

Dear Maverick Business Insider,

So I've been in the pool a lot this Summer.

No, I'm not relaxing and lounging like you might expect but actually getting my SCUBA certification getting ready for the sold-out Maverick Viking Experience in Iceland at the end of July.

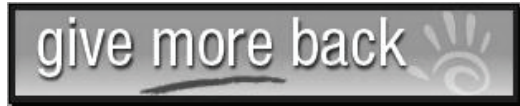
I told my dive instructors where I was going and here's his exact quote, "I know I shouldn't say this but you suck!"

Our dive to the Silfra Ravine in between the tectonic plates is supposed to be one of the top 3 dive spots around the world. Bizarrely, as a result of the slow separation of the North American and Euro-Asian Tectonic Plates, you can begin your dive in Europe and finish it in North America. Another cool thing is even if you are not SCUBA certified you can enjoy the 300 feet visibility (probably the best in the world) by snorkeling.

About 15 years ago, I did a quick resort course once and didn't have a great experience under water – this time by spending hours in the pool and really getting comfortable I'm hoping it'll be different. I'm sure our Maverick members will be very nurturing and loving to me if I freak out down there! (Uh...right)

And on the home front Zoe just turned 2 today. I know parents probably aren't objective but I think she is one of the absolute cutest kids ever! Take a look and see if you don't agree (oh, and if you don't we'll need to

revoke your subscription).



I'm also extremely excited about Iceland. Not just because of the incredible adventures we have lined up but also because of a truly unique Young Entrepreneur business session. We have several local organizations we're working with to make a real impact where it matters. Instead of just a cursory 1 ½ hour or 2 hour workshop we're spending nearly the whole day working with these young and aspiring entrepreneurs.

This way we can get into deeper roundtable discussions but also really start working direct with the group on THEIR ideas. We're going to have brainstorming sessions and then even a competition for start-up funding. (Think Dragon's Den!)

If all goes well – this may become a blueprint for future young entrepreneur sessions.

Also, Maverick Business Adventures® was highlighted on Virgin Unite's website just recently for our recent Necker fundraising and brainstorming adventure:

Entrepreneurs donate \$425K to Virgin Unite



23 Jun 2009
Christie Constantine

In May, a group of entrepreneurs led by Joe Polish of Piranha Marketing, Yanik Silver of Maverick Business Adventures and Dean Graziosi convened on Richard's Necker Island to brainstorm new ways for entrepreneurs to get involved in tough issues.

As part of the event, Richard's guests donated more than \$425K to support the Branson School of Entrepreneurship in South Africa and help Virgin Unite establish a new programme to create entrepreneurial opportunities, coaching and mentorship for young people in the United States.

Nice one, guys!



X marks the spot!

Dean Graziosi, Yanik Silver and Joe Polish present their Virgin Unite donation to Richard on Necker Island.

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make more money

11 Hidden Psychological Hot Buttons to Influence, Persuade and Maximize Sales (Part I)

Important Note: I'm going to lay out for you the biggest psychological tricks and techniques that will help increase your sales revenue. These are so powerful that you must agree to only use them in ethical and honorable ways.

Imagine what it would be like if you had the power write a few words and motivate, influence and persuade people to do just about anything you wanted? I have found the subject of persuasion endlessly fascinating. It never ceases to amaze me that I can write words on paper (or the computer screen) and then have people send me money.

Keep reading and you'll find the little-known secrets and triggers I've discovered for getting people to say "Yes" and open their wallets.

So let's begin....

Hot Button #1: Stories

From the ancient times to current day – stories continue to hold readers and listeners spellbound. There is nothing better than a good story. It works almost like magic. Seriously. You can give people information and motivate using stories without having the "advertising barriers" that come up normally.

This is a seldom used copywriting technique that work wonders for your bottom line.

Here are a few examples of successfully using stories:

The first is the single most successful letter ever mailed according to Denny Hatch, former editor of "Who's Mailing What?". How about that for proof this works? It is the famous Wall Street Journal mailing with "two young men". Here's how the story (and copy) starts:

* * *

"On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both – as young college graduates are – were filled with ambitious dreams for the future.

Recently, these two men returned to college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same company Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president."

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Here's another example, it is from Joe Sugarman's most famous ads for Blu-Blocker sunglasses. He uses a story approach:

* * *

"I'm about to tell you a true story. If you believe me, you will be well rewarded. If you don't believe me, I will make it worth your while to change your mind. Let me explain.

Len is friend of mine who knows good products. One day he called excited about a pair of sunglasses he owned. "It's so incredible," he said, "when you first look through a pair, you won't believe it."

"What will I see?" I asked. "What could be so incredible?"

Len continued, "When you put on these glasses, your vision improves. Objects appear sharper, more defined. Everything takes on an enhanced 3-D effect. And it's not my imagination. I just want you to see for yourself."

* * *

And the copy continues in a story fashion. You'll notice Joe's friend talks about the benefits of the sunglasses inside the dialogue so prospects don't have their "ad defenses" up. It slips right by.

Another example of the story technique is an email I use to promote a product called "Power Pause" written by my friend John Harricharan. Check out the story element here:

* * *

[[firstname]] - 3 minutes to greater joy, wealth and happiness?

Hi [[firstname]]

I stumbled across something unusual recently....

And as a valued subscriber I wanted to let you know about it.

A few months ago I met a man named John Harricharan at a seminar, who graciously offered me his material to review.

I smiled and politely thanked him but I knew that I probably wouldn't get around to reading it anytime soon. (You should see my stack of reading material to get to and I'm actually a quick reader.)

But as luck would have it, I was going away on my honeymoon one week after this seminar and I decided to bring some 'lighter' reading along.

Honestly, I can't remember the last time I read a book that didn't deal with the subject of marketing or advertising, but once I started reading John's material on the airplane and I couldn't put it down.

It was simply incredible!

His manuscript combined every success principle I've ever been taught and wraps it all up into one succinct exercise called a "Power Pause". And the best part is it only takes just 3 minutes and 3 steps to

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achieve.

Yep! Only 3 minutes!

The truth is, I constantly find myself applying John's simple (yet extremely powerful) "Power Pause" principles in my life now and I feel like there is no problem or situation I can't conquer. (Frankly - I'm not one of those spiritual 'walk on hot coals' type of guys - but this stuff really has had a profound effect on my life.)

What's more, other top marketers like Declan Dunn, Jonathan Mizel, Monique Harris, Joe Vitale and Marlon Sanders all vouch for John's material (he even has an endorsement from famed Deepak Chopra, MD).

It's amazing to think there are only 3 steps to solving almost any problem you'll ever deal with (money, happiness, relationship, you name it). And John assures me that it works for anyone willing to give it a try.

The only thing you need to give this information a shot, is an open mind. Open enough to take a chance on yourself and the material contained in the "Power Pause". (Actually, you don't even need to take a chance because his proven material is backed by a 100% unconditional, guarantee -- so you really can't lose!)

Do yourself a favor and check out this valuable information by clicking the link below:

www.surefiremarketing.com/powerpause/

You'll be glad you did!

Yanik Silver

P.S. Could there really be 3 steps to happiness, joy, wealth and getting almost anything you really want in your life? I couldn't believe it either until I applied the "Power Pause" material myself here: www.surefiremarketing.com/powerpause/

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Notice how I started this email off...

"I stumbled across something unusual recently...."

Look at the word choice like "stumble" – that is very deliberate. Copywriters actually consider and think about nearly every word used in a marketing piece because it has weight to it. How different would the feeling of the email have been if I wrote... "I wanted to let you know about something..."

Big difference.

Here's another opening I've used before – see how it draws you in...

"Last month I was sitting on a plane on my way to speak at an Internet marketing seminar. Instead of catching up on my reading, I struck up a conversation with my neighbor..."

Here's how I used several opening stories on my "Brain-in-a-Box" product you can see at InfoPlayers-Workshop.com...

Stories are extremely powerful. Start thinking of your own life experiences and start making a list of the stories you have and then apply them to your marketing.

Hot Button #2: Reason-Why

If there's just one thing I could use in my marketing – this would probably be it. I typically try to use 'reason-why' in nearly any promotion and you'll see the inside scoop in just a moment.

Dear Internet Friend,

Remember the old 'B-Movie' science fiction flicks with aliens or Mad Scientists sucking out brains of unknowing victims? Well what you'll hear about here is probably the closest thing to a brain transplant for information marketing & creating Internet wealth...

But before we dive in - let me share a few recent stories with you...

2 years ago Liz Sherwood had just given birth to her daughter and came to realize that in Texas there was no law that once you went away on maternity leave you were entitled to your same job back.

She really wanted to stay home with her new daughter and basically HAD to create income. Liz decided she was going to do it online and came to me with a germ of an idea. We talked it over, brainstormed and honed it. And all our refinements **paid off to the tune of \$58,000.00 in just 30 hours of her product release.** Now here's the best part -- this \$58,000.00 was actually monthly recurring revenue until customers dropped out. Not bad for a youth pastor with no marketing experience and her very first info product.

Okay how about this one?

I have a soft spot in my heart for young entrepreneurs and this "kid", Nathan Morris, from North Carolina emails my office about his situation. He told me he'd read one of our introductory programs and was starting to make about \$1000/month online from his college dorm room. He wanted to know if I would meet him for coffee. Typically I don't do that without charging a very significant consulting fee but this time I made an exception.

Nathan drove up 12 hours for that cup of coffee but he walked away with a game plan to earn 6-figures from his tiny list of 2000-some people. Wait until you hear the niche he sells to -- it's so crazy and it could only work online. Nathan sells to enthusiasts who want to take the engine out a Honda Accord and move it to their Honda Civic to make it go faster! The best part about Nathan's story is his Mom accusing him of dealing drugs because he started making so much money selling information products after our meeting. 😊

Here's one more but with a different starting point...

