

Jonathan Mizel & Glenn Livingston

"How To *Double (or even Triple)* Your Current Business AND Successfully Enter New Markets With *Virtually No Risk* Using Step By Step, Laser Precise, Virtually Fail-Proof *Market Research*"

(One of Several Audios In Your Series of FREE Marketing Research Trainings from Drs. Glenn & Sharon Livingston)

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.HowToDoubleYourBusiness.com.

Jonathan Mizel: Hi, this is Jonathan Mizel and today I am going to be talking with a very good friend and long time client, and really an amazing marketer, a gentleman by the name of Glenn Livingston, actually Dr. Glenn Livingston.

Dr. Glenn Livingston: {Chuckle} Go ahead say it, Dr. Livingston I presume

Jonathan Mizel: Okay, Okay Dr. Livingston I presume, I think when we were actually doing our weekly coaching sessions, that is how I used to pretty much lead every call. So what we're going to talk about today it's really a rather incredible story and a number of really amazing techniques that Glenn has developed, perfected, as a niche marketer on the internet and really kind of gel out what he does and how successful he's been. Kind of go over not only his story, but just kind of review some of the techniques that he uses to make an incredible amount of money on the internet using his background as a market researcher and also just as an online marketer. When we started, Glenn I am going to tell a little bit of your story.

Dr. Glenn Livingston: Oh sure.

Jonathan Mizel: I think we started working together back in 2003 and Glenn contacted me and he wanted to promote, I think it was your practice at the time? Glenn comes from a market research background. What was it that you originally wanted to promote?

Dr. Glenn Livingston: I was a *Fortune 100* consultant, actually, doing large marketing research projects. I had always been perceived as a mad scientist, and at that time, it was after a real crash and we were heavily invested in a big conference center and we lost two

million dollars, which was not fun. I saw it as an opportunity to remake myself and I was hoping to set up a direct marketing deal flow underneath the business so that I could really expand the marketing consulting business, but the truth was I was really very burnt out from working with clients.

Jonathan Mizel: Ideally, I think that you came to me and we started working together trying to figure out a way to put together fifty, hundred, two hundred thousand-dollar clients. The *G.E.*'s, and the corporate *Fortune 500* and things like that. But what happened was, is when you started working with our coaching group and kind of interacting with some of the other members and people that we were working with, you were a bit taken with the idea of passive income. I think back in 2003, I had a real bug up my butt because there were all these young kids who had just started out marketing on the internet and they somehow positioned themselves as them being the inventors of niche marketing, which, was probably the oldest and most established form of marketing out there, whether it was online or offline. Having had a lot of experience in this particular field, I worked with and was working with at the time, a number of people who were doing a lot of direct marketing projects and some of them were making fifty, hundred, two hundred thousand dollars a month. I actually had one client who was doing in the weight loss industry two and a half, three million dollars a month. We had some really significant players and a lot of people making a lot of money, largely in a passive direct marketing fashion. Glenn just thought that was so cool. I remember it was this one session that we had where you said; you know, let's table all that *Fortune 500* consulting stuff. And you said; let's just say I wanted to start from scratch, where I had absolutely no attachment to the large corporate consulting clients or any of that other stuff that I was doing before. What would you recommend that I do? It was obvious, because at the time, this was kind of when *Google* was especially affordable and there were so many opportunities for traffic. I said; Hey, I would go into niche marketing and I would figure out which niches out there you could capitalize on, based on your experience or your hot buttons or just your interests. I remember you said; Well, do I really have to be interested in what I'm selling.

Dr. Glenn Livingston: {Chuckles} Right.

Jonathan Mizel: I said no. I said the nice thing is you can just use that system that so many other people are using, which was, figure out what kind of niche you might want to go into, do some surveys, and create a little sales letter and basically capture customer data. Let the customers tell you what they're interested in buying and then produce the product after the fact. Now when normal mere mortals in the marketing industry heard that, they used all kinds of systems out there and there were all kinds of courses and people were telling their customers; here's how you do it, that's how you do it. But the thing was, Glenn, having this amazing background in market research, in branding, in direct marketing, in understanding keywords and also, let's say you're also a psychologist.

Dr. Glenn Livingston: A clinical psychologist, yes.

Jonathan Mizel: Yeah, I mean, he has a very deep understanding of what gets people to move. What gets people to take action? You just thought that was great and you did stuff that I was very impressed with. I would tell a lot of my clients, I'd say; do this, or try that and most of the time they wouldn't do it or try it. Glenn would not only go out there and try it but he would then perfect it and then he would improve it and actually take the techniques of niche marketing so much further. I mean, I think at the time there were a couple marketers out there using this niche marketing method and they weren't following up with clients. They didn't have a backend. They were name squeezing, capturing data on this. They weren't doing any of this stuff. So all of this stuff that sounded revolutionary to the average person, Glenn took and started to use it. And then really put in on overdrive, on steroids really and developed some new niche markets, found stuff out about these markets that really improved conversion rate and turned some of these promo's, in fields I should say that other people were struggling in. It's some real big blockbusters for you, is that accurate?

Dr. Glenn Livingston: Oh yeah, and after a while, after I'd gotten to the third or the fourth product that I had launched successfully. I started to realize that there was a set of principles and a formula that I was developing. I started to focus as much on understanding the formula, as I was developing the markets themselves.

Jonathan Mizel: Right, I remember when we first started to work on this niche stuff and your own target marketing projects, which I know, some people were laughing about. I think the first one you did was guinea pigs. And so we researched the market and there were maybe one or two other people in that market.

Dr. Glenn Livingston: There was nobody at the time.

Jonathan Mizel: Oh, there was nobody.

Dr. Glenn Livingston: No.

Jonathan Mizel: Oh but in some of the other ones there were some competitors in there, but whenever you went into a market you'd see that if there was nobody in there but there was search inventory. There were people searching for it and you knew you could go in and make a splash. If there were people in there, usually, they weren't doing any of the things that you were. They weren't doing any of the advanced marketing. They were capturing names. They weren't following up. They weren't really getting down and deep into the keywords, like you were. So tell us what happened when you first went into this first market, this was guinea pigs right?

Dr. Glenn Livingston: Yeah

Jonathan Mizel: I thought that story was so amazing because every time we would work together you would call me and I think the first time you said; well I made like five hundred bucks or something.

