

Living Legends Formula

With

Dan Kennedy

Media Strategies Manual

Dan: Let's jump and talk about media strategies, I'll be on page 52 in your manual. There's really only two ways we spread the word, we spread the gospel, we spread the word, we spread the legend. We either do it through manual labor our own or others or we do it through media. There's really only two ways and the good news is now we have a lot of media. When I compare it to my earliest days in all of this 40 years ago, you had fingers left over when you name your media options. You now got more than that. In Amazon, if you just caught up all the things you can do in Amazon you got more media alternatives that we had total, total. That's very good news and is very bad news.

It's very good news because man the tool box is nearly infinite. The really bad news is a lot of people feel compelled to use every tool in the toolbox, they democratize and they don't rank them. They don't focus on one better than the other. One better for their market than the other and they tend to start to think in terms of new media and old media. You hear this conversation all the time. If you read the marketing trade journals Target, DM News, Adage those things. This is the conversation "Are you working with new media or are you working with old media?" Well, it's a suspicious conversation. What we really want to talk about is effective media, ineffective media, profitable media, unprofitable media, media that serves our purposes, media that doesn't serve our purposes.

Who cares if it's old or new? What difference did that make? Does that have anything to do with anything? Ultimately when you and I go make a bank deposit which is what all this is ultimately about. We do not get a bonus for using the newest media. The teller doesn't "Oh, you mastered

Facebook. I'll add 20% to your deposit today." The teller doesn't go "Shit, you made this money with Valpak? I'm deducting 20% from your deposit because you're using old media." Money doesn't work that way. Money doesn't care. All right, there's no preference whatsoever about any of this. You can't either. In some respects we're blessed and at the same time we're cursed.

It becomes very important to develop a sane and rational and manageable media strategy for what it is that you are setting out to do and who it is that you are setting out to become. My wealth manager client who only wants people who sold the company for 10 to 50 million which nearly guarantees and especially the rest of his story nearly guarantees you're going to come to him between the ages of 57 and 72. They are going to have a certain value perspective and there's a lot we know about them. One of the things we definitely know about them is they are not using Facebook. They have staff person who's using it maybe but they aren't and we are not going to effectively reach them that way and they do not want to communicate with us that way.

It's not a matter is that a good media, a bad media, is it new or old, is it something I like or something I don't like, none of that matters. It's all about effectiveness, right? Media strategies, first of all which is I would say it regardless of where I was, this is not hindering to Nick and Jack and stuff but you either publish or you perish when you set out to do this stuff. All right? Being published matters and being published a lot matters a lot. If you can sum up my whole author, publish strategy you can sum it up as better to be prolific than good. Is about a single thing I've ever done that

couldn't be done better. That happens for two reasons, one because it gets ...

Which is a side topic but everything gets a money budget, I know what every hour has to be worth and every day has to be worth because per minimum I can make 19 grand a day as many day as I care to work with people coming to me. Therefore, if I may do a book the next No B.S. book Brand-Building by Direct Response book that we just did I can figure out by now there's a history, I pretty much know what a direct monetary gain from that book is going to be. That gets divided into the number of hours, number of days that it can have and it's done when it has used up its days. If we're on chapter 14, guess what? This book got 14 chapters because we're done. Okay? Hating don't get a fifth quarter. Game over. I have game over.

Secondly, it's because it's more important to have a lot of stuff out there and to keep having stuff going out there than it is to have the best thing out there. I'm not getting paid by the literary critique. I'm not and nobody in this room cares about that. Nobody sat and went through the story you told me about No B.S. Marketing To the Affluent book and you raised all your staff and staff mutiny but when it's all said and done you had your best month. The story you told me. You didn't sit there and look for typos, you didn't do a grammatical critique, a literary critique, you don't really care. All right? That's not what our relationship author to reader is about.

Now if I'm writing to schoolteachers, different story but for most of us we are in the "A lot beats best." There are people who worked or even less, less turns out about one to two

fiction books a year. Most years one and he works six to seven hours a day for eleven months to do a book. Non-fictions, much easier than fiction. I do three days, three days, gone. Next. I need to put a dozen things out there. I need not one. You need to publish because there's two things in America where you make yourself irrelevant. If you aren't published and if you aren't seen on TV. If you do both of those you can get away with one or the other maybe but you damn sure can't get away with both.