Jerry Clark was already successful in his own right before we met. He was an in-demand speaker and trainer making millions selling from the stage. But that was the problem. He had to be on planes, living in hotels and traveling around the world to make that kind of income. And with the birth of his new son, Isaiah, he wanted to be home -- but he didn't want to reduce his income. **Jerry applied just a few simple ideas for leveraging his expertise and turned them in a six-figure annual, recurring pay-day!** And the best part is he's just getting started with his new lazy method for earning income with information products.

All of these stories (and many others you'll hear about shortly) have one major thing in common...Freedom!

Telling people the reason why you are doing something is one of the most powerful influencers of human behavior. Robert Cialdini, Ph.D. in his book "Influence: The Psychology of Persuasion" talks about an experiment by Harvard social psychologist, Ellen Langer, that concluded people like to have a reason for what they do.

[Side note: I've read Cialdini's book 9 times and highly recommend it.]

Her experiment consisted of people waiting in line to use a library copy machine and then having experimenters ask to get ahead in line.

The first excuse used was *"Excuse me, I have five pages. May I use the Xerox machine because I'm in a rush?"* This request coupled with a reason was successful 94% of the time. However when the experimenter made a request only: *"Excuse me, I have five pages. May I use the Xerox machine?"* this request was only granted 60% of the time. A significant drop.

Okay now for the shocker.

It may seem like the difference between those two requests was the additional information of "because I'm in a rush", but that's just not the case.

Because in a third experimenter, the experimenter asks "Excuse me, I have five pages. May I use the Xerox machine because I have to make some copies?" There's no reason mentioned or new information presented, just the words "**because**".

This time a full 93% of the people said yes simply due to the word 'BECAUSE'! And it didn't even matter that there was no reason given. Just the word because triggered a magic response.

Using this psychological 'trigger' can massively increase your Marketing success. Maxwell Sackheim, famous for the long-running ad "Do You Make These Mistakes In English" and originator of the book-of-the-month concept, says this: "Whenever you make a claim or special offer in your advertising, come up with an honest reason why, and then state it sincerely. You'll sell many more products this way."

And this powerful strategy works just as well today.

Using this secret weapon for my Dad's medical equipment company, I helped them produce a massive 1,073% return on investment simply using "reason-why" copy. (This was a huge breakthrough because typically you'd have to do one-on-one sales to doctors for items like this.)

The premise was how can we sell a product for the incredibly low price of only \$447? (Regularly this product sells for about \$695 - \$895.) Then the ad went on to explain that the reason why the price was so low was because the manufacturer wanted to gain market share and get nurses and doctors accustomed to using their product. It was a huge winner and a big moneymaker for the client.

Manufacturer Says, 'Crush The Competition!'

"How Can We Offer You This New Fetal Doppler For Only \$447?"

Read The Facts Below To Find Out How To Save Hundreds -- One Time Only!

If you were waiting for the best time to get a new fetal Doppler then now is the time to act. Because you'll probably never see this incredibly discounted price again...

Here's Why:

The manufacturer, Huntleigh Healthcare, wants to gain significant market share by introducing their new Flexi Doppler 3 MHz fetal Doppler and they are offering our company special discount pricing to push their sales.

But instead of buying these units for this special pricing and selling them later at regular prices and keeping the higher profits -- we want to pass on the extra savings to you, right now!

And we figured the best way to sell Dopplers is simply getting doctors and nurses into the habit of using a particular brand. Then we're hoping you'll continue buying more from us. Seems fair, right?

That's why for a limited time, now through June 30, 1999, you can get the new Flexi Doppler for only \$447. That's a savings of \$ 103.00 off the regular price (and hundreds more off any competitor's models).

This bargain price you get is literally our true "wholesale" cost after this introductory pricing



Take advantage of "wholesale" pricing on the new Huntleigh Flexi Doppler -- one time only

And if you don't like it -- just send it back for a 100% refund. No questions asked and no hard feelings.

Trade-Ins Taken Dead or Alive
More good news! If you have an old Doppler -- you can trade it in for an extra \$25.00 discount (even if it doesn't work).

Free Bonus

Just for trying this new bargain-priced fetal Doppler we'll throw in \$15 bucks of aquasonic gel, free! And even if you decide to return the Doppler, you can still keep the free gel, regardless, just for giving it a fair try.

Here's What You Should Do Now

Just pick-up your phone and dial toll-free, 1-888-321-1300 to try out one of these bargain-priced fetal Dopplers, absolutely risk-free in your office for a full 30 days. Or you can fax back the completed coupon, 24 hours a day to: 301-345-5686.

Don't put this off, you have nothing to lose - unless you wait until after June 30, 1999! That's when the price goes back to the original manufacturer's list price of \$550.00 and there won't be any exceptions made.

Take A Look At Everything You Get:
Your Huntleigh Flexi Doppler comes complete with a 3 MHz probe for early detection of fetal heart. You also get a built-in speaker so everyone can listen. Plus it uses a convenient 9 Volt battery. And what's more you'll get a set of headphones, a carrying case and complete accessories...all for this one low price.

Try Before You Buy...

But before you say "Yes" you can try the new Huntleigh Flexi Doppler in your office for a full 30 days at our risk and expense -- then decide if you want to keep it.

Complete and Fax, 24 hours to: 301-345-5686

- "Okay, I'll give it a try, since I have nothing to lose... Let me try out the new Huntleigh Flexi Doppler in my office for a full 30 day risk-free trial period. I understand I that I'm protected by your 100% money-back guarantee. If I'm not convinced this Doppler is the best bargain I've ever bought, I can return it within 30 days for a complete refund and still keep the free aquasonic gel, regardless. On that better-than risk-free condition, please enter my trial order."
- "Maybe, I'd like to see some more information."

Name: _____
Contact: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____

Here's How Much You Save Over Comparable Units:

Imex model Pocket Dop II - retail price \$675.00 (you save \$228.00)

Medasonics model FP3B (without speaker) - retail price \$695.00 (you save \$248.00)

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Here's some of the copy if you can't read the ad:

* * *

"The manufacturer, Huntleigh Healthcare, wants to gain significant market share by introducing their new Flexi Dopplex 3 MHz fetal Doppler and they are offering our company special discount pricing to push their sales.

But instead of buying these units for this special pricing and selling them later at regular prices and keeping the higher profits -- we want to pass on the extra savings to you, right now! And we figured the best way to sell Dopplers is simply getting doctors and nurses into the habit of using a particular brand. Then we're hoping you'll continue buying more from us. Seems fair, right?

That's why for a limited time, now through June 30, 1999, you can get the new Flexi Dopplex for only \$447. That's a savings of \$ 103.00 off the regular price (and hundreds more off any competitor's models).

* * *

Here's an ad I wrote using the 'reason-why' concept that's ultra simple to apply to your business. Simply jotting down "X" number of reasons why a customer should purchase from you is usually more than what most competitors do. It provides a logical crutch to an emotional buying decision.

5 Reasons Why More Patients Choose Dr. Bui For Cosmetic Surgery



Hoang M. Bui, MD

1. Affordable Cost – Cosmetic surgery shouldn't just be for the wealthy. At last, any procedure is affordable with easy financing options to meet any budget.

Let Dr. Bui Help You Discover Your "New You":

- Breast Augmentation
- Eyelid Surgery for sagging, puffy eyelids
- Facial Rejuvenation
- Tummy Tuck
- Liposuction
- Rhinoplasty and more...

Call Today For Your Free Consultation

2. Personal Contact – At many offices you only meet the doctor for a few brief moments during your consultation. Here you see Dr. Bui and he will personally spend as much time as you need to feel comfortable and to openly communicate your desired results.

3. Results As Expected – Dr. Bui will honestly tell you what you can and what you cannot expect after surgery. Plus, you'll be able to see dozens of actual 'before' and 'after' photos of previous patients.

4. Quick Recovery Time – Using the latest breakthrough

surgery techniques, Dr. Bui is able to greatly reduce your healing time. Usually you'll be back to your normal routine in just days instead of weeks.

5. Experience – Dr. Bui is certified by the American Board of Plastic Surgery and American Board of Surgery.

Why not call Dr. Bui today for your personal, one-on-one consultation (a \$100 value) absolutely free. Call [redacted]-2553 right now and take the first step to looking and feeling great!

Hoang M. Bui, MD

1738 Medical Center Drive • Anaheim, CA 92801 • [redacted]-2553

WARNING:

Don't Choose Any Cosmetic Surgeon Until You Hear This Free Patient Education Message. Call 1-[redacted]-3038, Anytime 24 hours

©2000 BUI

I've used the multiple reason-why approach for several products. It's an easy promotion to use that really works. Here's another example:

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Subject: 28 reasons you *need* to be at Yanik's Bday Bash...

Hi xxx -

It's Yanik Silver, AKA "Birthday Boy" here.

Just wanted to follow up with you on the upcoming "30th Birthday Bash and Customer Appreciation Seminar" going on January 16th and 17th, 2004 in sunny Orlando, Florida.

The response has been pretty amazing and I sure don't want YOU to miss out by waiting too long to register. (If you already signed up - please disregard this message.)

Remember, we can only accommodate an absolute MAXIMUM of 417 attendees (that's what the local Fire Marshall says is the maximum room capacity). Even though this event is months away I fully anticipate this selling out faster than a Hollywood breakup.

