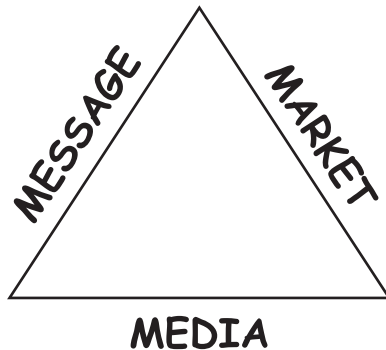


Proving Your Case



The American public has been lied to so much by so many that we no longer trust anybody. In fact, research I've been privy to, thanks to the Guthy-Renker Corporation's expensive consumer focus groups, shows that a first instinct is to passionately distrust. Make no mistake about it: This is the Age of Skepticism.

There is an old joke—told to me by a very cynical businessman—about the father who puts his three-year-old son up on the fireplace

mantel and holds out his hands and urges him to jump. “I’ll catch you,” he promises. After much coaxing and coercion, the kid jumps toward Daddy, who steps back and lets him crash to the floor. He then leans over the wailing youngster and says: “You’ve just learned your first great lesson of life—don’t trust anybody.”

The consumer and the business customers, your prospective customer or client, has been coerced off the mantel and allowed to crash to the floor one too many times. Lucy has pulled the football away at the last minute one time too many, and Charlie Brown won’t play anymore.

ULTIMATE MARKETING SECRET WEAPON #6
Marketing Messages Developed with the Understanding That
Recipients Will Be Stubbornly Reluctant to Believe Them

A client came to me recently with a most interesting marketing problem: a truly irresistible offer that didn’t work. His product is a certificate good for at least \$500.00 worth of travel, including two nights in any one of several dozen good hotels scattered around the country—a \$400.00 discount. You can take a three-day cruise for just \$99.00 per person, and take advantage of several other offers. He sells these certificates to various businesses to use as premiums and incentives, at only five cents each—that’s right!—five cents each! The ultimate recipient of the certificate needs only to pay a \$10.00 processing fee to use it, and my client has made that ridiculously easy: call a 900 number, hear a message about a trip and tour offers, and a \$10.00 charge appears on your telephone bill.

Unfortunately, he’s been having a tough time getting businesses to buy and use these things. And he’s finding that a shockingly small percentage of the people who get them make the call to redeem them. How can this be? “Why,” he asked, “doesn’t this work better than it does?”

By now, of course, the answer is obvious, isn’t it? The darned offer is just too good to be true. People don’t believe it.

Today, if you make any kind of a free or big-discount offer, the consumer says to himself or herself, “Who’s he kidding? Nothing’s free. There’s got to be a catch here somewhere.” Or: “Fifty percent off, my eye! All they’ve done is jacked up the price so they can mark it back down. It’s all baloney.”

My research indicates that people don’t even believe guarantees. They say: “Yeah, just try to get your money back. You’ve got to bring it back still wrapped in the original plastic, fill out a sixteen-part form, stand in line for three hours, and scream and yell and threaten their lives.” I believe you should use guarantees, and even lean heavily on them. But you have to go to extremes to make people believe them.

If you use testimonials—and I’m going to tell you that you should—people will say: “I’ll bet those are actors” or “I’ll bet they’re just made up” or “I’ll bet they paid those people to say those things.”

So, How Do We Prove Our Case?

I sat, as an uninvolved observer, in the giant, lavishly decorated law firm conference room and watched and listened as one of this country’s most famous trial attorneys conducted his pretrial conference with his associates, investigators, researchers, and paralegals. Each person summarized his or her work and each gave an opinion on the probable outcome.

One young attorney assured the boss, “I think you’ve got enough evidence to win this thing.”

The boss came unglued. He slammed his hands down on the table and rocked the room. He lunged across the table, grabbed the young guy by his Brooks Brothers lapels, yanked him up, faced him nose-tip to nose-tip and bellowed loud enough to be heard on the opposite coast: “*Do not ever send me into a courtroom to face a jury with just enough evidence.*” He paused, dropped the shocked attorney back into his chair, walked to the end of the room, and wrote these words on the blackboard:

PREPONDERANCE OF PROOF

Webster defines “preponderance” as a superiority in weight, power, importance, strength, or quantity. *Roget’s Thesaurus* suggests these synonyms: majority, plurality, advantage, supremacy, maximum, lion’s share, excess, surplus, redundancy, and domination. I suggest that you want all that and more when you present your case to the customer.

How to Go from Zero to Maximum Credibility

If we wanted an example of an industry with near-zero credibility, we need look no further than the people and businesses behind the automobile sitting outside in the driveway. Automobile salespeople are distrusted by everybody.

My own informal—but I think fairly accurate—survey shows that those who are ranked at the very bottom of the credibility ladder by the public are medical doctors; then lawyers; then, still worse, politicians; then, worst of all, car salesmen. And, quite frankly, in my opinion, they deserve this. If any other industry played the pricing games that the car dealers get away with, everybody would be in jail. Typically, people in the automobile business use artificial retail prices to create phony discounts, they advertise stripped models to play bait-and-switch, they use deceptive sales practices, they bully their customers, they sell grossly overpriced insurance add-ons, and they are notorious for lousy service after the sale. Both the Federal Trade Commission and the attorneys general of this country should be ashamed of themselves for permitting this stuff to continue.

However, there are good, honest, reputable exceptions to this rule.

The most honest, and, I think, not coincidentally, the most successful automobile salesman I’ve ever known is Bill Glazner at Sanderson Ford in Phoenix. (Not to be confused with Bill Glazer, who is featured frequently throughout this book and is publisher of my *No B.S. Marketing Letter*,

president of Glazer-Kennedy Inner Circle, and president of his own marketing advice business serving retailers. They are not the same person, and are not related.) He managed to attain maximum credibility in a business that, overall, has no credibility—a tough task, but a great marketing lesson.

For years, I bought all of my cars from Bill. Here was the experience, consistent every time: When you went to buy a car from Bill, like most anywhere else, you went out on the lot and looked at cars, kicked tires, maybe test-drove a couple. Eventually you were led down the hall where the long row of salesmen's cubicles were located. These are pretty much the same everywhere. You've been in more than one. The walls are ticky-tacky plywood partitions, and in each cubicle there's a basic military-issue gray or green metal desk. There are two turquoise or orange plastic stackable chairs for the customers. And that is it.