Leno will discover to his shot and surprise six months from now that he's not really all that welcome in Vegas every week on Friday night doing a live show and getting paid a lot of money for it because it's called BJ who real quick. Just as it's Oprah who real quick and she's still on but she's on channel 16,233. How to break it to her it ain't TV? The most important thing is there's platforms. Legends have their own typically, their own platform. They access other people's platform as well. There's three things to understand about other people's platform. There's other people's customers which is often the most valuable thing that there is. There's other people's resources and there's other people's money.

That's other people's platform. Let's start about how we access other people's platforms. I'll just hit on a few, some that people don't think about. Number one, products. Information products or entertainment products, how-to products, products. Books, manuals, CDs, DVDs, courses, online courses, productizing who you are and what you do and getting it distributed in distribution channels. Let's say media strategy, it is not about getting rich from it necessarily. It is about having ways for people to find you who you want to find you, who might otherwise not find

you. This wealth advisor client of mine who spent quarter a million with me, give or take. Here's where he came from, my article in Success Magazine.

A, he shouldn't even be reading Success Magazine. He is ten levels above it but he reads everything. Business success, personal development, he's like reading it. He's reading the Airy-fairy, Meta physical, sit-in-the woods magazine and he's reading Forbes the same night. Now, to the best of my knowledge that's the only thing that came out of it. One guy. Would he found me if I wasn't there? I don't know. Arguably not, he didn't find me before so there's no certainty he was going to find me afterwards. Nightingale-Conant sold a lot of product but far more importantly are the lifers on the GKIC side and the clients on the client side who came because they saw Magnetic Marketing advertised and Nightingale-Conant.

Because the clients put a worth of over a million dollars to me who bought Magnetic Marketing from Nightingale-Conant not from the Nightingale-Conant catalog because Nightingale-Conant also had distribution in Sky Mall. The catalog in airplanes were Sharper Image and all those other guys are and I think we were willfully unsuccessful in Sky Mall except this guy bought Magnetic Marketing from Nightingale-Conant then found his way to me and spent a million dollars. I could do hours of these anecdotes. So product distribution, productizing who you are, your story, your content, your methodology so that it can be distributed and the more distribution channels the better that's a media strategy.

Providing free content is a media strategy more people are far more aware of, cognizant of and do but often don't do on it's organized they basis as they possibly could. For example because I work for a lot of information marketers I have few products that are designed specifically designed for them to use stick gifts. A stick gift is something that goes when somebody buys a product so they don't return it for a refund. It's designed to be intimidatory. We have two, we have a book called the Ultimate Success Secret which people either writes to co-author. It was built to be a stick ladder that's really what it is. The message of the book is you not getting results is not the fault of the thing you bought or the person you bought it from it's because you aren't taking any action dip shit.

They can't really say that to them, to their customer but they can have me say that to their customer. The other one which we now are close to 300,000 copies of this thing in circulation, it's a little booklet called "Why Do I Always Have To Sit Next To the Farting Cat?" People buy them in bulk to throw in shipments as stick gifts. Every one of them thinks leads back to Aldano and they haven't brought 300,000 people but in money they'd be pretty profitable. Free content, availability is a guest expert. Formalize ways to do that, informal ways to do that but there's a lot of lazy folks out there who have a lot of media who need free content and they need guest experts.

Conversation amongst Nick and Jack and my Titanium group this year is like "I'm running out of people to interview who fit the following criteria. Sane, not stupid, would actually know something, won't do something insane. Who do you know? Who I should interview?" Barter, nothing wrong with

Barter. I got some people over here, you might want access to, you got some people I might want access, you got one kind of media, I got a different kind of media. I'll write quick profile. Mentorship, you help somebody instead of quick profile media but they have media. Purchase, outright write a check. We talked about that. Being a third party brokering relationships, this is very, very useful.

I'll tell you the best story about this very quickly. it's a Business Consultant, his name is Summers White. He's almost retired now. Just had dinner with him in Phoenix. Summers team up as a speaker but he's really a fairly high priced Management Consultant mostly in finance, comes from the banking industry. His feeder system for years was his peers in the national speakers association because he only needed a dozen good clients a year and if he had enough speakers talking about him, he became sought-after. His strategy was one of creating obligation, their ethical people felt a need to discharge by third party broker and have relationships. Here's Summers' entire years marketing activity. It's one dinner.

