an insurance policy that we can get for our business. If we lose, we lose small. But when we win, we win it big.

"My statement is true and provable and you have my permission to use my testimonial
in your promotion and marketing endeavours."

499. Roger Fung

----- Original Message -----
From: Fung, Roger
To: Jay Abraham
Sent: Tuesday, August 13, 2002 4:35 PM

Hi Jay,

Here is one idea I got from you a few years back. I was a restaurant manager then at a small Chinese restaurant in the Northwest. We are located in a small town, where "everybody" knows your name. Over 60% of our business came from repeat customers. However, we've never captured any of the customers' contact information. Well, a good way to get people's info is to invite them to a party.

Instead of spending a lot of cash, I looked at what I have in abundance, namely food. So, for a month, I had my waitresses asking all the regulars who come in to add their name to the mailing list to be included in the party. Since we are inviting them to a party, they are more than happy to give us all the contact info we needed. We then audited the list and made sure we had most of the regulars we remembered.

I then when to all the merchants near the restaurant. I asked them if they would like some free advertising to 300 of my best customers. The best thing for them is that I didn't charge these merchants any fees for this advertising. The only requirement is one or two gifts from their shop (like excess inventory) that they are willing to give away. Big or small, high or low value, it didn't matter.

Then on the day of the party, which is free for all the customers and these merchants, we auctioned off all these excess inventories we collected. All the proceeds went to two local nursing homes.

After all said and done, what happened?

For the customers, they got a free party. They got a flavor of all the downtown merchants at once. If they "bought" anything, the money when to charity. Since we could only fit 300 people in the restaurant, we had to turn some people away. Those who came felt honored to be the "special" people.

For the merchants, they got free advertising in front of good paying customers. Some of the donated items are gift certificates, meaning they might have made money by upselling when the customers redeemed the gifts. They got credit for donating to charity, with stuffs that they couldn't sell (no additional cash outflow) anyway. Most of them brought middle to high end stuff, because they didn't want to look bad in front of other merchants.

For us, we didn't have to pay a dime for all the gifts. We became the "movers and shakers" of the community in networking the town. We got tons of kudos for donating all proceeds to the nursing home. Oh, we also kept the wet bar open that night, which meant drinkers had to pay for their alcohol. The profit from the bar was more than enough to cover all the food cost. In fact, we had a profit from that night.

We had some of the favorite dishes people loved. We also experimented with a few new dishes that we were considering adding to the menu. So, we got a free market research night, by seeing which dishes had left over and which didn't. Our local merchants and my own suppliers were asking to do it again, because it was a fun and non-cash advertising for them. We had created such a buzz that those who were turned away or had other engagements came in a week later to sign up for the next party. The party was held before Christmas, 6 months after the party, customer were still talking about the party. In the February following the party, we had the first profitable February. In most restaurants, we lose money in the winter months and hope to make enough in the summer months to come out in the black, with February as one of the worst month. In the year following the party, we were profitable every month.

All these only cost me time and efforts to pull it off. What we did was leveraged off what other people had, let them win, expanded the pie together instead of fighting for the same-sized pie. I was more than willing to pay for the food cost, but in the end, I didn't have to pay for anything.

We didn't create a million dollar venture, but just a small win for a small business. Hope this helps.

Roger

500. Sean Conley

----- Original Message -----
From: Sean Conley
To: Jay Abraham
Sent: Thursday, August 15, 2002 1:20 PM

HERE IS MY STORY.

I RUN A PREMIUM LINE TELEPHONE INFORMATION AND ENTERTAINMENT BUSINESS WHERE CUSTOMER RING FOR SPECIALISED INFORMATION.

IM AM A NOVICE IN BUSINESS YEARS AND IN FACT THIS IS MY FIRST PROPER BUSINESS FROM A PURELY ENTREPRENEURIAL (IDENTIFY A NEED AND FILL IT) STANDPOINT. BUT I RUN IT USING CERTAIN SPECIFIC JAY ADOPTED PRINCIPLES AND PHILOSOPHIES.

