

Living Legends Formula

With

Dan Kennedy

Formula Blueprint Manual

Jack: Without further ado, you've got speaker, writer, business guru, business coach, a legend; Dan Kennedy.

Dan: Thank you very much, now that's the sign. Thanks Jack, you know what? You will see contrary to the introduction. You will see less of a platform presentation and sort of a discussion. Let's see, give me a hand Jack will you? We're going to bring this as far as to the right as you can okay? Otherwise I'm going to be walking back and front of the way you have a projector with. A couple of things, I know a couple of you guys. Nate, Richard, those of you who are docs, I do a lot of work in that field. I just spent a day with a team with five dermatology practices in New York about a 30 million dollar a year business. They're opening acne treatment, standalone centers.

You think Aspen Dental if you want a frame of a reference. Yesterday on my way down here, I was in Richmond at Dr. Martin's practice. If you're in dental, you might know Charlie. Last year, average case of value \$42,600 and a 38% year to year growth, I would double digit year to year growth every year in the past five years. The number one in this line document country is Dr. Donna Galante is also whatever you want to call it, student follower or whatever.

I happen to have a client in Bahrain who comes and visits me once or twice every year. Flowing robes, bald head, whole works. He informed me early that I need to do a good job because basically he was by his religion sworn to kill me if he couldn't convert me. We have a real good understanding all the sharp objects are put away before he arrives. I always ask him how his flight was and of course he says terrible. He was stripped searched and every and I say that's the best piece of news I've had.

Albert, we were at ... If you were at that hurricane thing. As he said early 80's and those seminars I did in that eight or nine with Gary. Those were \$8,000 per person, three day extravaganza and that's in the 80's, an \$8,000 price tag pretty good price tag. Sometimes there's many extravagant people there. Basically one hot seat, if you know what a hot seat is after another, after another, after another. The baker guy, a very good friend of mine who's on the board at Great Harvest Bread company and branded foods. I have a couple of clients who've been on the food network a number of times. I have a client who is on QBC all the time.

Many of us have something in common but they ask me very specifically today to talk about this whole sort of step above celebrity. Step above authority, step above the works to living legend status. He mentioned the success tour and I'm not sure everybody has that frame of reference but it's not called yet motivated that still around. Mostly sports arenas, our biggest audience in the nine years that I get every single one of them was over 37,000 people. We have a lot of 10 and 12,000 and 18,000 person days. Early on in that environment, so those days by time was over with there would be 20 speakers during the day.

The constants were Zig Ziglar, me, and then Brian did a bunch of them. Some of you have association with Brian. Tommy Hopkins was on some of them. Jim Rohn occasionally but Jim needed four hours to do anything not 40 minutes. It was not a great environment for Jim but we had Jim and then former US presidents. We had Reagan four times, former US presidents, former astronauts, former Hollywood hip performer, pro-quarterbacks, former key word former and there was this long day. Monkey with

anything you want to monkey with okay? Nothing you could possibly do except to leave that down there when you're done.

Jack: In that place too. I'm going to set this over just a little bit. Keep going on though, don't mind me.

Dan: I got it. Zig and I, that thing started with it's all in there. Peter Lowe, Zig, and me and half days. Then added a memory guy and the big breakthrough was Reagan by the way and I want to come back to that. He changed everything and what you really, one of the best things you could walk out of your how many days you are here for which is one thing, not 100 things and certainly not 1,000 things. There's no price for how many ages and notes you take but one big thing that could change everything and for Peter, that was Reagan and I'll come back to that. Zig and I are backstage in this crappy little civic theater in Youngstown, Ohio.

If you don't know Youngstown, Ohio it's sort of the boarded up business poverty capital of the mid-west. It hasn't thrived since the steel industry went away and the mafia went away. Youngstown is sort of this nothing place and we're backstage in the green room. Which is really just a corner of a dark area with a curtain around it, in the morning when this things starts, there's about 500 people out there. The guy who is hosting, I don't know what's his title but he's in charge of the Youngstown Civic Theater. He is like a big fan of Zig, which makes sense. He also was a big fan of me, which made less sense particularly 20 somewhat years ago but he is like orgasmicly excited that we are there.

He is, I'm sure you have these people around you, I call them "Velcro Guys". He has no sense of physical space and he is

like velcroed to the two of us. You move, he moves, you back up, he moves with you. It's like a Fred Astaire dance thing, there's some reference for you. He is just climaxing over and over and over and over again at how excited he is and in comes this volunteer young woman, whose job is to refill the coffee and the tea and swat the flies off the croissant. She comes in and I guessed her to be 17 tops, you know? Tiny, little thing, razor blade hanging from one ear, a couple of tats, and a thoroughly disgusted look on her face.

This clearly is clearly not her choice of things to do today and he like's vibrating with his excitement. He grabs her and spins her around to face us then, he can barely put words together. He's so excited, you got to be making that. These are like the most famous people we ever had and she looks at Zig and she likes start at the tip of his head and all the down to his shoes, all the way back up and she does the same thing with me. All the way down to the shoes and all the way back up and she says, "They don't look famous to me," and walks away.

There's fame and there's fame and there's fame, mine is not the kind that we have to worry about paparazzi on our lunch break or you getting accosted on the park if you're with me or in an airport. It is more purposed which is one of the many things that I do want to talk about today is the difference between fame for ego, a fame for fun, fame just to be famous which can sometimes turn into might but usually for a relatively short period of time or really purposed trained for people who are in business. I do have one other quick story to tell you then we got a lot of work to do. I shouldn't even mean to be doing that but its fun.

You all know who Larry King is, yes? Okay, so Larry is on with us for quite a bit and after an event in San Francisco, Larry and I are at the airport and I was flying commercial then. I don't anymore and he was flying commercial that day for some reason, which he usually didn't do. We are at the two furthest gauge you can be at and we're actually there early for our flight. We're sitting together, we're like the only ones there and now pretty soon, people start to arrive. When you do one of these events in California, there's a lot of population then to the end. It's nothing to fly from LA to San Fran or back and forth, southwest doesn't fly over tech clump of them.

As they arrive, Larry gets up of his chair and he kind of steps between me and them and says, "Hi, I'm Larry King." This is my one tip for you if you don't get any other value, if you come to Florida buy one of these. This is a Disney Rain Pouch. They sell them at every place in the park, it's about 1 million dollars a day in revenue every time it rains in case the Floridians have lied to you, that's every damn day. So you want one of these, they fall real flat, you could roll it up, put it on your pocket but you want one of this. If you don't get anything else out of the day, that's an important piece of advice is to have a Disney Rain Pouch.

Which to their credit, any other outdoor amusement park would view rain as bad thing. They have these in huge stacks hidden away in every gift shop, every breast and as soon as it rains the accountants are all doing their happy dance. Everybody is getting them things out and piling them as high as they can pile them. You have some notes in front of you, some of which we're not going to even talk about and some of which we are. There's stuff you need to take home and

use it to your own discretion and some we're going to move real quick through and some we're going to spend some time on.

There's a couple of things that it's always useful to do. One, if you hear somebody like Nick or Jack or even any of you or I mentioned a name you don't know and we don't take time to for example, explain to you who Gary Albert was, there's this thing called Google and there's this thing called Wikipedia and there's this thing called Amazon. By the way, this is a part of the future I don't like. This is like the disembodied head in a jar. Anyway, it's worth jotting down the name and at your leisure do a little search activity to see what it is you might find if we make a reference.

Let's say we mentioned carbon paper and you have no idea what carbon paper is, you might actually. I have the State of Oklahoma secretary of commerce and his marketing team at my house a couple of weeks ago, meeting at my conference room. Jack said, "I almost never travel on business anymore." Everybody comes to me, this is a rare exception that happens to be combined with something I have to do once a year for JK. I say for all of our competition winners and a family trip and so but otherwise if we all want to get together, you'd be in Cleveland and it's zero degrees by the way and I wouldn't care

The secretary of commerce from Oklahoma and his team are there and I have a type writer, which you can Google at and it's this thing without all of its problems. I don't really use it but I have it sitting here in the workshop and two of the other women in there, she burst out that I've only seen those in old movies and they took a picture with it. They did not take their picture with me by the way, they took their

picture with the type writer because they thought that was really cool. I think the second thing that is useful to do, one is use you search engines and the other thing that is useful to do is to use the dictionary and a thesaurus.

As a copy writer, I live in my thesaurus and often smarter people than us have done a bunch of work to explain things in a way that it can be useful. Just sort of a basis here and I'm on your page two, if you are following along at home. Some key words here under legendary are remarkable, meaning worthy of being remarked upon. There's a country western song "Let's give him something to talk about." If you aren't constantly giving your market, something that is worthy of being remarked upon about you, then you are very unlikely to achieve and sustain legendary status for all the reasons that you might want to do.

That's a good word, fabled is a good word because most legends have factual basis but grandiose exaggeration and so there's a romancing to the stone that always go on. Ideally, it gradually takes on a life of its own but you generally provide the fuel. Heroic is a very good word. Almost all legends, you mentioned you're living in a cardboard box under the bridge with four children to feed and no money or whatever, your version of that story is and now, Maserati's and hot and cold running guys or whatever the punch line of the story. If people generally are interested more in heroic figures than they are in anything else.

