

# "Killer Conversion Increases Using Laser-Precise Marketing Research"

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**Fred Gleeck:** Welcome, Fred Gleeck here with Glenn Livingston. I've known Glenn for a while and Glenn has become the definitive expert on establishing and understanding what your potential customer's actually need, through use of surveys, so that you can properly customize what it is that you give them and send to them. Glenn, thank you for being on the call.

**Dr. Glenn Livingston:** It's my pleasure.

**Fred Gleeck:** Now with my little brief introduction there, I'd like you to correct me if there's anything that needs to be corrected or added to what I just said if you could.

**Dr. Glenn Livingston:** Well, my background is in both psychology and marketing research. I've run a professional marketing research company for almost fifteen years now and have been consulting for big companies like *AT&T* and *Lipton* and *Nextel* and what not. I think of myself as a specialist in using many types of marketing research. I've become very well known for a type of advanced survey that I've been doing on the internet that's been fairly successful, but I also actually go out and talk to people and do what I do, collect the graphic research, getting into the market and living with them and understanding the customers, is where I really specialize. I suppose today we're here to talk more specifically about the advanced survey process.

**Fred Gleeck:** Yeah and I think that this is important because basically what's happened, and Glenn if you don't mind sharing with my group here, you've had some tremendous success in terms of how effective this actually is. Many people start an online business and basically, it's like throwing darts on a board. The chances of succeeding are slim to none. However, in your case, you've had a pretty good track record. Do you want to tell people how well you've done?

**Dr. Glenn Livingston:** I've done really well. {chuckles} I've been very, very successful in most everything that I've done in my career, except when I got kind of a swelled head a little before 2001 and I put all of my money and everything that I had into

this gigantic conference center and it was tied to the airline industry. A long story short, I hadn't done any research, so I lost two million dollars. I didn't have two million dollars, but I lost two million dollars. It was not fun.

**Fred Gleek:** Painful to do. As a result of that experience, you decided to...

**Dr. Glenn Livingston:** Well, as a result of that experience, I decided that whatever I was going to do. First of all, I was going to do my research, because it was silly that I was a research expert and hadn't done my research for the conference center. Secondly, that I really wanted to work on a dramatically reduced risk way of entering into a market. I have all this experience in marketing research and all this experience in psychology and I was about to turn forty and I just didn't want to fail again. So, I started applying the techniques that I'd learned as a consultant to the internet. About 87% of the projects that I launched were profitable right out of the gate. I went from zero to twenty-eight thousand dollars a month, in eighteen months. It'd been doubling every six or seven months. I started another company that was going along like that and thought; I think; I've got something here.

**Fred Gleek:** Yeah, well I think for the average person listen, their concern is; how can they use your system to make sure that they succeed on the front end and then thrive on the back end. Is that something that you could tell us about?

**Dr. Glenn Livingston:** Yeah, that's exactly what I could tell you about. Is most of your group familiar with *Google*? Or should we start there?

**Fred Gleek:** Well, I would say that most of my group listening is probably familiar with *Google*. Some of them more so than others. Some people know *Google* just as a search engine. Other people know it as an advertising tool. I think most people are familiar that you can pay for click advertisements on *Google*. So let's proceed from there.

**Dr. Glenn Livingston:** Okay. You have to ask yourself; why is *Google* more or less taken over the world and one of the reasons that they are is that they have a very unique model which rewards everybody involved. They got a team of PhDs, rocket science basically, that spent all their time figuring out what people will click on after they type in a particular word. So if someone types in guinea pig or they type in small business and they've done all this computer work to figure out how to rank all of the eligible information out there, including the paid advertisements according to how likely it is that people are going to click on them. That makes the user's experience much better because, you know, the internet is not a super highway, it's more of a chaotic mess of toll roads with potholes and difficult navigation. So, when the user gets from point A to point B as quickly as possible, they feel rewarded. They figured out that they could reward advertisers who provide that short cut for the users to get to what's most relevant to them. So in a word, *Google* wins by obsessively studying what's relevant to people based upon information they get about them when they search. I thought to myself, there's got to be more to this. There has to be ways that you could carry this beyond the click. Once they

get to your landing page if you know they came from a particular keyword. How can I know what *Google* does? How can I know all the information that *Google* knows, about what these people want, so that I can design my landing page so that they're going to click on it as much as they want to click the top links in *Google*?

**Fred Gleeck:** Just to highlight then Glenn, what you're saying is; using your system, you will have separate and different landing pages based on the keywords that people enter to get to your site?

