

Dear Maverick Business Insider,

Just back from our Maverick EPIC excursion to South Africa for World Cup, Safari and cage diving with sharks. Pretty awesome!!

I think all the Maverick members really got a lot out of this truly once-in-a-lifetime experience. I caught up with the group on the second part of the trip because I didn't want to miss Zoe's 3rd birthday. Here is my little princess awaiting her cupcake with Zak eagerly eyeing them from afar...



I hung out with Zo-zoz and then took a red-eye over to London and then hot tailed it over to Cape Town the next day to join everyone else.

By the time I got there I had seen all sorts of photos and videos on Facebook from the Safari at Sir Richard Branson's Lodge in Ulusaba. The guys were literally feet away from animals and had lots of stories about hippos and leopards nearly taking them out. What's more, I unfortunately missed a day of teaching the Maverick members conducted at the Branson School of Entrepreneurship in Jo'burg.

But as soon as I landed in Cape Town the adventure started in full swing for me with a scenic helicopter tour taking us out to the Cape of Good Hope and beyond. (Though I have to admit I did fall asleep a few times in the helicopter. The funny thing is I've been on one 3 times and have fallen asleep now twice. Hmm...forgot Ambiens - just get me to a chopper.) Take a look at this amazing landscape of the Cape before I dozed off:



Later in the afternoon it was off to Table Mountain, which gets its name from its distinctive flat top. Overlooking Cape Town, it's certainly one of the most distinctive features of the city. And, as Mavericks do, we decided to give it a little adrenaline boost by

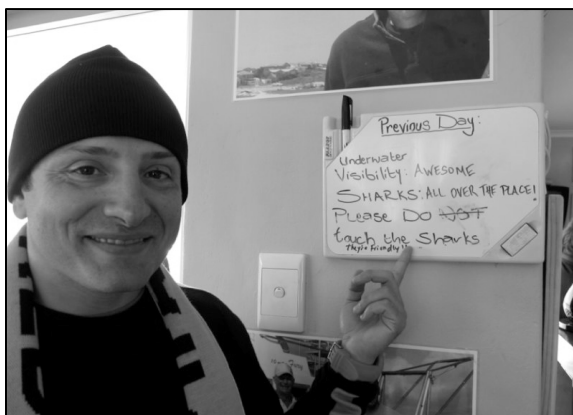
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abseiling (or rappelling) off the summit. Billed as one of the highest commercial abseils in the world, you've got a solid 112m (about 350 feet) drop. It was great to see some of the members who had never done this before have the confidence to lean all the way back and let their hands go for their "pre-departure" pics.

As you can tell from the picture here it's a long way down – especially when there was a little surprise in store for many of us who didn't see the big drop-off.

The next day was one of the marquee experiences with a Great White cage dive. We literally came face-to-face with one of the most unforgettable and terrifying creatures on the planet in their own environment. A close encounter with a Great White shark is something that will be indelibly imprinted in your mind forever.

We were taken about 20 minutes off-shore to "shark alley" where we dropped anchor and started chumming the water. Of course, during the safety briefing they emphasized to keep your hands and legs inside the cage but somebody had other ideas...



The cages were actually a lot smaller and a lot thinner steel than I would have imagined. Of course, some of the guys started mentioning how on YouTube they saw all sorts of Great Whites chewing through steel cages. Nice!



Our outfitter has worked with National Geographic and Discovery Channel, but I'm not sure they knew what to make of us. Maverick member Craig Handley got this sweet shot of a shark actually attacking the fake seal they use



to lure in the Great Whites. The sharks were literally within inches at some points, and one time I couldn't help myself but give him a little quick High-Five on his fin. I don't think the shark really enjoyed that because he turned around, bit a buoy by Craig's foot and gave the cage a little ram to let us know who was boss.

There's a bit of a back story to this, and it all started about 3 years ago on our first ever Maverick experience in Baja when we went gray whale watching in San Ignacio. All the brochures showed people

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touching the whale. I wanted to do that but I never got the chance. It became one of the running jokes - but this was my redemption!

The next morning I introduced the group to a unique Maverick business session called “Kicking It!” with a nod to the World Cup. I don’t know anyone else that has as much fun during productive meetings. Here’s an action shot:



I have to give credit to our Maverick team, because while on Safari they held a great business session called “Hook Me Up Yebo!” instead of our trademarked “Hook Me Up Yo!” session. Here’s Aymen Boughanmi wearing the Yebo headgear:



The next day was definitely one of the highlights with us hitting the finals of World Cup

with Netherlands v. Spain in Soccer City. The gang really got into the spirit with a lot of us going for costumes supporting our favorite squad.



It was a pretty evenly split group with very random reasons for cheering on one country over another. For me, I love Amsterdam so I had to go with Oranje. For other members, it was equally as capricious with Susan Hill deciding the Spanish men were hotter than the Dutch – hence her support for Espana. Tony Ricciardi really stepped up the game when he bought some wonderful bikini brief underwear with South Africa emblazoned on the backside. I think it made us look like super heroes (or just goofballs):



We did have a ton of people wanting to get pictures with us at the stadium and that’s a

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pretty good showing considering some of the other awesome costumes we saw. Everything from neon orange tuxes to big, furry orange overcoats. I have no idea where these Holland fans find this stuff – but man, were they into it.

I had followed the World Cup at home watching most of the games and some of the biggest news was the annoying vuvuzelas. On TV it sounds like an angry swarm of bees incessantly buzzing. But in person it wasn't too bad. I had some ear plugs all ready but didn't need them. In fact, there is some good rhythm to people playing them and it made the atmosphere that much more unique.

Aymen and Tony had made a bet that whichever team won, the other person would have to do a “cockroach” in the middle of a crowded area and yell, “_____ is great!” etc. Well, after the 1-0 loss, Tony and I got down on the sidewalk on our backs and shouted how great Spain was. I'm sure the incriminating video will be used to blackmail us in some context later on.

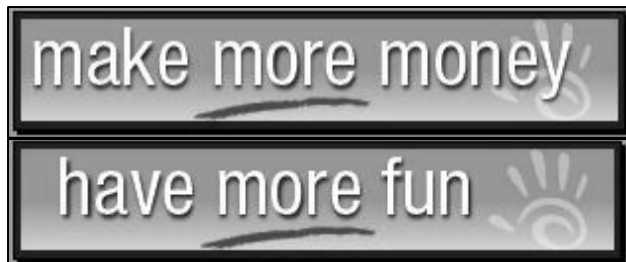
I tried to make sure I soaked in every second inside Soccer City. It was so cool to have gone from watching and following the World Cup online to actually being there in person for the finals. This adventure also got 2 more items checked off my Ultimate Big Life List.



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I think that picture about says it all for the flight back to Cape Town. I think we arrived at like 5:30 in the morning...and after being up nearly 24 hours everybody was all tuckered out! Ahhh!!!

I have to mention the airline we flew on – Kulula. I'd never heard of them before but they've got some fabulous marketing. Some serious personality and fun built into their business. So here's our featured marketing lesson...



Kulula Airlines is one of the low-cost airlines in South Africa and they definitely don't take themselves too seriously. They had everyone laughing during the pre-flight safety briefing. They were talking about how there are special seats with more leg-room off the wing if they dismantle or tamper with the smoke detectors in the lav, etc. Really good stuff. I remember when SouthWest Airlines was getting accolades for their witty service – but these guys take the cake.

Here's a YouTube video of the announcement:

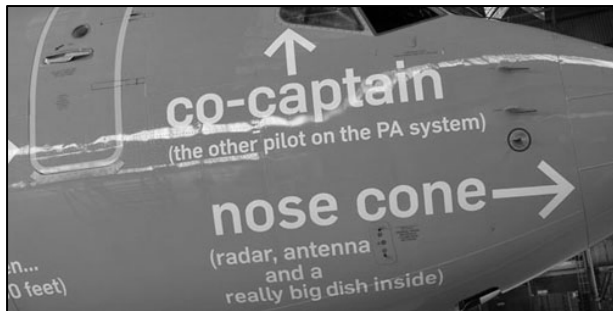
<http://www.youtube.com/watch?v=jhNnScuYaP0>

What's more, the airline uses their actual planes to get people talking. I immediately noticed this airplane out on the runway and had to photograph it. It's their “flying 101” scheme with arrows and witty copy pointed to different parts of the plane. Here are just a few of the call-outs:

- **black box** (which is actually orange)

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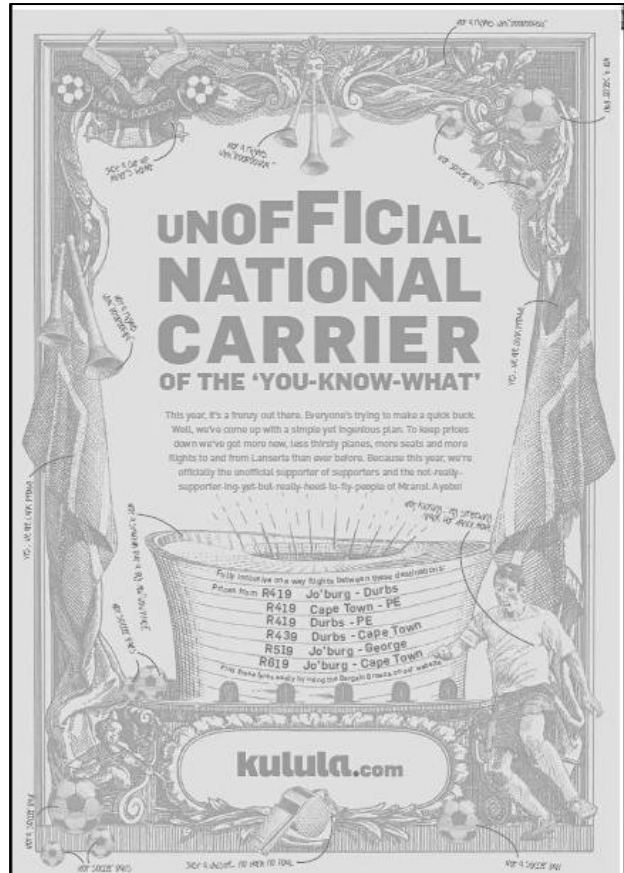
- **landing gear** (comes standard with supra-fly mags)
- **tail** (featuring an awesome logo)
- **loo** (or mile-high club initiation chamber)
- **co-captain** (the other pilot on the PA system)



This is a perfect example of Astonishment Architecture™ put into place before you have an interaction with the customer. This was such a unique design that literally hundreds of thousands of people (or millions, according to other web sites) had seen the plane. It got the conversation going and propelled it – which is exactly what you can do by doing things a little differently.