Bill's cubicle was the same as the others you've seen—except for one little detail. Floor to ceiling, side to side, every square inch of wall space was covered with instant snapshots of Bill's customers, proudly posed next to their new cars, with their names and dates of purchase written on them. I never counted the photos, but the quantity was overwhelming. Then, if you looked a little closer, you would pick up two patterns in the arrangement of the snapshots. First, the relationship pattern. For example, next to the picture of me with my Lincoln, you would have seen the photo of my wife with her Taurus, my parents with their Mercury, my brother with his pickup truck, my business partner with his Lincoln, his wife with her Probe, his sales manager with his Tempo, and one of his office managers with his Focus. Also, you would have noted a historical pattern. Not just me with my current Lincoln, but backwards chronologically to me with the Lincoln before that. In some cases, there were five, even six such photos: the customer with his new car, the same customer with the car he bought in 2000, again with the car he bought in 1996, again with the car he bought in 1992.

Now I'm going to tell you something that is almost unbelievable. I've gone there with my ex-wife, with business associates, and with friends while

they bought cars from Bill and I have watched, in every case, as Bill figured up the price, wrote it on the contract, and quoted the price and payment amounts, and heard the customers say, “Fine.” I’ve watched them sign on the dotted line without even once haggling over price. In the car business!

In the weight-loss business, one very successful sales representative for diet products carries a sales tool with her everywhere she goes: a photo blown up into a life-size poster of herself, fifty-four pounds heavier than she is today. She unrolls the poster and stands next to it, and the sale is made.

Some thirty-five years ago, I was at an Amway Rally where the guest speakers were Charlie and Else Marsh, enormously successful distributors. The experience stuck in my mind so, that I’m still using it as an example today. You need to understand that Amway uses a multilevel marketing system, where distributors recruit others, who recruit others, and so on, and earn overrides on the performance of everybody “down line” from them and those they recruit. Distributors need to be convinced that the plan really works and that they can, in fact, build a large organization and income by recruiting.

Charlie pulled a half-dozen volunteers out of the audience up onto the auditorium’s stage, and they started at one end of the stage and unfolded a huge, five-foot-high and fifty-foot-wide hunk of posterboard with Charlie’s immense distributor organization diagrammed out, with each distributor’s name and home city listed next to the little circle that represented each person. The thousands and thousands of connected circles all emanated from about fifteen people Charlie had personally recruited into the business. He said, “If you know fifteen people, you can do this, too.”

When you walk into my chiropractor’s office, you’ll see one wall almost entirely covered with instant snapshots of the practitioner standing next to each smiling, happy patient. You see, these pictures are *instantly convincing*.

ULTIMATE MARKETING SECRET WEAPON #7 Pictures That Prove Your Case

Let me tell you something funny. For dozens of years, Bill Glazner outperformed his sales colleagues at Sanderson Ford month after month, year after year—yet he was the only salesman there with photographs up on his cubicle walls. In the diet products company that the lady with the life-size “before” poster sells for, there are more than 15,000 representatives, but as far as I know, only one has a poster of her overweight former self.

The night I saw Charlie Marsh unroll his organizational chart, there were at least 500 Amway distributors in the audience, many of whom I knew. To the best of my knowledge, nobody “stole” Charlie’s idea.

From 1983 to 1987, I built the largest integrated seminar and publishing firm exclusively teaching marketing to chiropractors and dentists, and, in one way or another, I told all of these stories to at least 15,000 doctors during those years. I’m still telling these same stories to the doctors. Yet, to the best of my knowledge, there’s only one with a photo on the wall.

Maybe all of that is a comment on my effectiveness. I hope not. I think not. Instead, I think it is simply a reflection of the vast majority’s interest in improving, but only if doing so requires no change, discomfort, or initiative. That’s why, in every field, a few out-earn the huge “mediocre majority” by giant margins.

Who Says So?

What others say about you, your company, your products, and your services is infinitely more credible than anything you can say on your own behalf. When you make a statement, it’s a claim. When your satisfied customer makes the same statement about you, that’s a *fact*.

I am here to tell you that you cannot overuse testimonials.

Some businesses, notably the weight-loss industry, do an outstanding job of getting and using good testimonials—check out advertising by Weight

Watchers, or TV infomercials like Guthy-Renker's infomercials for Proactiv acne products or Victoria Principal skin care. During the time I was writing the first edition of this book, Citibank was running a very effective series of TV commercials for its VISA card, featuring real people telling of the help they got from Citibank when they lost their cards or when they needed additional credit. Another testimonial-driven TV campaign of a very similar nature had Lee Iacocca personally interviewing car accident victims saved by Chrysler's air bags. What these people said was believable. It had the obvious ring of truth. In Citibank's case, it made the incredible credible, the unbelievable believable; that a bank really cares about its customers and will quickly respond to their special needs and problems, anytime, twenty-four hours a day. This strategy will never go out of style, never run out of gas.

Resource!

There's more information about selling with testimonials, and a terrific example of using emotional testimonial stories for a very un-emotional product, in my book *No B.S. Sales Success* (information at www.nobsbooks.com).

But now I'm going to let you in on a "secret." As common and well-proven as testimonial use is, the absence or underuse of testimonials remains *the* number one marketing error I see repeated most frequently. For example, in many of my audiocassette courses I give out "Critique Coupons" that entitle people to send in their ads, brochures, sales letters, or other marketing materials for my critique. Some months I handle hundreds of these. I'd guess that I responded to at least a few thousand last year alone.

They come from every imaginable kind of business; from the butchers, bakers, and candlestick makers of the world; from marketing novices, but also from people who ought to know the basics. Without question, the suggestion I send back to these folks so frequently I get sick of saying it is:

“Hey, where are your testimonials?”

I can promise you this: If you get nothing else out of this entire book but the inspiration to collect and heavily use as many good testimonials as you can possibly get, you’ll have a strong competitive advantage from that alone.

Currently, my Gold/VIP Member Dr. Barry Lycka has a cosmetic surgery practice and is a consultant to a separate spa business, the Corona Rejuvenation Center and Spa, both in Edmonton, Canada. And he is a consultant and coach to cosmetic surgeons throughout the world. Dr. Lycka has really embraced this idea. At the Corona Spa, each consultation room includes a huge book with hundreds of testimonials from happy patients. Unfortunately, Canadian law prohibits use of the same kind of testimonial presentations for the cosmetic surgery practice; fortunately, U.S. doctors are free to use testimonials—and should! Dr. Charles Martin employs an identical strategy at his cosmetic dentistry practice and teaches hundreds of dentists to use testimonials in every step of their practice marketing process. Doctors seem to “get this” easier than do other types of business owners, yet every type of business should heavily utilize testimonials.