**Dr. Glenn Livingston:** Yeah, based on how people got to the site. This system is easiest to illustrate online, but it's also applicable offline, because there are ways that you can study what type of an offer to make the people, or what type of a landing page to send them to from a mailing list, from a radio advertisement, from a direct mail newsletter. If you track how they got to you, then there's a way to figure out what people who come from that source really want and design your landing pages accordingly. One of the places that this first became really apparent to me, the minute differences between keywords became very apparent to me when I thought about my psychology practice, because I'd spent some time working with suicidal patients. I kind of, inadvertently wound up specializing in that when I practiced. If somebody came in and said; hey doc, I think I might kill myself and I wanted to talk to you about it. I wouldn't panic, because when they said "I think I might kill myself", they were thinking, I think and I might. Verses, I'm afraid I'm going to. So "I think" verses "I'm afraid". If they said, they were afraid they were going to, that meant that they weren't really coming to talk it over, they were kind of on their last straw. By the way the information that I'm talking about here, about suicidal patients is just to illustrate a key difference in marketing language and shouldn't be used for advice on how to actually treat suicidal patients, if you happen to be a mental health worker or otherwise working with suicidal people.

**Fred Gleeck:** So for the uninformed observer, those two statements might look very similar, but for someone like you who's looking at the phraseology and how it relates to creating different landing pages for people that are listening, it would be very relevant.

**Dr. Glenn Livingston:** It would be very relevant. The implication is, when you're working with keywords that someone types in small business verses small business's or guinea pig verse guinea pigs, plural. There can be a dramatic difference. You want to figure out what that difference is, so that you can land them on a hyper-relevant page.

**Fred Gleeck:** Are you telling me that every single keyword that you use to attract your various prospects has a separate and different landing page?

**Dr. Glenn Livingston:** No, in the perfect world, if you had an unlimited amount of time and resources, that might be the case.

**Fred Gleeck:** Right.

**Dr. Glenn Livingston:** But...

**Fred Gleeck:** Instead, you do some grouping.

**Dr. Glenn Livingston:** What you do is you survey people and then there are some formulas that you can apply to the concerns that you illicit from them based on the keywords they come from, that will tell you which keywords you can group together and which ones should be split apart. So, you will usually wind up with between, two and six segmented landing pages. Two to six initiation points for your processes, and then you follow up with those people in a different way depending upon what you discover that they want.

**Fred Gleeck:** Certainly a lot more than most people, who haven't even thought of the idea of having a separate landing page for, anything.

**Dr. Glenn Livingston:** Fred, it's true and a lot of people are reticent to do this when they hear that. What I want to tell you about that, is it's actually less work. I convinced myself of this over the course of launching sixteen different niches. You have to ask yourself, how much work is involved in failing? Everybody has this dream that you can just go out there, push a button and know what people want, write up a landing page and have a sales letter working. But what happens is, you wind up spending a lot of money and a lot of time developing your sales letter, developing your product, investing all of your hopes and dreams in something and people wind up actually spending more time to get less reward. If they actually put the time in up front to do this investigation and figure out that they needed these separate sales processes, the separate landing pages and separate follow-up systems, because you can get five, six times the response like this sometimes.

**Fred Gleeck:** So again, for the people listening, it may sound like more work, but in the end, it's really not.

**Dr. Glenn Livingston:** If you know that, somebody loves chocolate ice cream and you don't have to bother telling them all about vanilla ice cream or strawberry ice cream, when they get on your landing page. Then you saved them a lot of time and energy and you can get double or triple or quadruple the response easily. People that have had some experience in *Google Adwords*, have had the experience of increasing results by breaking their keywords up into smaller and smaller groups and it's always a question of when do you reach a point of diminishing returns. This is just extending this principle, onto the landing pages and actually, if you're talking about *Google* specifically, *Google*, this week launched a bomb and said that they are now considering the relevance of the landing page to the ad that's sent as part of their quality scores, part of what they're going to charge people. A lot of people got wiped out because they weren't doing this. Because they were sending everybody to one landing page that *Google* didn't consider to be relevant. Obviously I don't know exactly what *Google's* formula for that is, but it looks like the internet is going more and more the direction of; you really need to capture as much information about people as possible and direct them to specific pages to give them

exactly what they want, as soon as they want. If you don't, you're going to wind up getting penalized.

**Fred Gleeck:** So in essence, what you are saying is your method of operating has made it so that *Google's* most recent moves are basically irrelevant here.