Another big marketing bonanza for them was

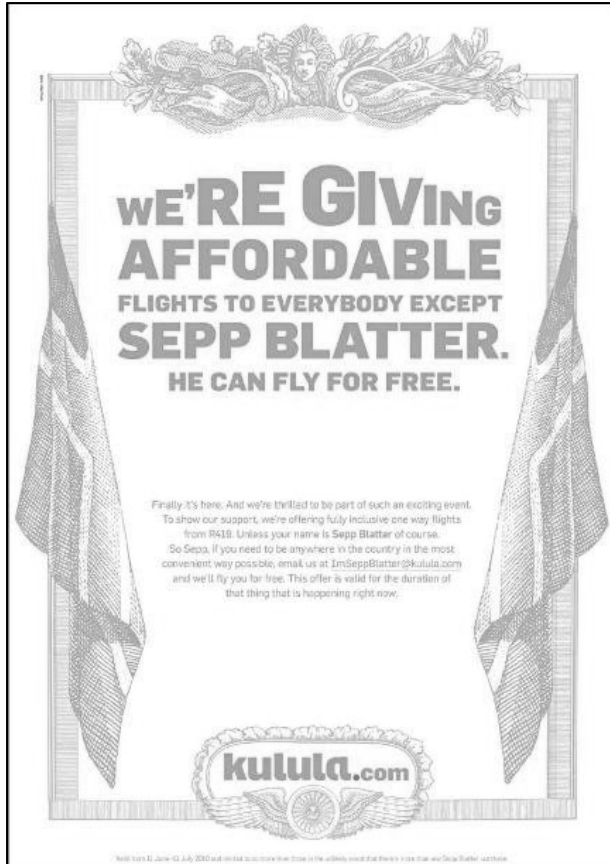
entering the conversation already going on inside the heads of everyone around South Africa during World Cup time. Here’s their full-page ad with the event-that-must-not-be-named:



This was, I’m sure, a calculated marketing push by the airline which they thought may draw the ire of FIFA for trying to ambush or sidestep one of their official sponsors or profit from the World Cup on the sly. And that’s exactly what happened with threatened legal action – which only poured more gasoline on the fire for even more publicity. Kulula then took it a step further and publicly “apologized”. And in their peace offering they said they’d fly Sepp Blatter, the FIFA president all around the country for free.

The next wrinkle was Kulula “found” a boston terrier named “Sepp Blatter”

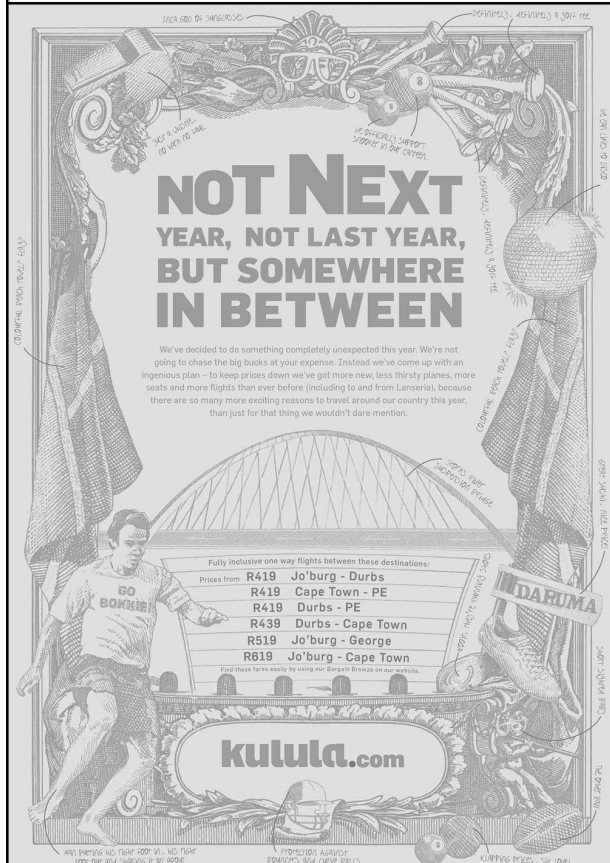
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and has consequently flown him around the country.

Then their next strike was a follow-up ad to make sure there was no possible inference to the World Cup but it definitely was in their cheeky sort of way. At the top of the page you've got something that might look like a vuvuzela, but the call-out says: "definitely, definitely a golf tee." Then there's the man who appears to be playing soccer, but thank goodness - we are assured he's actually doing the hokey pokey and "putting his right foot in, his right foot out". I love it!

Kulula Airlines also knows the power of strong customer service stories to spread their message. If you saw Tony Hsieh, CEO of Zappos.com, keynote our Underground® seminar you might have heard him reference the funeral story. The short version is a woman ordered a pair of boots from Zappos for her husband. Tragically her husband died the same day the boots arrived and she called Zappos to return them. The Zappos customer service rep took it upon themselves to send flowers to the funeral and this became a major story in support of their company values of customer service.



Here's Kulula's version during the World Cup. They had a Japanese passenger who had somehow ended up with his ticket couriered to the wrong city. Kulula went above and beyond to make sure the ticket arrived in time for him to attend the match and enjoy the World Cup. Bravo! Here's the full story on their Facebook fan page:

<http://www.facebook.com/pages/Johannesburg-South-Africa/kulula/145976583494?ref=ts&v=wall#!/notes/kulula/special-cargo-one-world-cup-ticket/413080968233>

Let's hit a double-scoop of make more by highlighting something you should be thinking about...

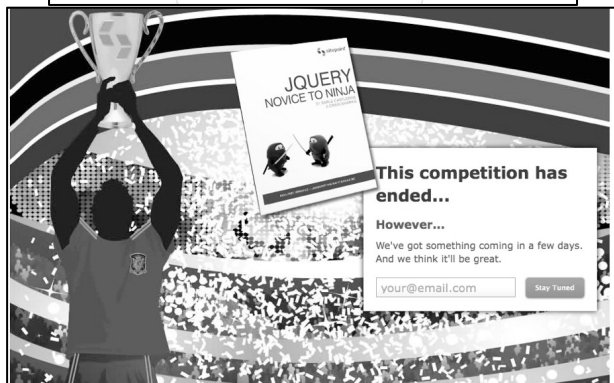
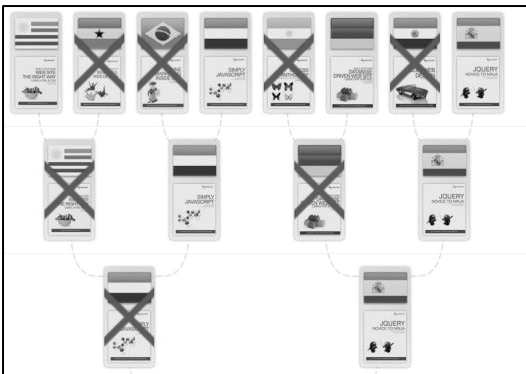
make more money

Cashing in on the Conversation in Your Prospect's Head

I already mentioned the conversation going on about World Cup for South Africans that Kulu Airlines tapped into, but here's another example from Underground® 6 speaker Matt Mickiewicz, owner of Sitepoint.com.

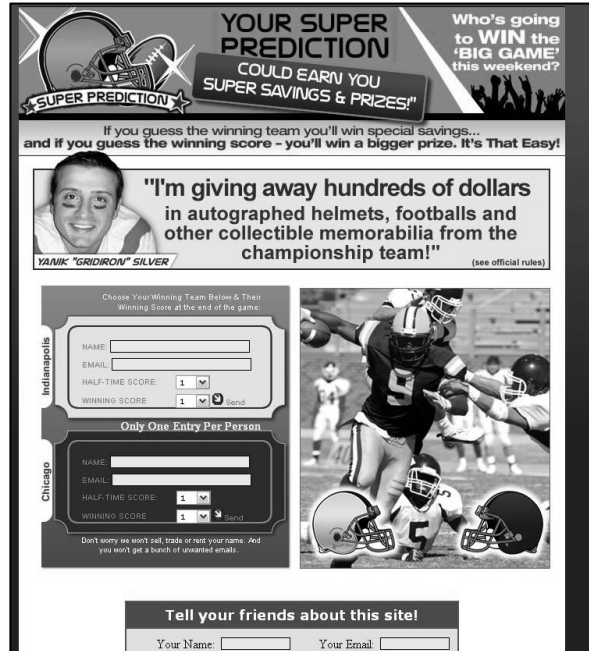
They ran a promo where an ebook was associated with every country in the World Cup and it progressively got cheaper and cheaper if that country kept winning...until it was free. The ultimate champion of World Cup = a free ebook associated with that country. So for instance, "Simply Javascript" (Netherlands) vs. "JQUERTY" (Spain) for the finals. Since Netherlands lost – the ebook went back to the regular price and JQUERTY (whatever the hell that is) was free for 30 hours.

Nicely done.



This reminds me of a promotion we did a few years back for Super Bowl.

Here's the page:



I wanted to capitalize on the Super Bowl "conversation in their heads" with a fun promotion. (Side note: The NFL actually heavily scrutinizes and goes after people using the word "Super Bowl" and the actual names of the teams, etc. So that's why I called it the "Big Game".)

It worked (sorta).

Here's the breakdown...

Once people got to the page there was a place for them to pick either Indianapolis or Chicago as the winning team and predict the half-time and final score. Because I was under a deadline to promote Underground III's final price break – I only got the Super Bowl email out on game day. I think that was a mistake. My original intention was to do it a week ahead and hit the list a few times with it.