Resource!

You can see some of Dr. Martin’s testimonial-driven advertising and marketing at www.martin-method-dentistry.com, and get more information at www.AffluentPracticeSystems.com. You can see Dr. Lycka’s testimonial-driven marketing and get more information at www.cosmeticsx.com.

What Is a Good Testimonial?

For starters, think of a testimonial as a pair of verbal “snapshots.” The first is the “Before” picture—the problem or the skepticism; the second is the “After” picture—the positive result, the pleasant surprise, the solution.

“I was fat, lonely, frightened, poor, unhappy, skeptical, etc.—now, thanks to XYZ, I’m thin, popular, confident, rich, happy, and a believer!”

Second, view testimonials as strategic weapons. I suggest making two lists; one of every claim, feature, benefit, and fact about what you’re marketing that you want to substantiate; second, every doubt, fear, or question that might exist in your prospective customer’s mind. Then collect and use testimonials that specifically substantiate the claims that eliminate the doubts.

A Few Examples

A cafeteria wants to attract new customers. The owners are eager to emphasize the variety of foods they offer and the fact that, unlike some cafeterias, they keep their food hot and fresh. The owners also know there are a great many people who would never dream of coming to a cafeteria. They position these testimonials against that initial negative image:

I haven’t eaten in a cafeteria since high school, but I’m sure glad a friend brought me here—I’m really surprised at the tremendous variety that’s offered. Finally there’s someplace I can take the whole family for dinner and make everybody happy.

I’ve always thought that cafeteria food sat around on hot plates and got soggy. Maybe that is true elsewhere, but everything here is piping hot, fresh, and, well, really good.

A dentist “made hay” with this great testimonial:

I avoided dental care I knew I needed for almost a year because I didn’t want the pain. I just couldn’t stand the thought of going to the dentist. But I’ve got to say that Dr. Welmer and his staff were just terrific! They were patient and understanding. And things sure have changed since the last time I went to a dentist. Dr. Welmer’s got the newest technology so the treatment was virtually pain-free. I was amazed.

And this powerful testimonial for a lawn service:

I'm busy, I travel a lot on business, and I hate taking care of my lawn. It always needed to be cut. Plants died. I tried different lawn care guys—you know, the guys with beat-up old pickup trucks who come around and hang Xeroxed flyers on your door, then never show up when they're supposed to. When the representative of Lawn Technicians knocked on my door and I agreed to use them, I was prepared for another aggravating disappointment. Now, three months later, I'm telling everybody I know to use Lawn Technicians. They've turned lawn care into a profession.

Some business owners incorrectly feel that customer testimonials aren't important for "ordinary" businesses, but I differ. Here, in Exhibit #4, is a successful example from Bill Glazer: a marketing piece for his menswear stores that is dominated by testimonials.

The Expanded Testimonial

In print advertising, you'll usually see short testimonials, two or three sentences long. On TV and radio, they're usually a few seconds, except in thirty-minute-long infomercials, where each testimonial may run for a couple of minutes. Even though short is the norm, there may be cases in which you'll want to use an expanded testimonial.

Another use of the expanded testimonial is in article form. Some magazines, especially trade magazines, have an unwritten policy of giving advertisers editorial space without added cost along with the ad space. This is common in the business opportunity field, with magazines such as *Spare Time* and *Moneymaking Opportunities*. Reprinted as Exhibit #5 (page 56) is an "article" I wrote for a client, U.S. Gold Chain, and furnished to the magazine. To the reader, it seems like an article. For the client/advertiser, it's really an extended testimonial.

... Proving Your Case ...

Exhibit #4

78.3 % of all our NEW Customers are referred by their Loved Ones... Friends... or Co-workers...

"My first experience was excellent and my most recent experience was just as good! Trainers & a lot of professional and service customers at Gage. Plus, they really care about total satisfaction."
- Bill McClean, Anson, IL

"I chose Gage because a friend purchased suits there and I liked the way they looked."
- Naji Rashid, Baltimore

"I get excellent service... and I like natural fabrics in my clothing."
- Abraham Fitch, Baltimore

"Every time we're in town, the staff is always ready to help us find just what we're looking for... great service!"
- Stephanie Krawiec, Dallas, TX

"My Gage experience was fit for a king! Outstanding personal service, it impressed me and I should know. I'm in the industry. Believe it or not."
- Jay Johnson, Baltimore

"I usually buy clothes shopping, but my wife and I went to Gage for the whole experience. It was quite a better."
- Steve Puffer, Phoenixville

"I came downtown to Gage for the service I receive. It only adds business and customer service like Gage."
- Dennis White, Baltimore Co.

"I only shopped at Gage because I only buy suits for my job and I only buy suits from the best. I only buy suits from the best."
- Harry & Kevin, Baltimore

"People always make positive comments about my clothing... It's easy to make a decision... shopping here saves time... Gage helps me manage my life."
- Lawrence H. Fulton, Baltimore

"A great sales staff to give you the assistance and confidence one needs when buying clothes."
- Charles J. Scott, Baltimore

"I really like the world-class service and having excellent salesmen who make me look good. Plus, during sales, I can really keep my wardrobe current."
- Lee Williams, Randallstown

"I chose Gage because it's a businessman's dream for a class look. My husband loves Gage's style of clothing."
- Patricia Parker, Randallstown

"The professional staff at the entire Gage staff will ensure Gage's existence with into the 21st Century."
- Neil Ford, Baltimore

"To a man of Gage... Gage is the place where you always find it. Gage is the place where you always find it."
- William Davis, Pasadena, MD



...But now YOU don't have to wait for someone you know to tell you about us.

Featuring our newest collection of real designer suits, sportcoats, dress slacks, and sportswear... So, why wait?