The fact that you bake great, real bread is a far less interest to anybody than that you have to start the bakery in a cardboard box under the bridge. Or you provide jobs for ex-convicts like the Rabbi-baker-monk guy whose name now escapes me but you probably would know him. He's a

legend so heroic is a really good word. If we can't figure out a way to make ourselves heroic in the eyes of the marketplace again we're going to have trouble. A story is a very good word because as Nick will tell you, people are more interested in human interest stories than they are in anything other than themselves.

The more we communicate by story and the less we communicate by facts, figures, information, the more remarkable we tend to be. People will tend to retell a story more than they will retell facts and figures. Speakers have a thing called their signature story, some of them more than one but generally, every speaker has one story above all other stories that they literally tell every single time they speak, no matter what and it is a retell-able story. It is a story that gets told a lot and if they have a lot of longevity, people actually ask for it to be told like they might ask a comedian to do a particular ref or a musician.

You would go to see somebody from your youth who is now. They have the show end at 9:00 at night because it's past their bedtime and they're up there with their walkers and stuff and everybody is yelling out a song that they would want them to do. Story is an important word. Myth is a real important word because again, these things tend to be embellished. Narrative is an important word. Everybody's legend has a lineal narrative that runs through it. That everything else is connected to and it's important to be clear about that and continually reference it and last, a set of beliefs is a very important word.

This is often undervalued but people want to know what you're about. What you philosophically believe if they are going to attach themselves to you and if they're going to

give you money for goods and services. Actually more so than they want to know all the stuff, everybody wants to tell them about their products and their services. You'll hear me say probably more than once today but so almost everybody you will ever compete with and whatever it is that you do, approaches communicating with their prospects, their patients, their costumers, their clients, their market place, the media all in the same little box.

They talk about products and services, features and benefits, what the stuff is and why it's better than anybody else's stuff, products and services, features and benefits, price and discounts. That's what everybody talks about and really, I don't think anybody gives a rat's patootie about that at least until they have bought in psycho emotionally to the person behind it and want to be attached to that person. Changing the whole direction that you come at the market place from is really what all this is about. I have just a list of legends, if you group them there's a group of sort of political, world leader kind of legends.

There's a group of business legends, the last one, the initials may or may not mean anything to anybody here because it's a somewhat now faded legend and I'm not going to take time to tell you who it is. I told you how to find it out if you are so inclined. There's a group of the fictional legends that by the way, many people, the last time that I was in London to do Chris Cardel's group. We went to the Sherlock Holmes Museum which understand on its surface is ridiculous because Sherlock Holmes is a fictional character but they have a Sherlock Holmes Museum, which is an excuse for a gift shop but I mean it's a three-story museum.

They have a recreation of his study with all the artifacts in it, which of course are not artifacts because he's a fictional individual. This does not dissuade them managing thousands of letters a year from all over the world arriving at 221 B. Baker Street, asking for help with everything from a lost dog to a much more serious crime addressed to this fictional individual. There are huge numbers of people, do not differentiate as actually being a fictional individual. There are what I would call the philosophy box and so I've put a couple in there and there's this box and again, legends are known.

David Oglesby is a legend in the world of advertising. Those of us who live in advertising which is basically where I live, he's a legendary figure. People who don't pay attention to advertising and don't have anything to do with advertising, you're going to have to go Google them if you are so inclined to figure out who the hell I'm talking about. There's also a whole lot of people. There's a show on FOX in the afternoon. It's not a very good show but it's called "The Five." How many of you have seen "The Five"? They have their token liberal, they have one liberal to beat up on with all the other conservatives and he's ...

I like him a lot, he's very fine. His name is Bob Beckel and he's a political operative who I doubt he's ever managed a successful campaign. He managed Mon Dale's campaign for example, which some of you will have to Google. Beckel is like he's more out of pop culture than I am and I'm out somewhat, so like I don't know anybody at the Grammy's but Beckel knows nobody. They have to explain to him who the Kardashians are. He just is completely divorced from that segment of our world. They are legendary to people

who watch E and pay attention to pop culture but not necessarily legendary to everybody as it is with everybody on this list.

Everybody on this list has profound commonalities which is what we're going to get through as quickly as I can and where we really want to spend all the bulk of time. First, if you would look at page six very quickly. I think it's very useful to know why you set out to do something if in fact that is why you came here. By the way, Pete and Richard do you guys know that I was going to be here?

Pete: Yep.

Dan: Well, then it's gratifying that you are here. One reason is longevity. An issue of do you want to be around for a long period of time doing what you do. There are a lot of people who are around briefly and in many cases, they came in very big splash but then are gone and quickly forgotten. Last night, you guys are probably doing something more interesting but last night was the last Jay Leno Tonight Show. He's been the keeper of the keys of the show with a brief interruption for the Conan Experiment for 22 years. 20 years if you want to take that out, second in tenure only to Carson.

For those of you who don't know that before Carson there was Par and then there was Steve Allen and staying there for 20 years. That kind of staying power is relatively rare in the entertainment industry and it's relatively rare pretty much in every other industry that there is. If you take the New York Time's books best seller list and you pick the category you're in. You pick health or you pick finance or you pick motivation and personal development. You pick whatever

you want and you go take a look at 20 years or longer but at least take 20 years of that list and you look at it every week for those 20 years.

Which you can do that online by the way, you will find a mountain, a mountain of books and authors that were there for a week or two or three or four or five and have never been seen since. People that have staying power do things differently than those who have splash fame and fortune. One reason to take the kind of approach we're talking about today is if longevity interests you. My own business, my own interest if it far better served by being basically a low grade infection that never leaves the body of my targeted clientele rather than being something that is splashed all over magazine covers than it gets to be in Oprah but then three years later, who? What? That's a choice to make.

Second is pre-emptive power and influence. By pre-emptive I mean that you reach a point that it is there on its own through a combination of everything from you used the word marketing funnel serve from the micro stuff we do in business to this macro stuff. We reach a point where the power and influences pre-emptive. By that I mean, for example, the secretary of commerce from the State of Oklahoma sends in their fax since they are required to do it in my office and indicates that they want a just release they can start with consolidating day. They have a team of six people that need to be in this consolidating day and the question is never asked.

Since there's seven of us and one of you, can we get you to come to Oklahoma? I don't have to deal with that question because I have pre-emptive influence within this case, that person who became who became the secretary of

commerce of Oklahoma. If you want pre-emptive power and influence, then this legendary stuff is useful. We talk about equal sought. This is really a formula that helps us have to do less marketing. I am an advertising and marketing guy but I don't like doing it for myself. I never did and the less of I do, the happier that I am and so I call it non-marketing marketing.

The more people you have talking about you, if they are all talking about you into the same universe, then the less you have to do of anything else would keep them talking about you. That beats having to run ads and run TV shows and hire publicist and all of the other stuff that everybody does. This beats it because not only that you don't have to do it and you can spend less money by doing this than almost anything else and get better results but it also brings you a better clientele. In January, the two that sought me. One, the secretary of commerce of the State of Oklahoma, why? Well because he's a part of our JKIC world and has been a part of that as a financial adviser or wealth adviser.

Then you may know the name, it's Larry Parman of Oklahoma City and so Larry has been in my world for years. Financial advisers are talking about me. JKIC people are talking about me and so Larry, when the need arises seeks me out. The dermatologist I mentioned, now he did not come from that universe. He came by an odd "insercuitist" path however, more than one. The race track where I race my horses in Northfield Park in Ohio, its owner is a guy by the name of Brock Milstein and the general manager's name is Tom Aldrich and Aldrich calls me which is very rare. He actually calls Vicky in my Phoenix office and so she quickly sets up a 15 minute form and I talk.

Brock has asked him if I would give 15 minutes or 20 minutes or whatever on the phone to this dermatologist buddy of his in New York. They went to school together and the guy somehow saw that I was racing at Northfield Park and so he assumed that Brock and I know each other and his associate doc is a big fan of mine, who got introduced to me by a dentist, who is in the JKIC world. Here's a \$19,000 consulting day and the derma he made this whole troop of people load their bus up and come to Cleveland. I didn't do anything directly to get any of this but because people are talking about, so talk about equal sought.

Another really good reason for it is price elasticity. In every field, in everything you're in, there are people doing what you do who get paid relatively little and there are people doing what you do who get paid huge amounts of money and or get paid differently. The reason is rarely a proportionate differential in core competency. There is usually some differential but it is not proportion. Price elasticity does not come at least solely or predominantly from a big difference in core deliverables.

That's why ultimately, you reach a point where there's no economic gain to keep improving on your core deliverables or your core skill because as you breakthrough into high levels of income and wealth and autonomy link to it, high price or feelasticity, all of that has mostly to do with who you are perceived to be, not what it is that you do. If you want a lot of feelasticity, then know that that will not come from endlessly getting better and better and better at whatever it is that you do. For at least 12 years in the professional speaker category other than celebrities who are paid to be celebrities.