**Dr. Glenn Livingston:** Yeah, I had to revamp a couple of pages to be even more in line with them, but you know some of my older campaigns, I hadn't done this to the extent that I should have, as I've developed the formulas. But, the newer campaigns were not affected whatsoever and those are the ones that I'm making the extra landing pages. So, I was able to discover that by using this process, if I had used this process on all of my campaigns from the very beginning, then it would have been entirely irrelevant to me. I am convinced it would be irrelevant going forward.

**Fred Gleeck:** For those people who have heard the rumblings from *Google*, this again, reinforces your whole methodology and method of operating as not only, a sensible way to close more sales, but also to greatly keep your costs down with *Google*.

**Dr. Glenn Livingston:** Oh yeah.

**Fred Gleeck:** Glenn, people who are listening have probably heard at some point about, and maybe they haven't, but I know that many people have heard about the whole *Underachiever System*. Which my friend *Ed Dale* and *Frank Kern's* put together which involves asking people a single question. So then, is this really just a massive extrapolation on that?

**Dr. Glenn Livingston:** No, it's got a similar principle. By the way, I really respect *Frank Kern* and *Ed Dale*. I think that people that haven't studied the *Underachiever Method*, probably ought to do that. They are both based on the survey them and sell them model. On a principle that marketing is not much more than asking people what they want and then giving them what they want.

**Fred Gleeck:** Mmhmm.

**Dr. Glenn Livingston:** Which I fully believe in. But, this is much different than that in a sense that, what people want is only a small part of the story. The rest of the story is, why do they want it? That's a big part of the rest of the story. If someone is searching for guinea pigs and they say that the most important reason that they were searching and what they are searching for is how long do guinea pigs live. But, the reason why they're searching for that is because they previously had a hamster and little Johnny was devastated when the hamster died after only six months and they don't want to go through that again. Well, I'm sure you can see the enhanced sales information you have when you turn around and present to them that guinea pigs can live for up to eight years, so you don't have to worry about little Johnny being devastated next year like when his pet hamster died. So why they were searching is a really important part of this. One of the other big differences is that, I think that, the *Underachiever Method*, to a certain

extent, I've never actually gone through their whole system. I've studied the free material they have out, but I've not gone through their whole seminar, so I'm maybe speaking out of turn. I think that inherent in the idea that you can just ask people what they want and then give it to them is a marketing illusion, which is that, you know if 70% of the people say; I want to know how long a guinea pig lives. Then that's what you really sell them on and it ignores the difference between the price of entry to a market and the points of difference. That can frequently be the difference between what people will pay for and what they want. So, if you were to look at guinea pigs on the internet, you'd probably find information very quickly on the left hand side about how long do they live?

**Fred Gleeck:** The left hand side, we must refer to for people, those are the natural search engine listings.

**Dr. Glenn Livingston:** Yeah. The free listings that nobody's paying for when you click. It might be really easy for consumers to figure out how long guinea pigs live, but what's really hard for them, is finding out how to tell the gender of a guinea pig, you know, within a couple of weeks after it's born. It's the difficult to find information, combined with a couple of other measures of how intensely they desire it, that in my experience, makes people more willing to pay for something. As opposed to, just requiring it in anything they'd consider paying for. So it's the price of entry verse point of difference. Price of entry is what every product has to have to even be considered. Point of difference is what pushes them over the edge to buy it.

**Fred Gleeck:** Got it.

**Dr. Glenn Livingston:** Another very important distinction in what I do verses the *Underachiever Method* is that I take the open-ended responses. An open-ended response; what's your single most important question about guinea pigs. That's an open-ended question because it doesn't have a predetermined list of things that people can answer. I take those and I quantify them. I've got a process of building a set of categories and then sub issues under those categories, so that I can then statistically analyze them, so that I can figure out which are the ones that people might be interested in paying for, verses the ones that are just frequently asked questions. So what I'm saying here is, the whole concept of the FAQ is really only part of the story. You really need to be able to quantify things and kind of break them up into subgroups to compare the information that's really hard to find verse the information that's just expected. Is there any question about that? Or should I go on?

**Fred Gleeck:** Yeah, that makes sense.

**Dr. Glenn Livingston:** Okay. The next thing is that I'm interested to know whether people would leave me their phone number to follow up with them personally, for two reasons. First reason is, that I think that it's indicative of their level of need and as a marketer; I want to have relationships with my customers ongoingly. It's also indicative of how willing these people might be to have that type of a follow-up relationship and it

empowers you to look at the questions that people who are interested in the follow-up relationship are asking, versus people who are not interested in the follow-up relationship. You can focus on the questions that there's a greater level of relationship need behind. The implication is you'll be better able to build an ongoing business from that, as opposed to a one shot deal. What I also find is, that people are more likely to buy in the first place if they're interested in your relationship. The second reason I ask for the phone number is that, there's nothing like talking to people, so once I've done all these statistics, I just get on the phone and I do a little rap group. I remind them of what they said in the survey and I ask them to expand on it and I really get the guts and the passion behind this.