I CONTINUALLY TEST DIFFERENT ADS. I TEST, TEST AND TEST, I KEY EVERY SINGLE AD AND NOTE ALL STATISTICS, I TEST DIFFERENT HEADLINES AND HAVE PULLED AS MUCH AS 400% JUST BY CHANGING THE HEADLINE.

I ALSO HAVE NOTICED IF I TAKE OUT CERTAIN THINGS LIKE THE TERM "RECORDED MESSAGE" MY RESULTS FALL BY 300%. WHICH I THINK IS BECAUSE CUSTOMER FEAR TALKING WITH PEOPLE IN SOME INSTANCES.

I HAVE MANAGED FROM A VERY LIMITED CAPITAL TO BUILD A SUCCESSFUL BUSINESS FROM NO EXPERIENCE JUST BY TESTING SMALL AND WAITING UNTIL I HAVE PROFITABLE PUBLIC RESPONSE THEN I ROLL OUT NATIONALLY.

HUMAN NATURE BEING IMMUTABLE AND REPLICABLE. I CAN ALWAY GAUGE A NATIONWIDE RESPONSE FROM MY SMALL LOCALISED TESTING OF AROUND 55/60% NATIONALLY ON AVERAGE.

I FOUND THE QUICKER I TEST THE QUICKER I FIND THE KEY TO UNLOCKING MORE PROFITS NATIONALLY.

IN THE LAST WEEK ALONE I HAVE GAIN 220 MORE PAYING CUSTOMERS, SIMPLY BY TESTING AND NEVER HAVING THE GALL TO PREDICT WHAT THE PUBLIC WANT WITHOUT THEM TELLING ME THEMSELVES THROUGH MY LOCAL TESTS.

KEYING EVERYTHING AND CHANGING ONLY ONE THING AT A TIME IS THE METHOD I USE.

WITH THE PHILOSOPHY THAT CUSTOMERS ARE YOUR MOST PRECIOUS ASSET. I LOOK AT MY CUSTOMERS AS FRIENDS WHO I WANT TO GIVE 10 TIMES THE VALUE THEY GIVE ME AND WHAT I GIVE OUT WILL EVENTUALLY COME BACK MANYFOLD.

I BELIEVE BY BECOMING A EXPERT IN THE AREA OF TESTING ALONE. I CAN GUARANTEE DUPLICITY OF RESULTS WITHOUT TAKING VIRTUALLY ANY RISKS WITH MY CAPITAL.

ALL I CAN SAY, IS JAY AS TAUGHT ME, ONLY RESULTS COUNTS, THE COLD HARD FACTS, NOT GUESSWORK AND IT HAS GIVEN ME A INNER CONFIDENCE THAT IM NOW BREAKING THROUGH INTO MARKETS WHICH I HAD ABSOLUTLY NO EXPERIENCE IN.

EVEN WHEN I HAVE A WINNING AD I KEEP TESTING FOR A NEW CONTROL IN SMALL AREAS UNTIL I PULL A BETTER RESPONSE THEN I JUST REPLACE THE OLD CONTROL WITH THIS NEW CONTROL ADVERTISEMENT NATIONALLY.

I WRITE MY ADVERTISEMENTS ALWAY WITH A HEADLINE, I WRITE IF ADDRESSING ONE SPECIFIC PERSON AND I NEVER TRY TO SELL ANYTHING, I ONLY TRY TO POINT OUT THE MAIN BENEFITS AND I'M NEVER PUSHY OR FLASH WITH LITTLE HARDSALESMANSHIP PLOYS IT JUST DOESNT WORK.

I TRY TO APPEAL TO THE CUSTOMERS LOGICALLY AND EMOTIONALLY

WITH SINCERITY I HAVE FOUND THIS TO BE WHAT WORK FOR ME BEST.

I HOPE MY STORY MAY ENCOURAGE SOME ENTREPRENUERS TO TEST MORE!