Dr. Glenn Livingston: Yeah, it had launched with a couple hundred bucks in the bank. Jonathan, in the guinea pig market originally I was doing just a straight, simple survey. What's your most important question? Then, kind of, taking the information that people gave me and feeding it back in a sales letter and having a writer put together a book on that and then selling an e-book. It was a very straightforward very much like the under achiever process is.

Jonathan Mizel: Right.

Dr. Glenn Livingston: So I was really not doing anything fancy at the time, I was kind of cutting my teeth on direct marketing methods and understanding sales copy and that kind of thing.

Jonathan Mizel: You were name-squeezing people.

Dr. Glenn Livingston: Oh, I was name squeezing them and I was testing and tracking. That's part of my degree. When I got my PhD, I wound up teaching a class called the Multifarious Modeling of Human behavior and I learned all kinds of fancy things about how you break down surveys and all this kind of fancy stuff.

Jonathan Mizel: {chuckles}

Dr. Glenn Livingston: You don't really have to do all that now in the way the system's evolved. But I started to look at how you could apply that to these surveys. So, I wouldn't just take the open-ended answers for granted. First, I would start cross tabulating them against other questions in the survey, which means, like look at the differences between questions women submitted and questions that men submitted and older people verses younger people. One of the key things was looking at the difference between people that said that the information was really hard to find or really easy to find. I started to really point out what the point of difference benefits in the market were, as opposed to, the price of entry benefits. I think, by the way, that that's kind of an illusion that people have about surveys. I think that if they go out and give people the survey and ask them their most important question about guinea pigs, for example. Then they look at the responses in order of descending frequency, so they take the most frequent response, the second most frequent response. That becomes their outline towards the relevant emphasis they're going to give to the sales letter and how they're going to write their product. What that overlooks entirely is the fact that some of the information are things that are really price of entry. Those are things that everybody expects to be in any product. Those are things that you can usually find the information relatively easy on the internet for free. That's not things that people will open up their wallet and pay for.

Jonathan Mizel: Just because those are things that they want to know the most about.

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: Let me throw something in there because that's very interesting. This method was popularized by a couple of guys. It was called the *Underachiever Method*. A lot of people had been doing this before; this is not something that was invented by them specifically.

Dr. Glenn Livingston: It was originally from the *Robert Collier Letterbox*.

Jonathan Mizel: Yeah, this is a process, that was an old established process. What the guys that popularized it did, is they actually kind of updated it for the internet. For people who know me, people who have worked with me, know that I tend to like formulas. I like formulas because if you are out of ideas or you're not sure where to go or you don't know how to proceed, you just follow the formula. In any particular field, in any particular niche, if you use this formula, you'll probably have some degree of success. Which is why a lot of people came in and used this formula and did make some money. But what these guys were talking about and I think that they were saying, well just give me \$500 or \$1000 bucks a month each. To me that seemed a little bit wasteful and I think to you as well, because if you start to look at the process of surveying people and then taking the most popular answers and that's your number one sales bullet and the second most popular answer is your number two sales bullet. It also outlines some of the chapters in the information product that you create, you totally discount a lot of the advanced market research info that you know to be true, just based on your background.

Dr. Glenn Livingston: Oh, sure.

Jonathan Mizel: So, if you have nothing else going for you, if you have no other way to proceed, I think formulas are fine, but what happens so often is, it either only generates five hundred or a thousand bucks a month. In which case, it's really not worth it for you to proceed, or maybe it just breaks even and it doesn't actually make money. Whereas, if you just did a couple of the little tweaks that first off, you know, I was recommending that you did. You know, you could get that up to four or five thousand a month. Then if you start to do what you did to it, it's like; oh my God, you can double it again to ten, fifteen twenty thousand dollars a month. Depending on the niche, the search line and all the other specs of it based on just what you developed in terms of a process to really look at these niche markets, analyze them and do the correct research. Then kind of tweak the promotion in such a way that it really becomes something that if you get ten, fifteen of these sites and you do them correctly...

Dr. Glenn Livingston: Sure. I've actually evolved and I've realized that I actually get more leverage from it in larger more competitive niches because it probably takes me from about 100-200 hours, if I'm going to do everything myself.

Jonathan Mizel: Mmhmm.

Dr. Glenn Livingston: To really knock out a niche. What I've discovered is that; why do I want to do that for something like guinea pigs, when I could do it in something like web hosting or a market where there's an awful lot more money to be made.

Jonathan Mizel: Mmhmm.

Dr. Glenn Livingston: I think it's good that people lean in less competitive markets and kind of cut their teeth there. They're a lot less risky and doesn't cost as much money to get the products out the door. But once you've really mastered them, I don't see the wisdom in developing twenty, thirty, forty sites. I'd rather have a half a dozen sites and one or two main products that I can go very deep with, that I can build a business around.

Jonathan Mizel: Well, and one of the biggest problems I always saw, was having say twenty sites or thirty sites, is that you are in twenty or thirty different niches. And yes, there is the diversity in income streams. You know, you're diversified in terms of your market and that does offer some appeal. Problem is, you've absolutely no cross promotional opportunity between one market and another market.

Dr. Glenn Livingston: Right. I actually ignored your advice about that early on.

Jonathan Mizel: I know you did, but what you didn't do, is you didn't come up with twenty or thirty different products. If you're talking about five or six or seven different markets, that's one thing and if there is some kind of cross-promotional opportunity, great. If there's not, it's not a problem. But to put together, twenty or thirty or fifty. There are people out there that are putting out, you know, one site a day for two months and I hate to say it, but I would say that most of those people are now doing something else. Most of those sites have gone by the way side.

Dr. Glenn Livingston: Interesting. I was actually running sixteen sites profitably at one point. Once we launched the guinea pig product and I went from there to rabbits and pygmy goats. Then I wanted to see if it would work in other areas and so I looked at body language and radon. I tried to do things that were really esoteric like, wastewater management, disability, sudoku and life coaching. I really wanted to see if the formula worked across these markets, but I think there's something inherently unsatisfying about moving from market to market to market. I really wanted to develop a business out of this, at this point. I tried to achieve sales on two levels. First, I tried to achieve it by going into market after market after market and that didn't really seem like it was going to be manageable for me because I would see all of these opportunities for backend products in the market. And really wanted to more thoroughly understand how to put pillars underneath, to front an e-book or the alternative tapes and CDs later on and I couldn't do that when I was managing all these other markets. But, I had an investor approach me, who wanted to hire people in India to do it. So we hired thirteen people in India to produce niche after niche after niche and we expanded to sixteen or seventeen at a time and I couldn't keep track of the quality control. I wound up selling the sites back to him, but around that same time, you said to me, Jonathan Mizel said to me; you're doing too good, I don't think I can coach you anymore. {chuckles} You're doing to well, I think we have to be partners and so we formed a little company and did a little software marketing.