I am throwing out Arnold Schwarzenegger as a comparable and I'm talking about the Zig's and the Brian's and the Tommy's and the Dan's and the Neo Cobain's and the Seth Cowen's, those people of the world. I was certainly per hour the highest paid of any of them. I would rank me as maybe in the middle in terms of core competency in the front of the room. Now I would be very high in selling stuff from the front of the room but the overall speaking thing, no. My hands are in the wrong place, I refuse to put the microphone cord away. I stutter all in all, my body language isn't good, I'm depending on the things so those critics which I never allowed written performance evaluations.

Sometimes when you speak like for association, they want to give everybody that's in my contract they can't do it. I don't them or me in any performance evaluations from people not qualified to evaluate my performance. If I want a performance evaluation, I'd like Brian than the audience. Him, it doesn't mean that I would agree but I would at least listen. Brian Curtis, so out of curiosity how many of you knows that name? Oh very good, so Brian to the hands that didn't raise its a Google exercise for you. Brian is a legend in direct to consumer publishing. Newsletters and books sold direct to the consumer mostly by direct mail by the way.

You should ask from about their diabetes book kit of the last couple of years because the numbers are staggering and Brian basically has run the marketing at board room before which publishes bottom line personal bottom line health etcetera for many, many years, prodigy of Marty Edelstein. Again, here is a guy who is legendary not only in certain circles. In other circles how, who, what, and who cares right? Brian said to me on the phone about a month ago.

He's been hanging out with the internet, what I call the internet ink squad politely. Brian has been going to a bunch of mastermind groups that are all people who consider themselves to be online marketers.

Which is nonsense but none the less and he said, I wrote it down when he said it. "You are the most referenced and mentioned and discussed person by everybody in the room, it seems in every room." Now, here's what I think is really important about that, that's not an accident. It's not organic. It doesn't happen though it's true by the way but it hasn't happened and it doesn't happen just because I'm really good at what I do and they have benefited from what it is that I do. That's the entity to get in the poker game but that only gets me a seat at the green felt table

Being talked about and referenced is because I make a big point of being in front of them all the time and reinforcing and building the legend, so that when a topic comes up their subconscious synapses will go through their search engine and they pull me out. That doesn't happen by accident. That happens on purpose. We're going to leap here to page nine. I say there are 16 what I call golden threads that run through and are held in common by just about everybody who achieves this legendary status in their fields, in their category, in their market place, as a fictionary character or as a non-fictional character or as an actual living, breathing real life character.

For the past few weeks because Leno is leaving, left now last night, he's a comedy genius. This has been said a bazillion times. I would suggest to you he is far from that. I would suggest to you that he has been a very smart, very competent, very effective keeper of the keys of the Tonight

Show. He's an efficient comedian, I think but comedy genius is something of an exaggeration. What exaggerates it is near death so people are always much kinder. My legend rose each time I threaten to leave so I have come very close to retirement on three different occasions.

Some years ago, we had a big retirement rose at JKIC. A super conference that everybody came in tuxedos and we did a big roast and all of that and I was supposed to go away and somewhat like Leno, I didn't but the legend rose. Everybody got more generous. Anyway, here's this golden threads and I'm just going to go through them. I'm going to spend more time with some than others. One, is you need an origin story. Now that may or may not be your cardboard box. It may pre-date that. It may connect to that but the purpose of an origin story is to explain yourself in a way that people can understand and accept.

Arguable, Disney is doing their best to change this but in total, overtime, that they had a head start too Superman and Batman are the two most valuable superhero properties in the world. Neck and neck by the way in terms of total money made off of these two characters. They both have very powerful and necessary origin stories. Superman's origin story is nearly identical to the Jesus Christ origin story, ironically created by a couple of Jewish guys from Cleveland but here is why Superman's origin story is. Can you tell me Superman's origin story in 30 seconds or less?

Guest: He was from outer space, he wasn't accepted, he saved the world.

Dan: Okay, close yeah. His parents sent him from outer space, the planet disintegrating, he came here, he's an alien right?

Which the TV show “Small Ville” probably did the best of anything contemporarily with that. Here’s why that origin story is vital because other than the little green rocks right? You can’t shoot him, you can’t stop him, you can’t trap him, well that’s a terrifying thing for us mortals without the origin story. Batman’s even less palatable without the origin story especially the “Dark Knight” version of Batman, which was the earliest version of Batman.

Now if you have seen the Dark Knight Trilogy, they finally got it right in the movie. Here we have a guy who dresses up in this dark ringed ear, you know this ain’t Adam West from ABC. This dark vigilante character who early on like the shadow carried guns and kill people by the way. They wrote that out fairly early but still, he runs around beating the crap out of people who he disapproves off. Vigilantes have never been popular heroic figures. The Ku Klux Klan is a group of vigilantes. Their popularity is very narrow. Without the saw-parents-gunned-down-in-an-alley-by-a-criminal, without the whole origin story he doesn’t makes sense to us.

He only makes sense to us because of it and that’s why every time they present him now in a new way, in a new media or to a new audience, they’ve got to retell that story. Those for us who know it by heart, sit there in the first movie and go “Oh my goodness, it really is this again” but everybody hasn’t heard of it because otherwise, he makes no sense. Your origin story is a foundational brick to creating legend and you either got to have it and I’ll figure out how to tell it or you got to kind of reach back in and find it but there’s some origin story that explains yourself.

The mission story explains your actions. Your origin story explains yourself, your mission story explains your actions.

Why it is that you do, what it is that you do in the way that you do them. One of the most popular fictional characters of all time is Robin Hood. Everybody knows Robin Hood's mission story. We can tell it in a single phrase which is useful right? Robs from the rich, gives to the poor with very low overhead, a bunch of guys who lives in the woods, doing a very different from Obama Robin Hood. A big overhead, tiny little trick hole, gives to the poor right?

Our mission story explains our actions. I make a point of making my prizing of autonomy a big part of my legend. Jack included it in his introduction. I don't think by the way he was working from notes. I don't think he wrote that introduction, he just got up here kind of lose and did it and that little jam is stuck in his head about me because I stick it in everybody's head about me. Otherwise, I appear to be a pretty, arbitrary, diva-like jackass. If you don't understand for example that my business life is run by my personal life and I race horses five nights a week and therefore, every day is going to end at 4:30 because I would rather go race a horse than be with any of you.

You take second place in that equation and I organize my business to facilitate the way I want to live my life personally and that's my number one value above all else is autonomy. I don't want to use that so say, I would have not permitted this. I'm not being mean, I just wouldn't have. I don't own a cell phone and you can't call me even on a landline but I have a phone apartment and sometimes it's a two to four week wait for paying clients to get their next phone appointment as I gain all my calls into one day a month. I blow it all out in one day and if you happen to decide the

day before that, it's already full you've got to wait until next month's day.

I don't care if you're a new client, an old client so all of this stuff starts to look like I'm an arbitrary A hole if you don't understand my mission story which above all else is autonomy for me and using everything I know about marketing to help you create autonomy for you. Now all of a sudden, a lot of behavior that would not be acceptable suddenly becomes acceptable. The adversity triumph story, yours. The worst thing about this story by the way is it's so common and so just a little tip for you, you have to find a way to make it not common. You can and there is a contrary in position to all of these.

I have a client right now in the get rich in real estate business and almost everybody who sells people on Danny Richard real estate has this story. They all were washing dishes in their bathtub, they all were broke, they all lost their jobs, they have their cars reposed, and they are on the grand. They couldn't pay for the washer repair, etcetera. This guy has no such story, all right. He's a Stanford grad, he's an engineer, he had a really nice career, everything is fine. He is just bored and looking for something else to do and discovered real estate and figured out how to engineer a system that works.

I've got to sell against this because I don't have it. Now there's a certain market that the washing-dishes-in-the-bathtub thing has an appeal to like guys like him. If I aim it in the right place but for the most part, people want some adversity to triumph story. What I have it with him is his first two years being a real estate investor where he discovered everything was hyped and everything is bullshit. He had to

re-engineer the whole process and he lost a bunch of money okay? I still got it, I just don't have it up front but everybody likes this. It's a reassuring encouragement because everybody knew what you would be selling to has self-image and self-esteem issues regardless by how much money they have.

Fourth, miracles so this is important. Sherlock Holmes, Houdini, Batman's appeal is he's a superhero with no super powers. He can actually get killed right? Jesus Christ, everybody on our list performs miracles and there's a handful of miracles that everybody tells everybody else about that they perform. Tony, you all know Tony. I don't need to say the last name right? It's like Cher and influenza. Tony made his volumes on the miracle of the fire walk. Not the first to do it, it's a carnival trick that I've traced to the turn of the century. Maybe it was being done before that but I've got it all the way back to 1901, 1902, 1903 and it is a trick by the way.

He's not the first to do it, James Randy, you all the name. You should Google him. Would tell you he certainly not the best to ever do it but that was his miracle and everybody talked about it and everybody wanted to experience it for themselves because it's a miracle now that he can make you able to do as well. Houdini made his bones go around escaping from jails.