**Fred Gleeck:** The people who have given you their phone number, have already purchased the product?

**Dr. Glenn Livingston:** Oh, I am talking only about the survey right now.

**Fred Gleeck:** Ah, just the survey. So in other words, and the people that have agreed to let you call them, would you consider this call merely a survey call, or is it also somewhat of a sales call? How many people then end up buying the product as a result of that call?

**Dr. Glenn Livingston:** That's a really interesting question; I'm kind of a research purist.

**Fred Gleeck:** That means you're not trying to make it a sales process.

**Dr. Glenn Livingston:** I'm not trying to make it a sales process when I'm doing the research. The only time I've advised people otherwise, is if they've got an existing business and I've actually seen situations where the process of engaging people in a survey, winds up enhancing their sales to the people who took the survey. Just because of the level of engagement and it got them to think about things and it got them to think that they cared.

**Fred Gleeck:** Mhmm.

**Dr. Glenn Livingston:** But I think that if you can afford to send some people to a survey and lose the traffic and lose a little bit of income while you're doing it. I think it's generally better to think of researcher's research and just give them the product or give them a big discount on their product as a thank you for...

**Fred Gleeck:** Participating.

**Dr. Glenn Livingston:** Yeah.

**Fred Gleeck:** Well then, what's next? Okay, so you've now determined that a certain amount of people who clicked through on *Google*, have agreed to give you their phone numbers and that. What's next in the process?

**Dr. Glenn Livingston:** There's five or six other things that are important in the survey process.

**Fred Gleeck:** Well, let's talk about those. What's next in the survey process?

**Dr. Glenn Livingston:** The one you just mentioned was what percentage of people are actually taking the survey and I think they do that on the *Underachiever Process* as well. When I've heard the *Underachiever's* talk about their percentages of people taking the survey, they're looking for a hard and fast guideline.

**Fred Gleeck:** If less than 5% then...

**Dr. Glenn Livingston:** Yeah, now there's a reason that they're doing it and its kind of a thumb rule that scares people from having to do some additional math. But the reason that they do that is that the percentage of people that will take the survey corresponds to the percentage of people that are likely to opt-in to a list later on. Which corresponds to the percentage of people that are likely to buy later on, right?

**Fred Gleeck:** Right.

**Dr. Glenn Livingston:** So what I like to do is do the math. So as I'm going into a market and if I see that, you know, I can get clicks at ten cents apiece and ten percent of those people will take my survey. That means its costing me a dollar a survey, because it's costing me ten clicks to get a survey. If it's costing me a dollar a survey, usually, for like a seven question survey, I believe that it's 2.2. I believe if 10% of the people are taking a seven question survey, that I can usually get 22 % of the people from that group, from that source of traffic to sign up for a list. Then I can usually get 5% of the people who signed up for that list to buy a product. So what I'm saying is if you can look at a market and you see that the average marketer on the front end is selling a thirty-dollar product. And you know its costing you ten cents a click and its costing you a dollar survey, because ten percent of the people taking the survey, then it's probably going to sot you like fifty cents per sign up, lets just do round numbers.

**Fred Gleeck:** Mmhmm.

**Dr. Glenn Livingston:** If you know that one out of twenty of those people is going to probably buy, well, you can estimate your cost per sale from that keyword group. So in this case it would be roughly ten bucks and that would be okay. That would be a viable group, if I'm selling a thirty-dollar product.

**Fred Gleeck:** Right.

**Dr. Glenn Livingston:** Of course, there's a lot of factors involved in there. I don't know how well the copy's going to come out and I can't promise people its going to happen. But it gives you a method of going through and figuring out which groups are producing actions at a rate that should correspond to sales that are affordable later on.

**Fred Gleck:** Now the other thing for people to remember, who are listening to this program is that your traditional metrics and closing ratios will be thrown completely out of whack if you use Glenn's system, because you're going to be getting people to the right landing page and therefore, its been your experience Glenn, that again. It all depends on the copy. But what kinds of numbers have your copy produced in terms of closing ratios? Because of your ability to customize the landing page with the keyword.

**Dr. Glenn Livingston:** You know, I think that 5% of leads buying is fairly safe. I've had as much as 12% buying, depending on the specific offer.