Jonathan Mizel: We made some money and we had some fun. I think ultimately, with regards to your formula that you had developed, you basically took a three-step formula. And then together we turned it into a ten step formula and then you just said; wait a minute, if I put just a little more effort into this, maybe make it a fifteen or a twenty step formula, we could make a whole lot more money. More than that, we can know before we even begin, whether or not this is going to work.

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: We're going to know whether this is going to be a three hundred dollar a month thing or a three thousand dollar a month thing or a ten thousand a dollar a month thing.

Dr. Glenn Livingston: Yeah, but nothings ever certain.

Jonathan Mizel: Yeah, let me just ask you, when you decided to go into body language or you have this site on alpacas, which is one of your more successful sites, how did you choose these niches? A lot of marketers say that I want the most expensive or the least expensive or the greatest search volume or the least search volume or I only want something with three competitors. How did you go into these markets, because you choose such varying and different markets? You really seem to have success in market after market after market. Even though they were all really different.

Dr. Glenn Livingston: Initially, I was doing the odd animal market, the small mammal market; because I felt that I had really grasped the formula and understood the heartstrings that you pull in the, help me love my pygmy goat market. I went into alpaca's because I wanted to extend that to an animal that would be a real business. I don't know if everybody knows about alpacas, but they sell for ten to twenty thousand dollars a piece, the registered alpacas do. They make a product that, their fiber is six times warmer than wool and it's hypoallergenic and so there's a whole industry around alpaca fiber and alpaca shows and breeding alpacas.

Jonathan Mizel: So you thought there would be opportunity in this because, kind of the dollar point of entry... Can we say what your guinea pig book sold for, it ended up selling for what?

Dr. Glenn Livingston: Ten bucks.

Jonathan Mizel: Ten bucks. Okay, I remember there was all kinds of testing that you did. You and I were talking; you said that maybe I should raise the price to thirty. I think you were selling it for eighteen or twenty bucks and I said; you should try just for the heck of it, try ten bucks.

Dr. Glenn Livingston: Right. By the way, I'm just about to cross a hundred thousand dollars worth of ten-dollar rabbit books sold.

Jonathan Mizel: Oh, this is not even guinea pigs; this is just your secondary niche of rabbits.

Dr. Glenn Livingston: Yeah.

{laughter}

Dr. Glenn Livingston: I look at these everyday and say, that's ridiculous.

Jonathan Mizel: Well, you know, the cost of entry for someone who wants to buy a guinea pig is thirty, forty bucks, right? You go to the pet store and you buy the guinea pig, the habit trailer or what not? Right?

Dr. Glenn Livingston: That's the perceived cost of entry, you have veterinary care.

Jonathan Mizel: That's the perceived cost, right. But when people start to look at alpacas, the cost of entry is significantly more and I think your justification was, when I asked you. I said, where did you come up with the idea of selling a product of being an alpaca breeder or, you know, broker, or seller or whatever? You said the cost of entry for alpacas is so much more. These people are about to lay down between five and fifty thousand dollars, depending on how many they want and what they want to do. I think I should certainly be able to get more than ten bucks for the course. {chuckles} And you did.

Dr. Glenn Livingston: Yes I did.

Jonathan Mizel: What does that course sell for?

Dr. Glenn Livingston: That one sells for \$197.

Jonathan Mizel: A hundred and ninety seven bucks. Okay. So, a lot of what you did is you moved from the small furry animal market to the big furry animal market.

Dr. Glenn Livingston: Yeah, I was looking at market volume versus inventory and I was looking at the bid prices and I generally would multiply the two together and take the square root of that and I would find that's roughly proportional to how much money I'd wind up taking out of the market in the end. There's a lot of factors involved, but I think that if people do ten or twelve markets and they do that, they will find that it's roughly proportional. Then I thought, it would be good to go and test this in markets that were driven by other emotional benefits. I thought, let's see if this formula really works in areas where there's not emotional, like radon and human emotions like body language. I was just always sourcing for niches and trying market after market.

Jonathan Mizel: When you first decided that you wanted to do this and then you started to actually go for it and look at these niches, how many niches did you actually consider that you did your basic research on?

Dr. Glenn Livingston: Well...

Jonathan Mizel: Was it like fifty? And then you narrowed it down to the top...

Dr. Glenn Livingston: Oh, you mean, like the top percent of niches do I actually go and survey?

Jonathan Mizel: Yeah, we would sit back and say, what about this niche? What about that niche? What about this one? We would kind of like play with it. This one doesn't have a backend or this one doesn't have any perceived value or ...

Dr. Glenn Livingston: Yeah, so what percentage of niches do I actually go forward and survey and then develop a product?

Jonathan Mizel: Yeah, I would say the majority of the people are either going to have a market, but they want to capture more completely. They are going to want to use your techniques to be a better market, selling what they already sell, but to sell more of, or, they're going to want to come up with alternative niches, alternative products, using your techniques to sell more varied stuff to their market. Or, we have the third market, a lot of people, they just want extra revenue streams and they are like; you know what? I think as a business opportunity or as a business venture, I'm going to start a few new markets or start doing what Glenn does and start running these niches, or these niche promotions, in addition to everything that they're already doing. So lets just give people an idea of what to expect. Say someone comes up with twenty niche markets and starts to look at them and say, gosh, I wonder which of these are good.

Dr. Glenn Livingston: Okay. I think what you are talking about is the kiss a lot of frogs principle.

Jonathan Mizel: Yes! Absolutely, yeah so I wanted to know first of all; how many frogs did you have to kiss to find your princess? And second of all; kind of walk us through that process that you went through.

Dr. Glenn Livingston: Okay. I don't know that I have anything unique to contribute about where my ideas come from in the first place. I would look in the magazine rack. I would look at keyword lists. I would go in search online and see what people were selling already.