Here's that email:

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{!firstname_fix}, who's going to win the 'Big Game' today?

Hey {!firstname_fix},

Yanik Silver here with something kinda fun on this 'Super Sunday'...

If you're even slightly a football fan - then your TV is tuned into the "Big Game" today! Of course, I'm talking about Chicago vs. Indianapolis.

Now usually I just watch every year for the amusing commercials but figured this year I'd do something fun to keep everyone more interested (in between munching on some pizza and downing a few brews!) ;)

I'm giving away a bunch of auto-graphed football memorabilia...everything from helmets to balls to jerseys and more!

Just head over here to see what this is all about:
<http://www.surefiremarketing.com/prediction/>

It's easy to win - just give me your best prediction for the winning team's score at half-time and then end of the game. Don't worry even if you're wrong you'll still have a chance for prizes and discounts in our random draw.

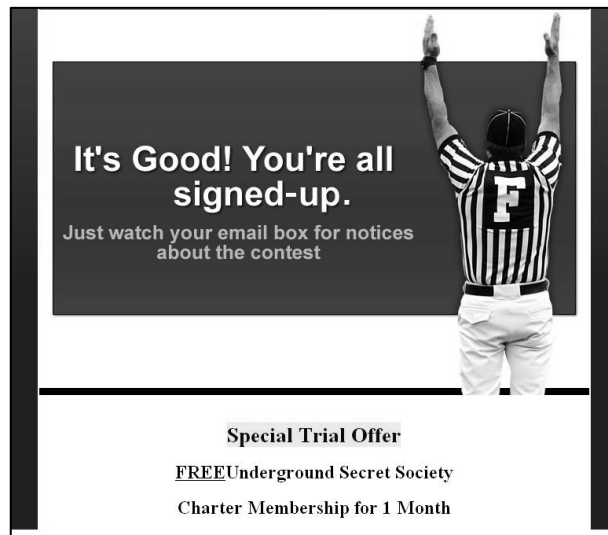
Check it out!

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

- Yanik "Grid Iron" Silver

P.S. Do it now because obviously this fun little contest turns off once the game starts ;)

I got roughly 450 people to predict the score in this contest, and then on then on the thank you page was an offer for a trial to our Secret Society newsletter. We got 9 people to sign-up - which translates to 50% staying - so about \$4k in revenue over the course of the year. Here's the thank you page with the football theme continued:



I decided to send real-time updates to the winners during the Super Bowl. So when the Colts were up after half-time here's what those prediction winners were sent:

{!firstname_fix} - Half-time winner!

Hey {!firstname_fix},

Congratulations you won!

You're one of our 'Big Game' Half-time prediction winners.

Nice work! (Hey - I could use you for some of my stock picks) ;)

Go Colts!

Be on the look out for a separate email if you are one of our grand prize winners for autographed football memorabilia. You've got a great chance of winning since the grand prize drawings are only from the group of winners.

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(Right now it stands at 6 people!)

What's more, you've already won our biggest discount on our Super Sale!

Here's the page:

<http://www.surefiremarketing.com/prediction/biggame.html>

Use coupon code "biggame250" to get another \$250.00 on the already reduced prices on some of our best-selling resources.

Okay now back to the game and more wings! Yum!

-Yanik

Notice the coupon code for the sale page. I had a \$75 coupon, \$150 coupon and \$250 off coupon. I'll show you where I used this in a second. For now, here's the sales page we directed people to with a 48-hour countdown timer.

YOUR SUPER PREDICTION
 WHO'S GOING TO WIN THE 'BIG GAME' THIS WEEKEND?
 YOU COULD EARN YOU SUPER SAVINGS & PRIZES!

If you guess the winning team you'll win special savings... and if you guess the winning score - you'll win a bigger prize. It's That Easy!

"Beat the Clock & Claim Your 'Super' Discount On Some of Our Best-Selling Products!"

Time Remaining:
 1 days, 13 hours, 33 minutes, 4 seconds

Congratulations!

If you're on this page that means you received a special discount coupon from the 'Big Game' this weekend! (Now if you were one of our big, grand prize winners of autographed football memorabilia - you'll hear from us separately again!)

Check out the special discount prices on some of our best-selling resources and tools! Not only do you get a discount (for the next 48 hours) but you can use your winning coupon code for even more savings!

All the best,
 Yanik Silver
 Yanik "Grid Iron" Silver

P.S. Your special deal doesn't last forever. It's only for the next 48 hours...and if you've been on our list for awhile you know I don't have a sale very often - so don't miss it!

I had this ready to go ahead of time with the email and could just substitute Bears or Colts. (Personally, I wanted the Bears to win since my in-laws are from Chicago. And it looked good after that first kick-off return for a TD... but it was not to be.)

Here are the other emails that went out after the game to the final score winner (just 1 guy

- but I'll show you something later totally surprised me), the people who predicted the Colts and then the Bears fans..

Email to Winner of final score:

{!firstname_fix}, you predicted the right score!

Congratulations {!firstname_fix}!

You won!

You're one of our 'Big Game' prediction winners.

Nice work! (Hey - I could use you for some of my stock picks) ;)

Go Colts!

Be on the look out for a separate email if you are one of our grand prize winners for autographed football memorabilia. You've got a great chance of winning since the grand prize drawings are only from the group of winners.

What's more, you've already won our biggest discount on our Super Sale!

Here's the page:

<http://www.surefiremarketing.com/prediction/biggame.html>

Use coupon code "biggame250" to get \$250.00 off the already reduced prices on some of our best-selling resources.

Now please pass me the TUMS after all those beers and pizza! ;)

-Yanik

Email to People who predicted the Colts to win:

{!firstname_fix}, you predicted the winning team!

Hi {!firstname_fix},

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Congratulations you won!

You're one of our 'Big Game' prediction winners for picking the Colts to win it.

Those odds makers in Vegas have nothing on you! ;)

Be on the look out for a separate email if you are one of our grand prize winners for autographed football memorabilia. You've got a great chance of winning since the grand prize drawings are only from the group of winners.

For now, you've won a discount on our Super Sale!

Here's the page:

<http://www.surefiremarketing.com/prediction/biggame.html>

Use coupon code "win150" to get \$150.00 off the already reduced prices on some of our best-selling resources.

Now please pass me the TUMS after all those beers and pizza! ;)

Best,
Yanik Silver
SurefireMarketing.com

Email to the Bears Predictions:

{!firstname_fix}, sorry - Chicago didn't win (but you still did)!

Hi {!firstname_fix}

Tough break!

The game tonight was really wild and it looked good after the initial kick-off. :)

Even though Chicago didn't win - you're still a "2nd place" winner! That's right, the good news is you've won a nice discount on the "Super Sale" we're running for 48 hours.

Here's the page:

<http://www.surefiremarketing.com/prediction/biggame.html>

Use coupon code "super75" to get \$75.00 off the already reduced prices on some of our best-selling resources.

Now please pass me the TUMS after all those beers and pizza! ;)

All the best,
Yanik Silver,
SurefireMarketing.com

P.S. There may be more good news...you are still in the running for a random draw for some of the autographed football memorabilia. We'll let you know via a separate email if you win that!

I think these last two are really important. Most people that do a contest only notify the winners. Dumb! For instance, you've all seen those fish bowls in restaurants telling you can win a free lunch for your office (or whatever) if you just drop in your business card. Well, I'd say 95% of restaurants just toss out the non-winning cards. Hmmm.....

So if you notice, no matter who they were - they won! I showed you previously how we had 3 different coupons codes, and it's only fair for the people who did the best in the contest to get a better discount.

Now here comes another cool part of the promo...

I drove people back to the sales page to find out if they won one of the prizes. The bigger prizes were drawn from people who predicted the right score but the smaller prizes, like the hats, were randomly drawn from everyone who entered. That way even if they 'lost' - they could still win a prize.

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{!firstname_fix} - 'Big Game' prediction winners posted

Hi {!firstname_fix},

Thanks and congratulations on making the right prediction for the winning team from the 'Big Game' this weekend.

Check to see if you've won any of our cool, football collectibles.

<http://www.surefiremarketing.com/prediction/winners.html>

What's more, you've already won a big discount on our Super Sale!

It's all on the same page:

<http://www.surefiremarketing.com/prediction/winners.html>

Use coupon code "win150" to get \$150.00 off the already reduced prices on some of our best-selling resources.

You have to get there fast because the sale ends in less than 9 hours!

Best,
Yanik Silver

The people who predicted the Bears got the same thing, but slightly revised and with a different coupon code again for \$75 off.

Now here's the Winner's page at the top of the next column (and after all the prize are listed with the winners – the sales page was right below it again):

An interesting side note – about 10 minutes before the game ended I went to eBay.com and started buying up a bunch of Colts collectible & autographed merchandise. I figured the prices on some stuff like the Peyton Manning signed jersey I got would go up immediately after the Super Bowl was over.

YOUR SUPER PREDICTION
Who's going to WIN the 'BIG GAME' this weekend?
COULD EARN YOU SUPER SAVINGS & PRIZES!

If you guess the winning team you'll win special savings... and if you guess the winning score - you'll win a bigger prize. It's That Easy!

Did YOU Win??

Check Out If Your Name is Here:

Super Bowl XLI Champions Authentic Locker Room Hat from Reebok
Nearly impossible to find and already sold out in most stores, these Indianapolis Colts Super Bowl 41 Champions hats from Reebok are an absolute must have for any true fan.

