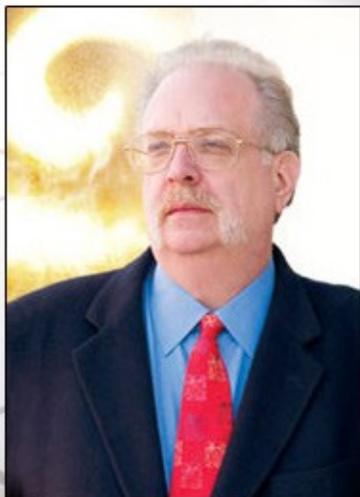
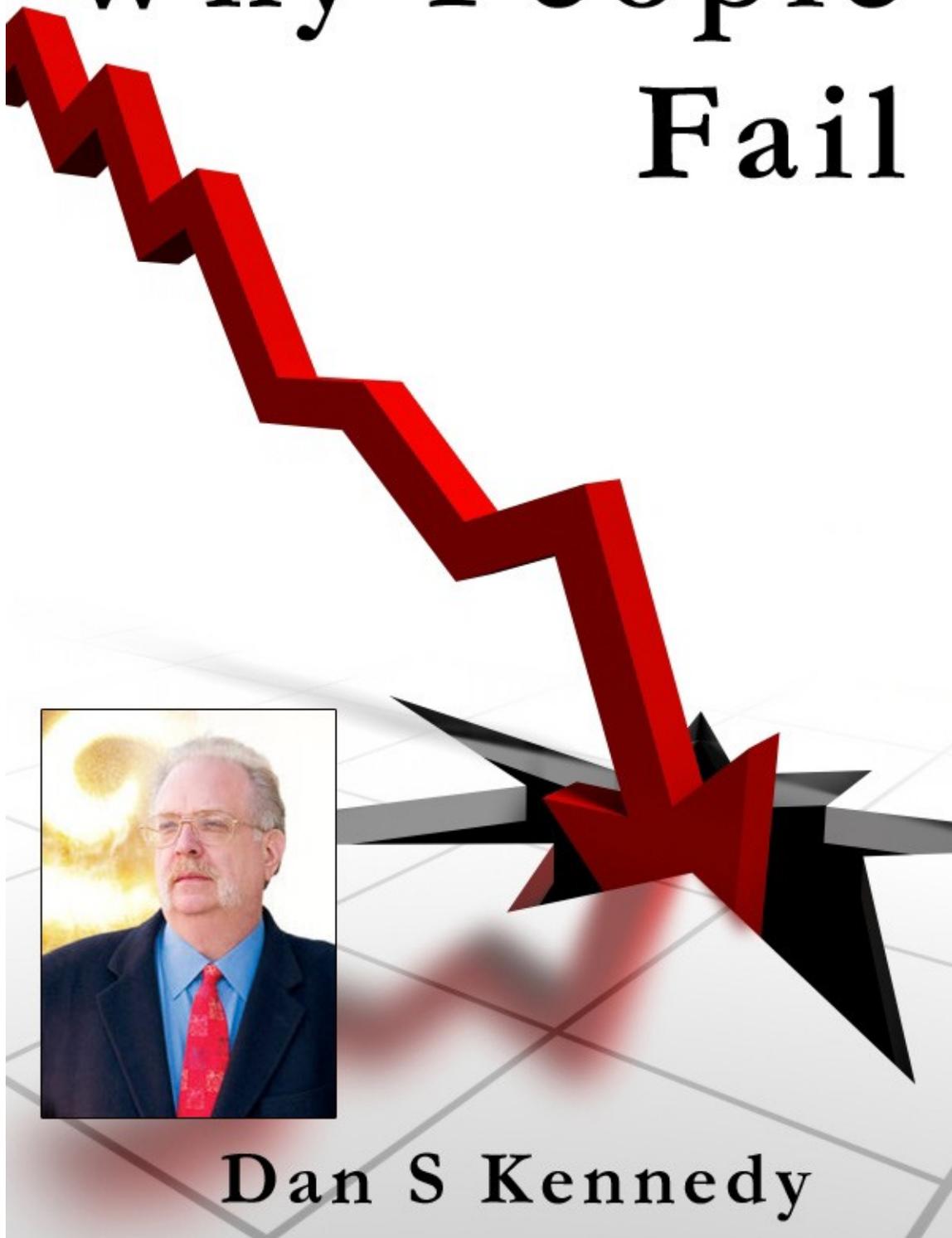


Why People Fail



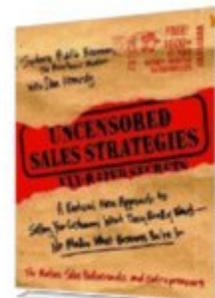
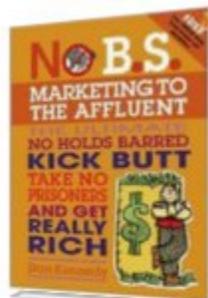
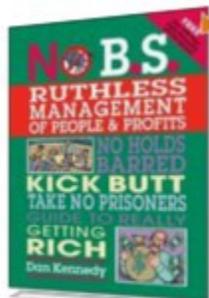
Dan S Kennedy

“Why People Fail”

15 No B.S. Articles from
Dan Kennedy



The WHY PEOPLE FAIL articles are provided by Dan S. Kennedy, serial entrepreneur, from-scratch multi-millionaire, speaker, consultant, coach, author of 13 books including...



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If You Want More, Make Yourself More Valuable



Dan Kennedy, The
“Millionaire Maker”

The mayor of a small town once wrote to Benjamin Franklin asking for a donation so the town could buy a bell for its town square. Franklin sent money with a note suggesting they forego the bell in favor of buying books for the town library. It is at the library we might find an answer to why so few succeed and why most fail – at anything, at everything.

Most people do not apply themselves to acquiring know-how nor apply the know-how they acquire. In short, they have the attention span of a gnat, the diligence of an idle, random breeze. They certainly don't *study*.

I have become quite rich and somewhat celebrated, reaching the pinnacle of success in not one but three different fields. At each required skill-set, I once sucked. For me, there has always been a crawl to competence, then a fast rise to superiority. Part of the process is getting through of a lot of information in a hurry but also continuously. For nearly 25 years, I read a book a day plus newspapers, trade journals, newsletters, visited the public library weekly; took on a needed skill and so thoroughly and intensely studied it as to become a world class expert. When I was teaching myself to be an advertising copywriter, for example, I studied no less than an hour everyday, listened to recorded material on the subject constantly, sought out and got to know the top people in the field, and when one told me to take great direct-response ads and write them out longhand 21 times each, to teach my subconscious the rhythm of such writing, I did that with 100 ads. I collected over 200 books on the subject and immersed myself in them. I built organized files of samples that fill a room. I traced one master back to his teachers, they to theirs, thus even knowing the genealogy of the field. When I am asked by fledgling or journeymen copywriters how they, too, might have clients waiting in line to pay them \$100,000.00 fees when there are thousands of copywriters advertising their availability for 1/10th that or less, and I tell them this answer, they reject it. **They seek rewards out of kilter with their value and are unwilling to do what is necessary to build up their value.**

The same answer could be given by the top earners in insurance, real estate, retail store ownership, dentistry – name the business or profession. The answer is the same.