The night before the NSA Convention, a black tie fancy dinner which guys all hate but the wives all loved it. How often calling Carl up saying get the gown out. Not often. Women dressed to nines, guys stuffed into tuxedos and after the first couple of years they wouldn't let them do it in the same hotel as the convention anymore. He had to do it off site. You have everybody arriving and but you have maybe out of a thousand you have maybe 200 who are dressed up like penguins and prom queens and are getting in limos and taxis and going somewhere. Then three, four hours later they are all coming back and everybody's

hanging out in the bar and of course I want to know "What it's like? Where did you go?"

He would do this dinners by invitation only, if you went pretty soon everybody's cornering you "Can you get me in? How can you get me in? How do I get in? How can you?" Before and in between courses Summers would go around, first of all he seated you strategically. God knows how much time he spent on the seating chart but to put you next to and across from somebody that you might have something legitimate to talk about. Then he would go around with a microphone and he would get almost everybody up. Sometimes not everybody, first timers sometimes not but he would get everybody up and he would have which he prepared ahead of time all those three or five card, three questions to ask you about your area of expertise that he was pretty sure you could answer and make yourself look smart.

Nobody did and here's my website and here's how ... whatnot but you got to do demonstration. That's what you got to do and then people sought you out and everybody sought each other out. By the way, half way through the dinner the guys all had to turn the plate over there was a number. All the man had to move, the woman stay put and so he really seated everybody twice during the course of the night. This thing took forever, forever all right? You got business out of this and you got good business out of it. Not everybody but a bunch of us. I went twice and it turned into money every single time. Really without me breaking a sweat trying to make it happen. Now, all these people owe him.

How do they discharge this obligation if they have any integrity at all? It's not your barber or your newspaper kid, you can't tip him at Christmas. Some people send a gift but you got a really wealthy guy here who don't need gifts. What do you got to gift him? What you can do is tell somebody about him, this is his whole marketing. Filled his whole book of business every year didn't do anything else. Every year. Put himself in the center, was a third party broker of relationships, created obligation. That's a media strategy upstream, this is largely. Here specifically is what he's fed me a lot. I have helped a whole lot of people become niche information marketers. That's not what I am, I'm butcher, baker, candlestick-maker.

It's not what Nick is and Jack. Butcher, baker, candlestick-maker but the niche people are like a guy who builds a really successful dental practice with great marketing or is the number one Invisaline person or whatever and now turns around in one way or another, packages that up and sells that akin to that niche. Dentist to dentist, restaurant owner to restaurant owners, plumber to plumbers, heating and air-conditioning guy to heating and air-conditioning guy, financial advisor to financial advisor etcetera etcetera. I've spawned thousands of them, hundreds of them successful with million to multi million dollars businesses.

Their average core herd is 3 to 5,000 of whatever they are. 3 to 5,000 plumbers, 3 to 5,000 real estate agents, 3 to 5,000 this, 3 to 5,000 that. Here's what they are effectively doing. Craig Proctor every year in real estates spends a million dollars sifting through that giant haystack of real estate agents most of whom are worthless to me. Rounding up the smart, ambitious, progressive ones who are really investing

in and working on making their businesses better, then he tells them about me. A significant number of them say "Gee, I'm hearing about this Kennedy guy from Proctor. I also heard about him from this guy. I also heard about him from this guy. I also heard about him from this guy." The smart one says "I think I'll swim upstream."

I got the best one there was and I didn't have to deal with all the others. That's an upstream media strategy which gets me to one page over, the feeder system. Keyword: system. You don't want to be fed by random accident, you don't want to be spent, you don't want to be fed by desperate prospecting. You want to be fed by system, you want your own media platform, you want other's media platforms, you want your legend being spread and ultimately you want funnels. You want people being sent to you, told about you and when they come to find you, you have an organized marketing and sales funnel that they fall into and then there's one thing for them to do and another thing for them to do and another thing for them to do.