This is the exact authentic Reebok NFL hat that the Indianapolis Colts put on after winning Super Bowl XLI

Random Drawing Winners:
Terry Rayburn
Mike Webb
Brian Sears
Robert A. Smith

Adam Vinatieri signed INDIANAPOLIS COLTS Mini Helmet.
CERTIFICATION: A&E SPORTS TAMPER PROOF DUAL MATCHING HOLOGRAMS. This mini helmet was signed during 2006 Colts Training camp

Half-Time Score Prediction Drawing Winner:
Kerry Smith - bigsmitty13x1@cox.net

GRAND PRIZE!
Peyton Manning, Super Bowl XLI MVP, signed jersey

In 1998, Peyton Manning completed one of the finest rookie seasons ever played by a quarterback, passing for 3,739 yards and 26 touchdowns! He has since become one of the best quarterbacks in the NFL today. Through his first six seasons with the Colts, Peyton averaged more than 4,000 passing yards and 27 touchdown passes per season! With a cannon for an arm he can cut through the best defenses in the NFL, he has a chance to become one of the best quarterbacks to ever play in the NFL!

This is a full size Indianapolis Colts Jersey, signed by Peyton Manning! This is an "Authentic" jersey, made with sewn-on name & numbers just like Peyton wears on the field! Peyton has hand-signed this jersey boldly to make a truly incredible collectible! Retail Value is \$600!

Grand Prize Winner – Winning Final Game Score:
Jeremy Cockerill -- jeremyz@uawerfabccccccc.com

Important: If you're one of the winners please submit a ticket at www.surefiremarketing.com/support with your shipping address and the item you won so we can send it off to you!

Don't worry if you didn't win – you can still get SUPER savings on some of our best-selling resources below...

“Beat the Clock & Claim Your ‘Super’ Discount On Some of Our Best-Selling Products!”

YANIK "GRIDIRON" SILVER

Now for some results and the Monday morning quarterbacking...

We got a couple thousand in sales from products sold on the sales page, and together with the new Secret Society members it was OK profit wise. Definitely not one of my best – but I think it could have been a

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10x bigger promo if I did a few things differently.


1. Mailed more and mailed sooner. Sending an email on Sunday morning isn't ideal.
2. Gave people a reason to pass along the page to their friends. (i.e. you get another entry into the contest for every friend that enters or comes to the page, etc). That's pretty easy to do but I didn't have enough time to set that up. I recommend www.TAFPro.com.
3. Added some sort of Affiliate component to it so that affiliates would get credit for sales on the thank you page and the "Super Sale".
4. Use the press. My initial idea was to try and get some good PR from it by telling the media I knew the winner of the game and even the winning score based on some calculations that people gave me. I'm kicking myself for not doing it earlier. (Oh well, there's always next year.)

Interestingly enough, now that I had a chance to look at the data from people who entered the contest – it's incredibly accurate. First, 72% of people picked the Colts to win. Not a huge surprise there since they were favored but here's the cool part...

If I took an average of the scores people gave me for their predictions they were within 1 or 2 points of the actual score! I think that's pretty amazing!

The half-time score for the Colts was 16 and the average predicted was 14.2 (so 14). And then the winning prediction average was 27.9 (so 28) and the real winning score was 29! I bet with even more people in the contest it would get better. I have no idea if 307 predictions is statistically valid (probably not) but it's the whole "Wisdom of Crowds" theory applied.

Now the reason I gave you so much detail in here is not so you can do a Super Bowl promo next year (you can), but it's to get you thinking about events/things that are in people's minds. Remember, enter the conversation already taking place and see how you can turn that into a promotion opportunity.



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

Randy Charach

July 2010

Yanik: Welcome everyone, this is Yanik Silver with another exciting Maverick Business Adventures member interview, and with me I have a new member but an old friend, and that's Randy Charach.

Randy, I don't even know when you and I met or started to know each other, I feel like it was like maybe 7 years ago.

Randy: Yeah, I remember, so it would have been around '02, '01 or '02 so it was actually, now it's 2010.

Yanik: Like 8 years ago.

Randy: Yeah, and I remember exactly how it happened, I just started into internet marketing world at that time, and after being a magician for 20 years, I wrote a book called "Secrets of the Millionaire Magician" which was a book specifically for the magician niche and I even tightened it up even beyond magicians which we can talk about later if you like, but during the research time, I originally thought I'd write a book. I wasn't really online so much, and I thought it would be just like a regular book and I'd sell it in the magic shops, and then I came across Corey Reynold's site.

And from there I came across you and Carrie Dean and the other sort of pioneers that you were with in that group and I bought your instant sales letter. In fact, I'm sure you don't know this but this is the very beginning. Because I remember learning a lot from that product and using that as somewhat of a guide when I wrote my first sales letter which is the one that is still up there at millionaire-magician.com for that product, so that was instrumental.

And then I reached out to you at some point, I remember I called you I had a question or something, I phoned you and you answered and you were really great, whatever it was that I really wanted to know you told me. I don't really remember what that was. And from there, though, I don't think we actually met in person until this year at the Olympics.

Yanik: Yeah I guess that could be the case. I felt like you and I might have seen each other at a seminar or something but we kept up kind of sporadically and then yeah, I had a great time at the Olympics. You played host to me there and had a wonderful time and then we got to spend a lot of time in South Africa which was amazing for the World Cup.

Randy: Yeah, oh yeah, and within those years we kept in touch with emails. Remember, I did like a promotion when you were doing stuff with Dan Kennedy or when you were promoting Dan Kennedy's stuff, so yeah, we definitely kept in touch with email and that sort of thing. I do remember a couple of occasions where I just missed you at conferences. So yeah, definitely when we first met in person, I felt like that we'd known each other and seen each other before but I figure that was our first flesh to flesh meeting.

“The reason I was booked up solid was that I really made an effort to market myself. “

Yanik: There you go, so Randy has a really cool story and I'll let you kind of give the gist of it.

But from what I remember and from what you've told me over different beers and so forth, all the crazy times that you had performing and how you built up your magician business and performance business and then how you turned that around and just like you were talking about, selling it to other magicians because you were so successful.

And then you had good success online, we're going to talk about that. We're going to talk about some of the cool things that you've been doing with the domaining which I don't think that many people really know too much about, and then also I think we'll go to offline marketing, so just give us a little background, Randy.

Randy: Oh yeah, sure, OK, so I started doing magic when I was a kid as many kids did, started like around 5 years old, but I just never grew out of it and I continued to do it. I just loved it. I started doing my first paid performances when I was 12 years old for kids' birthday parties when I was still a kid. I did magic throughout school, started even doing nightclub gigs when I was 17.

And then, when I was actually a little younger, maybe 15 or 16, I remember sneaking into the clubs doing my act and then sneaking out again and just locally in Vancouver here where I live, Vancouver, Canada.

So out of high school, I went full time in '81 and when I graduated, I went full time into magic as a professional and was booked up. And the reason I was booked up solid and continued to build my bookings and build the value of my show and the income I earned was not just because I had a solid show and was reliable and that kind of stuff, all the normal sort of things that are expected, but beyond that I really made an effort to market myself.

And it was all really just stuff that I came up with myself, I wasn't aware of like Dan Kennedy and these types of people and Claude Hawk and any of this stuff. I didn't know what it was, never went into that world at all. I just realized that if I was going to get bookings I needed to contact companies that would hire me. Get in front of them and let them know what I have to offer and then deliver and then follow up, just kind of common sense normal stuff.

And the interesting part was I became well known in Vancouver and heavily booked and demanded the highest fees and I really was thinking back and I remember this is pre-internet - like pre-internet for everyone, not just for me -and I was just thinking if there was a way to get my act in front of everybody in the world that could possibly book me, or at least a percentage of potential hirers of the top caliber kind of gigs that I want to do, I would just have no problem.

I never really envisioned that that would ever happen, and I never really did so much in my career lifetime as a magician, because as soon as I got savvy with the internet, again back in like 2001, which I know it had already been around for a while, but when I got into that point, I was done with the magic career.

So bringing us to that point, I had done over 5,000 shows, I had become a millionaire by the time I was 24. Not just as a magician, but I also had an initial part of my book and part of my angle as well, my USP like when I went out and marketed my millionaire magician book. Not only was I a magician, and did I have an income from that and create booking from the marketing directly, but I also had two other business that complimented it. One of them was a toy company where it was specifically toys for company Christmas parties, that's it, so it just did business one month a year, built up to and marketed prior to that,. And now when companies have Christmas parties they have Santa clause give away gifts, so I got this idea actually from a girlfriend at the age of 16 and that's when I started this company and I sold it.

Then after a 20 or 15 years later after building it up, basically I went to the places where I was doing the shows and said "Hey Amy, you get these toys, can I get the toys for you?" It started a whole new business, and then as I marketed that company, I'd go to the companies that needed the toy service.

I'd also say, "Hey do you need entertainment?", which I was, because sometimes I'd do as many as 50 shows in one month in December, then I'd say, "Well I can get you another act" because of course I knew all of the other entertainers. It started as an entertainment company.

So yeah, it created income. I got my chops in the offline world in direct marketing and service and that sort of thing, but what I learned in there really applies to everything I do these days as well. I mean those lessons were huge back then and not a lot has changed, philosophically anyway.

Yanik: Let me highlight one thing out that, I love that just that little incident you were just talking about, because you used one thing, which was your show - your act - to get in the door. And then you found that there are other ways that you can kind of be in service there and it just led to...

There's something that I heard actually, you and Richard Branson had mentioned this last time we were over there in Necker Island. I thought it was really cool and he talked about it. Someone had asked of me now how did all these different brands grow into 300 different brands now for Virgin, and he's like, "You know, it just grew organically at first."

He had a record company at first, or a mail order record company, and then he saw there's a need. He's talking to artists and so forth, there's a need for a great studio. So he created his record company from that, and then he created like a distributorship company.

And so it's kind of the same thing. It's like you were in that ready marketplace, and what else do they need? Here let me also be the talent agent for the other guys, and it just makes a lot of sense.

Randy: Yeah, for sure, and you know I built up both of those businesses, well all three businesses, but the entertainment agent also sold separately after running it for about 25 years and building it up.

And the other one of course was the toy company where I did the similar thing. But the point is that there is synergy, and that's actually what I really discovered, was that synergy was the amazing word. And now I call my company synergy domains and my brand is synergy. But really, like if one thing feeds another, it just makes the things flow.

Now I actually just this morning watched "Click", which is something I recorded from the BBC, and there was an interview with Branson, which is interesting that you bring that up, and he's talking about a new venture. And it sounds like what he's doing now it's like an online gaming with prizes and what he mentioned was that somebody came up to him with the idea.