Get over there now:
<http://www.surefiremarketing.com/bday/>

But in case you're still thinking about it - I've put together 28 compelling reasons why you should be willing to crawl over broken glass naked to make this extraordinary event:

-
- Reason #1: It's free (Instead of charging you \$1,000 - \$3,000 like I should - there is no fee for the seminar just a \$50 donation to charity).
-
- Reason #2: Corey Rudl - The last time I saw Corey speak I was sitting in the audience at a \$5,000 per person event in Hawaii (and that was over 2 years ago). I had pull in some major favors to get him to show up.
-
- Reason #3: Marlon Sanders - Unless you've been living under a rock, then I'm sure you know that Marlon Sanders is another Internet marketing legend.
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- Reason #4: Networking opportunity of the year - guests, attendees, speakers will all be there to do business together.
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- Reason #5: Help support "Make-a-wish Foundation" (R) - your \$50 donation will help make a wish (or 2 or 3) come true for a child with a life threatening medical conditions.
-
- Reason #7: Take a tax-deductible vacation to Florida (talk to your tax professional first).
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- Reason #8: Spend a couple extra days and bring the family to Disney world or Epcot or any other surrounding attractions.
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- Reason #9: Jim Edwards will be sharing with you all his amazing multi-media secrets and coming clean on how he creates his breakthrough "I gotta tell you" newsletter and more.
-
- Reason #10: Tom Antion with exactly how you can sit on your butt and make money.
-

* Heard enough? Check it out -

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- Reason #11: New information from me that I've never, ever shared before, including my 7 personal wealth attraction principles and secrets.
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- Reason #12: Birthday cake. (Yum!)
-
- Reason #13: Incredible "VIP" guests in the crowd - experts like John Reese, Glenn Cannady, Paul Myers, Stephen Pierce, Armand Morin, Alex Mandossian, and many others expected.
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- Reason #14: It's pretty darn cold in January in other parts of the country.
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- Reason #15: Goodie Bag filled with hundreds and hundreds of dollars in freebies and specials for each attendee
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- Reason #16: Discover how to double or triple your online business with proven offline tactics taught to you by Dan Kennedy Platinum member, Bill Glazer.
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- Reason #17: Take your expertise and turn it into a super high-priced information product. Janet Switzer will be teaching you the secrets she used to create Jay Abraham's \$15,000 and \$25,000 programs.
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- Reason #18: Learn how to sell tons of products or services online by getting fr-ee publicity from radio, TV, newspapers and magazines after listening to media expert, Steve Harrison.
-
- Reason #19: Mystery guest appearance.
-
- Reason #20: Eavesdrop on my successful Apprentices - this year I hand-picked 12 individuals to work with one-on-one to develop their moneymaking projects - you'll get the uncensored play-by-play of exactly what they did from "idea incubation" to "roll out".
-
- Reason #21: Q & A Panel on Traffic Generation - Stop wishing and praying for more traffic to your site.
-
- Reason #22: Q & A Panel on Copywriting Mastery - You'll hear and have all your copywriting questions answered by some of the world's best "self-taught" copy wizards, who for their own businesses and/or clients are able to create huge pay days virtually overnight with only words on a computer screen
-
- Reason #23: Q & A Panel on Product Creation Secret - You know you need to have your own product to keep 100% of the money - but it's not that easy until now...see and hear exactly how these ultra prolific product creators crank out one moneymaking project right after another.
-
- Reason #24: Fun, prizes and games.
-
- Reason #25: High speed Internet in the hotel.
-
- Reason #26: Chance to win a full day of consultation with me for the best 'gag gift'.
-
- Reason #27: It'll be FUN!
-
- Reason #28: Did I mention it's Free? :)

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There you have it. Trust me, it would be a huge mistake to under-value this event just because it is available to you for free. If you can't walk out of here without pages of notes and so many ideas you can't sleep for a week, you'd better hold a mirror up in front of your mouth and check if you're breathing.

I suggest you get over to the site right away. Don't dally or all the seats will be gone and you'll be left sitting on the sidelines.

<http://www.surefiremarketing.com/bday/>

I look forward to seeing you there and celebrating with you.

All the best,

Yanik, AKA "Birthday Boy"

P.S. I know you have to be thinking, "Why is Yanik working so hard to get me to come to a seminar that he is NOT charging for?"

Well, this might sound a bit corny, and you might not even believe it, but it's true. I wanted to give something back to the people who have helped me get to where I am at such an early age. I thought my 30th birthday is a great reason to celebrate and give you the gifts. I didn't want a seminar fee to be the barrier to keep any of my customers away. (Plus, we're raising money for one of my favorite charities and you'll see how this fits into my 7 personal wealth attraction secrets you'll hear about during my presentation.)

==> <http://www.surefiremarketing.com/bday/>

You can come up with lots of reasons-why to have a promotion. Look at your calendar, if retailers and car dealers can use "made-up" holidays like Columbus day – you can do even better. There are lots of ways to use this idea. Keep brainstorming a reason why you are doing something. Let people in "behind the scenes" at your company...

Whatever the reason.

Here's one I used a few years back – it was the "Save Yanik's Marriage Sale". The whole premise being Missy, my wife, was really annoyed at me for the basement being so overloaded with boxes. Truthfully, she WAS really mad and made a big stink about it – but I embellished the story a bit to have this:

[[firstname]], save Yanik's marriage sale...

Hi [[firstname]],

I need your help to put me back into good graces with my wife.

Last night when I heard the yelling from the basement I knew I was in trouble. Big trouble.

"Y - - A - - N - - I - - K!! Get down here NOW!"

Oh oh...

I came downstairs and in my sweetest, most innocent voice I asked, "Yes honey, what's up?"...

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Missy pointed to our... (to be continued)

* * *

You can find out the rest of this story along with pictures of my 'big mess' right here:

<http://www.surefiremarketing.com/saveyanik/>

I sure hope you can help.

Best,

Yanik Silver

P.S. Get over there now because my screw-up is actually your BIG opportunity to save on some of our best-selling products and resources. You'll find out the whole scoop here:

<http://www.surefiremarketing.com/saveyanik/>

Then that email lead them here (the picture really makes this promotion and notice the caption – most online marketers never caption their photos):



I'm not sure what the problem is with our storage room looking like this - but my wife, Missy, sure thinks there is a big problem. Which means it is MY problem. So my problem is your opportunity to save big on some of our best-selling marketing products. Please help me clear out this room!

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Dear Internet Friend,

I need your help to put me back into good graces with my wife.

Last night when I heard the yelling from the basement I knew I was in trouble. Big trouble.

"Y - - A - - N - - I - - K!! Get down here NOW!"

Oh oh...

I came downstairs and in my sweetest, most innocent voice I asked, "Yes honey, what's up?"...

Without saying a word, Missy just pointed to our storage room.

"Yes, what about it?", I asked knowing full well the room was a total and complete mess overflowing with many of our products. Products that ended up there all different ways. Some we shipped back and forth from seminars, others had the wrong cover art, others had a slight smudge on them, or maybe a torn page, etc. Whatever the case, it all ended up in this room until I could hardly shut the door anymore to hide it.

And now Missy was really mad at me.

She turned to me and growled, "My friends are coming over for 'supper club' on Sunday and you better find a way to clear this out OR ELSE!"

You see, every month Missy and her girlfriends get together at someone else's house for a dinner party. Well this month it's our house so I have to get all these products out the door because I don't want to find out what the "or else" part of her threat is.

So this is actually good news for you because my screw up is your opportunity...

Instead of just trashing these products or sending them back to the supplier (and letting them profit), I've decided to offer them to you at a significant discount during this appropriately named - **"Save Yanik's Marriage" Sale.**

There are lots of our best selling marketing resources available at discounted prices.

If you want to get in on these incredible bargains – I suggest you act fast because it's "first-come-first-served" and the deals are only around until we run out of each item. After that, it's back to the full retail price and hopefully peace and quiet for me. 😊

Even though I cannot sell these products as new – you still get all the bonuses and the complete guarantee that comes with them just like they were brand new.

Don't forget - there are only a limited amount of sets available at these incredible discounts and once they're gone this offer absolutely expires. You've got to hurry because I fully expect to sell out within a few days (especially since this message is going out to over 67,129 of our subscribers).

Please don't wait and be disappointed!

Thanks for helping!



Yanik Silver

P.S. Important note: If your order comes in after our inventory is gone, your order will not be processed and we'll let you know we cannot fulfill the order.

* * *

Here's What You Can Snap Up At Bargain Prices:

(To order simply check off each product you'd like and then hit submit to be taken to our safe and secure online order form.)

List of products for sale here

(Continued next page)

Another sale I've had a lot of success with is a milestone type sale. When our first child, Zak, was born – I did a promotion for him. **That promotion nearly tripled my expectations for what it would bring in** (it made \$4.60+ for every visitor who came). And more importantly people connected with me as a real person – you should have seen the dozens and dozens of congratulations notes. It was really cool.

Here's the email that started it (notice the cliffhanger):

72-Hour "Baby Z" sale

Hi

In the last "Hot Sheet" newsletter I mentioned Missy and I were coming down to the wire and our first baby should be here in a few weeks. Well, it was quite a bit sooner – more like 18 hours later. ;)

On August 24, 2005 at 7:08 AM, Missy gave birth to our little "Baby Z"...

Now "Baby Z" was either going to be Zachary or Zoe and it was a surprise until the very last second.

And I'm excited to let you know it's a...

 it's a...

it's a...

Well...I just can't spoil the surprise for you like that.

You can see pictures of our little "Baby Z" right here:

<http://www.surefiremarketing.com/babyz/>

And more importantly for you, I'm so happy and thrilled to be a Dad that I wanted to celebrate with all our subscribers. I'm holding a huge 72-hour sale on a bunch of our products and resources. If you've been a subscriber or customer you know I don't have a sale very often and if I do it's only been a "scratch & dent" with limited inventory.

So here's your shot to get your hands on this material with a good discount but only until the 72 hours are up (Wednesday Sept 14 at 12pm, ET)

Check it out:

<http://www.surefiremarketing.com/babyz/>

All the best,

Yanik Silver

P.S. Some of the prices are almost too good - I must really

And here's email #2 that follow-up to make sure people didn't miss the sale. (btw – I really was sleep deprived and had the wrong day on the first email.)

Last chance - "Baby Z" sale ends in 24 hours...

Hi

You've got 24 hours left to save big...

Our first-ever "Baby Z" sale is going to end tomorrow (Thursday) at 12 pm ET.

I'm so happy and thrilled to be a Dad that I wanted to celebrate with all our subscribers.

(Continued next page)

I'm holding a huge sale on a bunch of our products and resources. If you've been on my list for some time, you know I don't have a sale very often and if I do it's only been a "scratch & dent" with limited inventory. So make sure you take advantage of this before the deals are gone (if you haven't already).