Jonathan Mizel: Okay. So you were using some of the traditional ways that, the magazine racks, the headlines, following the trends. You're just looking at different niches that might be out there.

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: Okay. Did you personally have any interest in a lot of these niches?

Dr. Glenn Livingston: Well I got myself interested in them as I was doing this.

Jonathan Mizel: {Chuckles}

Dr. Glenn Livingston: I mean like with the guinea pigs, I had a guinea pig when I was a kid, and my mother wanted to give it away, and I wanted to do something nice for guinea pigs.

Jonathan Mizel: {Chuckles}

Dr. Glenn Livingston: I don't know if that's being in tedious or if that or in extra before hand. I actually find in some ways that I do better if I don't really have an emotional investment in it before hand because...

Jonathan Mizel: Oh.

Dr. Glenn Livingston: Now, one project that I keep kicking to myself about is life coaching and I've got a real emotional investment in teaching coaches and therapists how to market their practices. And disseminating some of the wisdom I took from a clinical practice and I've got a product that actually runs profitably and I don't use a right finger and I don't do the right amount of price testing and. I refuse to objectively manage the project because I feel that it is worth more than the market thinks that it is worth and I could probably be making a lot more money if I would sell it for less or break it up into pieces and it is just I've got this emotional block.. {Chuckle}

Jonathan Mizel: Well you know Glenn this is actually kind of, I hate to say it, but a little bit revolutionary and it runs counter intuitive to what a lot of the marketing gurus and experts say which is; find something that you really love. Find a niche that you are really interested in, you know, I was in a seminar a few years ago. Someone was recommending take all the hobbies and all the interests that you've had and figure out what you can do to actually create a product around something that you already have an interest in. But I think the problem with that is, is that, as you've shown, the research tells you what people buy not what your heart strings tell you, you should actually sell. Just because you are good at something doesn't mean that you are going to be good at selling it, or that you know what the market in averages or as a whole is interested in. And I think one of the things that you've shown is that using your research, using your techniques and your formula, is that you really don't need to know anything about the market before hand. If you do know about it before hand, you almost give yourself a little disadvantage because you might not do that last little bit of research thinking that you already know what's gonna move this market.

Dr. Glenn Livingston: Yeah or you might have life experience and not really be able to open your heart to what the market really wants, and is telling you.

Jonathan Mizel: Right. Just because you're an enthusiast of something doesn't mean that all other enthusiasts feel the same way about that thing.

Dr. Glenn Livingston: Yeah. People usually want to know a little more of the specifics of how this is different and why it works so well.

Jonathan Mizel: Yeah. But I think that your whole process, the whole search continuum and getting deep within the keywords. This is something that a lot of people are really interested in and they've heard some of these terms but they don't really know how they work and they don't really understand until really you explain it to them. You do such a good job of explaining how these concepts work. Which is why the course is so great and why you're so successful too.

Dr. Glenn Livingston: I think the first thing to consider is that when you look at the way that most information marketers are marketing, they're throwing out information. Here we are in an industry, which values first and foremost the importance of information especially on the internet. People are typing in keywords and every keyword really represents a different conversation in somebody's head, a different set of motivating needs and desires and concerns. So frequently, we're either driving them off the same sales page or off of the same name squeeze and all through the same sale process and we're considering the market as a unitary whole. It's really not. What you think of as one market is usually at least three or four markets, if not more.

Jonathan Mizel: Oh really? And is that based on the fact that different people search for different keywords that appear to be related but in fact, in some cases they're not related at all.

Dr. Glenn Livingston: Well yeah, because from the classic example I gave. Let me give you an example offline about the significance of language. When I was a psychologist working with suicidal adolescents sometimes they would come in and there were two basic ways that they would tell me that they were suicidal. Sometimes they would come in and say; Doc I've been thinking about killing myself and I want to talk it over. And other times they would come in and they would say; Doc I'm afraid I might kill myself and it was a dramatic difference in terms of the situation, because if they were thinking they might kill themselves there was some thought involved. Just that word think indicated there was some thought involved and it really wasn't an emergency and I could kind of take my time and interview them and usually not have to rush and get a psychiatrist involved and get them to a hospital or anything like that. By the way, this is not psychological advice if psychologists happen to be listening about how to speak to a suicidal patient, because every situation is different but for me that is what I observed. When someone would say; I am afraid I might kill myself well that usually meant they were completely overwhelmed. They were overwhelmed beyond the point of thinking and it was a different person and I had to make sure I had support systems in place and get in touch with the family and really make a decision about whether that person needed to go to the hospital or not, just one word.

Jonathan Mizel: Its really kind of the untrained ear that hears that, says oh these two people are within the same group, these two people are the same people but you realize in that example especially, one case they are not nearly in as much dire problem as in the second group.

Dr. Glenn Livingston: Yeah. And so the thing is I am not giving a lesson on psychotherapy its, the thing is that the same thing occurs online.

Jonathan Mizel: Give us an online example. The one thing that comes to mind that just immediately I was thinking about as you were saying, not that last example, but just as you were talking about this is the fact that different keywords costs different dollars. Right?

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: There is a different price for them. In some cases just going to the plural changes the cost, the search volume and kind of, the attitude or mental makeup of the person who is doing the search.

Dr. Glenn Livingston: Yes, this is part of what I think is so powerful because if you can understand the conversation behind every keyword, you can understand how those conversations are connected and evolve from one to the next and you can intercept some people early in the search continuum. But let me give you a specific example so that it is a little clearer.

Jonathan Mizel: Okay.

Dr. Glenn Livingston: Let's say somebody goes in and types in guinea pig. Usually when someone types in guinea pig, I know from surveys which I wrote to separate pages and kept track of which keywords they were typing in. When they are typing in the word guinea pig they are usually looking to find out what does a guinea pig look like and what's their origin. What types are there and that kind of thing.

Jonathan Mizel: Sounds like a kid doing a report for school. {chuckles}

Dr. Glenn Livingston: Yeah. It is. Yeah. It is a kid doing a report for school or sometimes it is a mother, whose kid came home from school and saw a show and telling Guinea pig and wants to know what a guinea pig is.