This is why a lot of people in my businesses speaking, consulting, authorship why even people like the Kardashians run the risk of winding up broke. Because to use Internet language, they create massive amounts of traffic but they have no organized system for monetizing it. All sorts of people come to see them however it is they see them. They go look at their videos on YouTube, they come to their website, they download free this free that, they get the daily blog, they come to a night club and look at them, they come to a show and see them. Think about the entertainers if you go, entertainers caught on "Gee we should still stuff in the

back of the room like Zig” a lot of times you get there's t-shirts, there are CDs of the act, there's no capture.

They know who bought in many cases it was cash and a box and everybody goes home and they have no means of turning that into a business. Very famous speaker, name I will not name and it could actually be any number of people. Roughly same amount of time in the business is made, 35 years. At least as ten times as many people through his fingers has through mind. He's at least ten times more famous than I am and he needs the money from tomorrow gig to pay last weeks bills after 35 years. I do not. Very simple difference. He just let people see him and let people leave. No funnel, no capture, no continuous or sequential monetization. Fame in and of itself tends to do this and dump you back down the other side of it.

Part of your feeder system should be what I call Omnipresence. Omnipresence is about within a target audience, they can't turn in a circle 360 degrees at anytime in 24 hours and 7 days 365 days of the year without seeing you or hearing you or being reminded of you. You got to figure it out who that's right to do and how to do it. That's why I want a lot of books out there not just one or two because I want them on four different bookshelves in your office so you bump into them here and there. I want Dan Kennedy bobble head on the desk. I want Dan Kennedy mouse pad, I want Dan Kennedy t-shirt so when you go in your closet and try and pick what you're going to wear to go work on the car on Saturday you see me again.

I want two different newsletter packages a month, not one. I want a weekly memo, I want omnipresence. I'm a Disney

guy. You cannot be in my house if you have any observatory powers whatsoever or downstairs in my office for more than five minutes and not know I'm a Disney guy because there's Disney crap everywhere. It's inescapable. There's a Disney talking clock, there's Giant Disney watch, there's Disney figurines, there's Disney posters, Disney calendars, Disney stuffed animals, Disney clothes, Disney, Disney, Disney, Disney. They've permeated a place. It's impossible to go a day and not think of Disney as I can't turn around. I can't even use the downstairs bathroom without encountering Disney or when I go pee I think of Disney.

Omnipresence, okay? Some things to know about media is you put it in your feeder system, print is mostly about credibility, authority and longevity. Broadcast is about celebrity and visibility. Products and distribution gives it all to you, it's the only media that does. There's events spectacles and stunts and online media is predominantly for viral purposes and you must be very careful about making too much free and viral. About defensive purposes I have to do it because everybody else is doing it. Which by the way years ago I used to be in the yellow pages. Different media serves different purposes. If you want to see media strategies I gave you a couple of list, we won't spend time on them on 54 and 55 I gave you Jesus Christ and Christianity and all the different media being used.

Under manual labor by the way, they call it evangelism. Exactly the same thing by the way. A mobilization of an unpaid sales force with a script. That's what it is, print obviously, broadcast obviously. By the way the first TV ministry was not evangelicals at all it was Catholic, Bishop Sheen. Black and white, somebody to Google. Spectacles

certainly Christianity got him. Stunts and then online media. If you look at the super hero list you will see same media, used much the same way. You want, this is another list to make for you. This is your media use list. Here's every media, how am I using it now, how could I use it that I'm not using it now. It's a fifth implementation list.

If you quickly look just some examples from me, if you look at 56. Amazon, barnesandnoble.com, book stores that has always been a big part of my media platform. The best customers for me come from there, the best clients come from there. Amazon incidentally all the people didn't know they are not a store they are a search engine but the only search engine used only by people trying to buy something. Media advertising for the books, all things being equaled there's 15 different small publishers I could be at. I chose entrepreneur for a simple reason, I get two full-page ads in entrepreneur magazine for every book. Articles, we syndicate articles for free for everybody to use. Piracy and theft, a big part of my platform.

E-Bay is the largest criminal conspiracy in the world. If it were a bunch of retail pawnshops they'd all be in jail because a huge amount of their revenue comes from the sale of stolen merchandise and stolen intellectual property. We spend about a decade trying to stop it and then much like Amazon and online taxes we finally sure we can't stop it so all we can do is make sure we embed real well in everything they are going to steal and sell, pathways that bring people to us. A lot of people will apologetically come up to me and sheepishly "I bought your thing on e-Bay and that's what lead me ... " They are now, they

superconference they are paying \$2,500 ... They are buying \$3,000 stuff while they are there.