<http://www.surefiremarketing.com/babyz/>

All the best,

Yanik Silver

P.S. If you couldn't access the page because of too much traffic previously...I'll give in and let you know it was a boy! Zachary Aleksandr Silver. His pictures are on the site and the handsome little bugger looks like me :)

<http://www.surefiremarketing.com/babyz/>

Here's the landing page:

72-Hour "Baby Z" Sale



Zak and Daddy chilling out



Zachary Aleksandr Silver...or as I like to call him "Mini-Me"!

Dear Internet Friend,

It's a BOY!!!...

In the last "Hot Sheet" issue I mentioned Missy and I were coming down to the wire and our first baby should be here in a few weeks. Well, it was quite a bit sooner – more like 18 hours later. 😊

(Continued next page)

On August 24, 2005 at 7:08 AM, Missy gave birth our first child....

Zachary Aleksandr Silver

We're calling him "Zak" or "Zack" depending on who gets their way.

And I'm so happy and thrilled to be a Dad that I wanted to **celebrate with all our subscribers. I'm holding a huge 72-hour sale on a bunch of our products and resources.** If you've been a subscriber or customer you know I don't have a sale very often and if I do it's only been a "scratch & dent" with limited inventory.

So here's your shot to get your hands on this material with a good discount but only until the 72 hours are up.

Thanks for contributing to my boy's college fund!

Yanik Silver

P.S. There must be something about August 24th for Internet marketers because I found out John Reese and Jason Potash's first son all share that same birthday. Hmm....I might have to groom my boy to be an Internet mogul 😊

Now in this case I didn't just do email only. I thought it would be great to send out a "birth announcement" to our customers. I'm a big believer in using multiple types of media to hit customers/prospects. For this I really wanted it to look like a real birth announcement - here's how it turned out:

When Zoe was born a few years later - I did the same thing and it worked even better so now she'll have bragging rights forever on Zak.

For some reason everyone wants to be mysterious about their business. If you're lowering the price nobody thinks you're doing it just because you're "such a nice guy (or gal)". So let people in on the reason why.

I know this probably goes against every grain of business sense, but I promise if you give people a good, believable reason why they'll respond with open wallets.

(Continued next page)

Hot Button #3: Specificity

99 ¼ pure. Who is that?

That's right – Ivory soap. What if they said 100% pure – doesn't sound as specific and believable, does it?

As you know people are downright skeptical of any advertising or promotion they see. By including specifics you greatly increase your believability. Specifics hold much more weight with your prospect.

Here are a few real-world examples that use specifics to explode their sales:



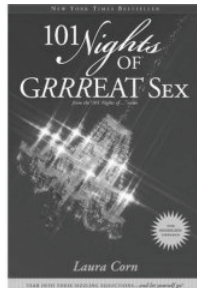
“8 minute Abs” is a perfect example. The name really says it all. It's much more powerful (and specific) than saying 5-minute or 10-minute abs.

This single, specific title launched an empire that sold millions of copies.

Okay, here's another interesting one...

“101 Nights of Grrreat Sex” by Laura Corn – the specific is obviously the “101” nights part. If you ever find this at a bookstore it's a very cool concept because each of the 101 nights are actually sealed. There is just a little teaser hinted at what it is and who it's for (his eyes or her eyes only).

One of the other psychological hot buttons we'll cover late on is curiosity and this hits that as well. In fact, you'll see with many of the examples – the most powerful marketing actually layers one hot-button upon another.



Next example is pretty powerful specific – here is the company owners actual Social Security number to prove how safe his service is.

Member Support | Contact Us
1-800-LIFELOCK

Welcome | How LifeLock Works | \$1 Million Service Guarantee | About Us | **Enroll Now** | Search

My name is Todd Davis
My social security number is 437-55-5462

I'm Todd Davis, CEO of LifeLock, and yes, that's my real social security number*. Identity theft is one of the fastest growing crimes in America, victimizing over 10 million people a year and costing billions of dollars. So why publish my social security number? Because I'm absolutely confident LifeLock is protecting my good name and personal information, just like it will yours. And we guarantee our service up to \$1 million dollars.

*At LifeLock, we Guarantee Your Good Name. No one else does because no one else can. **Always protect your social security number. Do not share it unless necessary.**

Enroll Now

Here's a headline I've previously used – count all the specifics here:

“27 Year-Old Maryland Man Reveals His Proven System For Creating Instant Internet Profits From a Simple 2 Page Web Site... Even If You Hate Computers”

The Amazing Story of How a Completely Different Approach to Internet Marketing Took Me From Zero to Making \$51,351.94 in Just 6 ½ Short Months, Working From Home – And Why I'm Convinced Nearly Anyone Can Copy What I'm Doing

Let's look at the specifics here:

1. I'm 27 years old
2. Maryland man
3. 2-page web site
4. Zero to \$51.351.94 (not \$50,000) 6 ½ months

Wow! 5 specifics in the headline and subhead.

When making a statement or stating a fact – make it specific. It takes a little more digging or research but it's well worth it.

Hot Button #4: The Truth

That often quoted passage, “the truth shall set you free” should be revised to “the truth shall set you financially free”! Your mother always told you tell the truth and you didn't know that she meant in your advertising also.

Here's an example: John E. Powers, one of the top copywriters in the 1900's, wrote this ad for a Pittsburgh department store in severe financial trouble:

*"We are bankrupt. We owe \$125,000 more than we can pay, and this announcement will bring our creditors down on our necks. But if you come and *buy* tomorrow, we shall have the money to meet them. If not, we shall go to the wall."*

Instead of yelling 'SALE' like so many other stores would, he's telling the truth about why people should spend their money at this store. And this ad was said to be responsible for saving the store.

(Continued next page)

Another ad written by Powers, for a different merchant, proclaimed

"We have a lot of rotten raincoats we want to get rid

This sold out the entire inventory of raincoats by the next morning. Hey, it was the truth and it worked!

Here's something else, you should try to include a "damaging admission". This will dramatically boost your credibility and truthfulness in the eyes of your prospects. Here's what I mean:

Joe Karbo, famous for his book "The Lazy Man's Way to Riches" wrote this in his often copied ad:

"I used to work hard. The 18-hour days. The 7-day weeks. But I didn't start making big money until I did less – a lot less. For example, this ad took me about 2 hours to write. With a little luck it should earn me 50, maybe a hundred thousand dollars.

What's more, I'm going to ask you to send me 10 dollars for something that'll cost me no more than 50 cents. And I'll try to make it so irresistible that you'd be a darned fool not to do it."

Wow – if that isn't honest I don't know what is.

Another good example is Joe Sugarman's ad for a product called "Magic Stat" was headlined "Magic Baloney" and here's how the copy starts:

"You're probably expecting our typical sales pitch, but get ready for a shock. For instead of trying to tell you what a great product the Magic Stat thermostat is, we're going to tear it apart. Unmercifully.

When we first saw the Magic Stat, we took one look at the name and went "Yuck." We took one look at the plastic case and said, "How cheap looking." And when we looked for the digital readout, it had none. So before the salesman even showed us how it worked, we were totally turned off."

By pointing out all the bad parts of this product (the damaging admission) Sugarman gains all kinds of credibility with the prospect.

Remember, prospects have a built-in B.S. detector so if something doesn't sound like the truth – they won't believe you and won't buy from you.

This trigger also goes hand in hand with "reason why".

There is no perfect product or service so you can admit one of the faults (but then cover why that objection isn't fatal and you'll placate people's need to find the catch in something). Don't hide from the truth or something that might start off as negative. Here's a testimonial we use for Maverick Business Adventures® discussing how this member actually thought he'd go home...



– Jim Spano, Hillsborough, NJ (Philanthropist and International Resort developer)

"I really didn't expect to enjoy myself. I thought I might even end up flying home early because I've done that before... After having experienced it, I know that I'll be back every time... from a business perspective; the meetings were phenomenal with great insight. They were really motivating too, I think, for any businessman at whatever level you may be, at the top of your field or just an entry-level guy. With the type of talent and consideration that these fellows have, this club will definitely make a difference in my life and I'm sure will make a difference in a lot of the people that I deal with."

Okay that's part I – next month we'll hit part II including some big ones like scarcity, social proof, authority and much more! Put these first 4 to use right away and report back to us.



One of my favorite companies is the Virgin Group and they never fail to have a good time with their marketing. Check out this promotion from Virgin Atlantic Airways. You can get married in the sky, take over their clubhouse for the bachelor/ette parties and have all the speeches over the in-flight PA system. Funny.




(Continued next page)

The options start at \$1,000,000 s/h for the CEO of WOOT.com will arrive in an AH-64 Apache helicopter and kneel before you to present your crap on a pillow woven from threads of pure platinum and stuffed with manatee whiskers, to fanfare from a 84-piece mariachi orchestra.

And then the more bargain-minded buyers can get their bag of crap delivered via beautiful skydivers and you get to search them to hosting a Bedouin-style feast in their home. All funny stuff and obviously done tongue in cheek – though it makes me wonder if anyone actually paid for one of the options.

This is certainly one of those ‘do as I say not as I do’ lessons because I ended up being so busy I didn’t plan an Aprils Fool’s joke with my company. Next year promise.



Maverick Business INSIDER RECAP

You get privileged access to a network small, distinct group of self-made millionaires who make up Maverick Business Adventures®. Quite simply you’re looking at true ‘Who’s Who’ of successful entrepreneurs, CEOs and business owners.

More importantly, each member shares a common ‘DNA’ of wanting to live to the fullest, creating business breakthroughs and giving back through charity and education to empower future Maverick entrepreneurs!

You’ll hear their success journey and exact techniques of how they’ve done it. But you won’t just hear their best moneymaking advice but you’ll get their philosophy on creating MORE in your life...Maverick style.

You’ll find out how to make more money, have more fun in your life and ultimately give back more!

Maverick 2020 Mission:
‘Maverick-tize’ 1,000,000 entrepreneurs

Impact 1,000,000 young entrepreneurs

Have 1,000,000 Cumulative Items Checked Off Members Big Life List

Quite frankly, we’re out to change the game of how business is played to help shift the focus beyond just the bottom line and have entrepreneurs create their own fun-filled experiences and maximize what the impact they have in their communities.