**Fred Gleck:** Yep.

**Dr. Glenn Livingston:** Now Fred, I should say that these are pages where I wrote the copy and I'm really a pretty bad copywriter, just not my forte. My forte is research.

**Fred Gleck:** Yep.

**Dr. Glenn Livingston:** I think that if you go into a market and you hire a good copywriter, that you'll probably do even better than I would. I've been more interested in developing the formula and understanding how these markets work. It's been more profitable for me to just launch project after project lately, because I've had such a high success rate.

**Fred Gleck:** If you were to do both, which is do your kind of research and write the copy, then you've got a home run.

**Dr. Glenn Livingston:** There you go. What we were talking about was a few more differences in the survey process. I just want to mention a couple.

**Fred Gleck:** Yeah.

**Dr. Glenn Livingston:** You also want to understand in your survey, how deep people are in the market. So, if I was talking about a guinea pig market, do they own guinea pigs already and how many? So you can look at the different kids of questions submitted by people at different phases of the product fanaticism, so to speak.

**Fred Gleck:** Mhmm.

**Dr. Glenn Livingston:** You want to understand who is most hyper-responsive, because you know, it's the whole 80/20 rule. Usually 80% of your profits come from 20% of your customers. If you take it a level further, you'll find that 64% of your profits come

from 4-5% of your customers. You want to have a method for understanding who those 4 or 5 percent are. In the survey, you can do that by seeing who left their phone number, who left longer responses, who's looking for information they say is really difficult to find, and then looking at the specific information they want compared to everyone else. Also looking at their demographics and a number of other things. This is all geared toward understanding the full continuum of concerns that people have and how that continuum fits into segments and then how those segments fit together. This is actually a really important point; it's a little bit complicated so I hope you'll bear with me for a second. This actually flips the common sense that people have about keyword marketing on its head. Let's use the guinea pig market as an example, because I keep talking about it. Traditionally, little Susie comes home from school and says; Mommy, I saw a guinea pig at school and I want one. Mommy gets on the computer and types in guinea pig and as she's typing in guinea pig, she learns about the origin of guinea pigs and how big they are. Whether they're friendly with children. She says; that's interesting. I guess I should have typed in guinea pigs because she picked up that most of the sites that she's looking at talk about guinea pigs as opposed to guinea pig singular. So she types in guinea pigs and then she starts to find more information about how to care for guinea pigs. How to build cages. So she types in guinea pig cage and she learns more specifically about that. Then she gets around to typing in, buy a guinea pig or rescue a guinea pig or where do you get a guinea pig. So what I'm saying here is there is a continuum of search experiences. Sometimes this occurs in a day or one search session. Sometimes it can occur over the course of months, as people get deeper and deeper in the market. What most marketers will agree upon and you'll see this in the pricing of the pay per click words. Is that the words that are deeper in the continuum are more expensive, because when someone types in buy a guinea pig, they're much more ready to buy, right? They're much better prospect.

**Fred Gleeck:** Right.

**Dr. Glenn Livingston:** Okay, as a matter of fact, those words could be as much as five or six times more expensive than the word guinea pig. Let me ask you a question. What if you pre-understood the pathway that people were going to take from the moment they type in guinea pig to the time they get up to buy a guinea pig? What if you knew all of the information that they were going to need to learn and how they were going to move from step to step to step. If you knew that, you could intercept them when they type in the general word, like guinea pig and you'll find that those words are much less expensive and they are much more voluminous than words like buy a guinea pig or how to rescue a guinea pig. All of a sudden, you gain the ability, not only to monetize words that other marketers can't monetize, but to get a tremendous volume of people, because you are taking an educational approach.

**Fred Gleeck:** I need to step back a little bit here, because I'm getting confused and I know some of our listeners might be as well.

**Dr. Glenn Livingston:** Sure.

**Fred Gleeck:** So what you're saying is, that the more specific set of keywords you get, generally the more expensive they are because people are further along in the buying process and getting closer to buying, correct?

**Dr. Glenn Livingston:** Mmhmm.

**Fred Gleeck:** When you use the more general words, however, they aren't. But your system allows us to intercept them, how? How do we do that? How are you doing that?