He says he's an entrepreneur, he doesn't run the businesses. But he liked the idea so he's going with it. So I think what he's doing and what we also discovered recently, and I quote him here and you probably already knew in South Africa at the Branson School for Entrepreneurs that he really likes to be around people who have creative ideas and he's open to funding them. He doesn't necessarily

"If one thing feeds another, it just makes the things flow."

need to be the expert in that area, he just needs to think it's a good idea and support it. And also, I'm sure this is even before the good idea, is good people behind it.

Yanik: Yeah, cool. So what I loved that he did, and we talked about that a little bit, is he took all your success and wrapped it up into a how-to product. And we've been - you've been - in the information publishing world for a while. That's kind of where I started and taught a whole lot of people how to do that.

And one of the best ways is certainly going back to from where you came essentially, so talk a little bit about how that came about and what that turned into really, the millionaire magician book, I guess.

Randy: Yeah, so then I wrote a book, decided from the help of your product and other products out there. Which I bought them all and I studied them and formulated, OK, I get it and here's how I'll do it.

So I decided to make it an ebook instead of a real book, although later it did become a real book as well just because of demand. People wanted printed versions, so I got a bunch of orders from magic shops and stuff. But anyway, I put the product on ClickBank and found other magicians with lists. There was only a handful at the time. I don't know what the scenario is out there right now, but I imagine it's grown a whole lot.

It's like I've got this thing, I'm going to send you a copy, if you like it, write a testimonial and promote it. And basically, you know it was really fresh and new and the product was good and I had a lot of things going for me; not only my own experience and success story, but just being a working entertainer. I knew all of the big names. Lance Burton gave me a video testimonial, which is on the site still.

You know that site still is up there and I still make a few sales, but I've never really promoted it other than that one time. But what that did was that it gave me a springboard into that internet marketing information product business. and so I pretty much right away after that book, like immediately, was asked to speak at different events.

I spoke at a Carl Voleti's internet marketing, I forgot what it was called but in Las Vegas, that was the very first one, literally a few months after my book was released. I sold over 500 copies at 197 dollars, made over 100 grand so I had a quick story, a good story to tell, you know a success story and I talked about how I chose the niche.

I broke it down further to not only magicians but magicians specifically with a good show that are working that already have some momentum and that sort of thing. It wasn't at all learning how to do magic tricks or polish your act, it was

about getting out there and getting more gigs if you want more gigs, but definitely getting more money and building multiple strings of income, plus providing a lot of contacts.

But anyway, from that seminar, I spoke at Armin's first big seminar and a couple others after that and a whole bunch of other ones, and joined benches with other people, created information products, co-authored a lot of information products, got my name out there, built my list, started promoting affiliate stuff as well. Kind of a very similar story, I think to many, many people, internet marketers, and that's really kind of how it started for me.

During this time one of the reasons I wrote that book was because although I loved my career as a magician, mentalist and motivational speaker I did all those three things during those 20 years, I'd had enough, I was ready for new challenges. This immediately gave me a new career.

Here's a really important lesson, and I have to credit my wife Shanna for this: before I wrote the book, I was kind of tired of magic, I don't know what I want to do now for a living, maybe I'll be an actor or something, I don't really know. And she's like why not; just write it, you never know what's going to happen, right? And even if you try to predict what possible good outcome could come out of this, it's unlikely that that's the one that's going to happen anyway. Don't even worry about it; just put it out there, which I did. And it's amazing what happened so quickly, so I also use that same thinking now, which is you don't have to really analyze it to death or have a specific positive goal-oriented outcome related to an activity when it comes to putting things in motion.

I mean it's always good to do that, but it doesn't mean it should stop you. If you get an idea, if something feels right and you want to do something to contribute, if nothing else, you're contributing and that will come back in many ways, which is part of the Maverick theme, of course which we should talk about. And good things come of it, and that's happened for me over and over again and I think that's something for people who listen to this, you want to think about that: if you have something you want to do just go out there and do it. It only took me a week to write that book but that's because I really knew my subject. It's not like I spent a year doing it and I don't recommend that you do anything like that ever. Well I shouldn't say ever, but if you've got an idea and you want to do it, just go out, get something happening and the momentum will carry you forward.

Yanik:

That's awesome advice. I love that and I totally could not agree more, you never know exactly what's going to happen.

"If you've got an idea and you want to do it, just get something happening"

There's this one diagram that I like to show a lot of times. If you stuck your end goal on the right hand side of your white board and that's where you thought your goal was and then you start moving towards that goal, there's going to be something that moves you, typically in a perpendicular way, to that goal and that becomes your real goal or your next kind of big success.

That happened to me with that Instant Sales Letter. My original thing that I wrote down was I a client or I wanted to sell that site for like half a million dollars to like estamps or stamps.com or someone like that, and by moving forward toward that became my story of how I kind of got rich on the internet which really created this whole new profit stream and just recognition for me of being an internet...I don't know, some people would say I'm a pioneer but I wouldn't consider it that, but really being well known in a content information marketing circle online, and you never would have recognized that or thought that before then.

Randy: Yeah, for sure, and the live stuff, too.

Yanik: Yeah, and I see this pattern repeated, looking at all the little things you've done. You have a book on how to run your own talent booking agency, so it's like OK, you've done it. Now let's maybe share my story and how I've done it as well, and some other people will find that useful. And just like you said, you leveraged what you did online then created guides for others how to do what they wanted to do online, internet marketing, so it's almost a continual transition really.

Randy: Yeah and it's interesting that you mention the talent book, www.synergytalent.com is the site and that is in the book. It's called "Synergy Talent: How To Run Your Own Talent Agency".

Now here's the interesting part of that, it fits in with the example and lesson that we just talked about. I was thinking as I was learning about these cool things called back-end products and cross-marketing these things to your clients and lifetime value of a customer, I started learning this stuff from other places as I got up and turned on to this. Like oh wow, there are all these people who really figured this stuff out for real, and I thought, oh I need something now to sell these guys, well what a perfect mix, what a perfect thing.

And I think I added it just really shortly after I published the book, fortunately being an ebook, it quickly became part of the product. And so I wrote the book on how to run your own entertainment agency specifically thinking that it's something else I could sell to people who bought my millionaire magician book.

Well here's the funny thing: as I mentioned I still get some sales that come in, probably like one every week or something like that. I get a quick bank order for my magician book and I feel a little guilty about that because it's somewhat

dated, but I get a feeling of elation. It's so good. But the funny thing is that the synergy talent book has become really popular. Well, compared to the millionaire magician book anyway, you know I probably get like 2 or 3 sales a week for that and they're not from magicians.

It just seems to be a lot of people who are interested in doing that. I completely didn't think of it; I don't know, I never added it up, but I'm sure that it's out-earned the millionaire magician book by a few multiples and helped a lot more people and brought in a few more bucks and that type thing. So just again, get it out there. It was really no sweat to put that product together.

"It was really no sweat to put that product together."

Yanik: Let's talk a little bit about when you said took me a week to do this one, no sweat to do this one; what's your take on product creation if you've done, I don't know how many products - like dozens or hundreds?

Randy: Probably dozens. I think that, right now, we're essentially creating our product, and neither you nor I I'm sure have put a lot of thought into what we're going to discuss...

Yanik: Writing your bio for your 14 hour plane ride home from Cape Town to London.

Randy: (laughs) Right! So the thing is that if you come to a topic which you're very comfortable with and you have convictions on certain areas within that topic, and you have true experience that you've really been in the trenches and done things, then it's really not hard to provide some good kind of insight about it in real time.

Now the way I have approached creating products other than these, which are by far to me the simplest, is having them be conversational. But when I'm writing a book or creating an audio product that is just myself or my show, my web TV show, randyreport, I'll just put out a little guidelines, notes just as I would if I'm doing a speech, because I'm kind of going to want to know what the beginning, middle and end is. You know, where am I going to insert a story, and where a little lesson here would be, and where's a good resource with that. From there though...

Yanik: Like an outline?

Randy: An outline absolutely, thank you. And it's really easy to calculate. It's real mathematical, as is most marketing. How long the product is going to be, break it down into chunks, am I going to have 10 things that I want to talk about, products, and am I going to want to break those 10 things down into 5

more things, subtopics. That's 50, right, and if I talk on each one for 5 minutes which is not a long amount of time, that's 250 minutes, that's what, 4 hours of content and so they can have a 4 hour product.

Now I really suck at writing. My handwriting is worse than a doctor who writes your prescriptions. I can't even read my own writing. It's really bad. I'm also a pathetic typer, so what I've found early on - and this was a tip that I got from one of Carrie Dean's information products back in that time, 2000 or 2001, when I was looking at your stuff and everybody else's and learning this, and now it's fairly common - he wrote about Dragon Naturally Speaking, but Dragon Naturally Speaking is what I'm using and what I still use. There's even an application for it on my iPhone, which I use, and it's great.

It's voice recognition software, and by speaking my product will also become more conversational which a lot of people have enjoyed. Even though it ends up being a book or an audio product it's conversational and it's easy for me to write because I'm not literally writing; I'm speaking my thoughts and they're getting transcribed.

From there there's some editing that has to be done, which you don't need to do yourself. So creating a product - I think if you take that approach of breaking it down, make an outline, break it down into segments, subtopics, figure out how long you need to talk about each one, if you're a typer or a writer go ahead, if not use the voice recognition software. And I know that some are even built in to some of the operating systems now. I haven't looked into it because I don't have to with what I'm using. So that's one way right there.

There are two ways; one is the conversation/have an interview thing, which I don't think generally are the best way to go. I think sometimes they go off on tangents and it's sometimes hard to follow the content. But doing it the other way, another way too for people to create information products: I just literally looked at this yesterday, and I thought, "Wow, this is an information product that is simple for people to put together and really, really useful because of the need. It's what people are looking for" is what Susan Hill said, who is a Maverick I got to know during our recent trip to South Africa and who is speaking at your underground 6, she just sent me her book that was so popular that people were talking about it and raving about at your event, and I'd heard about that.