MR SEAN CONLEY
K M DIRECT
UNITED KINGDOM

501. J. Moore

JM Electronic Engineering, Inc.
P.O. Box 397
Round Rock, TX 78680

Phone: 512-244-1313
Fax: 512-244-1524
Website: jmee.com

August 15, 2002

Jay L. Abraham
27520 Hawthorne Blvd, 2nd Floor
Rolling Hills Estates, CA 90274

Dear Mr. Abraham;

Jay, I have been following you so long I don't even remember. I have followed your excellent and brilliant suggestions for years.

I have a collection of your Newsletters (great information in each) most of all I remember the USP. Works great. Then the tapes, twelve of them I believe. The great ten business multipliers, then comes the Abraham 101. I am sure I have missed several in between. But last and not least is : Ultimate Market Domination Report and the Workshops.

We began our Workshop #1 on October9, 2001 (I just realized that was a few weeks after 9/11). We have just competed our Workshop #32. They have done wonders for our company.

We began with five of our key people (Directors we call them). We are meeting at a nearby hotel meeting room for lunch each week on Monday. This allows privacy and no interruptions. At our first workshop we ask for each director to list his goals in writing and we set up our Action Plan of Twelve Competencies and Eight Drivers.

We had setup a separate installatin department for our Fire Protection business and set our goal to book $500,000 in business in this new department in the first six months. I am pleased to say that in May 2002 (6 months) we broke that barrier. This puts our total business on the road for 2 ½ to 3 Million this year.

There is no question, our workshops have contributed greatly to our success. We carefully planned each meeting with a detailed agenda. We started with Time Management, then Planning, Policies a& Procedures, then Strategies & Tactics and right on down the line until we had covered all twelve categories.

Then we did a review of what each director thought we had accomplished. We all felt it had been very very successful. So, we started over, as recommended. We tried to implement new ideas this go around. We inserted some other successful approaches, such as having manufacturer's reps at our meetings to demonstrate and describe new and existing products. This has worked well and allowed us to expand into new areas of our business, such as Access Control and CCTV.

One very useful procedure we added to our meetings was to have a current update in writing (spreadsheet) on all installation jobs that were booked. This allowed us to see the progress and planned schedule and to discuss same.

Success of our programs was such that we have had to add in the last nine month to our original number of twelve technical people as follows:

- Four new installation technicians
- One new CAD drawing operator
- One new installation foreman
- One new quote & layout man

During this time we have expanded our service and inspection business into two new areas of operation and added area managers for those areas. In the meantime our company has become U.L. Listed (one of only tow UL companies in the Austin, Texas area).

502. Frank Oppedisano

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----- Original Message -----
From: Frank Oppedisano
To: Jay Abraham
Sent: Tuesday, August 13, 2002 6:49 PM
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Dear Mr. Abraham:

Many thanks for inviting us in your recent e-mail regarding the overwhelming response to the invitation you gave your many fans and readers on how they applied your methods in marketing and attracting new business.

In marketing our product if there is any difficulty in meeting with a professional client, we would offer to pay their hourly rate to meet with us. And we would only stay 14 minutes. (We don't pick 13 minutes because some people may be superstitious to that number, we don't want to create any negative feelings. And we don't pick 15 because everybody says 15 minutes. It's important to be as different as you possibly can to separate yourself from the rest.

We enter their office with polite talk, set our watch for 14 minutes. During those 14 minutes we offer several good ideas on how our services can help them. At precisely the 14 minute mark we would thank them for their time, start collecting our presentation material and in a friendly unassuming way say, "If you would like to tell me a little about yourself and your business, and how you got started, or if you have any questions, I can stay a little longer if you would like." Who doesn't like to talk about themselves? What started as a 14 minute meeting, has very often become an hour or more. This low pressure approach has won many clients. It shows that we respect their time and that we are a serious businesss. It has also allowed us to become consultants and not sales people. And when we offered to pay their hourly rate, no one has ever taken the check.

I hope my contribution can help someone. A world of thanks for being our mentor and generous offer of your 867 page collection of case studies.

Respectfully your,

Frank Oppedisano
3740 98th Street
Corona, NY 11368185