I am told by people all the time that they simply do not have time to read and listen to all the material they have purchased or subscribed to. But time is democratic and just. Everyone has the same amount. When I choose to read with my mid-morning coffee

break and you choose to blather about trivia with friends; when I choose to study for an hour sitting on my backyard deck at day's end but you choose to watch a TIVO'd American Idol episode, we reveal much. When someone says he does not have the time to apply himself to acquiring the know-how required to create sufficient value for his stated desires, he is a farmer surrounded by ripe fruit and vegetables, whole grains and a herd of cattle on his own property who dies of starvation, unable to organize his time and discipline himself to eat.

Incidentally, success in every business, including yours, depends on *mastery* of a handful of critical competencies (one of which is always marketing). The individual who sets out earnestly and diligently to acquire a wealth of know-how in each winds up with wealth in his bank account. All others watch with envy and cry in their soup, two activities they do seem to find time for.

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The Real Road Less Traveled



Dan Kennedy, The
"Millionaire Maker"

"Sticktoitiveness" is a strength of character, a philosophical position, a consciously valued and directed behavior, a habit. In any business category, fewer than 5% of the owners create extraordinary incomes, wealth, security and independence; 95% flounder, frustrated for life. If you spent 25 years chronicling the behavioral differences between the mediocre majority and high-achieving minority as I have, **the most striking distinction you would find is this:** winners stick to things, losers give up easily, flit about randomly. Losers waste all the years of their lives looking for the unicorn of modern fantasy, the easy button. Winners find winning strategies and stick to applying them.

Sylvester Stallone was rejected as an actor by every Hollywood studio. The script he wrote for Rocky was also summarily rejected by all but one – and they agreed to buy it for a flat fee; Stallone, broke at the time, refused to sell it unless he could star in the movie and receive customary compensation. He made the rounds again and again. He persisted until he finally got his way. There must be thousands of better actors and thousands of better script writers who were working as waiters then and are still working as waiters now. The difference is not talent. In my 30 years' business experience, I've found talent to be the most overrated of all things, less likely to lead to success than most things.

By comparison, staying stuck like super-glue to an objective; acquiring the needed know-how at any cost; ignoring others' criticism; refusing to take no for a permanent answer, fighting, scrapping, studying, figuring out one more piece then one more piece; these behaviors are behind the true stories of the rich and famous. Sadly, most people don't stick. At much of anything. Their grade on life's report card is "Incomplete". Their home has books purchased but never read, how-to courses with the outside plastic wrap unbroken; projects begun but never finished. Their business' files, nooks, crannies populated with worthy ideas still-born in procrastination, strangled in disorganization. They, themselves, displays of poor discipline: intellectually uncurious, uninformed, in poor physical shape. Turns out, the rewards for good intentions are small. The rewards for unfulfilled talent just as small.

The reasons people don't stick to anything long enough to succeed with it are many and varied. Some are psychological, revealed in a book I recommend, *The New Psycho-Cybernetics*, which I co-authored with Dr. Maxwell Maltz. It and the prior, original edition combined have sold more than 30-million copies worldwide. Some are circumstantial; people who permit themselves and their time to be ruled by others' priorities, events as they occur – antidotes offered in my *No B.S. Time Management For Entrepreneurs* and *No B.S. Guide To Ruthless Management of People And Profits* books. Some are sinful, like sloth. Too many people lust for rewards without personal responsibility. Whatever the reasons for the losers' lack of sticktoitiveness, the winners' reality is refusal to be deterred or distracted from their objectives and aggressive pursuit of them. Successful pursuit and

achievement of exceptional objectives usually involves two key elements: sticking to a course of study, acquisition of information, learning relevant methodology even if, at first, uncomfortable, foreign or difficult; sticking to self-imposed requirements for implementation of what is learned.

The wrong people in charge.

In a “shocker” earlier this year, the Dallas Cowboys lost a game to the improving but still seriously inferior Washington Redskins. Close study revealed that an amazing one-third of all offensive plays attempted giving the ball to “T.O.”, at the expense of abandoning a solid running game with a tandem of good running backs as well as the balanced offense schemes that had previously served so well. What happened here? The coaches gave in to T.O.’s petulant complaining about not getting the ball, particularly the prior week when he was involved only six times – and they won. These coaches let the wrong guy take take charge. In another “shocker”, the week I wrote this, our elected representatives basically handed over \$700-billion or so of our money to “fix Wall Street” to the guys and cohorts of the guys who made the mess and let it expand to dire crisis – with their cronies absconding with hundreds of millions of dollars, including one who, from two weeks’ work as bank CEO, left with \$20-million. Putting Paulson & Friends in charge is putting the wrong people in charge, the fox to guard the henhouse, the pickpocket to hold you wallet.

These incidents made me think about the oh-so-ordinary mistake of putting the wrong people in charge of the wrong things. This includes what we put others in our businesses in charge of, and even what we put ourselves in charge of.

We err with others any number of ways. There’s the infamous ‘Peter Principle’, named for management guru Dr. Laurence Peter, who recognized the negative phenomenon of so many people being promoted past their level of competence. As example, the top salesman made sales manager, so you lose your best sales pro and get a poor manager; a two-fer. Or foolish multi-tasking, like asking a good bookkeeper with a barracuda’s personality to also take incoming phone calls from new customers. The list is long. It’s one of a myriad of topics in my new book, *No B.S. Guide to Ruthless Management of People And Profits*, which I un-humbly recommend. Available at all online booksellers and bookstores.

We err worse with ourselves. I constantly see people claiming to want major money but only majoring in minor matters. Playing ‘Trivial Pursuit’ instead of ‘Monopoly.’ Letting their intellect, time, energy and personal motivation be drained away by the mundane, by tasks and chores they have no interest or competence in, while neglecting those things central and critical to actually making money. But maybe worst, giving up all their time to tasks and technology, so they have no time to *think*. If I can find out how much time you devote *daily* to reading relevant newsletters and books, to listening to relevant CD’s, to reviewing competitive intelligence, to studying your own statistics, and to thinking, deeply thinking about how you can be of greater interest, attraction and service to your clientele, I can tell you the direction your income is going without seeing bank balances or tax returns. If I can find out how much time you invest *per month* getting away from your business, associating with, networking with, opportunity-searching with other like-minded, success-oriented businesspeople in your industry and from a broad spectrum of others, and working with experience-based expert coaches, consultants, teachers and advisors, I can predict your future without a crystal ball. If you have no time for such chief responsibilities, you’ve put yourself in charge of the wrong priorities.

The plain truth about panic.

Why does so much panic spread so quickly and easily through so many people whenever tough times occur in a given industry or profession, or the national economy?

Without deep roots, the tree topples in the storm. What are 'deep roots' for the business owner, entrepreneur or sales professional? One, *a system* of selling and conducting business that has proven reliable and profitable, from which he can draw confidence, and which he can stick to with reasoned persistence. If he is advertising and marketing to attract customers, selling to them, retaining and multiplying them absent system, by random and erratic and even impulsive acts, with unplanned and disorganized effort, he'll be blown off course by a stiff breeze.

Two, *a support network* including continuous in-flow of legitimately useful how-to information, coaching by people themselves tested by tough times and proven successful, encouragement and motivation from like-minded, optimistic, forward-thinking businesspeople. Absent this, with no counter-balance to the relentlessly and excessively negative voices of media and peers, he'll bend then break early not late.