Letting the local police lock him in a cell, handcuffed, all of that and escaping. That was his miracle. John Edward. How many of you know who John Edward is. John Edward is still probably a 50 million dollar a year guy. You've seen him on TV. John Edward helps you speak to your dead mother and hear from your dead mother or he's got a psychic act in

which he communicates with the dead and he does a thing called cold reading mostly.

He's legendary in that environment and so John has a miracle. John can get your message from aunt Matilda right before everybody's eyes that you identify as having come from aunt Matilda and no one could possibly know it or create it except aunt Matilda. He has a miracle. Legends have miracles. They don't have to be that, they can be a miracle to the people that you wish to deal with.

The same stick I just described to you which is not stick. It is how I actually live. It is a miracle and enviable miracle to a lot of people that I conduct business with that I don't have a cell phone, I don't have a pad, I don't have any electronic device whatsoever. I don't use email therefore I never have to check email. I don't do Facebook therefore I never have to check it. I never have to worry about it, I've never looked at it, I'm never going to look at it.

You can't call me, you got to make an appointment. That's a miracle. How can you possibly conduct business that way. It's as if I just walked on fire. Won't impress everybody but it will impress people I wish to impress. Size of fees. One of the great things about charging either incredibly high fees or getting paid in some unique and unusual way that equates the high end town. I have a client for example, the largest expense reduction consultancy working with hospitals.

They are paid 33% of all the overpayments recovered for the last three years and 33% of the documented savings going forward for the next three years. It adds up to mega amount of money. That combined with a client list like Cleveland clinic and so forth. As soon as you say it, people like ...

because of 33% and when you tell them that in the last five years they've recovered 600 million dollars' worth of over payments. Even people bad at math can get calls. 600 million, 33% throw out the three, ten times three.

They do it, they get there right? He had an immediate physical and visual reaction to Charlie Martin's average case. That can be profound, that can be a miracle literally your fees. Once you get paid, how you get paid. I gave you an article on here and we're going to skip over it but this is about a guy who popularized, here on page 10. Longtime member of mine, popularized pedal bell exercising here in the United States and he's got a great mission story example.

This guy under miracles real quick. This is a guy by the name of JR Brinkley. There's two books written about him. One is about him, it's called Charlatan I forget the author's name and then there's a book called making them believe as well as a home study course for archived items and stuff that I did with a relative of his.

Brinkley was the richest doctor in America so those of you who are in the health field and the name means nothing to you, shame on you. Everybody else you might not know. Brinkley was at the turn of the century the richest doctor in America. A lot of first, he was the first guy that ever used radio. I don't know if you know that but he's the first guy not just in health.

First guy period to use radio shows as a marketing vehicle. The American medical association was created to put him out of business. That was a first. He marketed and became rich marketing the first tier for erectile dysfunction. Long

before the little blue pill. JR Brinkley had people getting on trains, traveling from all across the country to his hospital.

He didn't call it an office, he didn't call it a clinic, he called it a hospital. Coming to his hospital to get testicle grafted transplants to their testicles. He took both glands as it was very well known, we were in an agricultural society then. If you don't know it, goats are reportedly the rangiest little critters on the planet. Everybody understood goat virility.

People came and paid them thousands of dollars in 1908, 1915, 1920 to later on operating table and have Brinkley or one of his associate docs take some goat glands and stitch them to their testicles. I assume anesthetic was not what it is today so not only was this an expensive proposition, my guess is it was a painful proposition and pretty much anybody with a medical background will tell you it is pretty much a useless proposition.

However tens of thousands of such operations were conducted over a period of years and what drove it more than anything else is what is now referred to as the placebo effect. People got miraculous results and the pa and ma story which was his most famous story was of a guy who completely or what we would now call chronic terminal, unfixable erectile dysfunction. 60 year old farmer who went home from his operation and immediately got ma pregnant and started kicking out kids like he was 20 and the pa and ma miracle was a big part of his marketing. He's an interesting guy to study. Number five on our list is divisiveness. Almost every legend is divisive. They divide and conquer.

Some people feel profoundly one way about them and other people feel profoundly another way about them. This seems quaint by today's standards but there was a whole federal government driven naturally. Grandstanding politician driven, naturally. Effort to eliminate comic books because they were ruining the morality and the minds of America's children. The comic book industry came this close to being made illegal entirely. They barely avoided it.

How they avoided it is beyond our time and scope today but it is instructive by the way if you want to go back and look at the history lesson. Comic books and heroes like batman and superman were incredibly divisive characters in their rise to power and influence. Often a legend revolves around one or more very divisive acts. We're on Ronald Reagan on the events four times.

Every once in a while somebody would be on there that they would keep box stop and nobody got to hang around but the Reagan was a fairly social animal. Although he was clearly beginning to disintegrate at that time. Because I was last as Jack said. The good news about that is I always followed the last famous person of the day. The stock last to keep everybody there all day long buying stuff. For one of the years Collin Powel was on almost the entire time. I got to know him very well.

Radio was on four times but he was on four times immediately before me all four of those times. I have a picture of me with Reagan so we did these photo ops at the end of the day that people paid extra to get the pictures. I got a picture of me with Reagan and Reagan got in a position like this and people just stepped in, stepped out, stepped in, stepped out.

It looks so phony I can't use it. I have a picture of me from our state fair with a cardboard Madonna that looks real enough to use and the picture with the real Reagan looks so bad you can't even use it. Anyway, I said to Reagan, one of the question I asked him is of everything you did your presidency, what did you do you think that created the most power for you? That gave you the greatest ability to get things done.

He said unquestionably firing the air traffic controllers. Not why I did it but the net result of that is. Internationally everybody believed I might actually be dumb enough to push the button. He said domestically everybody knew that if they push me against the wall and I issued this wrath, I was going to keep it. From there on out, nobody wants to push all the way to that kind of a result.

Very divisive action. Unions went nuts. Air traffic controllers if you were commercially traveling at the time, they were picketing outside airports and costing you. Being in your way as you were going to the airport for years after this happened. Foolishly believing that somehow they were going to get this reversed. Very divisive action.

It's useful to pick on somebody that you want to demonize. By the way, anytime a leader gets in trouble, that's exactly what they do all over again. They pick somebody who is not going to buy from them, not going to support them, not going to vote for them and they target them. They're creating new kind of divisiveness. When you go on the attack and you think about these legends.

Christ who's the enemy. Well literally the established order right, this guy was antiestablishment and it got a rather

profound ... Robin Hood, the evil French right? Ian Grand. Grand fans in here? The looters, the takers, the no producers, Lone Ranger, those who prey on the weak. By the way a little piece of comic trivia for you if you don't know it. The green hornet.

Not the green hornet you saw in that god awful movie but the green hornet is the lone ranger moved into a city. Kato is Tonto, the radio shows were done by the same people, it's the same show. Steve Jobs, same a Christ, antiestablishment. The TV commercial that launched Apple was what? A room full of establishment figures and a revolutionary female power character racing down the aisle and throwing a sledge hammer through their stuff.

He literally declared war on the establishment with his commercial. Importantly the commercial said nothing about the product. Houdini, a lot of people don't know. Houdini made himself more famous as an exposé of psychic charlatans than he even did as a magician. Lincoln can't be much more divisive than Lincoln. He created a civil war. Won't see it today because almost every tea party person in Glen Beck does have a musket but it's not quite up to where it needs to be for there to be a revolution.

Divisiveness. Read it on your own, there's an article I gave you that starts on page 13. It describes a very interesting and very divisive guy who broke into a niche market in exactly the same way I broke in to the speaker market as a marketing expert many, many moons ago. I was so divisive, there are still people in the national speakers association who detest me.

Many of them have died because they were Zig's age, they're like 15 years older than I am. Friends come and go, enemies accumulate but if you live long enough, a lot of them die. The ones that are still around, there are people who will not speak to me. If I'm coming through a hallway, they go to the other side of the hotel in order to walk and not to come in to contact with me.

That's 30 some odd years ago. I have trouble remembering who they are to know that they're aggravated at me and they are still ... I'm Irish so Irish Alzheimer is you forget everything but your grudges. I like get it but still, it's remarkable to me but that's how divisive I was and it was immensely profitable to be so. Next an enunciated philosophy. You need your own school of thought. This is another great phrase.

If you think about it, it's somewhat ... here it said as much but it's still is said a lot that this person ... Hitchcock had a particular school of thought about how to produce suspense movies. Seinfeld has a particular school of thought about comedy. He is a legend in comedy for everything being about nothing. People in finance ...

Name somebody in your industry besides Buffet who is known for a school of thought about investment. Jim Kramer. Okay, let's pick somebody's thought, a contemporary thought. Let's go ... Chef okay, go back further. Vogul correct. We can go back beyond Vogul. People who are known for a particular, another good word is proprietary school of thought. The single biggest in your world in human potential and you are too young yet it's contemporary.

The single biggest thing ever to happen in the new potential movement was a thing called S'd and I got a blank look from you don't I? They mentioned it yesterday. Great okay. This is like she just saw a typewriter.

Guest: I do know what a typewriter is.

Dan: Good for you. Because of the field you're in, you should know what S'd is. You should get amongst other things, Amazon get you, I'm going to have to pay 50, 60 bucks for it because it's out of print but get a copy of the book of S'd. Also get a DVD documentary called transformation about Warner Earhart. Anybody understand human potential and personal development can decipher S and realize much like the fire walk.