With 1,000,000 entrepreneurs and a percentage of them giving back the 5% charity pledge (as you promised) - the ripple effect will be staggering. And that doesn’t even count the 5% our company would provide.

We truly believe in business as a force for good

Fun and profitable events in different parts of the country (and even the world).

Open Call-in Days. Throughout the year, I’ll set aside significant blocks of time only for Maverick Insider members.



Interview with
Tim Schmidt *July 2009*

Yanik Silver: Welcome everyone. Thanks for joining me on another Maverick Business Insider interview. Today I'm very pleased to have with me one of our actual mastermind members from the seven figure group. It's Tim Schmidt from US Concealed Carry Association and numerous other ventures.

We may get into some of those and I'm real excited because to bring Tim on this call because we're going to showcase some of his material inside this month's newsletter. Plus, as part of my mastermind group I have gotten to know a lot of what Tim does and it's very impressive what he does. He's a very thorough being, if you don't mind me saying this, a type A person.

Tim Schmidt: No problem.

Yanik: You're an engineer by background, right?

Tim: That's correct. Yeah.

Yanik: It definitely shows in his presentations and they're very thorough. They're great. I think the first one that you brought was color coded.

[Laughter]

Tim: I can't help it. It just happens.

Yanik: It's great. I think it's wonderful for us non-detail oriented people. I think it's awesome. Anyway, with that intro, give us a little better background on yourself if you could Tim.

Tim: Okay. A quick background, I live in a small town north of Milwaukee, Wisconsin. Like you mentioned I did study engineering in college and I do have a mechanical engineering degree although it did take me five years to get it. And by the way, that does qualify me as a certified geek.

[Laughter]

So I can get away with anything. I've been married for, gosh, almost 14 years now to actually the girl that I did meet in college. I have three kids and I'm way less than 40 years old.

Yanik: Absolutely. You have a great family over there and Tonnie sometimes shows up at the mastermind meetings and she's a wonderful addition too.

Tim: Yeah, I agree.

Yanik: Alright. Well, I guess what people want to focus on is the online stuff. How did you get started online?

Tim: I got started online pretty humbly. In 2003 I decided to start a new business and I literally, just right out of the chute I began to publish a print only magazine. The name of the magazine was called "Concealed Carry Magazine." The byline was the ultimate resource for the armed citizen.

At the time, the online presence for that magazine was just a simple static order taking Web site. So honestly, Yanik, in the beginning half of my orders were coming in through the mail. But nonetheless it truly was an online order taking site so that was pretty much it.

Yanik: How did you choose that marketplace?

Tim: Honestly, because I'm extremely passionate about firearms and self defense, actually more so self defense, but I'm also definitely into firearms. I know it sounds like such a cliché but it really does help to start a business in something that you're passionate about or even just interested in. You know, it's not necessary but it certainly helps in the beginning to get over the bumps when you're working your tail off and not making all that much money.

“It really does help to start a business in something that you're passionate about .”

Yanik: Yeah, it does. That's a good point. I agree. Then when were you doing some research on it? Are there any other, and I say this with a very loving term, any other gun nuts?

Tim: [Laughter]

You know, when I first decided to do the print magazine, and believe me, I would never do it that way again, but we can get more into that later. But certainly at the time, like ten years ago was when the very first state passed concealed carry legislation thus allowing every citizen to carry and now 48 states have it. So it's definitely just only in the last ten years was this huge change.

I also researched that four million people have these permits and there were actually no publications just servicing that which can sometimes kind of be a red flag.

[Laughter]

Yanik: Exactly.

Tim: But the other thing I noticed was that in the big gun magazines, probably every third or fourth issue they would have the words concealed carry on the cover.

Yanik: Alright. Actually that's a good sign then.

Tim: Yeah.

Yanik: Yeah. Absolutely. Then so really breaking out a subsection of like from NRA magazine or from other magazines that you're passionate about and then how did the transition take place from magazine to what it is now, an association?

Tim: That's a good question. Okay, so 2003 I decided blindly to start publishing this magazine.

Yanik: Tell us about that. How did that work out? Who was writing it?

Tim: [Laughter]

That was one of those classic just entrepreneur sticking his head and nose to the grindstone and not even looking up. I literally, the very first issue of the magazine I wrote every single article. I took every single picture under all these fake names.

[Laughter]

I literally got 30,000 copies printed and I mailed them out. I bought a list and just mailed them out to people.

Yanik: And basically just said, “Would you like to subscribe?”

Tim: Yeah, I just said, “Hey, here's a free copy of this great new magazine. Now send me some money.”

[Laughter]

Thank goodness I think with first mailing I got a thousand people. So in direct mail terms that's a killer response.

Yanik: Yeah.

Tim: And then it started from there and I guess if I get into that next question, the reason that I changed it into more of an association was because I was running into some trouble competing against the other gun magazines. A lot of people were saying, "Well, gees. I can subscribe to "American Hand Gunner" for \$16 and you're asking \$39." I wanted and needed to differentiate myself from these magazines.

So that was when I created this association and offered all these additional benefits, thus allowing me to charge a lot more money and no longer being compared to these businesses that were competing in a completely different business model than me.

Yanik: Then when did you start raising the price? Right now it's what, \$69 a year?

Tim: Yeah, \$69 a year. Yeah. First it was \$39 just for the magazine and then when I started to create and market the association that's when I moved it up to \$69 a year.

Yanik: Where did you decide? When did you even think that maybe this should be an association? You know when I think of an association I think of I don't know, the association for retired people, whatever that is. Is it AARP or I don't know. I don't really see a for profit. That wouldn't be my first thought. I know that associations probably make a good amount of money if they're done right.

Tim: Yeah. That's an interesting question. Honestly I would just have to say that just like pretty much every idea that has been successful for me I just kind of copied it from other people.

[Laughter]

I just kind of modeled my whole thing after the National Rifle Association, the NRA. And you know, they have magazines so I thought, "Well heck, I'll just kind of be like a niche of the NRA." That's pretty much what I did. I'm no genius, as you know.

[Laughter]

Yanik: Well, no. You execute and you found good models that work. I know people could learn a lot from you. That's what we're going to get into in this call. Alright. So we got into where you changed it into an association. Right away you more than doubled the price which right there is a lesson in itself.

Tim: Um hmm.

Yanik: Well, what do association members get for that price? We were talking about 69 bucks a month.

Tim: Okay.

Yanik: Oh, I'm sorry, 69 a year.

Tim: Yeah, \$69 a month. Let's giddy up.

[Laughter]

Okay, just a brief overview. The current benefits are they get eight issues of the print magazine. Now this is really high quality. It's a big thick beautifully nice, glossy, full color paper. It actually comes in a nice secure envelope because some people are kind of private about the fact that they carry a gun.

Yanik: Right.

Tim: So they get the magazine and they also, every week we have exclusive Web site only content updated on the membership Web site.

Yanik: Um hmm.

Tim: Right off the bat when they join they have instant access to every single back issue in PDF format, as well as all the additional, there are literally hundreds of articles on the Web site. Of course we have a member's only discussion forum.

“Every week we have exclusive Web site only content updated on the membership Web site.”

Your typical discussion forum on the Web is wide open to every Tom, Dick or Harry or troll, whereas our discussion forum is very, very high end and there is also a ton of other online resources. We have a monthly gun gear sweepstakes where we give away gear to members. I mean, people love that stuff! The sweepstakes stuff is unbelievable.

Yanik: Going back to your discussion forum, you did something interesting, if you don't mind me revealing it.

Tim: That's okay.

Yanik: I can remember if it was on a Web page or if it was on of your ads where you showed a screen shot of the forum and you were like, “Look how active this is. You can be participating in this and this is a real community.”

Tim: Oh, yeah.

Yanik: I thought that was brilliant. Was it online that you did that screenshot?

Tim: Yeah, that's on a new site. I just revamped my main membership sales page and that's on there now, yeah.

Yanik: By the way, what page can people go to check out your association?

Tim: If you go to USConcealedCarry.com, that will take you to the main site. Then in the upper left-hand corner, pretty much anywhere you click you're going to get to the sales page if you're not a member yet.

Yanik: Right. That's one thing that you do a great job of is that proof element of social proof, of other people being involved. You do a really good job. I don't know if you do this on the site, too, but I know I've seen the print ads that you've done where you have like a graphic of the US.

Tim: Oh, yeah.

Yanik: Well, why don't you talk about that? I think that's killer.

Tim: Oh, yeah. Just about nine months ago I just decided to do this little Google map match up of essentially a picture of the United States and there was a little blue pin everywhere that there's a member. I mean, you have 20,000 members. The whole country looks blue and it really gives you that, like you mentioned, social proof of, “Wow! There are a lot of people in this association. I'd like to belong to that.”

Yanik: Yeah.

Tim: I have that picture everywhere now.

Yanik: Yeah. I loved that. People are looking for more ways of getting proof aside from the typical stuff. That right there is two killer ideas, about the discussion forum and the map, the Google maps

match up. Is that a simple thing to do?

Tim: Um, oh very simple, especially nowadays. I did it six months ago and now there is a ton of different resources that can do that for you. I actually used a Microsoft product but you can use anything.

Yanik: Okay. Cool. Now when you're talking about the member's only site and so on and so on, it all seems a little bit like a membership site. Do you think there's a real difference between member sites and associations?

Tim: That's a tricky question. Certainly I'm a little partial. I think that the association model is a little bit better than the just the straight membership site model. And honestly you could argue that they're essentially the same.

In my opinion I think that having an association is kind of like a notch higher on the commitment and community level in terms of the people that join. I'm a member of tons of membership sites and the membership site is great. You certainly get community because that's something that people are interested in but it seems like when you ratchet it up to that association, now you actually have people like starting to feel more like a family.

If you look on my forum, the types of things that people will post, it's amazing how they're revealing. There are areas that they're not even talking about firearms and self defense. They're talking about, "Oh, you know my grandson is sick," and people are actually making connections in different states and helping each other out. It's pretty interesting.