Three, *a productive and profitable personal philosophy* sharpened with reading, listening; study of successful achievers; association with the confident and capable, so that he is *conditioned to be opportunistic*, to search for and exploit the opportunities always concealed behind adversity. If he is not daily improving his personal philosophy, he is weakening from the inside out, the core hollow. When Bilbo Baggins said, "I do not like adventures because they make me late for dinner", he expressed profound personal philosophy governing thoughts, actions and outcomes. When someone says something as simple as "I don't have time to process all that information – I have my business to run", he unwittingly reveals profound personal philosophy as well. You have to investigate your own personal philosophy and evaluate how helpful or unhelpful it is likely to be in weathering storms, in navigating rough seas, in unearthing hidden treasure.

A productive and profitable, personal success philosophy. A sound, organized system. A trustworthy support network. These assets do not develop by accident or luck or randomness. Successful people very deliberately work at developing them, seek to connect to the people and resources and associations most helpful in developing them – and once connected, never risk disconnecting. They strategically assemble these assets in keeping with their own goals, strengths and weaknesses. Key word: strategically.

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Down On The Farm

One of my earliest consulting clients was in agriculture; a company that sold highly sophisticated soil analysis services to farmers, then taking dirt samples from all over the farm and returning with a color-coded map revealing the different mineral deficiencies and needs for different fertilization to optimize yield. The service paid for itself many times over in increased yield. One of my contributions was identifying all the 'reasons' the farmers had for not buying and crafting effective answers. There were many. Some thought it too 'fancy pants'. Some scoffed at the science. Some balked at price. But most confessed that they weren't even doing all they already knew to do, to improve productivity, so why invest in this? That response is right out of an old joke about the Farm Bureau representative traveling farm to farm, urging the farmers to attend the upcoming Bureau-sponsored seminar. "You'll learn all sorts of new information and ideas for better farming," enthusiastically gushed the rep – to which one wizened old farmer growled, "Ain't usin' half of what I know now."

A lot of not-very-bright people equate intellectual input to eating food. If the refrigerator's full, they don't need more. If they can't clean their plate, they most assuredly don't want a second helping. That's sensible about food. You don't really want your belly in endless expansion. But the mind? You want all the stimulation it can get, and it is fully capable of expanding to meet it, to sift and sort and organize as much as you can put on the table in front of it. Furthermore, you don't need to fully digest and use everything you read, listen to or watch in order to get ample value from taking it all in. The value isn't in quantity consumed. It's in gems unearthed. Personally, I process information by the pound and am happy to find a few little things I can use profitably. One such goodie in a year's time justifies my reading a newsletter every month. And value does not even require revelations of brand new things – if the input reminds you of knowledge already in your possession, nudges you into acting on some slow-simmering idea or intention, pushes you past procrastination on just one useful action, counters negative and gloom 'n doom media blather, it earns its keep. If you feel the need to excuse yourself for not acquiring, investing in and processing information, look for a smarter one than (a) I can't use it ALL, or (b) I'm not using everything I already know. That's dumb-farmer-thinking. It is NOT the thinking of exceptionally successful people.

Donald Trump says he gets up every morning at 5:30 – to read. Several daily newspapers, professional newsletters, books. I imagine the overwhelming majority of what he finds he already knows or has little interest in. I'm confident he's smart enough not to care about that, but to be steadfastly hunting for the rare find of something he did not know or a fresh, different perspective that triggers profitable thoughts. I'm fortunate to know a lot of very rich entrepreneurs. I can't think of any who don't have piles of books they're always behind on while buying more, who aren't in constant pursuit of more information and ideas and inspiration.

The playwright Archibald Macleish observed that the only difference between a man and a pig is his mind. Both man and pig must feed their bellies – and do, often with disturbingly similar gusto. Only some men feed their minds as regularly, constantly, continuously and enthusiastically.

Déjà vu.

One of the silliest of all 'reasons' people have for un-plugging themselves from different sources of information and ideas is that what they're reading or hearing is repetitive.

And one of the greatest lies of all time, taught as success gospel, is that "knowledge is power." It most certainly is not. Some of the smartest, most educated, most academically credentialed people I've ever met are poor as churchmouses, miserable, even bitter and resentful of the greater success of those "less qualified." Why doesn't their superior knowledge actually equate to power or wealth? Because rewards aren't paid out for what you know. Rewards are earned by what you *do*. And it is common for people who know a lot less but do a lot more with what they do know to employ a lot of people who know a lot more but do a lot less.

Actually, most people know a lot. If you've ever met a fat doctor who smokes, it's not because he never got the memo, or missed class the day they revealed that obesity and smoking kill you. He *knows*. He just doesn't act in accordance with his knowledge.

When you consider your continuing association with a person, an organization, a coaching program, a mastermind group, or a publication, or even a radio or TV program, you should evaluate it by many factors – not just one. You should consider the inspirational value, not just the educational value. Does it prod you to do? It is true that motivation without the foundations of knowledge, information and competence leads only to frustration. A highly motivated fellow with a golf swing absent good mechanics, that resembles a rusty barn door in a tornado, will never be pleased with his golf score, and getting more motivated won't help. But all the knowledge in the world without sufficient motivation to boldly act on it, to implement it, to insist on its application, is valueless as well. The goal is not just knowledge; it is *applied* knowledge. People very often fail despite making themselves huge repositories of knowledge. People rarely fail due to the habit of taking action on knowledge.

Repeated exposure to important ideas, information, inspirational examples and many applications of it all is pretty much necessary. The conscious mind stands as sentry to the much more powerful subconscious, turning away all input contrary to the already stored beliefs. It takes repeated exposure to the new, different or challenging to wear down the guards' resistance. You may very well recognize that you've heard 'it' before. You may even technically know 'it'. But if you aren't yet acting on 'it', then you need to keep having 'it' placed in front of you again and again and again.

The lust for the "new" is not our most productive attribute. We are all easily bored with the familiar, easily seduced by the new – but successful people focus on implementation of the best. Gaining ever-deeper and more certain knowledge of what works is more useful than broad, superficial knowledge of many things or, worse, of flitting about endlessly and never building anything solid.

Now Is The Time To Do It Differently

“Help! – I Can’t Get Out Of The Box I Put Myself In!”



Dan Kennedy, The
“Millionaire Maker”

The fast food industry got the idea for drive-in windows *from banks*. I guess there was a McDonalds executive sitting at the bank drive-through one day who thought, “I don’t think we can fit the milkshakes in these tubes, but...” Netjets, the leader in fractional jet ownership, now owned by Warren Buffet, owes its birth to the vacation time-share industry. The microwave in your kitchen was not originally intended to go there; its original manufacturer, Litton, believed no consumer would buy it and built them only for restaurants. When was the last time you heard of Litton? What does this tell you? That successful businesses live or die by cross-industry ‘borrowing’ of ideas, that inspiration more

often comes from outside the box than from within. Ordinary businesses stay ordinary, their owners eking out only ordinary incomes – and working too hard for them – as long as those owners foolishly and stubbornly, mentally stay in their own tiny backyard. Breakthroughs come from bringing fresh ideas found outside one’s own business in and applying them in new ways. **You choose to limit or expand your income** by the way you reject or embrace ideas found far afield from your present modus operandi and industry norms.