There's really nothing new there and yet he created proprietary terminology in a particular school of thought about human potential. Dr. Atkins. Atkins a particular school of thought about weight loss and health. Very controversial in his day by the way. Very divisive, the medical community literally lined up either for him or against him. Atkins school of thought can me singly summarized.

Get rid of the carbs, everything else will take care of itself. Pretty simple, pretty clear, at the time, pretty controversial. I ran began as a fiction writer. Actually just trying to make a living, she was writing movies, bad movies. Her fiction turned in to a school of thought, who knows what it's called. Come on, somebody said you were fans right? You should Google it. Objectivism, Newsletters, meetings an entire industry around this school of thought. We'll get to a document later in your book.

I have a school of thought in my role as a marketing guy called magnetic marketing and it's now 30 some odd years old. It has a life of its own, it has an identity of its own. It really is nothing more than taking the tenants of mail order, there's this thing called mail order, nurture. This goes on your list for typewriter and S'd. There's this thing called mail order, it's not male, you don't order a guy that exist.

Its how people used to buy things. It's sort of like Amazon but with envelopes and stamps. It really is the tenants of mail order moved to non-mail order businesses. That's really all it is right? If you say it that way, not only is it not particularly interesting. You run the risk of it sounding horribly antiquated and nobody wanted anything to do with it.

Even 25 years ago you ran that kind of a risk plus everybody else could talk about it. Boden really permission marketing followed magnetic marketing by at least 10 years and I suspect strongly there was some emulation. One of these key things here is you will have your own school of thought in the field in which you are in. About which you can then be a thought leader if you are going to get to legendary status.

In different fields by the way. A lot of times the legends are legends only to the people in that field. More so than they are to the public. Billy Crystal was on the Leno show last night but Leno, he was talking about when he was starting out in comedy and Leno didn't live in New York, he lived in Boston so any comedian who went to Boston slept on the floor in Leno's crappy apartment.

The door was always opened and he said there was hardly any furniture in the place but the thing he most remembers

is above the bed, there was a poster of this particular comedian. He named him, I won't name him for you, you can go try and find him if you want to but there certainly are comedians who never ... they never made the kind of money Leno's made.

They've never had the kind of public thing but in the world of comedians, these guys are legends, even Steinberg would be in that category by the way and Steinberg, a lot of you would know Steinberg as a standup guy and you won't know that he became a producer who produced Seinfeld. Many of the Seinfeld episodes for example.

Among comedians Steinberg is like a god and that exist in a lot of these fields because they have a particular school of thought that they can announce about why and how things ought to be done. You want a break don't you? It was on your little list. Okay. One of my sayings is weak bladders are very expensive because I won't need one all day but I know ordinary mortals do.

I've got 20 after on my magic clock up here so we'll take 15 but only 15. I'll start back whether you're back or not because I get paid whether you're here or not. I'll start back and I'm going to try and zap as fast as I can so we have as much time for discussion and QNA and all that after lunch as I possibly can. We'll just arbitrarily stop here and resume in 15 minutes.

At your leisure but you have a starting on page 16 you have notes here for your own consumption. I have a new book, it is really about positioning yourself with information product. I want to just sort of leap to demonstration and

dramatization. Demonstration is again a not well understood important part of creating legend and having legend told.

For many years in martial arts, any of you have your kids at a martial arts academy somewhere. For many years ... good thing to do with your kids, I'll endorse the industry. If you find the right one, they actually learn discipline and civility and all of that. They'll say sir, they'll put the dishes away after dinner without being asked. It's a remarkable thing.

For many years, the demonstration of martial arts is what? Breaking boards right? Every martial arts demonstration ever is somebody with their bear hand, breaking boards, breaking concrete blocks, breaking something and the bigger the stack, the more impressive the demonstration and so forth. That industry built itself on the strength of a demonstration. Basically co-opted and used by everybody.

The thing about physical demonstration, particularly that which appears to have the risk that it could go wrong. Nobody will go to the circus and pay money to see somebody walk across a two by four on the ground right? It's walking across a wire 50 feet in the air that starts to get people excited. If you take the net away and you stretch the wire across the Grand Canyon and you have the guy walk across that with no net and if he falls he's dead.

Then people are really excited. Understand it's the same demonstration but it seems very different because it's more dramatic. Demonstration and dramatization go together in ways that build legends. I have a video clip I show often in seminars. I didn't bring it but I'm going to describe it to you. Houdini ... and if you're really interested in this topic,

certainly one of the people you should make a point of studying is Houdini.

He made himself a legend to the point that pretty much everybody still knows that name now long after he's been dead. Almost every competent professional magician then and now will tell you, they would rank his skills as a magician actually somewhere between moderate and disappointing but as a person who understood this process, he hit every base beautifully. This clip I show used to, when you went to the movie theaters if you were my parent's age.

You saw news reels before the movies. Now we see 500 previews and sometimes a charity thing and they come around with a bucket. You used to see a cartoon and a couple of news reels. Particularly during world war 2. Before then. Houdini created fake news reels. This is near and dear to Mr. Naten and Mr. Dicks Hart. As I suppose it's on generous, but generally when people ask me what these guys do.

I say they create fake fame which sometimes becomes real fame but it's really not the intent. Houdini created news reels but he didn't rely on the news media to do it, he hired his own camera crew and he had them film him as a news reel and then gave it to news agencies and gave it to theaters and gave it to whoever wanted to use it.

There's these two news reels of Houdini doing the straight jacket escape. The straight jacket escape is a very common, it was then a very common magic trick. You can buy it in magic stores actually where it's rigged for you the way they would have rigged it themselves. Pretty much every

magician of his time was already doing straight jacket escapes.

It's one of the tricks everybody did just like every kid magician does the rabbit in the hat right? It was that. How do you do that trick. The news reel one time has him and he has gathered a crowd, a huge crowd, you don't want to shoot a news reel with nobody watching you. In the street and he is suspended by his ankles from a crane off the roof of a big department store in the strait jacket and he does the straight jacket escape hanging upside down by his ankles. Swinging from the crane in the air.

The other one huge crowd, straight jacket, he dives off of a pier into the ocean in Atlantic city and does the straight jacket escape in the ocean. It's in LA the second one's easier than the first one because they don't actually see you doing it. Even the one the crane is actually easier to do than the one everybody does standing in front of the audience on stage because you're looking at him five stories up.

Unless you've got binoculars with you, you can't really see ... he doesn't have to be as actual technically competent. In the show Deadwood no not deadwood, I'm sorry. Wrong period of time. Boardwalk Empire. In Boardwalk Empire season two. How many of you are boardwalk empire HBO? Really? Boardwalk Empire is like the sopranos but in prohibition and it's relatively historically accurate. It's about Atlantic city

Houdini had a brother, his name is Hardine who sometimes work for him but often performed on his own. There's a scene in this boardwalk empire episode where Hardine has performed the show and now they're all up in the big shot's suite like Nick for Hallwell party and eight or 10 or 20

dignitaries from the town and the big shot and Hardine are there.

Somebody says to him because Hardine did the straight jacket escape. They say to him, they refer to this actual historical thing they said, we saw the news reel of your brother doing that escape, it was incredible, he's hanging upside down, swinging in the breeze from a crane in front of a department store. Hardine thoroughly pissed off. With great umbrage says it's the same fling trick.

It is, it's the same trick but it's infinitely more dramatic. Demonstration and dramatization go together. Somebody was in the health wellness fitness ... you okay? Cray tell me you're familiar with Jack O Lane. Okay. It's okay if nobody else is. No harm no foul. If you don't know Jack any other way, most of you might know I'm from his very late life TV infomercial selling the juice.

Jack was for example the first guy to have a real television show, a fitness show, an exercise show that every morning you got up and you exercised with Jack. He is TV very early in the game, black and white. Jack every year up until maybe 10 years before he die took a barge, tied to his waist or the thing in his teeth or some damn thing and pulled it across the San Francisco bay swimming.

It's somewhat like a version of the Toyota commercial trick with the Toyota pulling the NASA space shuttle. Once it's moving it don't matter, it's a trick but it's very dramatic and when you hawk demonstration to drama. Did you take this bunch to a high point? Okay. Cobain and I known each other for a very long time.

Nido is very much like Disney. First he and they are the all-time masters at separating you from all your money and having you think it was okay. You don't even really know what happened. Big premium price player. When you go to HPU and you take the tour. A you're getting a demonstration but if you are there while university is in session you will get a dramatic demonstration that every parent has got over by the time this tour is done.

Carl and I took the big Alaska cruise a few years ago and it was great by the way. Celebrity cruise was terrific until they tow you off the boat at the end after they got all your money, that part was not great. The one thing that thoroughly pissed me off is you're supposed to see polar bears, this is a big part of this story is you're going to go through the inside straight and there's going to be polar bears on the ice.