Yanik: Yeah. I agree with that. I think associations by their inference it seems a notch higher, even credibility wise. A membership site, what does it take to start a membership site? A piece of software and you have a membership site and there are a lot of them out there. But an association it always seems more authoritative.

Tim: Yeah, there's definitely more credibility. I agree.

Yanik: Yeah. So I like that and I think that hopefully some people can take away about that, maybe creating their own association and an association I assume does not have to be a nonprofit, right?

Tim: No. not at all and that's the beauty of it Yanik, and this is something that your Maverick Business members can really take away. I mean, anybody can start any type of association they want just by doing it. You know? Just saying, "Hey, this is it. This is my association." And that's the end of it.

Yanik: That's nice. That's very nice. By the way, Tim and I are both not attorneys so you may want to double check that.

[Laughter]

You're running an association so I would assume that you know about it. Alright, any numbers? You said you had 20 some thousand members.

Tim: Right now we have 20,145 paying members. I have about 32,000 on my active and prospect list. So it's growing. I currently only get about 60% of people to renew and that's actually an area that I'm really trying to...

Yanik: That's actually not too bad. Is it an automatic type of renewal or do they have to tell you?

Tim: Well, that's a great point and only about three months ago I changed all of my membership plans. Now they're all on auto renewal.

Yanik: Okay.

Tim: So that renewal percentage is going to go way up because before I was literally sending people pieces of mail to ask them to renew and most people are so used to, well how many magazine

renewals do you get for your magazines? Like a dozen.

Yanik: Yeah. Absolutely. I think making something a non-decision is definitely a good idea.

Tim: Yeah, especially in a tight niche like this. People don't want to be bothered. They want to keep going.

Yanik: Right. Right. They want to stay connected to that whole group of likeminded people. Alright, so you're doing very well with the association and growing each month, like you said. What are you doing to get members, to drive traffic to your site?

Tim: I primarily do some pay per click. Actually the concealed carry, I buy maybe about 200 different search keyword terms related to concealed carry. I hate to say this on this call but there's actually very little competition in the search traffic.

Yanik: Now there's going to be lots of people.

Tim: [Laughter]

Now I'm screwed. The search traffic is...

Yanik: Don't rip off Tim everyone.

[Laughter]

Tim: So that's actually...

Yanik: Or become an affiliate for him.

Tim: There you go. There you go. But I also do quite a bit of offline magazine ads where I try to drive people to my Web site.

Yanik: Before we get into that is there any other cool online stuff you're going to drive traffic? You said pay per click. Are you doing any, I don't know, linking campaigns, any articles, any traditional stuff?

Tim: [Laughter]

Not really.

Yanik: That's okay. That's fine. Alright so it's mainly pay per click.

Well, let's talk about the offline. So you're doing a lot of that. You do it really well which is one of the reasons I wanted to showcase it to Maverick Business Insider members in this month's issue. So give us a little background on that. Obviously you started offline, like you said, by mailing that list of gun owners that you found. It was like 30,000 some gun owners? What was the list?

Tim: What I did was I bought, like you mentioned, 30,000, essentially I bought 5,000 names from the top six firearms magazines.

Yanik: Ah, okay.

Tim: Yeah, because those are all the bigger publishing companies so they sell all their lists.

Yanik: Right.

Tim: Then after I had that pretty big three percent response which launched the whole business site, I continued to do a little direct mail, or continued to do some direct mail campaigns. Anybody

“People don't want to be bothered. They want to keep going.”

that's done direct mail, the bottom line is you have to have a killer list and I had some hits and misses with the different lists.

So then I started to kind of shift more to print magazines where I am not using direct mail so much but actually having a print ad in a firearms or self defense or a mag-a-log type magazine. And sometimes, Yanik, I've literally tried everything. I've done lead generation ads.

I've done fold page full offer ads. I've done super tiny lead generation ads. They all work to lesser or greater degrees and I track every single ad down to the last cent in terms of how many responses I get.

Yanik: Well, if you're going to tell someone that if you're going to give them some advice on advertising in some magazines, what kind of things do you tell them to do?

Tim: I would say that if you're going to do print media advertising whether it's in newspapers or magazines, you definitely want to start with a lead generation ad. It can be small. It does have to have a great headline, of course.

But then drive them to a Web site where you're going to give them something for free. Of course this free thing is essentially just a way to get them on your list and then you have to have appropriate and high quality follow up to convert them to customers. So.

Yanik: Alright, so the free thing is usually maybe a report. Would that be something that you would use?

Tim: The thing that I've done is I created this 12 chapter e-book called "The Armed Citizen Solution" and essentially what it is it's a 12 chapter gigantic sales letter for the association. There's a ton of fantastic, high-quality information regarding self-defense, regarding concealed carry. There's a lot of info in it but it's hard not to read the whole thing and not become a member.

Yanik: And is that an e-book then?

Tim: Yeah and I've done that in many ways as well. I've tested that where the customer can give me their information and they can download the entire thing. I've also tested it where the customer will just get one chapter emailed to them every other day for 24 different days.

Yanik: Right.

Tim: So, I've done it all different ways.

Yanik: And what's the verdict?

Tim: Oh, the verdict is they liked the whole thing right away.

Yanik: You find a better conversion that way?

Tim: Much better conversion and also much better retention on the list. Whatever reason that my group of customers, after they didn't like that me feeding it to them. They wanted it all right away.

Yanik: They want it all. So if you're giving the whole entire e-book to them right away what are the other follows up that you do?

Tim: Well, I give the whole thing to them right away and then I have a weekly newsletter that I actually have somebody help me do now and that weekly newsletter is about probably 30% really good solid content, and about 70% sales pitch for the association.

Yanik: And every time you get a newsletter new members come in?

Tim: Oh, yeah. It's awesome.

Yanik: Is that like an evergreen Autoresponder newsletter?

Tim: No, it's brand new content every week.

Yanik: Okay.

Tim: Which is why I have somebody to help me do it.

Yanik: Right. Right.

Tim: That's a lot of work.

Yanik: Okay. Now, going back to the offline magazines. You said you track everything down to the penny. How are you doing that?

Tim: Again, I've done this every which way till Sunday. Initially, the way I would do it is depending on the type of advertisement, if it's like a mail order response where there's a little box and they fill it out, I have this little code that's actually printed on there and then I have my staff here who tracks it.

But more and more I try to get most of my primary response method to come in through the Internet. It's obviously much more efficient. I send them to individual landing pages and I've tried this multiple different ways. I've tried sub-domains and domain extensions.

Yanik: Right.

Tim: I've by far found that the best way is to just register completely different dot com domains for every single advertisement. So I have hundreds of domains all around a safety, self-defense and firearms that I just use for different ads.

So for example YourFreeSafetyGuide.com is one I've used or ResponsiblyArmed.com and doing it that way as opposed to USConcealedCarry.com/NRA01. That doesn't work.

Yanik: Yeah. So then do you ever recycle those domains, like for instance in NRA magazine in January would you recycle that domain in June or do you want to use a completely new one so you know actually.

Tim: No, that's a great question. For example, in my NRA publications campaigns I will continue to use the same domain as long as I don't want to track anything different in the advertisement. I can see exactly when the people come in so I know that, "Okay, this is roughly in this time frame." So, that's good enough.

Yanik: Okay, got it. Yeah, and then I know you talked about it in enclosures, we're going to show people that the landing page, what do you do differently on that?

Tim: Again, this is just kind of taking that next step in terms of detail level, but I've had the best response when I've made individual landing pages for each different magazine, not just from a tracking standpoint but from a standpoint where the customer clicks in that, like for example, the YourFreeSafetyguide.com. That was a lead gen ad I did in a mag-a-log and when the customer types that in it essentially says, "Hey, welcome Blue Press reader." And then there's actually a picture of the advertisement right in the very top of the landing page.

So essentially the customers, right off the bat they go, "Okay, I'm at the right place." And that really helps response.

Yanik: Yeah. I like that a lot. I think that's great. You said it's another level of detail but I think it's really important and it's the little things that are going to help your conversion and make your ads profitable. You have multiple ways of responding to your ads, right?

Tim: I always do. Yeah. We have an 800 telephone line that's answered by live people. I usually have just a direct mail where people can mail me five dollars for the complete introduction package. And I do that just to kind of set the bar. If the person's not willing to mail me five bucks for

“Drive them to a Web site where you're going to give them something for free.”

essentially five dollars of information I don't even want to deal with them.

But usually in the ads I actually try to say, "Hey, and for a special deal, you should go to the Web site." [Laughter]

Yanik: Right. It's definitely worth fishing to get people to the site. Are you surprised by the people that mail you in the five bucks?

Tim: No. Well, I should say, yes I'm surprised. I can't believe they wouldn't just go to the Web site to get more stuff but I love those people that send me five dollars. My wife calls that my Starbucks money.

Yanik: [Laughter]

The slush fund. The latte fund.

Tim: And if any of you Maverick members work for the IRS I didn't say that.

[Laughter]

Yanik: Do you see maybe a demo break out for people that respond different ways? I would assume that there's a bias for older readers to send you the five bucks.

Tim: Oh, certainly, Yanik. Yeah. And that's one of the things I've really learned to not ignore anymore is the fact that because I advertise heavily in firearms publications, the bottom line is that the average customer is a 50 year old man. So that's who my customers are.

Though certainly I have thousands of younger people but the majority of them are 50 year old men and some 50 year old men or 55 year old men have nothing to do with the Internet. So, it's profitable to remember that.

Yanik: Yeah, exactly, not let our own personal bias get in the way of our profits.

Tim: Yep.

Yanik: How about any maybe negotiation points on offline media or buying tips?

Tim: Oh, sure. No problem. Gosh. In general, and I can look at this and talk from both perspectives because I also publish a print magazine and I sell advertising for myself, but at the same time I also buy advertising from other magazines. When you contact a major national magazine and they send you their rate cards, their press kit, right off the bat you should not expect to be paying more than 50% of their advertised rate card. That's just the way it works and if you can pay about 50% of what they're advertising those rate cards, that's a pretty good deal.

Yanik: What do you do to get them down to that?