What brought them to me is that they bought a product on e-Bay that essentially was stolen from me that I didn't get a money on. I'd like a thousand of them a day. Go ye forth and copyright infringe because here it comes, right? Paid exposure, I try and get paid to also be exposed. This is paid and exposure. For me it's a whale hunting exercise, maybe there's one person in the room for whom I can do a big project but to also be feed the GKIC there wasn't before and so forth. I try and get paid for Cardel in the UK this year. I'm doing for his mastermind group, I'm doing five webinar, teleseminar things he's paying. It also exposes media his best customers and his best audiences.

Then, disciple networks. I gave you the list of mine. Christ only had one. These are deliberate disciple networks. I told you about the info marketer once spawn, we have what we call friends of Dan which is a list of people that I am constantly being nice to, staying in touch with, sending stuff to, trying to be omnipresent to so that they mention me Brian Curtis is one of those people. There's the niche leaders etcetera. That's me in the market place. Page 57 then is platform, the GKIC platform there's six different monthly print newsletters. Five of those are GKIC one is in. There's a monthly Diamond Members call, there's a weekly Diamond Members memo, there's appearances, there's webcast and online video events.

At the Titanium level there's three meetings here. Private client group there's ten calls for four packages and I'm included repeat performer staff so if you're at the highest

level in this groups I'm touching you at least 162 times a year which is roughly on average once every 2.2 days. That doesn't include advertising and marketing campaigns to sell your stuff. If you add those in I'm over 36, on average there's not a day I'm not in your face. In many cases I am reinforcing the same stories, the same list of knowns, the same points again and again and again. Let's skip over this. If you jump to page 58, it's part of media strategy. Everybody needs at least one statement document.

It could be a book, it could be audio interview, it could be a white paper in B2B Incorporate, it could be a magazine article reprint like this is. Right behind that page is a Success Magazine article from three years ago I think and it's probably got another year or two life in it before it has to be replaced for the marketing side of what I do if that's all anybody reads they get it. Now they don't get depth but they get it. I call that a main document, a positioning document, a statement of here's all the stuff. Here's this guy, here's what he's about, here's why he's different, here's what his philosophy is etcetera etcetera. You need at least one of those. I'm a big fan of what I call the Center of the Universe strategy.

I told you the Summers White story, for years in Chiropractic so you're talking to me about Chiropractic on the break. It's a weekend chat over his former self but for nearly two decades there was an annual event called Parker. If you're a Chiropractor you went. It was institutionalized even though it was not the Trade Association, it's privately owned but you went to Parker. If you weren't going to Parker I thought there was something wrong with you if you're a Chiropractor. It was just assumed you were going to

go. They actually got about 20% of the profession to go each year but still that's big market share. I make sure I was with Parker. You want to be in these universes where planets revolve around you and there's two-way flow but mostly one-way flow to you and there's a multiplier effect.

Here there's a multiplier effect because he has a bunch of other high-end financial advisor buddies. I don't know most of the rest of you but at least half of you probably have some bunch of little plan that's revolving around you. Who if I do my job right you will tell them, you will spread the word to those other planets. My whole thing looks like the little drawing I gave you on page 65, we spare no expense. There's me in the center of the universe, there's an info marketer planet, I described that to you it's a bunch of niches. There's Joe super successful financial advisor to a bunch of other financial advisors. In many cases, there's multiples.

In dentistry for example I have relationships right now with five who each have their own planets revolving around them so there's my info marketer planet, there's my author planet, people who write business stuff, people who write personal development stuff the Mark Victor Hanson of the world but he's also on the speaker planet so he's really on two planets. There's my business category, my NSA universe etcetera. There's the direct marketing planet, that's where a guy like Brian Curtis lives. He lives on the direct marketing planet and there's TV people, TV anchor people live on that planet. There's Internet people, Frank Kern, Ryan Deiss. Those people live over there on that planet.

Finally there's my own constituency predominantly the GKIC planet. They all revolve around me, they all interconnect and overlap. However there are people, many people who are only on one of them and who one way or another need to know my knowns, know my legend, know my story etcetera and I work very hard at making sure that they do. That is everything formal I've got for you.