I am up on the deck, it's 12 degrees below zero, out there with my binoculars, I want to see polar bears and we took this entire cruise and it dawned on me what stupid polar bears could be sitting out there in the middle of nowhere. Gore had to get one picture and use it over and over. Lone polar bear dumb enough to sit on a melting ice. The polar bears were all in town, they were at the bar, whatever.

I didn't see one stinking polar bear the entire time. Disney was one of it. They would have had an animation polar bear on an ice float off in a distance, motion activated by satellite so when the boat came, the polar bear stood up, reared up and I'd have been happy. Everybody else would have been happy, everybody had their pictures. These guys are too dumb to do this.

The dramatic demonstration you get at HPU. If you are there, what university is in session. It says you go about the tour, students will appear like the polar bear and they will be excited to be there and they will engage in civil conversation with you. To a parent of a college age person, this is fire walk, this is huh? They're pretty much dressed kind of nice, they're cleaned but they're not like Mormon where they all looked the same.

It's a dramatic demonstration. Let's make it micro levels of something we might be able to do. In my world, Jay Abraham, Calbert, I, we all do a version of the hot seat without a net and that is that random taking somebody out of the audience, bringing them up there, putting them on a stool, letting them describe a business problem or task or objective or something they want to accomplish.

Like what you said to me on the break sir. Okay I'm a real estate coach, how do I differentiate myself from all these other ... he would come up here and do that and we would with no notes, no preparation, like a magician we've never met before, I didn't know what you want to talk about before you came up here. You didn't know, I'm completely unprepared and I would go and I would magically create his head.

I would give him a six part marketing strategy or I would ... if he had a problem I would give him the seven solutions to his problem okay? That's the marketing consultant's fire walk, that's what that is. It's a demonstration and it's dramatic because it could go horribly wrong. That's where the drama is. It could go horribly wrong. If you don't do demonstration that could go horribly wrong, you miss half the equation that

causes people to tell everybody about what they saw you do.

Beneficial association. I'm going to skip a couple of pages that are there for you about David Ogilvy and we will go to page 12 I believe. No, not page 12, where am I? Well I'll skip all the stuff, now I don't see a page number but I'm at number 12. Beneficial association. We are A ... everybody knows the phrase, judged by the company we keep all right? You are also judged but the company who keeps you.

That gets to cache clients, that's gets to who follows you, that gets to who does business with you. Who found it? Yell out the page number where we're at. We should be a beneficial association, number 12. I'm missing my surface page, I can't help you. It is right before that my friend. You're Ogilvy. We're back to your list. I'm doing something to you, you don't even have. Never mind, forget it. You're on this page, you're on page nine.

This guy is ... the disembodied head guy. He don't remember. He's like squared man, he's trying to write it down ... Beneficial association. Everybody sort of understands. I'm judged by the company I keep. This is why it's very important. The Chinese proverb is lie down with dogs, wake up with fleas. It's very important if you do this sort of thing, you exercise more control than they did about who they put in front of their group.

It's important that you give a lot of thought to whom you expose people to who look up to you or are supposed to look up to you. What connections you make for people because you will ultimately be held responsible. The second part of the equation is you are judged by the company that

keeps you. I told you earlier, the breakthrough for the success events. The Peter Lowe events that I was on for nine years.

It started with just Peter and it was Peter and Zig, then it was Peter and Zig and me and half days. We might have 200 people, 300 people, 400 people in the room and then we got 18,000 people. Ronald Reagan was the breakthrough. Nobody in the dignitary important and influential person category. Countless numbers of them said no to Peter when they were approached to be on this event because they all looked bound on it when they understood what it was.

It's a bunch of motivational speakers which to vast percentages of the population are right in the same place as used car sales guys and lawyers. It's this big kind of circus thing and there's going to be a lot of people in the auditorium. During the day people are going to solemnly chant and the guy goes no. Right? When Reagan did it, now the line out the door of everybody who wants to do it.

Reagan changed everything. It's good enough for Reagan, it's good enough for me. In fact I want on that thing. It's suppressed fees, not only did it provide them, it allowed Peter to get them at affordable rates because they wanted to be on it. It was a huge ... big breakthroughs for me were that. That thing was huge for me, it was a feeder system unlike any feeder system because it was not bought and paid for visibly anyway to your point to what you do.

You're on with all these famous people including world leaders and business leaders and CEO's and so forth, the list is long. For beneficial association. You're in an incredible environment and everybody is talking about it. Another

breakthrough for me was the old original success magazine. Media, very different than the success magazine you see today. Although that can't be a breakthrough for certain people.

Conan catalog. In its day. How many of you bought something from Conan? Okay. In its day it was the place. For our personal development sales training. The experts of the experts were in hill comb. No its Conan was huge for me. Maybe the biggest thing was that the company I kept but the company that kept me. In 1987 I worked on the first infomercial of a company called Guthy Renker which most people now know. Then they were intellectual property.

The first show was thinking Ritz, hosted by Frank Tokiton who used to play for the Minnesota Vikings. Probably before you were born but he's a little short guy. Somewhat like Russell Wilson. Sales sale. The second show was personal power one, the first Tony Rama show also hosted my friend. I worked on the first show in 1987 and I've had a consulting relationship with these guys ever since.

Last year I think they did 1.8, 1.9 billion and they're primarily actually a cosmeceutical company that in part uses infomercials. They hardly ever do any intellectual property anymore. They're best known for proactive glop. Victoria principal skin care. They became huge and they became huge quick. They're what I call the ultimate cache client that because they use me.

Everybody else in their world wants to use me. People came who really didn't even know why. It's just ... you must be rubbing their head or something so rub my head. How much were you charged to rub my head. That's literally what

happens. People sell their companies to Warren Buffet, why? Because he's Warren Buffet. They give it a choice for selling to Warren for one price, they're selling to a private equity firm nobody ever heard off for a higher price a whole lot of people take.

I'll take one in the lower price because he's Warren Buffet. Beneficial association. In the national speakers association I told you I was a very divisive figure. NSA was a subset of the professional speaker market and it was a market for me. I had to tell the story very quickly, I was speaking a hundred grand a year. My first year in speaking, doing it all wrong and I finally went to an NSA event to thinking I'm going to up my game and somebody said this morning and I'm going to see how not to do this stupid and I was horribly depressed by the end of the first day because it became very evident for me.

First of all everybody's better speaker than me but hardly anybody was making any money and they certainly weren't making a hundred thousand and there was nothing for me to get from them that would help me make a half a million thus this was beyond anybody's. Pretty much hallway conversation was half a million, are you kidding? 40 years, write 400 books, kiss everybody's ass, get an agent, all the stuff I didn't want to do. I came back, I got my first client out of it on the airplane on the way back by the way. Bust a crab who used to be Tarzan and Buck Rogers. I came back now, I went from depressed to pissed off and then I went to okay, I don't know much but I know more than these defuses about how to make money.

I started a newsletter and started consulting and I was very divisive. I then bought a failing company that produced

audio cassettes for everybody and I had that mess. Nido and Cobain who you now know and will see at High Point University. Nido was then the youngest hot shot star speaker in the NSA world and that's a nonprofit association so they elect their officers and he got elected president of NSA.

I deduced that I could leapfrog to influence with a lot of people. Not everybody because I'm going to be divisive but I could leapfrog to influence with a lot of people who would pay me no attention unless this arm was stitched to Cobain's arm somehow. I bought it, it's that simple and often people don't understand how to spend money in ways that allow them to leapfrog.

I wanted everybody talking about me and not everybody talking about me is the evil idiot who had shown up and was saying bad things about NSA. Basically business arrangement. We produced a ton of audio product for him at cost, no profit, we paid them fees. He did a tour with me in four or five cities, I forget which. He stuck his neck out not just for money but because he actually believed in what we were doing but for money.

I bought beneficial association. I cannot tell you how many times the same principle. For five minutes we're not going to record okay? Turn it off however you need to turn it off. The mystery novel that's in front of you, that's not a money maker ... Back to the Peter O thing? Zig and I had the best splits, that thing has no fee, nobody got speaking fees except the celebrities who didn't saw anything. The rest of us are there selling stuff.

Everybody had a 40/60 split, 40 to them, 60 to house. Zig and I had it the other way around. 60/40. However after a year and I understood what it was that I had ... If peter had come and said we need a 100% of the revenue. The only way we can keep this thing going is you got to give us 100% of the money, you got to pay the cost of all the product you sell, you pay your own air fare, you pay everything. You want to stay on the tour.

I just said where do I sign? Because the legend building as well as to your funnel point, the actual acquisition of customers was worth far more than the money made that day doing that thing. This book will not ... I won't make that the 20. Reading towel for the same reason. The story to me is worth ... not the story I just told you. The other story is worth more than the money.

Beneficial association. A media strategy, all legends actually have 12:15 okay with you? All legends actually have a media strategy. Batman was built with a media strategy. Batman is built today with a media strategy. Jesus Christ had a media strategy. We'll talk about media strategy in depth, the last thing I'll do after lunch but know that it must exist.

Target audience and territory. This gets to being purposeful about your legend building, your credibility, your authority, your celebrity. Everything you do. For me for example, I've often said I would rather be in the old success magazine four times in a year than be on Oprah. I don't care about being on Oprah.