Downtown across from the Baltimore Arena: 410-727-0763

Owings Mills at Valley Centre: 410-581-5351

<h2>\$20⁰⁰ Off</h2> <p>any purchase of \$100 or more</p> <p><small>May not be combined with any other offer or coupon. Prior purchases, holidays & sale merchandise get additional discounts. Limit one coupon per customer and purchase.</small></p> <p>Gage ESTABLISHED SINCE 1962</p> <p>Downtown: 200 West Baltimore Street across from the Arena, 410-727-0763 Monday - Saturday 9am to 6pm, Sunday 10am to 5pm. FREE parking above.</p> <p>Owings Mills: Valley Centre Shopping Center, 410-581-5351 Monday - Saturday 10am to 6pm, Sunday 10am to 5pm.</p> <p>EXPIRES 5/24/02</p>	<h2>\$50⁰⁰ Off</h2> <p>any purchase of \$200 or more</p> <p><small>May not be combined with any other offer or coupon. Prior purchases, holidays & sale merchandise get additional discounts. Limit one coupon per customer and purchase.</small></p> <p>Gage ESTABLISHED SINCE 1962</p> <p>Downtown: 200 West Baltimore Street across from the Arena, 410-727-0763 Monday - Saturday 9am to 6pm, Sunday 10am to 5pm. FREE parking next door.</p> <p>Owings Mills: Valley Centre Shopping Center, 410-581-5351 Monday - Saturday 10am to 6pm, Sunday 10am to 5pm.</p> <p>EXPIRES 5/24/02</p>
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Find out for yourself why Gage was selected "Baltimore's Best Men's Clothing Store" 2 years in a row

Exhibit #5

Family Discovers Amazing Part Time Profits

Carolyn and Bob Harniss of Barberton, Ohio had good jobs — he managed an office supply warehouse store and she was a receptionist at an insurance company. After four years of marriage, they were living well but not extravagantly, saving some money but still a long way away from having the money needed for a down payment on a new home.

One day, Carolyn found an ad of U.S. Gold Chain in *Money Making Opportunities Magazine*. This company's "Gold By The Inch" business opportunity sounded good to her so she tore out the ad and showed it to her husband. She says, "I told Bob that everyone loves gold jewelry. I think it would be easy to sell this gold in lots of different ways. Maybe we could make enough money with this business to buy a new home."

Although Bob was a little skeptical about the whole idea, they sent for the catalog and then, after looking it over, sent for the \$399.00 Starter Kit. "Frankly, I went along at Carolyn's insistence," Bob admits. "I figured if worst came to worst, we could sell enough of the chains to friends and people we knew to get our money back and then give the rest away as gifts."

When the Starter Kit arrived a few days later, Bob changed his mind. "I was surprised to find everything needed to operate this as a real business. There was even a video tape that showed us exactly how to make the chain and how easy it is to sell it." In the Starter Kit, U.S. Gold Chain provides 12 spools of the most popular styles of beautiful gold-layered chains, the clasps and tools to create the jewelry on the spot, a large, attention-getting sign plus Manufacturers Lifetime Guarantee Certificates for the customers! The kit, which costs only \$399.00, has enough inventory in it to produce over \$3,000 in profits for the Distributor.

On the first weekend after receiving the Starter Kit, Carolyn and Bob went out to a swap meet in their area. Carolyn recalls, "We were just amazed at the interest that people had in Gold By The Inch. There was a crowd of people around our booth from mid-morning to the end of the day."

"My fingers were actually a little sore from making the chains," Bob says, "but I didn't care. We sold over

\$450 worth of chains that weekend. Because of the huge markup on Gold By The Inch, that represented about \$400 in clear profits for us. About \$200 a day! We had recovered our entire investment and still had a large inventory of chains to sell."

Bob and Carolyn had dinner on Sunday with her parents and her father commented that he had never heard of a business you could start that easily and recover your start-up costs so quickly. He then called a friend who owned a greeting card store in a local shopping mall and arranged a meeting between Carolyn and Bob with this man. That led to them putting a Gold By The Inch set-up in the front of that store and the following weekend, they sold nearly \$1,000 worth of chains. When Carolyn's father saw how well they did, he had to get involved. Now they have two and sometimes three locations operating almost every weekend. Carolyn explains, "Bob, I, my Dad and sometimes my younger brother work the locations and share the profits."

"We've been Gold By The Inch distributors for almost a year and we've put over \$11,000 into the savings account for the down-payment on our house. We're going to buy our new home early next year," says Bob. In the meantime, Carolyn has quit her job and is devoting her time to managing and expanding the business. Both Carolyn and Bob agree that this has been the best move they have ever made!

Gold By The Inch distributors did over \$20,000,000 worth of business last year and they have only scratched the surface of the demand for gold chains. There is still a ground floor opportunity open with U.S. Gold Chain, a major force in the quality costume jewelry field.

You can receive a free information kit including a beautiful full color catalog and wholesale price list. Just write to U.S. Gold Chain Mfg. Co., Dept. MM-1, 11460 N. Cave Creek Rd., Phoenix, AZ 85020. If you would like a video tape that shows everything about the business, include a \$10.00 refundable deposit when you write. Return the video within 30 days or place an order and your \$10.00 will be refunded.

Another fine example of an expanded testimonial comes from one of my Platinum Inner Circle Members and private clients, Rory Fatt of Restaurant Marketing Systems. Shown as Exhibit #6 (page 58) is one of many different full-page ads he runs in restaurant industry trade journals, each ad featuring one of his successful clients' stories. Rory writes some of these ads himself, I write some of them, and they have proven to out-perform ads that are directly about him and his company by a big margin. These "human interest ads" are superior for many reasons. They are more believable, because a real person, industry peer, someone the reader can identify with, is telling his story. The ads feature the person's photograph and are, in part or whole, written in first person.

Resource!

To learn more about Rory Fatt's marketing of his business, or about the phenomenally successful marketing he provides to restaurant owners, visit www.roryfatt.com.

Exhibit #6

Beat the pants off the National Chains

John Brashear Skyrockets His Restaurant's Sales With Secret He Learned In Two Hours

Don't Laugh It Really Did Happen And More Importantly It Could Happen To You!!!!

Free Report Reveals How You Can Double Your Restaurant's Profits in 119 Days or Less...

Conway, Arkansas

My name is John Brashear and I live in a town that has a population of about 40,000 people. For years I was the number one restaurant until 1992 when I started seeing the national chains move in. Quite frankly, I did not know how to compete with them.

It was a disastrous 2 to 3 years and I was fighting ever since then to try to hold on to my market share. As soon as I felt I got it going my way again, three or four more national chains came into town and, before I knew it, there were so many restaurant seats it was hard to compete.

I tried every imaginable type of advertising and promotion with no success. Comparing one month against the same month of the previous year, I had declining sales ranging from as good as a negative 2% to almost 9%. We were down, down, down.