Jonathan Mizel: More of an educational process. Certainly not and buy and large

Dr. Glenn Livingston: They're usually not in buying mode when they are typing the generic brand of the keyword. And that's why the generic version of the keyword is both more of voluminous; a lot more traffic available and so much cheaper because most marketers can't monetize it. Then maybe they type in guinea pigs, plural. And it is really interesting that one letter difference and you find instead of asking things like how big

are they and what do they look like and where do they come from. Then they're asking things like how long do they live. How do you take care of them? Are they good with kids and it's a dramatic difference.

Jonathan Mizel: How just by going from a singular to plural, you have the big of a variance in the mental makeup or the motivation behind the searcher.

Dr. Glenn Livingston: Yeah, that's a phenomena that I have found in almost every market.

Jonathan Mizel: Really?

Dr. Glenn Livingston: That there is a big difference between the singular and the plural.

Jonathan Mizel: Mmhmm. Interesting. I mean, that 's the least of what you've found but that's fairly significant, especially just in terms of people who are trying to sell something. I guess if you have an informational site and you are doing some search engine optimization for organic search engine you are looking for a lot of volume. For whatever reason maybe, the guinea pig would be a good search term to optimize. I don't know, I mean, I'm not suggesting that. But if you're trying to sell a product, some revenue model or even if you're giving something away and you're trying to gauge motivation. The people who are typing in the plural, guinea pigs, those are the people who either already have one or they want to buy one. They are looking for information that they feel that they need in order to make this buying decisions.

Dr. Glenn Livingston: They are a little further along. What I'm getting at, is there is really a whole search continuum and you can map it out using these techniques.

Jonathan Mizel: Okay.

Dr. Glenn Livingston: There's a continuum and in guinea pigs it would go guinea pig to guinea pigs, because a search doesn't occur in isolation. People usually sit down to solve a problem, they type something in they read a few pages, they pick up a few more keywords. They type in guinea pigs, they pick up a few more keywords and then...

Jonathan Mizel: And *Google* even makes recommendations now a days on what you might want to search for.

Dr. Glenn Livingston: Sure.

Jonathan Mizel: Based on what you just searched for.

Dr. Glenn Livingston: Sure and actually in the *Microsoft Ad Center Lab* section, there's a search funnel, which will show you ten percent of people that typed in guinea pig, also typed in guinea pigs.

Jonathan Mizel: Oh really.

Dr. Glenn Livingston: Yeah, and it's starts to show you what the structure of that continuum is. What it doesn't show you is, what's the conversation that's going on in the persons head behind those keywords and that's what you need to know.

Jonathan Mizel: Mmhmm.

Dr. Glenn Livingston: But once they go from guinea pigs, then they'll go to something like guinea pig care or guinea pig cage to guinea pig health, guinea pigs and kids and finally it will go to something like guinea pig rescue or how to buy a guinea pig.

Jonathan Mizel: Mmhmm.

Dr. Glenn Livingston: Now obviously, you can't create a separate sales process for every single keyword, or you'd be up all night everyday of the year. But there are methods for figuring out what the optimum number of sales processes are. How do you break up your market into, a fancy word called homogenous, but groups that are very, very much alike within the group and very different from the other groups?

Jonathan Mizel: Right.

Dr. Glenn Livingston: When you can do that and you know what the progression is like, then you no longer have to throw out that information. Then you know which sales process to send them throw. You can talk to them specifically, you know, the women who types in guinea pig care, you can talk to her all about guinea pig care and you can run a sales letter more specifically about guinea pig care and then the natural next steps, which are, guinea pig cage and how to rescue a guinea pig. You don't have to bother her with things like, what does a guinea pig look like and the things that they've already read. Because I think that, if you've ever read *The Long Tail* or you're kind of understanding the way that marketing is evolving on the internet and off. That removing ever further to the requirement of having a more and more laser-targeted message to market match and people are less and less tolerant with being irritated with information that they already know or don't want to know about, it's irrelevant to their needs.

Jonathan Mizel: Right.

Dr. Glenn Livingston: So, what you really need to figure out how to do is capture as much information as possible and get them everything they need to know and nothing that they don't.

Jonathan Mizel: And that's really the problem with that kind of old style of marketing that some of the people use with the niche marketing. Where we do the survey and get the questions and we throw it up with a sales letter and we write this little e-book and what not, is that people are not taking into consideration the fact that there's a lot of

information that's going to be on that page that is either a; irrelevant or b: the people already know. People type in like guinea pig cage, well, they probably either bought one or just about to buy one or they're just about to buy another one is a lot more likely, then if they just typed in guinea pig. Right?

Dr. Glenn Livingston: Yep.

Jonathan Mizel: I agree with you, we are moving into this direction where people are just less tolerant and they have less patience with information that they already know. They don't want to read the same stuff that they already know. They want to read and get the information that they don't know. So really what you've done is you've taken different keywords and you've used, kind of the search continuum and like you say, the conversation that's going on in their mind to create different sale pages, processes, even opt-in forms. You're even using different name-squeeze pages.

Dr. Glenn Livingston: I do.

Jonathan Mizel: So you use different name-squeeze pages to bring people in and then what you've done is kind of customized, based on their responses, and the responses being the keyword that you're targeting.

Dr. Glenn Livingston: Yeah, at every step of the process Jonathan, you want to ask yourself, what information do I know about this process already and how can I use that to make sure what I am showing them is hyper relevant? Why is *Google* taking over the world? Because they have a team of rocket scientists and they've developed an algorithm that figures out what people want. They have the most relevant information of any of the search engines and they're basically taking over the world because of it. I think we need to do the same thing, once we leave *Google* or the pay per click engine.

Jonathan Mizel: Okay, boy, that's great. So in other words, you've taken kind of the *Google* process of relevance and message to market match. You've really extended it beyond, really, the source of the traffic, which in your case is almost always *Google*, because once you know the information, no matter what search engine they are searching on, presumably, that guinea pig, guinea pigs difference is also going to play out in *Yahoo* and...

Dr. Glenn Livingston: By the way Jonathan, this is a marketing intelligence system, so that we're illustrating about the online differences, because that's where the greatest level of granular differentiation can be made, but people that come from one display ad in this trade magazine or other people that come from another display ad in another trade magazine.

Jonathan Mizel: Mmhmm.