The vast majority of ordinary businesspeople with ordinary incomes and never-ending ordinary complaints about how hard they work but how little they gain, about being unable to compete with the bigger and cheaper...have this in common: they get their hands on powerful information like that in this very publication and waste their time and energy in the *non-creative* activity of finding all the ways it *can’t* and *doesn’t* apply to them. Some people have such teeny, tiny, calcified, crippled imaginations they can only appreciate an example precisely matched to them – *oh, that won’t work for me because her place sells pizza and I sell Chinese food, and hers is in a medium sized city and I’m in a small town, and it rains a lot where she is but it’s sunny here; you have to show me an example from a Chinese restaurant in a small town where it’s hot and dry*. Fools stay stuck in the very limiting “But My Business Is Different” box, thereby negating the value of 99% of every successful strategy, example, model they see or are presented with.

My client list is, fortunately, chock full of people who think in very opposite ways. They get rich by finding the *non-obvious* opportunities. Living creatively. Adapting tried-and-true winning strategies from somewhere else to where they are. They attack each issue of my newsletter, each book I suggest to them, with yellow hi-liter and bias for action, not closed mind. They are willing, even eager to “re-imagine” their businesses while others have Bilbo Baggins’ (The Hobbit) attitude: not interested in *adventures* – they make you late for dinner. Space here does not permit telling you such client stories, but I’d invite you to get a peek, viewing the half-hour TV show at www.In12Months.com, free of charge.

One of the most successful marketing strategies of all time is called 'gift with appointment.' Today, it brings new patients into dentists' offices, affluent investors to financial advisors' seminars, new home buyers to developments and resort communities, and is in play in hundreds of fields, helping to create millions of sales appointments every week. To the best of my knowledge, it came from a woman named Estee Lauder. I wonder how many people from how many different fields ignored it for how long, because: "Nothing having to do with selling lipsticks and perfumes could possibly apply to MY business. MY business is different."

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The Price of Negligence



Dan Kennedy, The
"Millionaire Maker"

In my relentless search for I don't know what, I found an article in the December 1, 2008 edition of Nation's Restaurant News, the trade journal of the restaurant industry, headlined : "Operators Bank On Profit And Loss Scrutiny To Stay Afloat." It made me laugh out loud. The article states that "maximizing the profit and loss statement has become a mantra for restaurant operators *during the current economic downturn.*" This is then presented as some sort of horrific torture imposed on the owners by a vicious economy. What is *not* said, but should be, is that maximizing profit shouldn't be paid attention to only after dire economic conditions occur, to be given temporary priority, only until 'things get better.' **It's supposed to be what anybody responsible for operating a business does everyday.** Including what's then described in the article: ferreting out and cutting wasteful spending, controlling labor and administrative costs; creating products, offers and price propositions customers really want. Any business owner complaining about having to attend to these priorities because of a recession is a moron, and any trade-journal writer taking them seriously is dumber than a sandbox.

But *this* is why so many businesses fail. When you turn on the news to see insurance giants exposed as valueless houses of cards, venerable auto companies as manufacturers of nothing but debt, retail and restaurant chains announcing massive store closings, make no mistake: their managements can point their fingers at the recession all they like, but it's a lie. All the tough economy has done is expose the failures of the people at the helms. Businesses never fail. People fail to run them profitably. Much of that is pure and simple negligence. To be clear, negligence is, by definition, the failure to act with the care a prudent person would exercise. So, when Mort Zuckerman loses 30-million or 300-million of his charity's dollars by having it all invested with Bernie Madoff for three years, claiming he didn't even know the money was invested there by somebody he delegated its management to, he is obviously negligent. If you leave a rake pointy side up on your front porch steps, with the lights burnt out, and the pizza delivery guy steps on it and falls and breaks his leg, you are negligent, will be successfully sued, and see your insurance rates go up. There is a price for negligence, and there's supposed to be. In business, failure to closely and constantly monitor all the important numbers and benchmarks and predictive indicators (as detailed in Chapter 43 of my book '*No B.S. Ruthless Management of People and Profits*') is negligence of the highest order. Its bill may go unnoticed in boom times when money flows easily and everyone does well, but when the warm breezes change to bitter cold wind, and the accumulated tab for such negligence is presented and payment demanded, much pain occurs, much hand-wringing and whining and crying about the mean 'n nasty recession is heard, and fools commiserate with each other, sharing the misery of their own sins of negligence.

If you own a business, by gum, run the darned thing. Maximize profits every way you can, and never stop trying to find new and better ways to do so, from every valid source of input, ideas and information you can get your hands on or get connected with. At day's end, ask: what do I know now (about maximizing profits) that I didn't know this morning? And: what am I going to do tomorrow as a result of what I've learned?

Anything less is negligence.

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How To Get Rich In 'Un-Rich Times'



Dan Kennedy, The
"Millionaire Maker"

In the Renegade Millionaire System, I dispense this advice: #1: BE the Wizard, #2: BEWARE the Wizard. Wizards are very powerful, so it is better to be one than to be influenced by one.

Everybody welcomes the convincing Mystic. *People so desperately wish to Believe*. That there is a long lost, ancient or a revolutionary new Something: cure, elixir, formula for easy riches or happy relationships or better sex or children that mind or growing 12 foot high tomato plants; a gizmo that turns corn into fuel or tree bark into

gold doubloons; an Answer Man, Seer, Keeper of Secrets. And in dark times, this desire intensifies. In dark times even kings subjugate themselves to the Mystics – which you know if you've studied history. People really don't want rational explanations for how you do what you do, they prefer Believing that you possess Mystical Powers and Magical Secrets that you will use for their benefit. To underestimate the power of secrets and secret powers is to ignore how humanity has been manipulated, controlled and ruled since its beginnings.

In these times, you can rise to greater heights of influence and power than at any other time, by turning up the wattage on your mysticism. In the dark, you glow. Doesn't matter if you dispense investment advice or lawn care advice, are a dog whisperer or a presidential candidate, or a tax attorney or a mattress manufacturer – now, more than ever, is the time to speak of secret techniques and magic ingredients and unique abilities. To offer absolute certainty in an uncertain world. To declare unique and profound importance.

I'm speaking now about how you present yourself to the world.

If you sell a particular kind of mattress, you must present it as THE – emphasis on key word: THE – first, best, only "magic," based on top secret technology invented for NASA and Olympic athletes – that relieves all back pain, delivers 10,000 more REMs per night, lets cellular structure rejuvenate thus slowing aging, helps you lose weight while you sleep; is THE secret to eternal youth and vitality. It must be THE GREATEST discovery in medical science of this century. And you, as its spokesperson, must be the Grand Mystic of Sleep Science. You need an arsenal of Amazing Facts at your disposal. You need practiced language and Profound Statements. You must convincingly promise THE Cure. For whatever ails them, economically, emotionally, physically. To advance your education, I strongly suggest getting and reading the book *CHARLATAN*. It reads like a novel but is non-fiction. Not that you should be a charlatan; I presume you deliver legitimate value in whatever you sell or do. But that you should use the techniques of the master-charlatans of the ages. Nothing less will do.

When a group becomes lost and frightened in a dark cave, the man with the only flashlight automatically becomes their leader. Key word: only. It's time to present yourself as the person with THE ONLY flashlight.