Susan was really kind of centered to me and really what it is, is like 50 pages of some resources. I was looking and thinking this is a great information product because these resources are ones that - even though I've been in the trenches now for a decade - there's a lot there that I hadn't come across and that probably you won't find in most information products.

Because Susan is a Maverick, she's gone and she's discovered some things in some areas that are really cool. I honestly went through that and I literally was

thinking it's not a new way to do an information product, but it's an information product that is typically part of another product yet it stands on its own as a really good resource if it really is unique and excellent and targeted to the market.

Yanik:

Yeah, and people love those things. I even bought a copy while I was there. I bought a copy from her, paid her full price. I love this stuff, even like in our Instant Sales Letters. The thing that really stands out in there is this little ebook that I have which has all of these copy transitions and ways to open your letter and close your letter and so forth. That wasn't that hard to really put together.

"There's a lot there that I hadn't come across and that you won't find in most information products."

It's just a compiled kind of thing and it's really one of the best tools out there, and I actually use it myself when I'm actually writing. So yeah, those are good ones and you know, just to highlight one more point: when you talked about when you're creating that outline and mathematically what that's going to turn into for audio, it's the same thing if I was going to write something.

If I was just going to write just one page on an additional subtopic or half a page and how many pages that certain product is going to be and it becomes easy to do and a lot easier than writing fiction or trying to create the next great novel, but creating that product's a good one, so yeah those are great, great tips.

Let's continue the conversation inside the "make more" world, and something that I don't really know too much about - except for being slightly dangerous, I know just enough to get me in trouble - is domaining and it's something that I think you've done a lot of lately. Can you talk about how you got into that and what you think the implications are still to this day?

Randy:

Yeah, sure. A couple of years ago, 2 or 3 years ago, I was with my wife and we were looking for a new house to buy so we went this open house. I wasn't going to go. Actually my wife was sort of doing the scouting and saying, "I'll go look around and if I find something I think you'll like...", you know.

Yanik:

Yeah.

Randy:

She said, "well you should come to this one even though I don't think that this is the right house for us, because the guy who lives there is also the realtor, so he'll be there. But he's also an internet marketer."

I had heard his name - Vern Jervich, who I'm now really good friends with -

maybe like three years ago, three or four even, but I didn't know who he was. And most people won't unless they're in the domain world.

My wife got a little bit into that - internet marketing, domain, it's all the same to her. Anyway, I said, "OK, fine, will they have coffee and cookies?" And she said, "Probably."

So I go and there actually was really good coffee and cookies and I was chatting with the guy. I found out he was into domaining. He didn't really know much about the internet marketing world and I didn't know much about domaining, so he told me, "My best friend and the guy I work for, his name is Frank Schilling. He's a domianer which means he owns all these great domain names, like .coms." I asked how he made money from that and he said, "They're just parked and they're ad bombs just waiting to lure Yahoo!, they have a direct fee", which I didn't know what that meant. That's really like if you put an ad stems code on your site.

For example with Google, if you're big and you have a whole pile of domains then you can feed these ads onto your site and you share revenue from the click-throughs. I asked if there's content and he was like, "No, there's no content, just blanks."

I go "Oh, that's weird. Okay, sounds kind of lame." I'm sitting there thinking like an internet marketer, "Are you collecting email addresses to build a list? No?" So he goes, "Oh, okay, we should meet and you can tell us about that." I said okay.

It turned out we actually have kids the same age, we belong to the same country club, and even though our houses, the house that he was selling wasn't for us, wasn't far from where we were living. Actually now we live like around the corner from each other. My wife and I did buy another house, he had moved and now we're pretty much neighbors.

So then I met Frank, and there's another big domainer named Kevin Hamm who's friends with them. So I met Kevin who lives in Vancouver and now we're friends and have done things together, and his partner Colyn also lives a few houses away from me.

So Vern said, "Hey, there's this domain conference coming up in L.A. It's fun and you should come." Okay, I'll come, I'll check it out, learn more. So I went and I found this whole world of domainers. It was amazing. I thought I was so smart thinking that you have to do all of these things, and a lot them had already tested.

It's really weird that even though they were testing, they'd tried out all sorts of different things on their domains, other than building it out into an actual ecom-

merce site. They start doing things, deviating from just serving up links, an ugly page with ads that don't make as much money. So a lot of people had tried it. It was fairly new to them but they were very willing. They're still very willing to try different things but they usually just come back to serving up those ads. In the last year or so that's changed a lot because revenue has gone down and they are looking for new things.

"I went and increased my portfolio from 200 names to over 3,000 within a few months."

So I got into it I thought this was cool. I owned like 200 domains, and the only reason I own those domains and have had them for these years is because I had a business idea behind each one, which, by the way if you're ever looking into domaining, it's a very good thing. It took me a little while to learn this. It was a little bit expensive to learn this, so let me save you some trouble: the domain names that have the highest value are ones with a business behind it, like a business idea or concept or potential industry or an existing industry behind it; those are the domains that make sense. Looking back, it's common sense but you don't really figure that out right away.

I went out and I thought OK I'll buy some more domains. The funny thing is I had my domains parked at sedo.com, which is a really great place just to park your domains and get some revenue and sell them if you want; flip them, which is a whole other game that some of the guys play and make some money.

I just started collecting domains and buying them and parking them and - typical with me, I'm a real extreme kind of guy, I'm kind of all or nothing - I went and increased my portfolio from 200 names to over 3,000 real quickly within a few months. I don't recommend you do that by the way, because most of the domains I have since let expire. In fact, just in the last few months I've let a couple thousand names expire.

Many times though there were some names that I bought for like 20 or 40 dollars and I sold for 2,000 dollars or 1,000 dollars. At the end of the day, it hasn't been a real bad, big money losing experience for me. I've learned a lot and it's kind of fun. Now, when I say kind of fun, it's really like if you're into it, if you get into it, it's kind of fun. It's not fun enough for me to pursue it. I no longer consider myself a domainer, although I've gone to several domainer events. They're real fun people to hang out with. I've spoken at a couple, given my insight into the internet marketing part of domaining, been on some panels, transitioned to that world a bit.

Here's the thing: If you're thinking that domaining, yeah, that sounds really good but you probably missed the boat, as far as owning those great .coms and making tons of money for just sitting there, you're right about that. Those days are gone,

that ship has sailed. There are opportunities there with new extensions, but be careful there because I bought up a bunch of .mes. Maybe like 600 or 700 of those 3,000 domains were .mes, .me, and they're great names, but valueless up to this point other than a few here and there that people wanted, again because there was a business behind it.

Learning about domaining and domain names and some of the basics is really important though, even if you don't want to get into domaining as a business or even a hobby or as sideline, and the reason for that is because it's so important for you to use good domains in your online business for your active sites. For you to know what a good domain name is, you need to do a little bit of research, so I think go to a domainer event or just Google domaining and you'll find some stuff.

I started a social networking site and I honestly haven't even logged into the site myself probably for a year or more. It's synergydomainclub.com. It's real easy to join. There's nobody promoting anything in that it's a little community and honestly, I don't know how active it is, but I think it is. I think there are some pretty cool people in there, so that might be a start. Go in there just say you've heard me on the recording and friends of mine reach out to people. There's definitely some great people there, and learn a little bit about it.

For example, the extensions: should you buy new extensions for your main site? Probably not, but should you use a country code? When we were in South Africa, I noticed they use .co, .za, and in Canada we use the .ca. So if you're promoting a local business and your country uses your country code, then maybe you'll use that. But typically, .com is king. That's what you need to rely on and go to more often than not.

Yanik: Right. Something that you mentioned, Randy, well two things. We're sort of running low on time here a little bit so I want to get to other stuff, but really quickly - if I'm pursuing a new product or service that I want to offer, would you go get a new domain for that product or service?

Randy: It depends on, when you say new domain, as opposed to what?

Yanik: I mean like using our company name and then a slash for the product name.

Randy: I see. That's more of an SEO kind of question I think. It's a marketing decision. The domain name comes into play if you're going to market that... Here's the answer from a domain perspective, if you're going to go market that page, that product on its own, then for sure give it its own domain name, for sure, because always think radio.

Even though most times it will be a clickable link online, always think of how would it be on radio and if you have to say www.something.com slash,

then forget it, you lost them.

So there's your answer. It's the radio test, from a domain perspective. From an SEO perspective, if you want to build the popularity of that main site and build more content and more inbound links and action and that kind of stuff, then you would want to use the sub-directory.

"You just park it until somebody comes at it and wants it."

Yanik: Fair enough. Then something else that you mentioned that popped in my head that could be an interesting business opportunity for some people is that you said the ones that have business models behind them sell better for more multiples. So it could be if you have an idea and you locate what you think could be your ideal domain name and you realize it's parked or it's already taken but there's nothing developed on it, seems like it might be worthwhile to potentially contact the person that owns it and possibly work with them. Is that feasible?

Randy: Yeah, I think you'd be better off contacting them and trying to buy the domain, rather than working with them. We'll talk about joint ventures on another day. I don't know if this directly answers that, Yanik, but I've just got to tell you something funny, it becomes addictive. I was in Vancouver - remember when you came, did we talk about Japadog at all when you were in town?

Yanik: I don't think so, no.

Randy: Oh, this crazy thing, this Japadog - like Japanese hot dog, right - japadog is just like unbelievably popular in Vancouver. The hot dog stand does a million dollars a year and people line up.

Anyway I went there actually just the day before yesterday with a buddy of mine. Not to the stand but to a little store. I was just sitting there and I was joking around with some of the other people in line and I go "Oh, you should come to my new restaurant called Japaburger." I was just thinking "Hmm, Japaburger"...not that I want to open up a Japaburger, and not that it's necessarily even a good idea, but if somebody gets that idea... So I went onto my iPhone and I checked it out with an app to see if japaburger.com was available, it was. I was actually quite surprised, so I registered it. It's something to know, like cyber-squad kind of, but also it's kind of fun, and then you just park it until somebody comes at it and wants it.