Literally these days if she was still on real TV is we're rapidly getting to Oprah who. If she was still on real TV, I don't know that I'd want to spend the money to get my private jet and

fly to Chicago to do the show. If investor's business daily was going to do a profile about me, fire up the plane. I gave him this answer about differentiate ... you differentiate by either showing up like nobody else in the same place or showing up in a place nobody else is.

I have a wealth adviser right now that works only with people who sell companies, 10 million to 50 million. Full page ad where you're expected in Forbes, full page ad in cowboys and Indians magazine which is a magazine for people with a crap load of money who like to decorate their house and cowboy and Indian style and decorate their trophy wife that they exchanged with the other wife when they sold the company in cowboy and Indian stuff.

The magazine's full of real expensive jewelry, real expensive women's clothes. Some men's clothes, real expensive real estate and real expensive home furniture's. He's the only financial guy in there. His guy reads the magazine, doesn't matter what the magazine is. I show this often, I use it because to many people it's somewhat shocking because of who is doing it.

It's a book I'm going to suggest you go get that's not mine. Pastor Rick Warren who you may know from Saddle back church. You may know from his huge best selling book purpose driven life, you might know him from having Obama and McKane together talking about gay rights during the first campaign on national TV. You may know him recently because he had a tragedy in his family with his son. He has a different book than purpose driven life.

It's called the purpose driven church which sounds nice because predatory marketing manual for pastors doesn't

sound so nice. That would be a more accurate title for this book and it is incredibly instructive about this point. Target audience and territory, I'm just going to quickly show you two pages from the book but you should go get it. This is a page called I'm going to show you one actually, there's two pages. I'm going to show you one.

Knowing who you can best reach and this has a list, there's another page it has a profile on it of their customer. This has a list of who they want to be famous to, to reach out to. I'm going to read you out the list. This 10 categories of people on it. Second time visitors to the church, first time visitor, who knows. It came back twice and understand you have some really good tracking data.

Second time visitors to church. Close friends and relatives of new converts, they focus all their referral efforts on the newest converts to live large. Why, what are you most excited about anything when you're a new convert? People going through a divorce. Now we're starting to get a little predatory. Readily available public records.

Number four. Those who feel a need for a recovery program, alcohol, drugs, sex addiction et cetera. First time frightened parents. How many of you have more than one kid. You guys all know this drill right? The first one you hear four rooms away, she's on 911 and you're running in there to get there and by the third kid it's like go out and eat dirt. Right?

Six. The terminally ill and their families. We're going to target our marketing and our message for our church to the terminally ill and their families. Seven. Couples with major marriage problems, not minor. Major. Guns, bullets, house

on fire. Public record, domestic dispute, police calls. Eight. Parents with problem children. Nine, recently unemployed or those with major financial problems and 10 the obvious, new residence in the community.

90% of all pastors in the country are only dealing with number 10. The other nine might not be right for you as a pastor as it is for them as a pastor. You might need your own list but the important point is there is a list and there is more not on the list for which he could care less if they know who he is than those on the list. I think this is one of the most important points about this whole game is how you stake out your territory.

How you define your audience, who you decide to make yourself for about famous to and get to tell and retell legends about you. One of the wealthiest broadcasters of this time and any time ever is who? Rush Limbaugh. Limbaugh's entire business and now you can go back through the whole list, divisiveness, go back through the whole list. Limbaugh's entire business is about preaching to the converted.

If he changes a mind. Not what he's doing. There is a published interview where a college kid working on a term paper interviews him about his business and I've never seen him annunciated anyplace else but he annunciates it there. My business is all about preaching to the converted. In order to have an audience that my advertisers will pay for. If we're happen to succeed and overthrowing the liberal movement in America, right, that's not what I'm about.

I'm going to preach to the converted business. Understand it is infinitely easier to succeed preaching to the converted

than preaching to virgins, preaching to skeptics, preaching to anybody and everybody. It's important if you want to get to legendary status in your lifetime to be preaching to the converted person which means you have to figure out who that audience is.

15 on the list. You still haven't found it even if I don't. Investment, I gave you one example off mike. This is something to invest in. Very few legends are current organically or accidentally. All sorts of heroic acts occur organically and accidentally but are not remarked upon or marked upon briefly. Christ, Houdini, everybody on our list they invested in an enormous amount of time and or money in building a legend.

Disney here we are. Walt if you've studied all the biographies and autobiographies, if you really studied Disney as I have, Walt was not uncle Walt. Walt was more like Steve Jobs is become known as in business. A very tough, very ruthless, spontaneously enraged, difficult human. They had a massive PR machine and they still do today to sanitize Walt. How many of you seen saving Mr. Banks?

The rest of you should see it, it's a great movie. It's a great entrepreneurial movie, it's about in part how he got the owner of Mary Poppins who wanted no part of having a movie made at Disney to finally allowing him to get a movie done. As I pointed out in our newsletter, I think last month amongst other things that he did to get that done is he lied through his teeth to her.

Cleaned up the mess later. He absolutely promised her there would be no animation in the movie while they were working on the animation for the movie. This is kindly Uncle

Walt. There's a scene in the movie where she comes in the office and he's smoking and he quickly puts the cigarette behind a thing and says we don't want the public to see that.

Walt, big smoker, big drinker. They invested huge amounts of money and more and more. Making and preserving the legend. You ever seen this company, walk away from it. If you're spending time here at all, it's Walt everywhere. It's what would Walt do, it statues of Walt's the exhibits of Walt, everybody talks about Walt, how long has Walt been dead? How many CEO's of companies decades after they're dead as everybody know ...

They understand they have a real asset in that legend. The other kind of investment that I must mention briefly is the kind you spent to be in this room, whatever it is you're spending to be in their group. If you aspire to anything. In this case it is cobbling together authority, credibility, celebrity in a unique and uniquely powerful way.

Then you must be a serious student of that thing. Highly successful people in all their fields are extremely serious students of the methodology the process behind what it is that they do. Number 16 that investment and study includes the genealogy of what they do. See it vital for people to know who popularized stock market investing and financial planning and retirement planning in 1930. Who got that message across then? It's vital for her to understand S'd.

Otherwise you have this huge gaps in your understanding of what has developed a category of commerce to where it is now, it makes it very difficult to predict where it will go and you miss all the commonalities of what drives it again and

again. Everybody we now see excelling at something, they have predecessors and within those predecessors there is a pattern with clients when I work with somebody at an industry or a field that I know nothing about is one of the first things I do.

I go back now as far in genealogy as I go and then work my way back to the present so that I have access to that pattern. If people are not spending serious money of serious students of the thing that they aspire to do narrowly. I want to be the next woman, the first kind of a cross between Oprah and Tony and all of that or I want to have the biggest practice of X that's narrow.

Broader than what it takes to do that like the thing we're talking about here. I say by their behavior and you can know them and by their investment that you can know. If you aren't pouring money into it. Candidly you're not real serious about it. No pitch but obviously I have resources. Some of you have been kind enough to mention books and stuff that you've been in to and that you've got results from and so forth.

I always do it when I do any group, even one as small as this, I have special offers for you. If you would like to hear about them in five minutes then get a form, you just come towards me when we break and let everybody else get to the food first. I checked, there's enough food for everybody okay? If you don't want to hear about that, just go right to the food and right to the bathrooms, nobody will insult me by their choices.

Are we breaking for lunch? When are you resuming? Okay, I'm going to very quickly do media strategy and then I'll let

you run the rest of the day anyway you want to run it okay? Cool? Okay. Yeah, I'm going to hang right until the end of the day okay? There's food out there.

There is a relatively small program in it, we call it personality in copy. It is about positioning a person, yourself probably and positioning them through heroic journey to an audience how to do that in the word. How this all integrates into your advertising, your market thing, your information products whether they are sold or used as marketing devices. It comes from a live training that I did.

There's two audio CD's of the training, there's a transcript for the presentation and there is all the handout materials that everybody got when they were there. The catalog prices by the way are real. They're not made up the discount ... you can go to gcashsc.com anytime you want and buy these stuff. Peace meal if you would like and you will pay the publisher's catalog prices at peace mail.

The second thing is a much more elaborate. It comes from a three day training on influential writing. This is different than sales writing so this is not advertising copywriting. This is how to write about yourself, your belief system, your stories, all of that in a persuasive and engaging in an influential manner so that ultimately people know them and are retelling them through every and all media. Newsletters, magazines, articles, white papers, books, et cetera.

For example most books are wrong for all kind of purposes. They teach too much, they motivate the influence too little. In our category, all of the classics that live on long after their authors have died and all the promotion have stopped. They

can go rich, psycho cybernetics. If you just go analyze those two, they are written in a no book manner.

It's simplistically, they're a sales letter for a particular philosophy cut up into chapters but it's more sophisticated than that. This is probably the most sophisticated training I've ever done. There's 13 audio CD's, there's a 213 page transcript and there's the 311 page manual including samples and examples that we worked on during those three days. You are saving \$500 here if you take that package. The other package is all of that.