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If Your Income's Not Where You Want It, There's A Reason



Dan Kennedy, The
"Millionaire Maker"

One of my earliest mentors had his office walls adorned top to bottom, side to side, with big, handwritten signs intended as cautions to others as well as reminders for himself. If you've ever been in a direct sales environment, you've probably seen such a place. Two of the biggest signs read "Thumb-Suckers Not Welcome Here" and "You Can Hire Spellers For Minimum Wage".

He was a millionaire, and in one company, held a commission record at the time of slightly over \$1-million earned in 37 months. But he could not spell. And flaunted it. He said that, since you could hire perfect spellers for minimum wage, he preferred learning and thinking about more important things, things it was not so easy to pay cheaply for. He was talking about the concept of value. **Value is fundamental.** In boom times or tough times, in big business or small business or any kind of business, even in any occupation or career, the person who makes himself most valuable and creates the most value for others (as they perceive it and are willing to pay for it) always prospers. **If your income isn't where you'd like it to be, you're not creating enough value.** His advice to me, said less elegantly than this, was to find and master something so valuable to enough other people that they will cheerfully pay just about anything for it, and devote *all* your time and energy to selling and doing that. Most people who fail to achieve their aspirations in business do the exact opposite. They let themselves be consumed doing things of low value, then are surprised to discover they reap small harvests. To be fair, getting yourself organized and disciplined to be relentlessly focused on creating value by making yourself more valuable – daily – by always learning more, acquiring and processing more information, running more experiments, making more useful contacts; and by doing the most valuable things you can do is not an easy task. I've written four different books that reveal different paths converging at this same point. Association with others working on this same skill is helpful. Dis-association from those not dedicated to this premise is also helpful.

Which brings me to the other sign. He had zero tolerance for adults still sucking their thumbs. If you wanted to whine and cry like a baby when something didn't go your way, you were told to go home, stick a pacifier in your mouth and hug your blankie. At the time I'm writing this, the economy's a bit tough and bruising and I hear too many adults who sound like babies. Actually, it's just one of those times that the entire economy woke up on the wrong side of the bed grumpy and is telling everybody: thumb-suckers not welcome here. And this must be your personal policy, if you are to prosper and thrive while most others do not. Which is, incidentally, all the time; fewer than 5% have 95% of the wealth flow to them all the time; the disparity is just more stark, the judgment of the critical marketplace more harsh and quick and visible at some times than others. You need zero tolerance for thumb-sucking, personally, or by anybody you permit in

your world: staff, associates, vendors, even customers, friends, neighbors, media voices you listen to, authors you read. The power of association is an enormously powerful, irresistible force, for good or evil, for gain or loss, for growth or regression. You dare not discount or underestimate it. You can and should strategically use it for advantage.

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Will “The Secret Millionaire” Arrive At Your Door?

Not If You’re Sitting Around Waiting For Him

A



Dan Kennedy, The
“Millionaire Maker”

new TV program, loosely swiped from a TV show of long ago, debuts tonight on Fox. As I understand it, in “The Secret Millionaire” we will see millionaires go undercover, work for a week in some poorly paid job and live as the oppressed workers and economically troubled live. The millionaires will find one of the downtrodden they meet especially worthy and, revealing themselves as “secret millionaires,” will whip out their checkbooks and give the deserving individual big bundles of money. It’s sort of a privatized bailout.

It’ll

be exciting, like Oprah gifting cars. People will cry, just like on the home make-over show, where they give people remodeling jobs or entire homes for free. On the surface, there’s nothing seriously wrong

with it, and its clever television, especially now. It does, as I said, borrow from a TV show of decades back, when a millionaire arrived as a surprise on a doorstep.

“Secret Millionaire” even borrows a bit from the ancient “Queen For a Day” show – because that’s all it is: like lottery winnings, most entirely unearned windfalls disappear “in a day,” leaving behind more harm done than good. “Give a man a fish, feed him for a day. Teach a man to fish” – and require that he go fish – “feed him for life.”

Therein is the problem. In “Secret Millionaire” we can see TV reflecting and reinforcing societal and political trends that put us all in peril.

This is basically a game show with no game. Most game shows still require some skill, and contestants actually prepare by drilling in advance for ‘Jeopardy,’ or getting into fit shape for ‘Survivor,’ or rehearsing for ‘American Idol.’ The tireless ‘Wheel Of Fortune’ requires you know the difference between vowel and consonant. On NBC’s wildly popular “Deal or No Deal,” they wisely eliminated all requirements of knowing *anything* or having *any* skills; you need only guess the right suitcase and be able to tolerate Howie Mandel to win a million dollars.

But “Secret Millionaire” goes a step further. It asks nothing and hands out money for free. It asks for no special preparation, effort, skill or talent in advance. And of course, it asks for nothing in return.

As such, the show reinforces the dangerous idea so harmful to the working poor that simply because they are working poor, they deserve to have somebody hand them a bunch of money. They need only and hope for such an occurrence. Even better, the money is transferred to them from the rich, who have too much of it.

Fox missed something here that would have made the show much more popular. The secret millionaires should be ripped from their mansions and office penthouses by force and compelled to play, their money taken from them involuntarily. But even as is, we shouldn’t miss the point that it could be called ‘The Re-Distribution Of Wealth Show.’

Now, here’s what you *won’t* see on any major network: A show where “The Secret Millionaire” rewards people based on their productivity and investment of time and effort. Nobody doles out cash to those who have worked hard, educated themselves, scrimped and saved, responsibly bought homes and cars they could afford, started and built businesses, and created employment opportunities for others.

Nor will you see a show called “The Self-Made Main Street Millionaire” about people who have started with nothing or less than nothing and made fortunes through relatively ordinary small businesses and prudent financial behavior over time. There are far, far, far more of those than there are Paris Hiltons, A-Rods and Wall Street types.

You won't see this not just because no one would watch, but because it's reality TV that would contradict the philosophical belief the media folks hold dear and the ideas they wish to sell: Pulling oneself up by bootstraps is passé and freakish and no longer practical in today's America. The Have's only have by luck and theft and have too much. And the Have-Nots can only be helped by hand-outs.

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The Complaint Department



Dan Kennedy, The
“Millionaire Maker”

“Every year back spring comes, with nasty little birds yapping their fool heads off and the ground all mucked up with plants.”

So said: (a) W.C. Fields or (b) Dorothy Parker or (c) Woody Allen.

Dorothy Parker, and if you haven't read her, you've missed one of the most vicious biting wits and grand cynics of all time. When you visit NYC, you can stay at or have a drink at the Algonquin Hotel, home for years of Dorothy Parker's famous roundtable, where literary lions met to drink and spar.

“You can be married and bored or single and lonely. Ain't no happiness nowhere.” So said: (a) Chris Rock or (b) Elizabeth Taylor

or (c) Ann Landers. The correct answer is Chris Rock.