I am part of a regional franchise system but I decided I needed to take control of my marketing myself. I noticed an article in one of the trade publications I got. I found it hard to believe the promises it made. But, I felt I didn't have anything to lose so I called in for the free report.

At first I was skeptical, but I decided I didn't have anything to lose. My test only cost \$14.16. I was amazed by the results so I expanded it. The next time I did it cost me \$134.50 and it generated \$2015.95 and 364 new customers. I did it again and it made me \$10,801.04! Since I learned this secret sales are up consistently every month and the opportunity to expand this is enormous. The best part is I'm seeing the biggest increase in the bottom line.

All this only took a few hours to learn. Wow, I mean, I've never ever, ever, in the 23 years I have been in the restaurant business have I been I able to actually measure such a result from my marketing.

Now I look forward to getting up in the morning because I'm excited again. Here's a couple of other things I've learned since learning that little secret.

- Two ways to get people to flock to your restaurant that cost you nothing.
- How to hire and retain a superstar staff
- How to double profits on your existing customers.
- How to get free publicity for your restaurant in the local media.
- How to beat the cheapest price restaurants & avoid price competition altogether

How did John Brashear go from battling the National Chains to skyrocketing his sales in 12 months? Call 1-800-562-5681 to find out.

- How to find out who my best customers are and how to get more just like them
- How to drive the national chains crazy
- How not to make the big mistake that costs restaurant owners thousands of dollars a year
- How to get your customers excited about referring your restaurant to your friends and business associates.
- How to get 54.6% of the people who see one of my ads to come to my restaurant.
- Why boring, traditional advertising is a waste, how to avoid using it forever and how to quit being a victim of advertising sales reps.

As I was writing this I was closing the blinds in my office to the windows that overlook my parking lot. As I was looking over my parking lot that holds 110 cars, there were some 50 to 60 customers walking toward my restaurant almost in sequence. I could not believe it. It was a sight to behold. The next morning I learned we had sales 2.5 times a normal Thursday. The thrill is back!!!!!!

I wrote this without any compensation. Because one, its time to fight back against these national chains, two I have suffered along with you before finding this secret and it's only fair that I share it. That's why my head office insisted I speak at three regional franchise meetings and they're already talking to me about speaking at our national convention next spring. They know I am onto something big and three I promised the person who taught me this secret that I would tell my story if it worked. Telling my story is just my part of the bargain.

Please be reasonable about this: I have a restaurant to run and a life of my own, so don't try to track me down and call me.

What more do I need to say? You can find out all you want to know without spending even one cent of your money. Call the toll free phone number below like I did, listen to the free recorded message, and then leave your name and address, and you'll get a complete 20 page report: "How To Double Your Restaurant's Profits In 119 Days Or Less", a collection of fascinating success stories like mine, plus a terrific audio cassette tape, all free.

Unless you are already taking all the money you want out of your restaurant... already have zero worries about keeping a steady flow of good new customers coming...and are already living a successful entrepreneur's lifestyle... why wouldn't you call and get this giant, FREE package of information?

Over 1028 restaurant owners throughout the US, Canada and Australia just like me have learned this secret and given their restaurant and incomes a makeover. Can 1028 people all be wrong? Why not investigate what so many of us have already discovered—how this secret can work in your restaurant too. Oh, and it doesn't matter whether you're suffering or doing okay, or even doing well but would like to do better, or want to work less, make more and enjoy it more. This secret works in all types of situations. How do I know? Because I've talked to many other people who have learned this secret and it's being used in big cities, small towns and everything in-between all over the country.

Don't let anyone get in the way of what you want out of your business, and out of life. Don't let pride get in your way either. It's easy to confuse effort with results. Even if you have lots of experience in this industry it's very dangerous to close your eyes to new ideas. To check out what I have said is FREE doesn't it just make good sense to look into it?

Here's all you have to do: Just pick up the phone and dial toll free 24 hours **1-800-562-5681**. It's a free call. You will NOT be connected to any kind of pushy salesman—in fact, you'll hear a brief recorded message, then you can leave your name and address on the voice mail and you'll get the information in the mail. Nobody's ever going to call and bug you! What are you waiting for?

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Real-People Versus Celebrity Testimonials

Real-people testimonials are, in my opinion, a mandatory component of a solid marketing message. These typically come from your satisfied customers. When using a number of these testimonials in one message, you want to try to cover as many claim-benefit bases and as many demographic bases as possible.

If marketing to a demographically diverse group of consumers, you need testimonials from whites, blacks, Asians, and Hispanics; men, women, married, and single people; and the old, the middle-aged, and the young.

If you're doing business-to-business marketing, the bases you might want to cover include small companies, medium-sized companies, and big companies—as well as retailers, wholesalers, manufacturers, and service businesses. Of course, if you're aiming at a much more narrow, specific target market, then you can match your testimonial sources to it.

I consider it fair to coach and coax in order to get the testimonial comments you want, but unfair, and often also woefully ineffective, to put words in the mouths of people providing testimony.

Celebrity testimonials can be effective, but they also can be tricky. If your product or service is used or your business patronized by a known personality, such as an athlete or entertainer, you can capitalize on it. Sometimes even an endorsement of your general industry is useful. Some years back, Roger Craig and Joe Montana, both then playing for the San Francisco 49ers football team, stated that they relied on chiropractors to keep them healthy. I said then, and I'll still say it today: any chiropractor who would not think to use this fact to market to patients is just plain dumb.

When marketing on a national scale, you need nationally known celebrities, but when marketing locally, a local personality may prove nearly equal in impact but is usually a lot easier and less costly to get.

Two different chains of weight-loss clinics use the identical strategy of paying local radio disc jockeys and talk-show hosts to lose weight in their clinics, then serve as spokespersons in the commercials, giving personal testimony. This has proven extraordinarily effective for both companies.

In our market, I've seen a restaurant using the endorsement of a very popular former governor, car dealers using football players, a bank using a football coach, and a chiropractor using a female rodeo star.

You should not just assume that your local business cannot afford a national celebrity. My Gold/VIP Member Scott Tucker, a mortgage broker in Chicago primarily marketing to "blue collar" clients, secured the services of the still immensely popular former Chicago Bears player William "the Refrigerator" Perry. A photograph of the Fridge with Scott and his dog Boomer is now featured in Scott's mailings. The photo is printed on the back with an endorsement message from the Fridge, using a type font made from the Fridge's actual handwriting. The message is even personalized to each recipient!