**Dr. Glenn Livingston:** That's a good point. If you're doing this online.

**Fred Gleeck:** Yep.

**Dr. Glenn Livingston:** Then what you're starting out with is an exhaustive keyword building process to understand all the keywords in your niche and we can talk about that for a very long time, but the basics of it are, focused and deep. So you might be tempted to go learn about hamsters and chinchillas when you do this, but my experience says that you're better off sticking very strictly with guinea pigs. Then you, to the best of your ability, group those keywords into like mindsets. So you might have twenty different keyword groups. A group about guinea pig care. A group about guinea pig breeding. A group about guinea pig cages. And you send each of those keywords to a survey page and you track where they came from. So when you finally get your survey data back, you know, not only what the most important question people had about guinea pigs was, but how does that differ depending upon which keyword group they came from. Then, when you go through the process of analyzing the survey, which is a little intensive. You first get a sense of the spectrum of concerns that people have and how they fit together. Then you see people land on the spectrum, depending upon which keywords they typed it.

**Fred Gleeck:** Again, going back to the cheaper keywords, which all of us want to try to use if we can, those are the more general. You're telling me that we can, through our survey, figure out the people who choose those keywords and how we should customize the landing page to maximize our sales to them. Again, it's so large that I'm a little bit confused on how we make that jump. How do we get to use these inexpensive keywords, yet, be effective dollar wise in presenting them with the correct landing page to get a higher percentage of sales?

**Dr. Glenn Livingston:** Okay, I guess the step that I left out is that I generally market in two steps. So I don't send them usually directly from my advertisement to a sales page. I send them to a page where they can opt-in for a newsletter, sometimes they'll leave me their phone number and I'll do a telephone follow-up as well. But, I market by trying to form a relationship with people.

**Fred Gleeck:** So this would be the traditional two-step sale.

**Dr. Glenn Livingston:** Mmhmm.

**Fred Gleeck:** Okay.

**Dr. Glenn Livingston:** So if they type in guinea pig, I know that they're really interested in the origin of guinea pigs and where they come from and how big they get. And so, I might have a landing page that says, sign up for my guinea pig newsletter and I'll tell you all about the origin of guinea pigs and blah, blah, blah. Then I'll hint at the other things that they're going to learn, because I know that they might also have on their mind, some of the other keywords that they picked up about whether guinea pigs are good with kids, from the guinea pigs plural keyword, from the next keyword in the sequence. But, I'll focus the landing page on what's specifically on their mind with that keyword. Then when they sign up for the newsletter, I will order the follow-up sequence emails that I send them, bit by bit or the offline newsletters that I send them, bit by bit. I will order that in order to educate them about what's next. So, what have I done there? First of all, I've taken them out of the competitive environment. Now, instead of them having to search, they're getting the information that they would have gotten as they got deeper and deeper into the market, but it's being sent to them directly everyday. So there's this great sense of relief that comes to them that they'll no longer have the frustration of searching and they bond to you. If you do this right, it's actually opposite of SPAM. People are always surprised to hear, not only that I send most of my niches emails every single day, sometimes twice a day.

**Fred Gleeck:** Yeah, that's amazing.

**Dr. Glenn Livingston:** But that also Fred, if I don't send it to them, they get mad.

**Fred Gleeck:** They're annoyed.

**Dr. Glenn Livingston:** Yeah. The reason is, is that I've done so much research to understand what they're trying to learn in their search process, that I've saved them a great deal of frustration. You actually taught me, many years ago when you were my mentor; I guess you're still my mentor. But many years ago, you taught me that if you tell people everything you know that they'll want to pay you to tell them again. I find that to be very true. I send them all this information and people generally don't save and organize the information and try to put it all together in a book, so eventually, they say, I need to have this product or I need to have this book because I haven't been paying close enough attention. This guy really knows what he's talking about and he knows exactly what I want. So, you bring them from segment to segment to segment and all along the way, you periodically send them to your sales letter. You customize your sales letter based upon where you know they are, in that continuum. Did I lose you?

**Fred Gleeck:** Nope, you're good.

**Dr. Glenn Livingston:** Okay, that's really the basics of how my process is distinct and different from the *Underachiever* market. It's kind of like that game *Othello*, I can describe it in thirty minutes, but it takes a while to master.

**Fred Gleeck:** Well, here's my question, one of the things that I always found interesting was when I was sitting in the seminar, one of the things you talked about, you actually benefit as a result of people competing against you. Could you talk to that point?

**Dr. Glenn Livingston:** Yeah, I suppose the best way to describe that is if you want to look thin, hang around with fat people.

**Fred Gleeck:** Hmm.

**Dr. Glenn Livingston:** Because hardly anybody, in my experience, nobody, takes the time to do this research. So what happens is, the level of frustration that they average searcher experiences in trying to get the information that they want from other marketers, starkly contrasts. So the lower level of frustration that they have to try and get the information from you. So I've found that every time I talk about guinea pigs, someone else tried to go into the guinea pig market.