It just seems few people are really happy or even content with much. We are all too eager to complain, myself included – and I stop myself often. Truth is, everybody does have something to complain about because no business, no career, no relationship, no one's health, no life is ever free of problems, hassles, annoyances or disappointments for very long. Having a lot of money helps but I doubt there's enough money, period, to insulate somebody from things worthy of complaint. I certainly have been willing to spend any sum, have spent quite a bit, and brought in a dozen experts, technicians, people from the manufacturer to fix my fireplace but, after 5 years trying, I still have a gas fireplace that sometimes works and sometimes doesn't, with no rhyme or reason. It's not as worthy of complaint as, say, coming home from Iraq missing a leg. But it's still worthy of complaint. Right now, everybody's complaining incessantly about gas prices – even though they pay more per gallon for bottled water and Starbucks, even though our prices are a bargain vs. other countries, even though we could easily go out less and cluster errands but don't, and even though the economy's booming. Nuts. Well, we're never going to stop others or ourselves from complaining at times we should be celebrating and giving thanks. To a degree, our ever-restless dissatisfactions and complaints are the forces leading to invention, innovation and, in some cases, improvement. But I would offer this observation, for whatever it's worth – the most successful people I know keep more of their complaints to themselves than they air and operate in a broad, general way, happy and enthusiastic, “on fire” about what they are doing and where they are going.

I talk to a lot of people who complain about *parts of* their businesses, *some of* the work they must do. Charlie 'Tremendous' Jones says: “If you can't get excited about the miserable job you've got right now, you'll never get a good job worth being excited about.” I think that's true hour by hour, day by day. Certainly there are lots and lots of people who would follow you into your lucrative business if they could only do the pleasant tasks – like kids licking the crême filling out and discarding the rest of the cookie or cake. **The reason there's so little competition at the top levels of the prosperity pyramid in America is NOT barriers erected to keep riff-raff out and the elite small in number; it's mostly because most people won't get their hands filthy doing all the ugly tasks that are required in order to get to do the pleasant ones.** When I was speaking a lot, I got approached at least 1,000 times by people who wanted to be on stage and speak to thousands and make \$100,000.00 in an hour or two. I found none were eager to learn the craft, create and perfect a presentation; study the 100 or so speakers and stand-up comedians I pointed them to; go find inconsequential venues like local car dealership sales meetings and Chamber meetings to practice; to create their own business filling seats so they could prove they could sell from the platform before asking someone to give them a valuable slot; then develop marketing materials; relentlessly mail to people who might hire them; write books and articles and newsletters to create prominence. And it doesn't take long for most people to complain a lot about the endless hours in airports, the delayed or missed flights, the bad hotels, the bad food. Everybody'd love to be rich. Most people just aren't

willing to put up with all the crap you have to shovel and occasionally swallow for the privilege. In this American life, you pick your place and the prices you will pay for admission – so you really have little right to complain about either.

So if this is one of those days, think twice before complaining. Because the secret of secrets that we know and never speak of is that our exceptional success and prosperity has only a little to do with all the things those wishing they had what we have think it does – with education or expertise or who-you-know or luck, etc. What we know that we won't speak of is it mostly has to do with a willingness to do a lot of things others can do but won't.

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The Billionaire's Secrets: OPM, OPR and OPC

(You may need them now, more than ever.)



Dan Kennedy, The
"Millionaire Maker"

Up in the air. It's a bird, it's a plane – no, it's SuperDan. By the time you read this, I will have flown to four cities and presented my 'no-fail follow-up seminar' and autographed books for four groups in L.A., Chicago, NYC and Orlando. And boy, are my arms tired. At age 20, this might have been fun. It still beats working for a living in a job. But it is annoying every time I hear politicians, particularly a certain recent presidential candidate, demonizing me for my success and suggesting that the Grand Canyon gap between my high income and others' low incomes is evil and must be narrowed by government theft. In a recent episode of Gene Simmons' show, his daughter ruefully said to him, "I

think I'm taking on your work ethic." To which he said, "Good." I'm afraid I'm NOT the kind of Kool-Aid® the no-work-crowd wants to drink. I drive them away from Glazer-Kennedy with this kind of talk. I'm not sorry. And now that an overly generous economy has turned irritable and more demanding, and businesspeople and salespeople are having to dig in and work, I'm hearing a lot of whining. Most salespeople haven't worked in ages. I was comparing notes about this with a friend last week and neither of us could even remember the last time we were "prospected" by a salesperson, followed up on by a salesperson we've previously bought something from. There's crying in the car business, but no salesman or dealer from whom I've purchased new cars in the past 5 years has contacted me. There's mass exodus of real estate agents in surrender, but none I've purchased a property from has contacted me to sell me another. Retail: from the clothing store in my hometown where I spent \$1800.00 in my first visit two years ago...from the clothing store in my other home city, where I spent \$500.00 on first visit...from a store in Vegas where I spent \$2,000.00 on cowboy boots, no salesman has attempted contact. May they all be fired. May they all starve.

Yes, in my WEALTH ATTRACTION book, I write in-depth about liberating yourself from the Work-Money Link. But I never said: don't work, *period*. Nor did I suggest resenting it. I talked about injecting leverage into the equation, as many ways as possible: better customer or client selection; premium prices or fees with higher profit margins; better systems, delegation, outsourcing; smart use of media in place of manual labor; smart time management; money wisely invested. But I never suggested any or all of it as a substitute for work. I presented it as an enhancement of work. It would be more accurate, I suppose, to talk about breaking the strict hours for dollars link.

Leverage. So I want to promote my books. To do my four events in four cities in four consecutive days I used a chartered jet costing over \$45,000.00. Sure, I could have flown commercial for a fraction of that cost; if careful and not choosy about routes and time, for as little as \$3,000.00. But not done in a four day window. Done this way to minimize consumption of one of my most valuable assets, my time. Besides, I got InfusionSoft to pay for it. When self-made billionaire W. Clement Stone talked about "OPM" – Other Peoples' Money – I listened very carefully. Plus, I tapped into InfusionSoft's lists, and laid the burden of logistics on them. But this also allowed me to tap into Glazer-Kennedy lists and media in a different way, providing Bill with a way to serve Members, promote to non-Members, and support our Independent Business Advisors in four major markets at zero out-of-pocket cost. I created "banked leverage" with current or prospective publisher(s) by doing promotion few other authors could or would do.

I hear you: “but I’m not an author and not interested in promoting books, so this doesn’t apply to me.” **You wish I would talk about YOUR business – be it selling insurance or installing draperies or blacksmithing.** But this is the way of all Renegade Millionaires: they’re masters at creating time efficient promotion for themselves and their businesses, with someone else picking up the tab. OPM, OPR, and OPC: other peoples’ money, other peoples’ resources and other peoples’ customers. But make no mistake: it’s not about avoiding work. In those four days, I did four days of hard, high pressure, exhausting work. But I’m leveraging it every way I can.

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News Flash



Dan Kennedy, The
“Millionaire Maker”

Britney Spears’ Mother’s Publisher Delays Release Of Her Advice Book, ‘Motherhood,’ In Light Of Britney’s 16 Year Old Sister’s Revelation She Is Pregnant

No, in case you missed this, it is a real news item. Incredibly, Britney’s mother did have a book of parenting advice and stories from raising Britney coming out, and it was not a “you might be trailer park trash if” joke book. It was intended to be taken seriously, and presumably would be and eventually will be by a media that has become, itself, a bunch of ignorant fools barely able to read teleprompters and in perpetual drool over celebrity. The fact that this is news at all speaks volumes about the sad state of affairs. But here’s what’s REALLY comical yet also instructive from this three way train wreck – the mother’s statement expressing puzzlement at her 16 year old’s pregnancy because, quote (honest) “she always came home before curfew.”

You may be smarter than a 5th grader or do math better than a chimp,
but are you dumber than Britney’s mother?