Scott says people are very reluctant to throw these photos out—in fact, they put them up on the 'fridge! The fact that people do this has improved immediate response to his mailings, but he's also noticed additional response from people who call weeks, even months after receiving a mailing and tell him it's because they kept that photo around the house. Perry also appears in a video clip on Scott's Web site.

Most clients meet with Scott at his office, where they see a size 60 Bears jersey, autographed by Perry, in a frame on the wall, and an autographed football in a display case.

And Gold/VIP Member Mike Miget gave Scott the idea of buying miniature Chicago Bears refrigerators, which were sold at The Home Depot, to give as gifts to the first ten people responding to mailings.

Scott cannot disclose the financial terms of his arrangements with "Refrigerator" Perry, but he assures me it would be affordable to many local small businesses.

Resource!

Scott Tucker is a business and marketing coach to mortgage brokers nationwide. You can see how he's used "the Fridge" in the advertising for his own mortgage business as well as get information about the myriad of other clever marketing strategies he uses and teaches at www.mortgagemarketinggenius.com.

Gold/VIP Member Dr. Barry Lycka used both national and local celebrities for marketing the grand opening of the Corona Rejuvenation Center and Spa. Susan Seaforth Hayes and Bill Hayes, stars of the NBC-TV soap opera "Days Of Our Lives," and Lynda Steele, the anchor of the TV news in the local market, all attended the grand opening and participated in its promotion. The sales letter Dr. Lycka sent to his patients and "VIP prospects" promoting this grand opening is provided at the end of this chapter (Exhibit #7, on pages 66–70). It's an outstanding example of using national and local celebrities, timing, drawings, gifts, and special offers all in one promotion.

Incidentally, well over 500 people attended this event!

Keep in mind that there are different ways to be a celebrity. A person can be instantly recognizable because of his or her face, such as a famous TV personality. Or a person might go unrecognized in a crowd but still have celebrity value based on who they are and what they do. Ford Motor Company was able to use former auto racing champion Jackie Stewart very effectively, even though you'd probably bump into him on the street and not know him. Even people who are not instantly recognizable visually or by name can still lend celebrity value and credibility to a marketing message once it is explained who they are.

How many of these names are instantly recognizable to you: Joan Quigley, Brendan Suhr, Robert Parker, and Linda Bloodworth-Thomason? If you got even one of them, you're sharper than most. Still, after telling you who they are, I can use each of them effectively in certain marketing messages.

Joan Quigley was Nancy Reagan's astrologer. I worked on an infomercial featuring Joan promoting books and cassettes about astrology. Brendan Suhr has been the assistant head coach of the Detroit Pistons and the Orlando Magic and could be used in marketing sports equipment, athletic shoes, or even, as I've used him, in promoting a self-improvement course. Robert Parker is the author of the famous "Spenser" detective novels, on which the TV series that starred Robert Urich was based. Parker would be an excellent personality to build a solve-a-mystery cruise package around. Linda Bloodworth-Thomason is a very successful TV producer; her credits include producing the hit show *Designing Women*. Linda could be used in marketing some kind of how-to-break-into-show-business product or a career success product for women.

In the production of TV infomercials I've worked with Florence Henderson, famous as the mom of *The Brady Bunch*; Gloria Loring, a soap opera actress; Robb Weller, former host of *Entertainment Tonight*; Robert Wagner, from *Hart to Hart* and the Austin Powers movies; and others. In marketing local projects, I've worked with local radio and television personalities in several cities. With only a few notable exceptions not named here, I've found both the celebrities and their agents to be pretty cooperative and pleasant to work with. Each of the ones I've named especially impressed me with his or her professionalism, ability, and sincere commitment to producing an effective project.

If you are seeking the services of a local celebrity, you can usually contact the person directly, or your advertising agency can track down the person for you and make a proposal. Many national celebrities can be found listed in the directories of the Academy of Motion Picture Arts and Sciences (available from Academy of Motion Pictures Arts and Sciences, 8949 Wilshire Boulevard, Beverly Hills, CA 90211, 310-247-3000). A free report on "How to Hire and Use Celebrities in Your Marketing" is available at www.UltimateMarketingPlan.com.

If you would like to see a great example of a local business using a local celebrity (a former local TV anchorman) very effectively in a successful ad,

enroll in the free 12-Week Ultimate Marketing Plan Course delivered by e-mail, and watch for the newspaper page headlined EXPOSED: TV ANCHOR/REPORTER SPEAKS OUT AND REVEALS THE RAW TRUTH ABOUT THAT ‘WORLD CLASS’ MENSWEAR STORE THAT ADVERTISES IN THIS NEWSPAPER ALL THE TIME. You can enroll in the free course at www.UltimateMarketingPlan.com.

The Impact of Bulk

I have a friend and colleague in the speaking business who has no brochure, no demo cassette, no professional selling tools at all. When someone is interested in booking him, my friend sends a box—the kind and size that holds 500 sheets of paper, like one you might buy at the office supply store—filled with copies of testimonial letters from his satisfied clients. I’m sure nobody sits and reads more than 400 letters. They don’t have to.

Later in this chapter is a “client list” from a catering company (Exhibit #8, on pages 71–72). It, too, is impressive due to quantity.

Testimonials Can Conquer the Toughest Marketing Challenges

Platinum Inner Circle Member Jerry Jones has to sell himself as a practice-building expert to dentists without being a dentist himself! Ten years ago, he bought a struggling, near-bankrupt marketing company he was working for, producing patient newsletters for dentists. He says he lay awake nights wondering what negative impact “not being one of them” would have. He marshaled a massive, impressive collection of testimonials from dentists who profited from the company’s services and, as he puts it, “let these dentists do my talking for me.” In all situations you are better served letting your customers do your talking for you, but that’s doubly true in tough, difficult selling situations.

Resource!

Get more information about Jerry Jones and his company's magazine, *Healthy, Wealthy & Wise*, by e-mailing him directly at info@jerryjonesdirect.com.

Today, Jerry's company publishes a monthly magazine, *Healthy, Wealthy & Wise*, of which hundreds of thousands of copies are mailed each month to the patients of dentists, chiropractors, and MDs, and to financial advisors' clients. His company also provides turn-key direct-mail campaigns to dentists. And Jerry is even a highly paid marketing advisor to dentists, each paying him upward from \$15,000.00 annually. All a testament to the power of testimonials!