Tim: Just be a good negotiator. Just talk like you know what you're talking about and here's another great thing. You can talk about, "Hey, this is a campaign that I plan on running for 12 months."

And you can sign a 12 month insertion order and this is another little insider tip. Insertion orders for large publications are pretend. You can sign the 12 month insertion order, run two ads, and if it's not making sense and you're not making money, just cancel. Just pull out and there are no repercussions.

[Laughter]

I'm serious.

Yanik: Alright. Negotiating down from 50%, any specific questions? Are you telling them, "Hey, look, I'm a mail order?" Or, "I'm an Internet advertiser. I'm going to track this to the penny."?

Tim: Yeah, that's another thing. Actually that's a good point I forgot. A lot of publications will actually

have a different price structure for direct marketers. And the reason they have that is because they know that people like us, we actually track our ads.

Yanik:

Right.

Tim:

Whereas the big companies that have the Madison Avenue marketing firms, they just don't do that at all.

Yanik:

Right. They don't care. Any inside tips on placement? Is that negotiable too?

Tim:

These are good questions. You should always, always, request and demand a right hand page in a magazine and if you're buying smaller than full page ads you should buy as tall of an ad as possible. It's better to have a tall and skinny ad than a short and wide ad.

Yanik:

Right.

Tim:

And be sure that you put in your contract or insertion order with them that you do not want the ad to be in the gutter. That's like the inside, right where the magazine crease is. You want to be on the outside and the right hand page.

Yanik:

Yeah. That's a good one. Yeah, absolutely. It will just get lost in there.

Tim:

And you have to say that stuff because especially if they get the sense that you're a new advertiser, they'll stick you in the gutter on the left-hand page and you're screwed.

Yanik:

Right.

[Laughter]

Yeah, absolutely. Another quick question for you and I don't know if you know the answer to this or not. You probably would. Let's say you're a new advertiser and this is a new venture that we're trying to do and get off the ground and we're going to maybe advertise in a handful of magazines. And magazines have this long lead time which is kind of annoying about it. And by the time essentially the next deadline is around, do you have a clear picture of if your ad is working or not?

Tim:

That's a great question. You should bank on having to pay for two complete runs of the advertisement before you even know what happened on the first one, unless you're just going to do a one shot ad and then you're going to have to wait the two months to see the response. But that just comes down to how much risk you're willing to take.

Yanik:

How much capital you have to spare.

Tim:

Exactly.

Yanik:

Your idea would be buying two months of ads and then seeing what would happen. Is that right?

Tim:

Well, yeah. That's what I've always done.

Yanik:

Okay. And then by the time the second month rolls around you'll have a good idea of the first month's results.

Tim:

Exactly. And actually right about the time where you're going to have to be submitting the artwork for the third ad, you'll be right in the middle of getting the responses for your first ad.

Yanik:

Right.

Tim:

Actually, Yanik, that brings up one other point that I'll just mention here is that the magazines

**“I love those people
that send me five
dollars.”**

will give you an artwork deadline and a payment deadline.

Yanik: Right.

Tim: Again, you can add like 15 to 20 days onto that. So that's just another thing.

Yanik: Is that just the negotiation point or you're just going to send them the bill whenever you feel like sending the bill?

Tim: Well, actually not so much on the bill. You just have to work that knowledge to your favor so that you're paying for that ad as late as possible.

Yanik: Right.

Tim: So maybe you would want to start negotiations with the representative from the magazine that you're buying from, roughly like right on the publish deadline date. So then you can stretch it over into that next 14 or 15 days so that now you're actually paying for it as late as possible. And especially if you haven't paid yet and haven't submitted that insertion order, they're going to be very, very lenient because they want you in that issue.

Yanik: Right.

Tim: So you'll have to kind of finagle that for your benefit.

Yanik: Okay. Makes sense. I don't know if we got a definitive answer on this or not. You say you've tested a lot of different ads and publications and lead generating one steps. You say lead generating would be the way to go, ideally? You said a small little lead generator but if we have some new capital we want to do maybe a quarter page ad or something like that or a third of a page.

Tim: Okay, here is what I do now and here is what I would recommend. I buy half page ads and I buy half page verticals so they're nice and tall. I demand right-hand page, not in the gutter and I do like a double type.

I actually have a full offer in that half page ad but then I also for the customer that's not ready to commit they can go to my Web site where they turn into essentially a lead. Or if they're not a Web person they can just send the five dollars for the information kit. And that is what I found has worked the best.

Yanik: Okay. So there are people who are ready to sign off and then people who aren't they can go to the Web and become a prospect essentially.

Tim: Yep.

Yanik: Okay, very cool. That probably covers a lot for off-line media. Is there anything that we missed that you can think of?

Tim: I have to tell you, you asked a ton of really good questions but I think we have it all.

Yanik: Okay, alright. Let's talk about maybe a big break through or a couple of your big breakthroughs where you really thought, or maybe an "aha" moment where you were like, "Wow, this could actually work!"

Was it originally with the thousand people that you got or was it beyond that because a thousands subscribers is not going to keep you guys in. I don't know. It's not going to leave you feeling totally secure.

Tim: Yeah, that's a tough question. I would say that there has been a ton of little miniature breakthroughs. Actually that answer itself is pretty classic in terms of the entrepreneur's world. I mean, usually there's not some giant huge success. It's just one little success after the next that kind of builds upon itself.

Yanik: Right.

Tim: But certainly now, when I sent that first batch of magazines out you should have seen the mailbox. Literally it was like stacks of envelopes. That's exciting!

Yanik: Yeah.

Tim: I mean it's unbelievably exciting especially when they all have checks in them. My God! But then the next step for me was when I really started pushing the association. That was what was a huge turnaround for the whole business because quite frankly the first year and a half, with just the magazine, I wasn't making much money at all.

“They know that people like us actually track our ads.”

Yanik: Okay, well, let's talk about maybe some of the nuts and bolts then of the association that you're running now.

Tim: Okay.

Yanik: What kind of software are you using to manage most of your functions?

Tim: Oh, I use AWeber for my e-mail list. I use MemberGate for the actual membership Web site. It's actually kind of an enhanced version of MemberGate. I have some programmers that made some special modifications for me.

But the bottom line though is I would highly recommend Member Gate personally. It's a very, very, very good quality functional software. They have great support. The ownership group at the company, they are good guys.

Yanik: Right. Yeah. Absolutely.

Tim: Yeah.

Yanik: I agree. What about your shopping cart type DRM program? What are you using for that?

Tim: MemberGate does all that as well. MemberGate has a built in shopping cart and so they handle all that.

Yanik: Okay. And the tracking is done through MemberGate as well?

Tim: Yeah. I use MemberGate's affiliate program to track all the ads.

Yanik: This is probably a good time to talk about affiliates. So you have an affiliate program?

Tim: Oh, I do have one. Technically I do have an affiliate program. I have to tell you, Yanik. This is a weakness. This is one of those areas of detail that I have not gotten to yet.

[Laughter]

I maybe have a hundred affiliates. And as you know, only ten of them are actually out there trying to make stuff happen and the other ninety don't do squat. But yeah, and honestly I've never ever even tried to recruit affiliates, so I need to work on that area.

Yanik: What's your pay out structure for them?

Tim: This is actually fantastic. I pay 25%. Maybe that's a problem, huh? But I pay recurring.

Yanik: Once they're in they get paid.

Tim: Forever. Yep.

Yanik: There may be some people on the call who are super affiliates will step up and want to contact you to help promote your association.

Alright, let's talk about you said you had about 60% retention, your latest numbers. You don't know what the numbers are now that you've gone through just an automated billing?

Tim: Well, actually it used to be 50% and now we're up to 60% so it's slowly rising. And the automated billing really isn't going to have effect on the renewal rate because it's only three months old so it's not really going to kick in for nine more months.

Yanik: Right.

Tim: But things I've done to increase it up to 60% is now we have that monthly contest.

Yanik: You're giving away the gear.

Tim: Yeah and people just love to be part of a contest.

Yanik: Are you buying that gear or is someone giving it to you?

Tim: Ah no! We have advertisers lined up to give it to us.

Yanik: Yeah. That's pretty smart.

Tim: And my members know that. They know that I don't have to pay for that but they don't care because it's great stuff. I mean, sometimes we give away thousand dollar guns.

[Laughter]

Yanik: So tell us about that contest. That's pretty cool. How does that work?

Tim: What, giving away a gun?

Yanik: No. Well, any of the contests that you're running each month where you're giving away the gear. Do they have to do something for it or is it just a random draw?

Tim: That's a good question. The way it works is all new members, all people that join within that month are automatically entered. They don't have to do a thing. If they join during that month they're in the contest and all existing members, all they have to do is send a postcard and they're in.

Yanik: Interesting, and so the feedback that you have gotten is that they love it because it's free stuff? Or is it just it keeps the involved?

Tim: I think that there is a group of people out there that are contest people. They like contests.

Yanik: Right.

Tim: And based on the amount of postcards we get every month, they like it.

Yanik: Interesting.

Tim: Yeah.

Yanik: Okay, and then how did you work out with the vendors? Did they just give you the stuff and it was pretty simple?

Tim: Oh, it was very simple and actually the stuff doesn't even come to us.

Yanik: You tell them where to ship it?

Tim: Yeah, we tell them where to ship it.

Yanik: Yeah, that's great. Speaking of stuff you have some really nifty logo wear on your site.

Tim: Ah, yes.

Yanik: I like that. You were sporting the cap at one of the events and Mike from our group was sporting the cap I think.

[Laughter]

And I can't remember, someone else I think had the same one. But yeah, really good looking, it's some good looking gear. Is that profit centered? Does that help you?

Tim: It's a profit center in that the majority of people that are buying tee shirts and hats are also buying my information product.

Yanik: Okay.

Tim: And what I do is I have a gold and a silver package where I include the information product with various logo products because the logo products by themselves, the profit margin is not all that great.

Yanik: Yeah, you can't really sell a hat for 50 bucks.

Tim: No, exactly. But how can you have an association and not have logo products?