**Fred Gleeck:** I was just going to say that. Whenever somebody mentions something at a seminar, within two or three days there are eight competing sites.

**Dr. Glenn Livingston:** {chuckles} Right. So the first time that *Perry Marshall* asked me if I would talk live about the guinea pig site, which by the way, brands me as "*The Guinea Pig Dude*" forever on the internet.

**Fred Gleeck:** Right, exactly.

**Dr. Glenn Livingston:** I was really scared about it, because I said well I don't want to give away my secrets and then I saw that my sales would actually go up. So now I'm like, please, somebody else try to do the guinea pig market. {chuckles}

**Fred Gleeck:** Right, it's just when I talk about the idea of the difference between knowledge and implementation. If everybody knows how to do it and isn't doing it, all it does is it just benefits those who do, do it.

**Dr. Glenn Livingston:** Exactly. Fortunately and unfortunately it's hard to get people to do this because they misunderstand when they think that the extra work is really more work. When it's actually just moving the frustration and time they are going to spend failing later on, or not succeeding as much as they'd like to, up front in the process.

**Fred Gleeck:** So now you Glenn, proceeding along here in the course of the guinea pig business for example, you always talk about the idea that you can double your existing business again and again.

**Dr. Glenn Livingston:** Yeah, well in the guinea pig business, I don't know if you could double that over and over and over again, because...

**Fred Gleeck:** There's a certain wall...

**Dr. Glenn Livingston:** Yeah, there's a certain number of people in the niche and there's only a certain amount of money that mothers going to pay for little Susie and her guinea pig.

**Fred Gleeck:** Right.

**Dr. Glenn Livingston:** But there are two approaches you can take; you can either launch niche after niche after niche after niche after niche like this, which is what I did originally. Or, when you implement the full process that actually works better in competitive markets than in niches. One for the, if you want to look thin then hang around fat people, but secondly there's a whole other way to think about this. What you can do is look for a market where people are making money already. And if you can find a market where people are making money already, but they are not privy to this level of intelligence, and you can gather this level of intelligence about the whole market, then you can go out and strike affiliate deals with everybody that is making money in that market and not have to come up with a product on your own. All you really are at this point is a relationship manager. You figure out how to get people onto a list. You know exactly what they want and when they want it and you kind of, order the market. You send them to which existing product at the exact point in their continuum that you know that they need it. And you can go out and interview some of these people to promote it, kind of like you are interviewing me now. In a very competitive niche, you become like the radio station for that niche and people bond to you more than they bond to anybody else and you kind of direct the traffic flow and become a super affiliate for all the products. That's the type of thing that I think you can double over and over and over again. I'm starting to have that experience now, because then you've already got the products established. It's a large niche, there's a lot of money and a lot of potential and you can make as much or more than anybody else in the niche.

**Fred Gleeck:** You don't actually own the product, you just manage the relationships.

**Dr. Glenn Livingston:** Yeah, I'm very excited about it.

**Fred Gleeck:** Excellent, cool. Let's sort of move on then. Now, the whole thing is, again you can take and launch new products fairly easily. You can take and increase sales from existing businesses, sort of identifying those market gaps. But this particular process isn't for everybody. For the people who are listening, there are people that shouldn't do this.

**Dr. Glenn Livingston:** It's not for everybody. I think that people have to have a certain amount of failure behind them before they are ready to do it, because this is not something that you can be up and running in two weeks with and making ten thousand dollar a month right away. You can't tweak a couple of words in your webpage and make fifty percent more. This is a commitment to do what it takes to thoroughly understand your market better than anybody else. I believe these are the best tools to

thoroughly understand your market better than anybody else, but you've got to be willing to embrace it and believe that its worthwhile and worth doing. It's not something to get in and dream about or hope its going to work for you in two weeks. It probably takes three months to do a project from beginning to end. I've written outsourcing guides, if you don't want to do the coding yourself. If you want people to do more advanced statistical analysis and we go through some of that in the seminar, you can use these guides to send out RFPs and get people to do that without having to know any statistics or anything like that.

**Fred Gleeck:** So all of these components, you've broken it down so that people will then be in a position to know who and how to hire.

**Dr. Glenn Livingston:** Yeah, to tell you the truth, more for myself than anybody else because I needed to minimize the labor on my part so that I could roll this out on a bigger level.

**Fred Gleeck:** I understand. So then, tell people who are listening if they become intrigued by this whole process and are willing to do the work and in some cases the people who are listening will be able to double, triple, quadruple what they're making if they're willing to take the time and do the work correctly.