So yeah, there's a business model behind it, there's a burger business model, and from the other side, I guess from what you asked, the question or the statement that you made. The other point is that you get an idea for business and you want

to get the domain name that fits perfectly. Yeah, you definitely should go out and try and buy it.

I got an idea for an app. I still haven't done it, I don't know if I ever will. it was to have a site where it's just specifically people ranting, like the recent Mel Gibson thing and Christian Bale before that. Just people in general who love to rant, which is everybody I know, so I thought irant.com would be a great name, and I thought, "You know, maybe somebody's already done it." I went in and I looked at irant.com and it was parked. I offered the guy some money, and I ended up buying it and hanging onto it just in case I ever want to develop it. In fact, actually most of my domains are like that now, most of the ones are all registered are like that.

Yanik: Yeah.

Randy: The domain names are really important like that. It's your address. Here's the point about the whole thing for the domains for internet marketers and anybody in ecommerce actually: don't underestimate the value of a really great domain name and be willing to buy the .com. If it fits your name, if you can afford it, get it. It will help.

Yanik: Interesting, yeah. I bought internetlifestyle a couple years back from one of the domain guys and I paid like 3,000 bucks maybe, and it's been a great branding thing for me.

Randy: For sure, and that was a great move. I mean, that's not a lot of money in the grand scope of it and it's well worth it. Intrinsically, is it worth 3 grand? For sure, to you and many other people.

Yanik: Yeah, but not to someone just randomly.

Randy: Right, and that's why it's priced accordingly, why it's not 30 grand or 300 grand, which many domains are, if it had a wider appeal. So if you look at it this way: a couple things, a couple different values, one is the type-in value. A lot of people will type in a name, some people, I imagine, you get some type-in traffic, internetlifestyle, somebody looking to see what's there, that's type-in traffic, about 15% of all internet traffic is type-in traffic and it's actually going down, and that's one of the reasons that the domainers aren't making as much money. It's probably closer to 10 these days. But it's traffic nevertheless, and if you look at what it costs you to drive traffic and just do the math there - I'm not great at math, I'm actually really good with just quick numbers and stuff but overall when it gets complex I'm not - but I really keep bringing things back down to math.

If you look at what it costs... Let's just say it costs you a dollar to get somebody to your site and you get 3,000 people a year typing in and they're targeted people

and they want to see what's at internetlifestyle, what you have there probably matches, so after a year, you've paid for the domain. That's the way I look at it. 3 grand, 3,000 people, would have cost you a dollar to get them there in other ways, and the domain cost you 3,000, so right there you got your money back.

"If you're not doing direct mail you're literally leaving a lot of money on the table."

Another way to look at it, too is just the extra door opening possibilities, the marketing proponent of it. It just makes sense. People feel more comfortable. You actually have the domain that makes sense with the product so it will increase sales in a more indirect way and perhaps in a less calculatable way, but nevertheless there's definitely a value.

It's a door opener. I kind of remember talking to someone at the domain event and he said he owns basketball.com. I don't remember what he paid for it, but that's a 6 figure name. Can you imagine the doors that are opened if you go to a sporting trade show? And this was kind of an example he gave. You want to talk to Spalding or whatever, and you give your card and you own basketball.com, you're going to be able to talk to probably the president of Spalding pretty quickly just because of the domain. So it can open doors as well.

Yanik: That's pretty good. Alright, so let's maybe change gears now a little bit. We said we were going to talk about direct mail; we'll leave a little bit of time for the other stuff. Do you want to talk about direct mail offline? I think you've been a big proponent of it, and people sort of neglect that, especially online marketers.

Randy: Yeah, absolutely. If you're not doing any form of direct mail with the online marketing, you're literally leaving a lot of money on the table. I would say, probably more than half. In other words you could probably make twice, two, three or four times as much money if you add a direct mail component to your online activities.

What I mean by that is there are so many different ways of doing it. One of the first ways that I did it, was simply to when I sold one of my online products was to ask online on a page if they want to receive something free. Back then, this is seven years ago or something like that, people were still using cassette tapes, so seven or eight years ago, it was a tape, some sort of a tape.

I was doing like a monthly mentor coaching club or something like that, so do you want one of my tapes? The first one's free. It wasn't even continuity, but it was basically just to get their email address, get them on a direct mail list, send them a tape, and in that physical mail offer, I mean physical mail package, then you have an offer.

That's what I did and it worked really well. I made so much more money from doing that than I did just from the product. I then got turned onto the whole thing of direct mail as the media. The media is the message sometimes; the internet is the media, and direct mail is too.

You're reaching out to people in different ways, and I think that online has become cluttered whereas direct mail now is probably getting somewhat neglected and I think there's an opportunity there. I know there is from my own experience because I have done many promotions where I've just promoted through direct mail and it wasn't even an online thing, it was just simply getting mailing lists. I was doing that.

Actually the way I did it was through joint ventures with other people, so I would contribute something and through part of the deal I would get to build my list of customers of products that I contributed to. For example, if I contributed to an information product that was sold to somebody else's list, all I wanted was to have their contact information out of the deal. I didn't care for any money or whatever. If somebody buys a product that I'm involved in, then let me have their mailing information.

So by doing that, I built up quite a significant direct mail list and then mailed them. In the letter it's, "Hey, it's Randy Charach" and they knew who I was because they had already purchased a product that I was involved in and I did really well doing that.

Now, the problem that I personally came across was marketing to the bizop world. I had just been turned off that industry, that whole thing in the last few years so I don't do it anymore, but the principle is the same: either adding in the direct mail address or get their address through your online efforts and then offer them something else.

Or simply go, you can rent lists and you can do direct mail and it's a less cluttered space and people respond in much, much higher response rates and higher dollar products in my experience doing direct mail rather than online.

Yanik: Cool. And as people want to kind of get their feet wet doing that, what would you suggest? Would it be just a simple number 10 letter with the entire offer inside like a four page or eight page letter? Or what do you think is best?

Randy: Well, the way I was taught from successful marketers to do in that kind of thing, and what I've read and heard is contrary to what I did. Conventionally you do a two step where you send them a number 10 envelope, a letter, something simple; maybe 4 pages, or even a postcard as they get your free report. So that's the first step.

And then the second step is sending them that free report which is typically - and

again, this is one of the reasons I am turned off to bizop worlds - it is typically a sales letter, and that is what a lot of people claim is the right thing to do.

For me though, I tried that and I found it kind of like one more moving part that I liked. I really like simplicity, more and more and more I go for simple - you just try to send the offer. I'll just send them the offer. I'm not going to disguise it as anything other than what it is. And that's what worked best for me.

"I suggest you always do the opposite of what everyone else is doing"

So I think it's important to try both, and I often find that I do the opposite of what everybody else is doing or what everybody else says you should do and find success in those areas. It kind of blows me away each time it happens.

So I suggest you always do the opposite of what everyone is doing or saying you should do, and there's a real important distinction there. I think if you do what everybody is saying you should do, unfortunately, these days, 90% of those people who are saying you should do it have never done it themselves, they've just heard someone else say it. It's become this real big thing, like it's the only way to do it, but the only way to know is to try it because every circumstance, every list, every offer, every timing, every market is different.

The combinations of those are then multiply different, and you have to try different things. So I can't give a real answer other than my best result and simplest way of doing business, which is just sending the offer.

Yanik: Yeah, I like that philosophy and I totally agree that it's got to be different and not following what everybody else is doing is usually one of the best ways of doing that.

Alright, well let's take a little bit of time then and talk about a couple of other areas that we really focus on in Maverick. One of them is just having more fun and creating unique experiences for yourself and others. What's your philosophy on that? What do you think?

Randy: OK, for sure. But let me just go back just real quick, I want to make sure people are just clear on something. When I sent the offers, it was not like a number 10 envelope, it was at least somewhere between 12 and 20 pages, nothing fancy or anything...

Yanik: Yeah, like a full blown sales letter.

Randy: Yeah, exactly, just straight up sales letter. The thing that would have been the

sales letter on the second step.

So as far as having fun, more fun, the Maverick thing I love. As you mentioned in the front of the call I'm a new member. I just joined about 6 months ago or so, whenever you had Underground, and it instantly resonated with me: make more money, have more fun, give more back.

We've talked a lot about making more money so now having more fun. Since my first daughter was born - I have 4 of them. The oldest one is 19, she's my step-daughter, but my first daughter that I seeded, 8 years ago, almost 9 now actually, that's also around the time when, as the story is told as I was giving you the timeline, you can put it back together, that's kind of the time too when I went into internet marketing and stopped being a magician.

It really is interesting, like as soon as Sharon - that's her name, Sharon - when she was born, I made this transition. Like I haven't had a ton of... I've had fun in my life, but I've been a workaholic, and I really was, right from a young age, just obsessed. And I don't know, something just changed. Just like your Maverick Business Adventures resonating with me immediately, it was just a quick immediate thing basically, almost the second I held my own little baby. It was like, "Wow, there is more to life than working"

It's easy for me to say because I was already set financially from the hard work, but also that time I just thought, "Yeah I'm going to have more fun, I'm no longer going to work evenings or weekends. I'm just not going to work evenings and weekends, that's it." And I really actually haven't since; in fact I don't even work most days now, but I'm going to again.

So I decided to have more fun, and by having more fun for me, spending more time with my girls, now that I've got the three little ones, I spend a ton of time with them, going off for a weekend, for a week, then come home again just to hang out and have fun. I got back from that two week trip with you, there's been a week in between and this week I guess I mentioned to you is my first day in the office all week.

I've hung out with my friend, the day we went to Japadog we went for a nice long walk, take them to bike, camp, all sorts of things; movies, play with them, so for me having that down sort of leisure time is great. I didn't mean to sound like I was already set so I could do it.

Here's another very important lesson: back when I went it wasn't just the fact that I went from being magician to marketer that I increased my wealth even greater. I went from millionaire to multi-millionaire, and again I'm not saying this trying to brag or anything, but here's the thing, it was that same time when I decided to have more fun, and I'm going to steal this from Ron Lagrande because I don't know where he got it or if he just invented it, but the less I do the more I make.