Laugh. But are you similarly guilty of such stupidity in the operation of your business?
Some corollary examples:

Why should I spend all that money sending my customers a monthly newsletter, holiday and birthday cards, postcards every other week and weekly e-mails? They know where we are and what we do.

I gave my front desk person the script and even went over it with her.

She’s a good employee who would never steal from me or agree with a customer that my prices are too high and refer them elsewhere or use time at work to shop on the internet. After all, she’s always here on time and never misses a day of work.

How many more of these can I list? Hundreds. Of dumb assumptions used as excuses, for being cheap in marketing to past customers, negligent in managing employees, and more. If you can’t see the sameness of these and Britney’s mother’s asinine statement, you’re either being deliberately obtuse or you need an I.Q. transplant. Get this. NOTHING really “sticks” anymore.

Nothing. With customers, you re-create relationship (or lose it) DAILY. As assets, they are increasingly perishable. ‘Customer loyalty’ is a fiction. Your ‘story’ is forgotten even if told repeatedly. They have other things on their little minds, like *today’s* Britney news update. There’s a book titled, I think, ‘Ideas That Stick’ – orange cover with duct tape; cute; but I do tend to forget and jumble its title. It definitely contains useful info about trying to make ideas stick, but even using every known strategy, you will only get stickiness, not permanent stuckedness. With staff, the entire job is forgotten every weekend, the relationship with you is inherently adversarial, familiarity and longevity breed contempt, you never get what you don’t constantly inspect, your rules are viewed as arbitrary. In Lombardi’s day, players wore coats and ties in public because Vince said so. Today,

Jimmy Johnson (who exited coaching) says, at the pro level, when the player is paid a fortune, he'll do nothing without being sold on why it ought to be done, micro-policed in order to remind him to do it, and then it's a 50-50 shot. What should be isn't. To prosper you must adopt that as creed and act accordingly. Or you'll be explaining your missed targets, lost profits, lost customers, mess evolved behind your back and even ultimate failure with statements as dumb as Britney's mom's.

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How To Make A Lot More Money, Fast



Dan Kennedy, The
“Millionaire Maker”

Odds are, your business lost a lot of customers last year. There are holes in your bucket. And odds are, you can't say for sure how many you lost, who you lost, why you lost them or where they went and are now. If you do nothing different, I can tell you this same thing next year too. **A great way to make more money is to stop losing customers, beginning with the next one you are about to lose.**

This will require accurately determining what a customer is worth and what cost of replacing a customer really is....so you can decide how much you are willing to invest NOT to lose a customer.

Next, taking that investment and deciding how to apportion it, between preventive measures and rescue and recovery measures. Then designing or re-designing, beefing up and actually implementing both, the “keep ‘em” program and the “rescue/recovery” program. Then testing, evaluating, improving, again and again.

Bill Glazer and I often meet to discuss strategies for our business, Glazer-Kennedy Insider's Circle™. During our last meeting, we spent a lot of time – and now Bill will spend a lot of time, money and work – doing exactly this, and we already have low loss/high retention stats and sophisticated, multi-step, multi-faceted “stick” (for new); “keep” (for continuing), and “rescue and recovery” (for lost) programs. (Do *you*?). But now we will add to, experiment with, refine and hopefully improve all three. (Will *you*?) I counted 23 different, specific “adjustments” we agreed on, all to be implemented within the next 90 days; some minor, some major, some simple, some painfully complex. (How many improvements are *you* testing in *your* three programs in the next 3 months?)

Every year, I'm somebody's lost customer. Many don't even realize I'm lost. I guess they think “gee, he hasn't been in, in a while,” if they think at all. Every year, national companies and local shops lose me as a customer. I can't recall even one, *ever*, doing anything proactive and significant about their loss.

Okay, so that's one very practical suggestion for making a lot more money fast. Here's another: upgrade customers before you lose 'em. You'll then lose less automatically. You ought to give that a lot of thought.

You ought to HATE – and I mean, HATE – losing customers. The athletes or teams who win a lot hate losing – even more than they like winning. To win races, you've got to hate losing. Winning is not sufficient motivation. You **NEED** to understand the true economics of losing customers. You **NEED** to get yourself

highly motivated and passionately committed to invest aggressively in not losing customers. By the way, any nitwit can get customers. Thousands of dot-com nitwits got 'em by the millions with no business model at all. No genius in getting them. But no successful business exists based on its owners' ability to get customers. Successful businesses sustain themselves only by keeping them.

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How To Use "Glazer-Kennedy Style" Small Business Marketing Strategies To Solve All Your Advertising, Marketing And Sales Problems, Once And For All

Frankly, effective marketing "ain't rocket science" and involves a lot of good old fashioned common sense. To keep it all together and organized, I created my MARKETING TRIANGLE more than 20 years ago. It has, obviously, three components, no one more or less important than the other two...

- Right MESSAGE
- Right MARKETS
- Right MEDIA

Most small business owners start with MEDIA, often under pressure - an urgent need to stimulate business or a media salesman in the doorway screaming about a deadline. A lot of bad advertising decisions and a lot of bad advertising happens this way. So we'll approach this a bit differently and start by thinking about *what* you have to say (that might be interesting!) *before* we worry about *how* you will say it. So, let's start with MESSAGE.

Three Choices: No Message, Wrong Message, *Right Message!*

A lot of advertising and small business marketing messages are really **No Messages** at all. They're just "business cards." Name, rank and serial number. Who we are, what we do, where we are. As Joe Friday used to say on Dragnet, "Just the facts, ma'am." I say this is NO MESSAGE, because it lacks DIFFERENTIATION and it lacks REASON TO RESPOND NOW.

Then there are **Wrong Messages**. These are boring and plain vanilla, "me-too-ish," cheapest price as only lure, or focused on your product or service instead of customers and their needs, desires and interests. These also typically lack DIFFERENTIATION and REASON TO RESPOND NOW.

The worst reason to advertise is your need for customers. The best reason is having something exciting, bold, interesting, DIFFERENT (and differentiating) to say, structured to produce immediate response. I can get you moving toward this kind of RIGHT MESSAGE by posing the single most important (tough!) question anybody will ever ask you about your business as long as you're in it...my own proprietary, copyright protected question, incidentally, invented in 1979 and used since then to help tens of thousands of business owners find and develop their own "USP," unique selling proposition, an invaluable asset. Here's the Question:

"Why should I, your prospective customer/client/patient, choose to do business with you vs. any and every other option available to me?"

And a catchy slogan is **NOT** a sufficient answer. Developing a really clear, strong, compelling answer isn't necessarily easy or instant. It tends to evolve. But it can be a huge breakthrough worth millions. Think: "fresh, hot pizza delivered in 30 minutes or less, guaranteed" or my client Craig Proctor's "if we don't sell your home in 90 days, I'll buy it for cash at the pre-agreed price." They both happen to rely on time-specific guarantees - a good path to a USP but, by far, not the only one. You will learn much more about USP and related message devices' as you continue with us as a Member, and you'll be able to "borrow from" or be inspired by the examples to continually improve and strengthen your own Best Marketing Message.

This is an EVOLUTIONARY PROCESS OF CONTINUAL IMPROVEMENT, and many of our Members can show you truly awful Messages replaced again and again and again, over months and years, with better and better Messages. One student' who's been with me for 20 years, a chiropractor, Dr. Gregg Nielsen sent me as a gift a 3-ring notebook starting with his ads, mailings and newsletter Before Glazer-Kennedy,' the improved versions each year, to present, and the continuous improvement is amazing.