Here's another tough case. Gold/VIP Member Darin Garman promotes the idea of investing in "heartland of America" apartment buildings and commercial properties. He sells Iowa properties to investors from all over the country. His first task is to convince them to enroll in his VIP Buyer's Program for a fee, long-distance, without ever meeting him or even talking with him! His second task is to convince them to invest hundreds of thousands of dollars in properties they've never seen, in a distant location. He accomplishes this with a masterfully written, very successful thirteen-page sales letter. I'd like you to see this entire example, so I've included it in its entirety in the 12-Week Ultimate Marketing Plan Course, delivered by e-mail, which you can get free at www.UltimateMarketingPlan.com.

And I have one more for you: My client and friend Tracy Tolleson provides a unique marketing system called The Pinnacle Club to mortgage brokers, one per area. The system enables the mortgage broker to "lock in" as many top Realtors as he likes, referring all of their loan business. The opportunity to use this system requires a fee of \$19,000.00 to \$29,000.00. To decide whether to join the program, the mortgage broker

pays a deposit and travels to Phoenix to attend a meeting. At the end of the first day, the broker either decides “no,” is refunded his deposit and leaves, or decides “yes” and pays the fee balance, signs contracts, and stays for training the second day. Keep in mind that the mortgage broker knows *in advance* that he’s facing a price tag of \$19,000.00 to \$29,000.00! This, too, is accomplished with a powerful sales letter filled with factual, statistical, illustrated, and photographic proof. You can also see a copy of this letter in the 12-Week Ultimate Marketing Plan Course. If you are a mortgage professional with specific interest, request a copy of the letter and other information from Tolleson Mortgage Publications by faxing 602-269-3113.

Use All the Fire Power You Can Muster

Today’s smart marketer uses pictorial evidence, testimonials, client lists, satisfied customers, and celebrities—every ounce of social proof he can pull together—to prove his case.

Resource!

A number of other outstanding sales letters featuring “preponderance of proof” and exceptionally effective use of testimonials are referenced in this book’s companion, *The Ultimate Sales Letter*, and its linked 12-Week Course, at www.Ultimate-Sales-Letter.com.

Exhibit #7

January 3, 2005
Monday 7:32 a.m.

Please Take Good Care of This Letter (and the attached key)

Dear Bill

Here's why you'll need to take good care of this letter (and the attached key). You'll need it to take advantage of the biggest preferred client event in Corona Rejuvenation Centre's history, to celebrate the grand opening of our new facility – when we become Corona Rejuvenation Centre and Spa. And this is your special invitation to attend.

You - and a very select group of our friends - get to take advantage of a special party “as a sneak peak” of our brand new 4200+ square foot facility, on February 14th (Valentine's day – the day of love- isn't that appropriate?).

Which brings us to the key. You need it to try and open



Here's how it works. Bring the key in this envelope and this letter and you can attempt to open our treasure box. The lucky person and a guest with the winning key will be will be jetted to beautiful Las Vegas on one of four weekends. You will be picked up in a limo and taken limo to

The Bellagio

Las Vegas' five star hotel, and stay in a deluxe room overlooking their magnificent lake, where you can watch their amazing water and light show. Your hotel bill will be covered for four days and three nights. And you will have \$500 USD for spending.

Exhibit #7 (continued)

But if you don't win the big prize, you will still be a winner. Your name will be entered into a draw for one of four genuine leather luggage sets.



And your name will be entered into a drawing for a one week vacation at a Worldmark resort. Valid at 70 resorts in The coastal U.S., Hawaii, Australia, Fiji and Canada – you can go just about anywhere.



Plus everyone in attendance will receive a free gift. When you arrive, we have this special gift waiting for you - A compact with a calculator. These are specially made for this event and are sure to be collectors items (but come early – there are only enough for the first 297 people).

And you will receive a certificate for a free AFA Clay Peel™ designed to remove fine lines, rough skin, and pigment irregularities. And everyone will receive certificates for a complimentary cosmetic analysis and 10% off any procedure we sell.

But there's more... Corona will be introducing a

NEW SECRET FRAGRANCE

Scientifically designed, Corona's New Aroma, is an essential oil developed exclusively for our spa. Contrary to rumor, it **does not contain sexual attractants**. But, oh, what this does for you and those around you.

**Take An Extra 10% Off Everything You Buy
Today
(including gift certificates)
(Isn't that convenient with Valentine's Day
coming the next day?)**

Exhibit #7 (continued)

Never have so many money-saving opportunities been combined into one event. You can buy all services and products at 10% our regular prices ((please don't tell my accountant). And we will give an extra 10% to the Lurana shelter, an organization that provides temporary shelter for women with or without children who are victims of domestic violence. This will be ear marked for their resource center, which desperately needs resources.

It Starts Sunday, February 14 From 4 - 8 p.m.

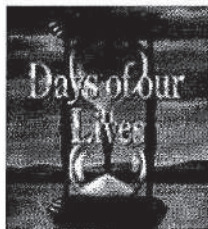
We're going to have this special event on Sunday, February 13th - the day before the day of love - because you are such a special person and we know how much Corona Rejuvenation Centre's new facility will mean to you.

You see, what thrills us the most is helping you and so many others like you achieve the looks you want. And if you look good, you feel good, and vice versa. These are exciting times in that there is so much to offer you to improve your skin, the way you feel, and the way you want to look.

Not An Ordinary Party

And believe me, this won't be just an ordinary, run of the mill kind of party. First, there will be a festive and a festive atmosphere where we can all relax and you can learn more about what we do here.

Second, we have arranged some special guests.



Susan Seaforth Hayes and Doug Hayes of Days of Our Lives will be on hand. You know them as Doug and Julie Williams and they will be here meet and greet you. Don't forget your camera!!!!!!

And Lynda Steele, co-anchor of Global Television's 6 and 11 o'clock news will also be on hand to meet you.

Exhibit #7 (continued)



Great Food and Drink

There will be great food and drink from caterers, and white gloved servers to make this a special event

Learn about the special things we have to offer

Corona will have special demo's and information on the following:

How you can get rid of unwanted hair with IPL and Laser our laser hair services
Corona was the first centre in Edmonton to offer laser hair removal services and we are into our 7th generation of machines. These are faster, more predictable, more comfortable than ever. We are the only center in Edmonton that GUARANTEES permanent hair reduction.