I've heard him say that. I'm sure you have, too, and I find that totally works for me.

It's not as simple as saying I'm going to be a bum and I'll make more money, I don't really believe in all that kind of stuff, to the extent that a lot of people do where you just wish for it and it will happen. I think it requires some action, so what I've found is the less mailing I get into with my business and the more I have time instead to go do things that I enjoy, the better the business does.

“I make more money when I have more balance.”

I guess if I thought about it more, I could figure out why, but I haven't really thought about it that much and I know we don't have time for me to explore it now, but I'll think about it after this call and I am sure I will figure out pretty quickly why, it's probably because I screw things up (laughs) when I get too involved.

There's also going to the extreme now where I've neglected stuff and things have not gone well because I ignored them, and there's that happy balance and I think that's actually the point right there. Having more fun is all about balance.

Yanik: Yeah, I think that's a good one, and looking back, you said you're kind of a workaholic. If you were going to give advice for someone who is up and coming and maybe that are not financially free yet, they're working on it and they use kind of the “well I'll have a lot of fun when I'm a millionaire”, what would you tell that kind of person?

Randy: I would tell them, going back to one of my motivational speeches, my grandfather used to say, “When I have more money, I'll have more fun.” No, sorry. So long ago, when I had the money I didn't have the time. When I had the time I didn't have the money, I guess that would be backwards, let me start again. When I had the time I didn't have the money. When I had the money I didn't have the time. Now I have them both but it's too late.

That was worth getting to that, I think. When I had the time I didn't have the money, when I had the money I didn't have the time, now that I have them both it's too late. You know, we only live once; this isn't a dress rehearsal, this is the real deal, so you can't just keep putting things off and deciding you're going to do this later - it's not going to work. In my experience, you can, and everybody will be different, it ends up that I make more money when I have more balance. I give myself that time in between.

For one thing it just clears your mind for greater ideas and creativity. If you're always in something you can never really look from another angle and see something that you wouldn't have otherwise, so I think it's really important. I now bal-

ance work and fun and try to really just focus on the fun when I'm doing fun and really focus on the work when I'm working. I come back clearer and sometimes ideas pop into my head even when I'm having fun and they get stored there. I don't really have to worry about writing them down, they're when I go back to my office stuff, like oh wow, I get inspiration from somewhere.

Yanik: Awesome. Alright, last section, and actually I don't think we've ever really talked too much about this, but what is your philosophy on giving back and giving forward and having an impact? Like I said we haven't discussed this; is that something that you regularly do?

Randy: Yeah, I do more and more lately. That was also something that I think, that if you want to make more money, if you want to have more fun, you really need to give back. It's three pronged in a sense that if you picture it as a stool, like a bar stool or whatever; if you don't have one of them you'll tip over and I think it's really important karmaically, which I do strongly believe in - karma, you know, what you put out comes back to you in many different forms, and sometimes tenfold, both good and bad, and also just directly, like pleasure-wise.

I've become a lot more giving and willing to help more also since I have had kids. I do something now; we go do a mitzvah like a good deed. My daughter Sharon and I, every time we go out, we do at least one, and this is something that is fairly recent, even if it's something small.

So we're out just a couple of days ago and I said OK, keep your eyes open for a good deed we can do. Typically it will be giving food, going in and grabbing some food and giving it to somebody on the street, but we were in an area where there wasn't a lot of that happening and she pointed that out; she said, "I don't think we'll see any...", well it's probably not a nice word, she said bums; "I don't think we'll see any bums here", and I said well there's other ways.

Then she said, "Can I have a treat?" I said okay and I got her a treat. She goes, "There, you just did a good deed." I said, "No it doesn't count." (laughs)

She goes, "But it was nice, but yeah it just doesn't count." It was just a fairly short walk and then we were almost back at the car. When I bought her the treat, there was somebody else standing there, and you know when they're kind of there first but they don't look like they're ready to make a decision and you just know what you want, like I'll just have that sprinkled donut or whatever.

Then we're leaving and I'm thinking I'm pretty sure the lady wasn't ready to order, but I could have done my good deed. I said it to Sharon, I could have asked her, could have at least asked her if she wanted to go first, and that would have been a good thing. So I was like oh darn, I'm saying it in fun, but it's true. I'm like darn I gave my opportunity away, how are we going to do it? So we're al-

most at the car and I see this little old lady with another lady and we start chatting with them and just spent extra time talking to her like 10 minutes instead of maybe one minute, so that's cool. That's going to have to count for today.

So the very small, small tiny thing and it was really more for an example for my daughter, but you know it was good, it was fun, and I actually really enjoyed the conversation with the woman. So whether it's that or making a donation of money and/or your time.

My wife and I are involved in quite a few different charities where we host dinners and we donate money and we sponsor things and all that kind of stuff. I think a nice combination of that; it really enriches your life. It definitely enriches my life. I know it's a good example for my kids; they'll be better people for it, super- important to me, and it comes back karmaically so there's all sorts of good reasons to do it, and there's also some bad reasons and karma reasons not to. I don't have time, whatever.

Charity starts at home, all these different things, you know what? Just put that aside for a minute, and if you go do sort of a good deed for the day, even if it's a tiny thing, you don't have to go advertise it. I've never talked about this before, other than right now because it's come up and it's relevant and it's part of what we do. I don't need my kids to go advertise it, it's something you do because you want to do it and it feels good and it enriches your life. It enriches my life and I encourage other people to go do it, even if it's a small gesture.

I have a whole new thing now, like I used to think I'm not going to give money to people who ask for it on the street because I don't want to encourage that because I don't like seeing them on the street, I think there's other places they should be, blah blah blah. But then I was thinking, why are they on the street? And then I actually researched it a little bit and found out that most of them are because they are mentally ill and there isn't a place for them.

In Vancouver for example, we had hospitals; probably not the politically correct word but mental hospital, I don't know what else to call it. An institution and they closed it down a few years ago, and now, these people have nowhere to go.

So now, I don't say no to anybody. Pretty much if anybody asks me, and I've always been this way, I don't say no. When Chasity, your assistant, emailed me this week to do this, my first instinct was no. It wasn't because I didn't want to do it, I was just thinking because it's summer, I'm taking the summer off, but I was also thinking I don't know what to offer, I'm not really into anything right now. That was the main thing I was thinking. I just feel unworthy of it. That was really

**“I don't say
no to anybody.”**

the bottom line.

Then I thought well gee, that's silly. I can help a lot of people. I've done a lot, and just because right now, at this moment I have nothing going on and I have nothing to promote and nothing specific, no specific wisdom that I want to share, I thought sure. First off I have to do it because you asked me to and also just because it's the right thing to do. I'm glad, I'm really glad we did it because it was great and I actually feel that there's something that someone got out of this that will help them.

Yanik: I sure hope so. I definitely would recommend they shoot us a note if they did. I think there are a lot of nice bullet point gems and nuggets in here for sure. Even that one, just this one that you were just talking about with your daughter, I'm going to steal that. I think even my son Zack who's going to be 5 this summer in a couple weeks, I think he may be old enough to possibly get it, or if not in a little bit, but I really like that and I think that's really cool.

Randy: Yeah he'll get it, he'll get it. Even if he just observes it and files it. The thing is I found myself complaining to myself and to my wife, boy our kids are spoiled, they're brats. You're in there and then I would say things to them like there's kids starving, you should be happy, and all of that didn't mean anything, those are just words, they mean nothing, they have to learn by example.

I know we need to wrap so I'll make this quick, but in the last few days of our South Africa trip where Amy and Clara and I stayed in Johannesburg for a few days after the final game and all that fun, Clara took us to this orphanage where she used to go visit, and it's AIDS babies. These poor little kids, they were born with AIDS, and they're in an orphanage.

We went there and brought them candies and played with them for a bit. Man it was just like, seriously, it was one of the highlights of the trip and I'll never forget that. I just enjoyed it so much and the kids loved it so much and it was just fun, where you think about doing something like that and those types of things.

Then you might not think of it as fun, but it really is, and here's how I want to tie this back to the kids - now I can speak with authority and I can speak and give them and show them the pictures and the video that I took on my iPhone and they can relate to it rather than just saying there's kids starving in India.

That's something that they can connect with and they can speak, just like those, unfortunately, who say you have to do this, you have to do this and they've never done it. They've just heard everybody else say it and they want to be an information publisher. Same thing. We're going to be information publishers to our kids; we should speak with true conviction based on our experiences.

Yanik: Yeah, that's great, that's really great. That point, there's a lot to take away there. Alright, so Randy, I know you said you're not doing much right now, but one thing that you and I have going on right now that we're going to take on pretty soon is the Vancouver Regional Maverick fuse group. You're going to be the regional director there, and where else can people kind of check out what you're doing?

Randy: OK, my main website that lists the different products and things I'm into is randycharach.com, my first and last name, and if you want to reach me directly, just anybody go ahead, send it to randycharach@gmail.com, and I get those, just me.

Yanik: Ahh, cool.

Randy: Yeah, if you want to just ask me anything, whatever, please feel free and I will respond to you. So yeah, we have the regional, that's going to be fun; I think that's going to be exciting and very cool. And just so you know what I'm up to as well, I'm starting a b2b like a business to business SEO kind of company. That's my next venture which I'm going to start right after this summer, so basically in about a month. I've got everything in place, ready to go; I just need to pull the trigger, which I am going to do.

So that's my next thing that I am into, but in the meantime I've got my information projects and stuff. I do very, very few but some speaking gigs, and of course I'm excited about making more money, having more fun and giving more back with Maverick as a Maverick Business Adventure associate, so yeah, it's all good things going forward.

Yanik: Awesome. Well, hey, Randy appreciate you for taking the time. Like you said it's your first day back in the office after your trip. I appreciate you reconsidering and saying yes. I definitely think there's a lot of great info in here.

Randy: Alright, buddy, anytime, thanks.

Yanik: Thanks, Randy, I'll talk to you soon.

Randy: Bye

Yanik: Bye