A three day training converted to product called the seven figure income academy which is what it says. It's how to earn seven figures instead of six figures. Hint, you don't just do more of the same stuff people do to earn six figures. Seven figure earners do different things and they do them differently. There's a personal coaching called 20 minutes so at some point you can pull the trigger on that, you can use it for questions that arise as a result of going through the materials.

You can use it for a very specific business issue if 20 minutes doesn't sound a lot, that's what my private clients pay for and get every single month all during the course of the year and they're paying 23 to \$34,000 to be in a private client program. The jest of it is a 20 minute call once a month. We can get a lot done if you're organized, when you do it and the last I put in to making the believe archive product which I told you about Dr. Barkley.

It's a very cool product because it's got actual replica's so there's audio of his radio shows. There's actual replicas of his mom and pa's story book, his hospital, institutional

looking book, a bunch of his marketing tools as well as his 21 marketing principals and you are saving \$1,997 on that package. You can do a single pay and save another hundred bucks, you can do three months installments and that's that.

If I'm making sense to you, if you want to go a lot deeper, then here are two options of ways you can go a lot deeper. Now we got lunch. Okay. Thank you Jen. I'm just going to quickly call your attention to a couple of things we're going to skip over. Starting on your page 34, there is some pages out of a book. Again if you're a serious student, I suggest you find the whole book. This is about a real life private detective, it's old lose now. His probably biggest claim to fame is he is who Marlon Brando hired in his kid back when he was kidnapped.

The guy's name is Jay-Jay arms which is ironic because he's missing an arm and you will clearly see that I drew inspiration so everybody comes to him, they have to bring \$100,000 to start the conversation which is an excellent way to start a conversation. I have on my conference room door in the basement of my home, one of the first things people see when they arrive to go into a consulting day is there's a fairly big sticker somebody gave me on a door.

It says will work for food and \$100,000. He is a great autonomy story and a builder of his legend story. I put that in there for you. You also have some pages in two different places from the book about David Ogilvy which again Ogilvy is a great guy to study. We're not going to take time to talk about him and you have an article from the New York Times from 2013 about a diet advice person.

She's the author of the book F Factor and her fees are interesting and then I do want to spend a minute on this. You have a few pages for a magazine of mine about Hugh Hefner and if you jump all the way to page 47 and kind of mark that corner down somehow. When you go back and look at all this, if you don't go back and look at all of it, page 47 is well worth going back and looking at.

Hugh Hefner by the way was virtual ... Hefner and Disney has enormous things in common. The commonalities and they basically were coming up at the same time in LA. The commonalities between the two of them are dramatic. A castle, mansion, mouse, bunny, fantasy, fantasy, et cetera. The other thing is Hefner is virtually the male counterpart of Helen Gurney Brown from cosmopolitan magazine and roughly in the same timeframe.

A lot of people just hear Hefner and Playboy and they just think they could picture some ... that's the end of what they think about but Hefner was far smarter than that and about far more than that. This page 47 has to do with how he staked out a philosophical position. A belief system position. Essentially made ... he's the first guy way ahead of his time who basically made porn main stream acceptable.

While dad had all the other skin magazines hidden in the bottom drawer of the dresser under the socks and the underwear. Mom let Playboy find its way on to the coffee table or in to the living room. Today there's enormous crossover and nobody puts a raincoat over their head and goes to the store to buy it anymore, there's not separate theaters et cetera but in Hefner's time he was breaking ground day after day.

A very divisive figure. If you go back down our list, you got Heffner. This particular page 47 gives you a glimpse. There are then a couple of books worth reading about Heffner. I want to do one other thing before we jump to media strategy that I didn't get done. If you go to page 49, you are really now going to find work to do. Work? Work to do and I'm going to take you through an example in a second.

These are the four short list to work on. The word implementation was used many times this morning. It's somewhat of an overused word now but this is the implementation page, these are the four short list to work on. In marketing we make people work on things like excelling proposition, you need value proposition. Message market media try and go in this category of authority, credibility, celebrity, legends, these are the four things I make people work on.

One is the list of knowns. What is it, a short list of things that you need or want known about you by your target audience? I'm going to show you my list in a second but that's a very important list and that's the list that should be up on the wall everywhere. You see it all the time. It governs your ever conversation, your every writing, your ever outpouring of information of any kind to any place is how many of these known.

Is it making known or reinforcing. These are the things people tell other people about me. Either generally or when they are going to refer somebody to me. Second, what are your stories that can be told? You need a few key stories that are tight enough that people can remember them, tell them about you and not screw them up.

Three, who do you need to be telling your stories for you? When I talked about a feeder system before. I have a very deliberate rings around me, feeder system strategy which we'll talk about in media strategy. I know who I want talking about me. I know who I want to be telling my story and I know who I don't care about one way or the other by the way. Most of the world is irrelevant to me. It's a relatively small piece of it and a relatively small group of people that are important to me to be telling my story a lot.

They are telling it to people that includes somebody who could come and give me a lot of money. How can these stories be memorialized? It's kind of a micro side point because many of you are in businesses where you in your core business that you mentioned where you would be thinking referrals. The three main reasons why people don't get bothered by referrals a lot more referrals than they do is one is because they operate by entitlement.

They have an attitude and their staff has an attitude that because the great escape plans or we do great dentistry or we feel the second, we raise the dead and we do our core deliverable great, we're entitled to a bunch of referrals and therefore people will refer to us because we're entitled to it and entitlement's a losing strategy any way you cut it. The second reason why you don't get more of a them is because you don't give them stories to tell.

Here's what most professionals do. Hey would you tell your friends about me and the unspoken question is, what am I supposed to tell him? Right? Where is the script? The third reason is you don't give them good tools, they don't get media that makes it easy for them and not awkward for

them in order to tell somebody about you either proactively or when the opportunity arises.

How can these stories be memorialized, how can we put them in to media forms, book, website, documentary, all the stuff you guys do, newsletter, position papers, weekly memo's. How many of you are Gcash members? Okay, almost all of you. Keep your hands up if you're diamond. If you're not, there's a two month free trial golden, you can upgrade if you go to the site. Diamond members amongst other things, they get a weekly facts from me every week.

52 times a year they're hearing from me directly once a week. That's a benefit and there is benefit, it's provocative, motivational, sometimes instructive. However that's not why I do it. I do it for this reason because it gives me a media that I can keep reinforcing the knowns and keep reinforcing the stories so that diamond members will tell people about me.

Here's a list. I'm on page 50. Here's an example of the knowns list. Here is what I want people to know about me. Importantly before they get to me. On your left side we want customers and members, Gcash to see people to know. The rite is clients, respective clients. Somebody's going to come to me for consulting, copywriting, project work, make overall their marketing, that sort of thing, what we want them to know.

Some of those items are the same, a couple of them aren't and in a couple of cases purposed differently. If you look at the customer list first, what do we want to know. One, we want them to know that I'm a legendary figure. Certainly amongst my peers and in certain fields. We want them to

know about celebrity by association. Almost all the end story includes the nine years on the success events and Reagan and the Hollywood celebrities and because I want that association.

I want them to know the autonomy story. A it creates curiosity, envy, it's a demonstration of a big idea that I not only have for myself and prize for myself but I try and make it happen for my clients. I want them to know the no BS thing. The sky's very unvarnished, he's very coarse, he calls it like he sees it et cetera. I want them to know pro wealth, pro entrepreneur.

I want them to know I'm expensive from the customer member standpoint, that's a whole value proposition. If a bunch of people are paying this guy a hundred grand, 200 grand, 300 grand a million dollars to create marketing programs for them and they're paying \$1,900 a day just to sit in a room and talk to them, you're getting a hell of a bargain here at \$247 a month and you're getting all these stuff.

That's a value argument. I want them to know there's long term retention. We joke but I'm really not joking all the time about Ben's \$100,000 club which is people who've spend \$100,000 or more. I'll do short hand sometimes in events. We'll recognize people in the newsletter who are in the \$100,000 club and customers want that recognition, they want that bragging right, they brag about it to each other.

Most marketers by the way would be horribly afraid of this. They would not want everybody running around talking about how they got \$100,000 from their customers because they think that's scary. I think it's enormously reassuring.

We also use the word lifers, I talk about my lifers. Those are people who ... this is an old ad reference, you can get in the roach motel but you can't get out. They got in and they've never left.

They're there for 10 years, 20 years, 30 years, 35 years. On the client side. Legendary figures same thing however on the client side I want them to know about cache clients. I want them to know about Cathy Rankler, I want them to know about Health Source. I want them to know about my cache clients. I want them to know the autonomy story and I want them to know I'm difficult.

I want people telling everybody else, he's a pain in the ass to deal with but he's worth it. That's what I want said because I don't want it to be a big surprise when they finally come that I'm kind of a pain in the ass. It just cuts out a lot of conversation. Great line, I can't remember the conversation between two famous people and one says maybe you could tell me, I just don't get it.

It just seems like so many people taking instant dislike to me, why do you think that is and the guy says it just saves a lot of time. I want to save a lot of time. I want people to know hey, and I want them to know about the long term relationships but a different version of it. 855, 5% of all clients who used me once do so repeatedly on an ongoing basis. I want that set. That's my list of knowns that are the things I want communicated most.