Dr. Glenn Livingston: If you're doing the same things with them and just advertising in a bunch of magazines, and throwing away the information that those people are giving you.

Jonathan Mizel: Wow and especially if you end up doing print or display advertising, where you're really paying some significant dollars for your advertising, right, and you only have one shot. It really makes sense to use this system, this message to market match.

Dr. Glenn Livingston: One of the places that I cut my teeth was, I was fortunate enough to convince the director of core development in *American Express*, actually I think it was after he left, to mentor me on how you can manage cost in direct mail. As you can imagine the direct mail costs that *American Express* has when they're sending out two million, three million, five million piece mailings to acquire new customers. They really need to know what message to send them and which customers are most likely to respond, before they send the mailing, because it turns out that when you work up these formulas, that there are some portions of the market that are literally eighteen or twenty times more responsive than other portions of the market. That's that old saying about, you know, I know that half my advertisement was wasted, I just don't know which half. Well, now you really, really do.

Jonathan Mizel: It's actually much better or worse, depending on how you look at it. I think it's like 95% of my advertising is wasted.

Dr. Glenn Livingston: Yes.

Jonathan Mizel: I just don't know which 95%.

Dr. Glenn Livingston: Well, I can tell you that 95% of my advertising is not wasted anymore.

Jonathan Mizel: Well, absolutely not. The whole idea, I want to talk about this granular thing for just a second. You're the only person, outside of myself, and maybe one or two other people that really got granular with your search terms and really discovered that there were differences between the traffic based on what people were looking for. What experiences they'd already had. All based on search keywords. So, I guess I just want to ask you. You said; that of course you can't have if you have say, two thousand search words, or even say one hundred search words. You're not going to have one hundred different web pages for those people. Is that right?

Dr. Glenn Livingston: If I were trying to sell a twenty thousand dollar product, I might think it was worthwhile to have a hundred different pages.

Jonathan Mizel: Okay, that's good. I get that. So if there's dollar value, the ticket price is high enough, it might make sense to do that. But on a ten dollar e-book, it doesn't make sense to do that.

Dr. Glenn Livingston: Right.

Jonathan Mizel: Or even a fifty-dollar product.

Dr. Glenn Livingston: No, you are going to make compromises by looking at the statistical relationships within the survey result so that you can figure out how to draw circles around this portion of your market, or that portion of your market and put them all out to different pastures.

Jonathan Mizel: Does the system that you developed help people figure out which directions to go in?

Dr. Glenn Livingston: Yeah. Let's talk about the *Google Adwords* model, if you sign up all your difference ad groups and you drive people to different surveys. Well, there's a phenomenon that you can take advantage of and that is that people's responsiveness in a market is somewhat proportional to their willingness to take a survey. Because if they are able to find a solution to their problem and they feel that it's easy to get then they are going to be less likely to take the time to take a survey in hopes that you will help them solve the problem. By the way, this is only way when the incentive you offer them is information on how to solve the problem or purchase the product at a better price or a better quality or something like that. This doesn't apply when you're giving them money for the survey.

Jonathan Mizel: Okay, so you're not actually paying people to take the survey.

Dr. Glenn Livingston: No.

Jonathan Mizel: You're giving them the survey about the topic that they've been searching for and you're giving them an incentive, which is the answer to the question or discount or free report. Something, some information that actually relates to the subject that they've been searching for.

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: Because that's really important. A lot of people say should I pay people to take the survey, and maybe you should, I don't know. I guess it depends on the product, you probably know better. But I know one thing, if you don't pay them, but you do give them the information or something related to the information that they are looking for, they're probably going to be a lot better qualified.

Dr. Glenn Livingston: Yeah, paying people diminishes your ability to raise red flags.

Jonathan Mizel: Mmhmm.

Dr. Glenn Livingston: It increases your ability to dig information about what people want. But it changes the sample of people that you acquire and it diminishes your ability to raise red flags about portions of the market and that's what I want to do. I want to look at what percent of people take my survey, because I know that if X percent of people take my surveys, then Y percent of people are going to opt-in to my newsletter later on. Usually, I can sell at least 5% of the people that opt-in to the newsletter and so if I do the math. Since I know what it's costing me per visitor for every keyword, I can back in to my cost per acquisition, then it's just a matter of looking at the market and thinking, well, are people selling things in this market that have more margins than my estimated cost of acquisition and if they don't, kill that pathway. Just drop it off and I can always try it again later. So what you're left with are really the most highly likely profitable pathways. I think that that and the fact that we are looking for points of difference and not just the pure Frequently Asked Questions, are the two strongest reasons that I've been able to implement this formula so successfully and why thirteen people in India were able to do it when they were just really very bad copywriters.

{laughter}

Jonathan Mizel: Some of the niches and things that you did, they did really well.

Dr. Glenn Livingston: Oh yeah.

Jonathan Mizel: You had one product, it was getting over a thousand opt-ins a day, is that correct?

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: You were making money off of that.

Dr. Glenn Livingston: It was almost a hundred and fifty thousand opt-ins, in a couple of months.

Jonathan Mizel: Oh my God, yeah. That's amazing.

Dr. Glenn Livingston: Yeah. It was up towards twenty thousand dollars a month when I sold it to him.

Jonathan Mizel: I know a lot of people are kind of wondering about your surveys. Can you talk just a minute about that?

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: Surveys have just kind of gone through this huge curve. I know online, when I first started, I think it was 1994-1995, you might have a form, you might ask a little question. You might ask for a little bit of demographic information, but a few years ago, the trend, especially in 2003 was; just ask one question. What is the single

most important thing that you want to know about blank? Speedboats, guinea pigs, growing corn, whatever the niche was, but I noticed and I think you started doing that as well, adding other things to your survey.

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: Tell us, what did you add? And why did you add it and what kind of impact did it have?

Dr. Glenn Livingston: Okay, one of the more important questions that I asked was; why are you searching for information today.

Jonathan Mizel: Mmhmm.

Dr. Glenn Livingston: By the way, I think I still have a survey up at www.allaboutlymedisease.com if people want to take a look.

Jonathan Mizel: All about lyme disease. That's spelled lyme.

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: Okay.

Dr. Glenn Livingston: All about lyme disease dot com. One of the most important questions was, why were you searching? Because it's one thing we know is that someone was searching for how long guinea pigs live, its another thing to know that the reason that they were searching for it is because little Johnny's hamster just died and it was only six months old. It was devastating and I aint gonna get another pet, if it's only going to live for six months.