**Dr. Glenn Livingston:** Absolutely. If you look at the page, you'll see a lot more description. There was a live seminar where I presented this for two days. I invited, really some of the top marketers in the world, including you Fred.

**Fred Gleeck:** Oh, thank you.

**Dr. Glenn Livingston:** *Perry Marshall, Bill Harrison*, people like that. I invited them to my home. We had sixteen people there and I encouraged them to ask me questions throughout, the way that you're doing now. So that I could clarify everything for people and also so that people could add their own unique marketing insights and contributions. I think it was a very valuable couple of days. So if you're interested, you can see the comments of people at the seminar, you can actually watch a little clip from the seminar to get a sense of what happened there and learn more about what you are going to learn. That kind of thing.

**Fred Gleeck:** Excellent. So is there anything more that you want to tell us about either, the process or the product that we're encouraging everybody to just go ahead and take a look at it and see if it's for them.

**Dr. Glenn Livingston:** Here's the deal. If you can't tell I'm psychotically obsessed with this process and I couldn't help but watch the seminar several times myself after it was done. As I was watching, even though the second day everybody agreed that it was perfectly clear and that they knew what they were doing. I realized that it would be even clearer if I made some additional, sit over my shoulder and watch me work on the computer DVDs. So, I've got up three hours of those where you can actually watch me

setting up a survey and watch me building a code for the open-ended questions and watch me do an analysis. Then I have also got some similar videos that I did a year or two ago for people who need to get up to speed on some of the basics, like how to set up a website and how to actually use a survey service to do your survey. How to record audio and distribute it online. How to use *Elance* to outsource some things. How to write teaser advertisements. How to work with *Google*. Really, a lot of the basics of online marketing that I don't feel are my unique contributions but...

**Fred Gleeck:** People needed them as a basis.

**Dr. Glenn Livingston:** People needed them as a basis and they might like to see how I do it in particular

**Fred Gleeck:** Tell them a little something about, just highlight some of the other things that they get, because I really think it's a great product!

**Dr. Glenn Livingston:** One of the things that I'm sure that they'll want from your group are two of your seminars. Fred was my first online marketing educator; first online mentor and I've got an affinity for Fred, for the way that you present the basics of information product marketing, not really just the basics, but advanced material as well. You've been kind enough to consent to let me deliver two full seminars in MP3 format, on a CD with the package that people can listen. There's an interview with *Perry Marshall* that I did about direct marketing. There's several hours of exercises and specific metrics that I use to identify a new product niche. I know that a lot of people don't have niches and they are confused about which ones to go into. I think I've got a unique process for identifying that, which involves both my experience as a researcher statistician, but also my experience as a psychologist and helping people coordinate products that are uniquely suited to their personality. Of course, you get the whole seminar in DVD and all of the audios. I think that's it.

**Fred Gleeck:** Sounds good to me, I think that it's important that if people have been intrigued by this process, and again, I mean, I've seen you do it and its working. The thing that really, really sells it for me is the whole idea that you should invite people to compete against you, because of the looking thinner when their fat people around.

**Dr. Glenn Livingston:** {chuckles} What happens is, the people that compete against you, usually they don't last that long and if they do, then it's because they are good enough to understand the market. If they understand the market then they'll understand that you understand the market and they'll approach you as a joint venture partner and you can actually benefit even more from that. I think it's the most secure business model that I have found. I think that, if I can be my own cheerleader for a second, I think that it's rare for someone to have the experience in psychology and marketing consulting for large companies and internet marketing at the same time. So I think that you are going to get some unique perspective that you don't get from the standard marketing crowd. I would like to encourage everybody to go over and take a look.

**Fred Gleeck:** Perfect. Yeah, I think that it's giving people a lot to think about and a lot to chew on, but folks, I know Glenn and I know that what he does is for real. This is the kind of work that he does and gets paid tens if not hundreds of thousands of dollars from corporate clients, when dealing and helping with marketing research. Taking that level of knowledge and putting it into the small niches like the people listening here. It can really have dramatic effect. So Glenn, I want to thank you for taking the time and folks thanks a lot for listening to this tape.

**Dr. Glenn Livingston:** Thanks Fred.

**Fred Gleeck:** You got it.

*Thanks very much for your time and attention. If you would like to find out more about the Comprehensive Marketing Research System that I have used to succeed in market after market, please visit [www.HowToResearchYourMarket.com](http://www.HowToResearchYourMarket.com)*