How to lift and tighten your skin nonsurgically with Thermage (as seen on Oprah)
The non-surgical facelift / browlift technology uses a unique form of radio frequency energy to produce a desired cosmetic or therapeutic effect without damaging skin. ThermoLift can safely improve the appearance of skin in various areas including the eye area (crow's feet), lower face (jowls), forehead and neck. ThermoLift is also approved in the treatment of acne and acne scarring.

Learn about the wonders of massage (and sign up for one with your significant other the same time)
Do you feel stressed? Need to relax? Have muscle aches and pains? Suffer from back problems? Sports injuries? Need body toning. Then our massage is for you.

See our extensive line of wonderful products – tailor made just for you

See how we can turn back the clock on your skin with Photo Rejuvenation for the aging face and hands with our Quantun and Starlux IPL's – the most advanced in the business.

Find out more about Glo minerals. Does your make-up glow? Glo mineral make-up offers a revolutionary good for you make-up that delivers a flawless face. Oil-free, light reflecting, synthetic/fragrance free, SPF 15 make-up line perfect for all skin types. "Flawless skin is everyone's dream. Glo Minerals make it a reality."

Exhibit #7 (concluded)

Reshape your body, lose weight, get rid of cellulite, cellulite and stress relief with Endermologie™, Mesotherapy, and Lipodissolve- Now you can get rid of unwanted fat and cellulite without needles, without pain with our new technology

Look great with a fantasy tan without tanning with Fantasy tan

Enjoy a pedicure, manicure, facial or microdermabrasion

Lift falling buttocks, faces and breast with the new acthyderm system.

Sign up for a free AFA clay peel. cosmetic analysis and Glo® makeover.

This invitation is for you and only you! I expect a large turnout – so in order that you are certain to get in you must call and register 425-885. Space is limited and many have already called and secured their place, **so call now!**

I look forward so much to seeing you at our Grand Opening day – no work, just fun and plenty of information.

Oh - **don't forget** - you will also have the opportunity to book any procedure at a significant discount at this event, only on this day, an amazing opportunity too good to pass up!

Leah Walsh

PS: OK, I relent – you can bring a friend, but just one– but please call! Remember this event is for 4 hours on February 13, 2004. . Plus the key in this letter entitles you to a chance to win A FREE 4 DAY/3 NIGHT VACATION in Las Vegas.

*10% discount requires payment in full by cash, check, or credit card.



Here's a picture of your free gift – an extremely attractive and practical compact style calculator! Sure to be the handiest item in your purse! Yours just for coming in! Plus a free clay peel and a certificate for a free cosmetic analysis.

And don't forget to come and meet the stars – Season Seaforth and Doug Hayes
and Lynda Steele.

P.P.S. We always like to help others –and this event will also be used for this. 10% of all purchases will be used to support the Lurana shelter to help with our commitment to help abused women.

Exhibit #8



4522 N. 26th Drive • Phoenix, Arizona 85017 • (602) 242-2662

Catering For All Occasions

...Good Food...Good Service...

Weddings

Cookouts

Open Houses

Anniversaries

Church Functions

Office Parties

SHARKO'S CATERING has been serving the entire valley for over thirteen years. We look forward to be of service to you for any occasion.

We are proud to announce some of our previous clients:

Catered to POPE JOHN PAUL II ENTOURAGE while in Phoenix

Lou Grubb Car Dealership
Knoell Homes

The Catholic Diocese of Phoenix

Citibank
Century 21
The Hartford Insurance
Sears Stores
The Salvation Army
IBM
U.S. Express

U.S. Navy Reserves
U.S. Marine Reserves
Society for Neuroscience
The Greyhound Corp.
Fenneys Stores

Bradshaw & Viles
Serra Club
Kino Institute
Frazee Paint
United Pacific Insurance
Grunewald & Adams Fine Jewelers

Boys Club of Phoenix
Mardian Construction
Climate Control
MCI
Carson Messinger Elliot, etc.
(law firm)
Crampton Woods etc. (law firm)
O'Connor, Cavanaugh (law firm)

Gannett Outdoor Co.
Skyway Management
MeraBank

Air National Guard of Arizona
Simplex Time Recorder Co.
Blood Systems, Inc.

Del E. Webb Corp.
U.S. West Directory
Arizona Lift Trucks

Desert X--Rays
Arizona Special Olympics
M/V Acceptance, Ltd.

C.G. Rein Galleries
Sun Cities Art Museum
Nike

Scottsdale Resort Apt. Hotel
Temple Solel
Cigna

Heidelberg West

The Arizona Republic/Phoenix Gazette

SHARKO'S CLIENT LIST, P. 1

Exhibit #8 (concluded)



4522 N. 26th Drive • Phoenix, Arizona 85017 • (602) 242-2662

Catering For All Occasions

...Good Food...Good Service...

Weddings

- 2 -

Cookouts	Levitz Furniture Corp.	Sun Insurance Agency
	U.S. Recycling	The Sun Eagle Corp.
	DMJM	P A C of Arizona
	Eason & Waller	Powerwall Corp.
Open Houses	Phoenix Heat Treating Corp.	Presto Casting Co.
	Phoenix Distr. Co.	Phoenix & Valley of the Sun Convention & Visitors Bureau
	Phillips & Lyon (law firm)	Prestige Cleaners
	Amica Insurance	Realty World
	Transamerica Insurance	Eastman Kodak Co.
	Systems Marketing, Inc.	Scientific-Atlanta
	Neutron Industries	Sun City Water Co.
	Realty Executives	P.I.P.E.
	Continental Insurance	Swiss-America Trading Corp.
	Casa Santa Cruz	Western International University
Anniversaries	American Resort Residential Developers, Inc.	Turf Paradise, Inc.
	Dun & Bradstreet	Select Drywall
	Dial One	Shannon & Cronin (law firm)
	Telemation	Valley National Bank
Church Functions	Goldwater Stores	Tech Plastics Inc.
	Murray Peck, P.C.	Turner Ranches
	Fremont Indemnity Co.	Valley Neurology Associates, Ltd.
	Mazak	Harris Data Service
	Hill Bros. Chemical Co.	Wisniewski Surrano (law firm)
	Linda Brock car dealership	Westernaires
	Lynndale Stainless Service, Inc.	The Tanner Companies
	Rivera & Scales, P.C.	Westbrook Village
Office Parties	Lyon Commercial Brokerage Co.	DeMuro Enterprises, Inc.
	Nevada Federal Credit Union	American Home Shield
	National Brands, Inc.	Louis P. Ferrara (law firm)
		+ many, many more!

SHARKO'S CLIENT LIST, P. 2