The second biggest message issue' you will see hammered home in the NO B.S. MARKETING LETTER and our other resources coming your way is: direct-response OFFERS. This kind of marketing is the polar opposite of the brand/image advertising you see most big, dumb corporations doing - and the worst move you could ever make is copying them! We teach you to establish a process by which your ideal prospective customers/clients raise their hands and identify themselves by requesting widgets' (like free information, reports, etc.) from you, take baby steps' toward you...and let you follow-up with them effectively. This combines classic lead generation advertising'; something called permission marketing' (if you've read Seth Godin's books, that term will be familiar), and effective multi-step, multi-media follow-up to develop the new customer. If all that sounds "like Greek" to you, don't be concerned. You'll quickly "get it" - and as a result, finally, be able to do measurable, accountable advertising. Whether you use a lot of online/internet marketing or offline marketing, these small business strategies apply. Further, for new and old customers alike, you'll discover the power of well-crafted irresistible' OFFERS.

For now, let's assume you can develop really exciting Marketing Messages. Next,

THE 'WHO' IS EVEN MORE IMPORTANT THAN THE 'WHAT'

Most advertising and marketing is UN-focused....mud thrown against the wall...and therefore loaded up with costly waste. When you move to *TARGETED*

MARKETING aimed at and put together for exactly who you want as your customer or client, you can get a lot more bang for your buck!

As an example, consider this: as a professional writer of sales letters and direct-mail, I have a confession: the 'who' is more important than the 'what.' In fact, a poorly written sales letter offering a proposition perfectly and exactly matched to the needs, desires, fears and problems of a targeted group of people can get great results...but a great sales letter, expertly written, offering a proposition to people with no interest in it fails. One of the biggest moneymaking discoveries ahead for you is how to obtain lists or attract web site traffic or otherwise locate and connect **ONLY** with your **IDEALLY MATCHED** prospective customers/clients who have strong interest in what you offer. This changes everything!

Then, finally, we get to...

THE MEDIA YOU USE TO GET YOUR MESSAGE INTO THE HANDS (AND MINDS) OF YOUR TARGETED CUSTOMERS/CLIENTS

No media is inherently good or bad. Newspapers, Val-Pak^(R), radio, imprinted snow scrapers and baseball caps, postcards, web sites. Most small business owners think picking the right media will solve all their problems, so it's a shock to hear that there is no such things as a right or wrong, good or bad media...any more than a hammer is a good or a bad tool; it depends on what it's used for and the way it is used. In fact, as you understand more and more "Glazer-Kennedy Style Marketing" you'll be able to use more kinds of media profitably and have many more choices for promoting your small business than you do now - and that's fun, exciting and liberating.

This can also give you a strong competitive advantage. Here's why: a friend of mine, the late Joe Cossman, found that most manufacturers only distributed their products by one to three methods - but, on average, there were ten to twenty different viable distribution opportunities. He took over ten different products and quickly made millions with each one simply by plugging it into the ten or twenty instead of just three. In a very similar way, most businesses advertise and promote, attract customers, and sell more to present customers using only about three to, at most, five different media. (Make the list - how many do you use consistently?) Imagine if you can double or triple the number of different media you can profitably use! Your competitors will still be where you were: using one, three, at most five, while you use ten or twenty. Soon, you'll be amazing yourself, your employees and your family - and confounding your competition - by your much more *diverse* marketing of your business!

So, those are the "puzzle pieces" we'll be putting together: **Message, Markets, Media.**

"But, MY Business Is Different!"

Platinum Member Dr. Tom Orent had this made as a big wall poster for my conference room because I hear it so often from so many - ", But MY Business Is Different." Thinking this way is a huge temptation. But it is also a huge roadblock to any progress. If you insist on paying attention only to examples, ideas and information from your specific business, you guarantee status quo; continuing to get the same results you get now. Most businesses sequester themselves, only read their industry trade journals, only look at the other ads in their section of the Yellow Pages. Breakthroughs in sales, income and growth are only possible for the business owner who eagerly looks at EVERY example and idea of effective marketing that we deliver to find something he can translate and transfer. **That's your role and responsibility in this partnership of ours.** Our job is to show you the very best, most amazing, most powerful small business marketing strategies and ideas we can find from wherever we can get them. Your job is to look past the fact that the example comes from the pet grooming business and you are a financial planner or vice versa, extract the core strategies, translate and transfer to your business. Quite frankly, any idiot paid minimum wage can be given an issue of *The No B.S. Marketing Letter* and told to make a list of at least 100 reasons why nothing in it this month applies to a plumber and he may very well get the job done. **It's the smart entrepreneur deserving of maximum profit that can examine the examples from a plumber and find something to use in his restaurants.** This "translate and transfer whatever works" mindset is a very valuable, personal asset you can develop with time by hanging around us!

SUCCESS MAGAZINE once said that I "move with remarkable ease applying my small business marketing strategies to one very different business after another." That I do. And that's exactly the sort of "power skill" you can develop with us. *It's telling that, in 2007, two of our Members' companies were recognized on INC. MAGAZINE'S prestigious list of "The 500 Fastest Growing Companies In America." They are in very different fields. One is a software company. One is a mortgage company. They both made the list with Glazer-Kennedy style marketing!*

YOUR BIGGEST HURDLE in profiting to the max as a Member will be getting over "my business is different thinking." YOUR BIGGEST GAIN can be in acquiring the "translate and transfer mindset."

We are THE place' where entrepreneurs seeking FAST AND DRAMATIC GROWTH and greater control, independence and security come together! The single, all-under-one-roof, one-stop-shop source of tested, proven yet original, innovative, even radical strategies for turning ordinary business into extraordinary businesses...for leveraging every offline and online means of attracting customers, clients or patients....for immunizing and insulating yourself from recession...for dramatically increasing your income, decreasing your stress, and making your business your slave rather than master,

Glazer-Kennedy Insider's Circle is THE place' where truly smart, progressive, aggressive entrepreneurs with a love for marketing, a sincere desire to get rich and richer (with no apologies for doing so), and an optimistic, forward-looking attitude gather' to exchange and share timely information and "what's working today" strategies and examples,

Everything You Get As A Member

TO BEGIN

- Glazer-Kennedy University: Series of 3 Webinars: What you need to know about marketing, advertising and implementation (Getting Things Done).
- No B.S. Income Explosion Guide & CD - *the ones in your hands!*
- Income Explosion FAST START Tele-Seminar (for new Members)

MONTHLY

- No B.S. Marketing Letter
- "MARKETING GOLD" Hotsheet
- Exclusive "MARKETING GOLD" Audio CD
- Success Strategies E-Mail (3X A Week)

ADDITIONAL BENEFITS

- Open Call-In Days for Q & A with Dan and Bill (Offered several times a year*)
- MILLION DOLLAR RESOURCE DIRECTORY**
- 30% Savings on National Events***
- Gold Member RESTRICTED ACCESS WEBSITE (Available at dankennedy.com)
Containing Archives of
 - Past Issues of the No B.S. Marketing Letter
 - Transcriptions of Marketing Gold CDs
 - Over a dozen of Dan Kennedy's "BEST" Marketing Articles
- Free Guest Pass to attend a Local Chapter Meeting (if available in your area)

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