Yanik: Right.

Tim: You kind of have to do it.

Yanik: So you've been packaging them all together with the info products or with the membership?

Tim: No, with the info products.

Yanik: Okay, so they buy a package of DVDs and with the gold package they can get the hat and polo or something.

Tim: Exactly. Yeah, you have it.

Yanik: Okay. And you guys are making those yourselves?

Tim: Um, that's a good question. I tried to do one of those plug and play outsource companies.

Yanik: Yeah, Café Press or something.

Tim: Yeah, it didn't work so hot. And I have actually two full time employees here and they were excited about doing it and they are doing a great job. So they handle all of that.

Yanik: Okay. Well let's talk about your store where you're selling the info products. How has that picked up as membership has picked up? What have you done to really drive sales?

Tim: Yeah, we didn't sell any products at all until now. We've only been doing this for ten months. When I launched the store, what I did was when every new member joins, you know when you join an association you get all of your welcome e-mails and welcome packets.

Well, one of the things I did is get is a little personal. Actually they get to a Web page that says, "Hey, welcome, John. As a special thank you, you have a 48 hour discount code." And it's actually a real live discount that allows them to take an additional 15% discount on specific products in the store and that works fantastic. A lot of people take advantage of that.

“People just love to be part of a contest.”

Yanik: That's pretty cool. I like that.

Tim: If there's one thing I've learned, people will only buy stuff when there's like a real reason to do so.

Yanik: Yeah, if there's a deadline or pressing issue.

Tim: Yeah.

Yanik: Well, I guess that ties into some of the promos I've seen that you've done. Do you want to talk about any of them for either driving membership or actually selling products?

Tim: Um. Yeah, I've tried every promo in the book, Yanik. I did a promo once when I broke my toe.

Yanik: Yeah, Tae Kwon Do?

Tim: Yeah.

[Laughter]

Really, when you communicate every week to your customers and you do it and you actually build the relationship with them and they expect to hear from you and then you throw in a, "Hey, man." And everybody knows what I do because I talk about myself. "Hey, I busted my toe and I'm kind of bummed out so I've decided to have a sale." And for just that reason alone, people will buy stuff.

Yanik: Absolutely.

[Laughter]

I could not agree more. Yeah, I've done that.

Tim: I learned that from you. I mean, you have all your goofy clear out your basement sales.

Yanik: That's right. Save Yanik's marriage sale.

[Laughter]

She wants to divorce me because our basement's a mess.

[Laughter]

It definitely does work and your marketplace is not Internet marketers. It's not people who are other marketers and it still works just as well.

Right, because of that personal relationship that you built by them knowing you as the publisher.

Tim: Yeah.

Yanik: Like I said, that kind of leads into where I want to go next, into what you've been doing or what you did. You said that originally you did the layout, the photos, the articles and then just under some different people's names. How and what did you do to build a team around you so that you're not doing it all now.

How many people do you have on your team?

Tim: For the magazine I just have two employees, two full-time employees. Maria and Laura are their names.

Yanik: For the association?

Tim: Yep, for the association and the magazine.

Yanik: Then virtual employees or virtual assistants or anything like that?

Tim: Virtual people? Well, let me think here. I guess not including the writers there are just two virtual people. I have the one guy that does the weekly newsletter. Then there's another guy that does all the copyediting for the magazine.

But then literally we have probably over a hundred people that regularly submit articles for the magazine and the Web site.

Yanik: These, are they just regular members or are they experts?

Tim: Well, they're all members. Everybody that's passionate enough to actually send an article in has already joined.

And I would say about 50% of them just literally everyday, average people. These people are just so passionate about this subject.

Yanik: Like their fellow members...

Tim: Yeah, and then the other 50% are actual people that own like a tactical training business or they give courses in concealed carry and they know a lot and they just want to share it as well.

Yanik: They're an expert in some shape or form?

Tim: Exactly.

Yanik: And getting these people to submit was pretty easy?

Tim: Oh, yeah. That was the one serendipity of this whole business. I really didn't see it coming because before I started the magazine I read like three books on how to start a magazine.

[Laughter]

And every single one said that you have to have a year's worth of content laid out. At the time I'm thinking, "Oh, that's so inconvenient for me because I just don't have that info." So I literally launched the whole thing with just the one magazine.

Yanik: One month and that was it?

Tim: And that was it, yeah!

[Laughter]

I mean, is that crazy or what? And from day one though, Yanik, I was just flooded with hundreds of articles coming in. It's fantastic actually.

Yanik: Was it a solicitation type thing in the magazine like, "Hey, share your opinion with us?" Was it, "We'll give you money?" or was it just nothing. They just wanted to share?

Tim: Nothing. Just yeah, people wanted to share. Even to this day we don't actively solicit articles. I think it's a function of just having a really tight, focused, passionate niche. It will just happen.

Yanik: Right. Right. Yeah, I think that's great. Getting other people to provide the content for you and when it's good content it's pretty impressive.

“People will buy stuff when there's like a real reason to do so.”

Do you do any sort of editing on that? You said you have one guy who is a copyeditor.

Tim: Yeah, the one downfall of not getting professional writers is that there is actually a tremendous amount of editing that has to occur. But that's not the end of the world. There's a guy doing all of our editing, copyediting in Colorado. He does the final copyediting.

Maria, she is my managing editor, I call her, for the magazine. She does all the really rough work in terms of like just completely throwing articles out and then she kind of gives me the good list and I review them. So we all kind of do it together.

Yanik: Alright. Coming up to the end here, any other innovative things that you can think of that you guys are doing on your sites in your business that people might want to know about?

Tim: Well, there is one little innovative thing that the jury is still somewhat out on but the first look is looking pretty good. This is actually an idea I got from Jerry Clark, another member of the mastermind group.

Yanik: Right.

Tim: I got this new promotion and actually it's kind of a permanent promotion that when a new member joins, this additional killer benefit is that at the end of their first year of membership, and actually at the end of every subsequent year of membership, they'll get a membership rebate certificate worth the full amount that they gave me for use in our Web store.

Yanik: So membership's free?

Tim: Membership's free! Oh my God. It's like the killer ad. This is so cool on multiple levels.

Number one, it's just a good deal. It just sounds like a good deal. Number two, the majority of the products that people are going to be buying in the Web store are information products which are extremely lucrative.

Furthermore, when people start to redeem these coupons, I'll have the coupon be worth \$69 but I'll have a special \$97 package and \$147 package and \$197 package because if you have the \$69 coupon, most people are going to spend a little bit more money.

Yanik: Right. It's burning a hole in their pocket.

Tim: And just involving a person in any sort of transaction right about the time where they're going to be renewing is just going to jack the renewal rates like crazy.

Yanik: Yeah. I think that that's pretty good. So will you be reminding people as they reach their one year?

Tim: Yep. Yep. We'll do that both electronically and in the mail.

Yanik: Alright, last question. Doing anything, if you were starting over, anything you might do differently?

Tim: The only thing I probably would have done differently is I would have been a little smarter about the amount of risk that I took with the magazine in the beginning. But again, hindsight's 20/20 and maybe that's just something I needed to do to make it happen.

Yanik: By being smart what do you mean? By kind of not doing the ultimate entrepreneur thing of a fire, aim, ready, whatever?

Tim: Oh, yeah and even as I say that to you, I'm almost kind of going back on it. Because that was really the magic that made the whole thing work.

Yanik: Yeah, well sometimes it takes a bold decision to see what happens and get it together.

Tim: Yeah, and at the time had it flopped, it would have been painful but it wouldn't have put me out.

Yanik: Right.

Tim: So, yeah. I guess that's kind of a lame answer but that's the best thing I can come up with.

Yanik: [Laughter]

Fair enough. Very good. Alright, so check out his site and maybe there are some people who are interested in even becoming members.

Tim: I hope so. Come on.

Yanik: Yeah, not only to check out what Tim does from a marketing standpoint but if this is an interest of yours I think it's worth checking out for sure. It's US-ConcealedCarry.com, right?

Tim: You got it, Yanik.

Yanik: Okay, Tim. Thanks so much for the time today. I really appreciate it.

Tim: Much enjoyed it, Yanik.

Yanik: Yeah, I know people picked up a lot from it and I got some new ideas as I always do from all you mastermind members.

“From day one I was flooded with hundreds of articles coming in.”

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Dollars for Scholars is Scholarship America's original, grassroots, community-based scholarship program. Since its founding in 1958, this division has awarded scholarships to over 500,000 students.

2007-2008 Stats: 1,160 total chapters, in 40 states and the District of Columbia • 43 new chapters • 4,000 communities served • 503 Collegiate Partner institutions maximizing Dollars for Scholars funds • \$67.5 million raised • \$40.5 million distributed • 40,484 students served



Scholarship Management Services designs and administers scholarship and other education assistance programs for companies and organizations. Since 1976, this division has awarded over \$1.5 billion in scholarships to more than 900,000 students.

2007-2008 Stats: 1,202 total programs • 48 new programs • 306,209 applications processed • 82,916 students served • \$178.2 million distributed



ScholarShop, Scholarship America's collegiate readiness program, helps students in grades 4-12 and their parents prepare for college financially, socially and academically.

2007-2008 Stats: 2 new sites • 156 total sites in 22 states • nearly 10,000 monthly visitors to ScholarShop's Options for Kids Web site • 150,000 students and parents served

Special Initiatives

The **Families of Freedom Scholarship Fund**® provides postsecondary education funding to financially needy dependents of those killed or disabled in the 9/11 attacks and rescue efforts. To date, the fund has distributed \$32 million to nearly 1,150 students, and will continue distributing funds through 2030.

The **Disaster Relief Fund for Postsecondary Education** was established to help students affected by Hurricanes Katrina and Rita, and has awarded \$4.5 million to more than 6,800 students.

The **Dreamkeepers Emergency Financial Aid** program has distributed over \$1 million in emergency funding to 2,347 community college students facing unexpected expenses that would otherwise force them out of school.

Learn more about all of our programs, and everything that Scholarship America does, at our Web site: www.scholarshipamerica.org