Jonathan Mizel: {Chuckles}

Dr. Glenn Livingston: You can tell the different in sales ammunition, copyright ammunition that you have when you can get the context. When you can match the context to the things, they are looking for. Most people look at the surveys on an unvaried basis, which means, they just look at one question at a time. First, they'll look at what they were looking for and then they'll look at which questions were most difficult for them to find and then isolate among the questions that were most difficult to for them to find the answers to. I will isolate why they were looking for that and that's some of my core sales story right there.

Jonathan Mizel: Really?

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: Okay. I love that. You ask them the context of why they were searching for that word. Not what is the most important thing about this, because there's no context with that. You don't know why they're motivated to take this action.

Dr. Glenn Livingston: Right.

Jonathan Mizel: But when you ask them, now that's the questions. Were they telling you?

Dr. Glenn Livingston: Oh, yeah, most people will. I remember a key insight that I had while working with you. When you explained to me that, I was worrying too much about getting people to fill out my order forms. You said the hardest thing to get people to do is to read your headline. Then you said, the second hardest thing to get them to do is to get them to read the second paragraph and then to get them to read most of the rest of the letter and then click the order button. But once they decided that they want to order, they'll jump through all kinds of hoops to get there. I find that it's the same thing with the survey process. The hardest thing to do is get them to weed through the introductory copy and decide that they want to take the survey. But once they are busy typing, they'll fill out a couple of questions, because at this point they've made a decision that you're worth having a relationship with.

Jonathan Mizel: Okay. Boy, that's interesting. So instead of saying, we're just going to ask one question. We're going to get them in and out, you have the idea that if they're going to fill out one question and they feel that they're on someone's page that it might be worth having a relationship with, because A; this person might actually help me and I might get something for free. Or I might at least get the information I'm looking for. Then you can ask a couple of questions.

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: Uh-huh.

Dr. Glenn Livingston: I'll ask questions about; if I really wanted to go above and beyond or knock their socks off to deliver the ultimate product, what should I do? And I'll find that it's rare that a high percentage of people in the market will give me a good answer to that question, but the one or two answers you do get, make a dramatic difference. So basically, I'm getting them to market brainstorm for me. I'll ask a bunch of demographic questions because it's important to know; it's one thing if the children are surfing for guinea pigs. It's another thing if the mothers are searching to buy guinea pigs for them.

Jonathan Mizel: Oh, boy that's interesting.

Dr. Glenn Livingston: It's a big deal.

Jonathan Mizel: Yeah, well obviously, but so few people have even thought of that.

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: Where; look if it's a nine year old searching, he may really want to buy your book, but he can't do it because he doesn't have a credit card and he's either going to have to convince his mom to do it. Or you're going to have to figure out how to speak to the 39 year old instead of the nine year olds.

Dr. Glenn Livingston: Yes.

Jonathan Mizel: Okay.

Dr. Glenn Livingston: Yes. The surveys themselves are not rocket science. If you look at the form, it's fairly simplistic. It's what you do with the information that is so critical. Oh, we ask people for their phone number, because if people are willing to leave their phone number, it's a very strong indication that they're very interested.

Jonathan Mizel: By the way, do you make that a required field?

Dr. Glenn Livingston: No, no, no.

Jonathan Mizel: Do you make any of your fields required?

Dr. Glenn Livingston: I don't make anything required except for, your single most important question, but I rarely find that there's anything that people will skip. 99% of the time, will not ask a question about income, even though I would like to know, because people lie anyway. From my experience in a marketing research deal, that's a harder question to get people to answer. Otherwise, only the main question is required and people fill in that anyway. When you look at a survey and you've got all this open-ended data. An open-ended question is something that there's not a predefined answer to, so when you ask what's your most important question about guinea pigs, people can say anything they want. That's an open-ended question. Most marketers are reluctant to analyze that, mathematically analyze it, not because they have trouble with calculating percentages or looking at groups and sub groups, because that's all you really need to do. But because, they don't know how to manage that information, it's in such a qualitative, squishy form. There's a process from the marketing research industry for taking that information and coding it into categories. Once you code it into categories and you know that 23% of the people are asking; how can you tell if the gender of guinea pig is before they are sold? Well, then you can cross tabulate that against that and see if it's the men or the women that are asking that. Is it the mothers or the kids? Is it people that are asking this other question? And you can look at the relationship between that question and everything else in the survey and that's where the real gold is. The real gold in surveys that everybody overlooks is in the relationship between the questions. It's not in the questions themselves, it's really not.

Jonathan Mizel: So for example, if your number one question is the question asked by the nine year old, by the kids, then it probably something you can discount more in your sales process, then if it were asked by the adults.

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: Because the kids are not the buyers. When you say cross-tabulate, you can figure out which people are asking which questions and why they are asking them. The whole thing, about 95% of your sales process is not wasted, because you're going after the right people and you're giving them the right message and not just the right people. You're going after the buyers, the people that you know buy, giving them the information that they need in order to make that buying decision to buy your product.

Dr. Glenn Livingston: Yes, exactly. The last thing that I want to get across is the idea of isolating the hyper-responsive people, because the mathematics of direct marketing are such that, generally, you're selling to one of two percent of your audience in the long run, right?

Jonathan Mizel: Right.

Dr. Glenn Livingston: The emerging of a website.

Jonathan Mizel: At best, 96% of the people are leaving. 95% of the people are leaving without buying. Actually, in most cases, if you can get a one and a half, two percent conversion rate, you can make a heck of a lot of money.

Dr. Glenn Livingston: Yeah, even if you're in direct mail, you're getting five or ten percent at most.

Jonathan Mizel: Right.

Dr. Glenn Livingston: What you have to realize is that the eighty twenty rule really applies. Eighty percent of your profits come from twenty of your customers, then you can take that top twenty percent and divide it by the eighty twenty rule again and you realize that half your profits come from four percent of your customers. It's just ridiculous how much the hyper-responsive counts for. So, I wanted to figure out how we could isolate this and I would do things like tag everybody in the survey who gave very long responses and left their phone number and gave answers to the brainstorming question. Gave more than one answer to; what's your most frequently asked question and I'd come up with a score for hyper-responsivity. Then you can look very specifically at the questions that the hyper responsive's are asking and look at sub groups based upon that also. In this wealth of survey data that comes back, you really can find that needle in the haystack, that's your core sales story. You taught me, who ever has the best sales pitch wins.

Jonathan Mizel: Mmhmm.

Dr. Glenn Livingston: Because if you can make more money with your website than anybody else can, per visitor, then they're going to send you their traffic for an affiliate commission.

Jonathan Mizel: Absolutely. You know, if they happen to have a traffic source that they've developed, like portal or some sort of content site and they did it with the intention of selling their own products, but they make more money selling your product. They'll just turn their traffic over to you. If they are making some money with their product, just by buying traffic and converting it, they'll use you as a backend. Either way, you win. You either win by getting their direct traffic, or you win by getting their traffic on a secondary basis after they've already either captured it through their name squeeze or gotten these people to purchase, a customer.

Dr. Glenn Livingston: Yep. There you go.

Jonathan Mizel: A lot of people might be listening to this and thinking; God this sounds great, but it sounds incredibly complicated. It sounds incredibly difficult. Is this process that you've put together, you put a tremendous amount of work and time and energy, you've created a course on how to use your formula, how to use your process to make this method work. Is this the kind of thing that you need to have gone to college for and you need to be a PhD? Do you need to be a statistician? I mean, is this the kind of thing a mere mortal can use and actually make more money with?

Dr. Glenn Livingston: Oh, sure.

Jonathan Mizel: Find more niches or feed and more effectively sell their products, because it does sound a little bit complicated and I know everybody is always looking for the quick fix. But to anybody listening to this and saying; Gosh, I want that quick fix. I want that under achiever method. Hey, where are a lot of those people today? A lot of the people that got on that bandwagon, mind you, I have nothing against that method. I have nothing against the people that developed it. I think they're brilliant. I think it was a phenomenal way for people to get into marketing, but I think that a lot of the quick fix methods, whether it was that or any other method, tend to kind of, take off. Everybody tries it and then there's a lot of competition, or it only makes X number of dollars a month and bang, they go back to doing something else or they go onto the next thing. The question is, is this is something that people can do?

Dr. Glenn Livingston: Yeah, it takes time. It's definitely not an underachiever product in the sense that you put up a website quickly and go on vacation. It does produce passive income, very good passive income. It's not hard as in it's difficult. If you can multiply, divide, subtract and add, then you can do 95% of the math that's required. There's one little function that you do on your spreadsheet. You don't use any special software. What you need is a willingness to embrace it and put in the time to do it.

Jonathan Mizel: What I really like about this method over many other methods to make money, is that instead of building a promotion or launching a campaign or creating, kind of, a marketing project. What you do here is you really build a business. There's this whole idea that you if you can delay gratification a little bit, or even better, if you can build a foundation of a business, that business is much less likely to crumble. I knew many, many, many people who started marketing promotions, underachiever and all sorts of other stuff. Certainly, I know people who probably still have some of their sites, but a vast number of people that jump on any bandwagon, especially the simple, easy, no work method, they find that there's no really long-term potential for that business. Other competition comes along or it doesn't work out as well as they had thought. Yet, if you take a little bit more time, I kind of want to illustrate this with dollars and cents. Let's say that you've launched something and you launched it as a promotion and you made five thousand dollars a month, but it only lasts six months. You know, that's the kind of thing that okay, you launched it, you spent some time, you made twenty, thirty thousand dollars and that's good. There's nothing wrong with it. But six months from there, you now have to do something else. You now have to start from scratch. You now have to move on to the next thing and the whole idea of your method and your process, really just takes my method, which is really based on the *Robert Collier* method from way back when. It's just that you've really added the different elements to it. You've really taken it and updated it based on the internet. This is something that is a real live business. It is going to continue on, regardless of competition, regardless of the changes in the search engines, regardless of any of the things that happen to normal, quick and easy, down and dirty promotions. This is something that is really significant and I think the question I have for you, is this guinea pig site that you started, was started when, two years ago?

Dr. Glenn Livingston: Two and a half, yeah.

Jonathan Mizel: Okay, it's gone now right? You don't make any money off of it.

Dr. Glenn Livingston: No, no, no I still do.

Jonathan Mizel: Of course, that's {chuckles} my point. You probably make as much now as you ever made on it and it's really become kind of an annuity for you.

Dr. Glenn Livingston: It's kind of like an annuity, it is.

Jonathan Mizel: Yeah.

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: So when you build the foundation, I mean I love the analogy that I heard a while back. The least sexy, least exciting part of building a house is building the foundation. You know, everybody wants to talk about their wall coverings and their furnishings and what they are going to put on the floors and what appliances they are going to have. They want all the shiny sexy stuff that they think about. If you take all that shiny sexy stuff and all the cable lighting systems and fancy carpeting and all that

other stuff and you put it on a house without a foundation, in a couple years that whole thing is just going to crumble. Yet, if you take the time and the energy to build a foundation first, which is hard, which takes time, which takes money, which takes effort, which is a pain in the ass. It's not sexy. It's not fun. Then, you actually are able to make what you build after that last. So really, what you've done is you've created this foundation for a marketing business, as opposed to just throw this together and put this survey up. It's the kind of thing that if you do effectively and really follow what you've laid out and what you teach. I think people are going to find these are businesses that they start and promotions that they start and really things that they begin are going to have a shelf life of years and years and years and years and years.

Dr. Glenn Livingston: I think that the easy pickings are gone. I think there is still room in smaller markets, but I think you really need to have comprehensive market intelligence about your market.

Jonathan Mizel: Oh, so you just can't even use, I don't hear people talking about the under achiever method anymore. Is that because, largely those simply down and dirty techniques are just over done and they don't make the money like they used to?

Dr. Glenn Livingston: Either they don't or I think they are not going to in the near future because people expect to be catered to. They expect to have their unique needs catered to.

Jonathan Mizel: It's that whole thing you talked about before, which is basically, people are not willing to tolerate irrelevant information that's laid out as the most amazing bread slicer in the world, when in fact all the bread comes sliced anyway.

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: They want to know something else about it. They want what they want and what they want to look for. So in essence, what you're saying is that you're information and the process that you've created, is really going to come in and take over as a way to do this, now and in the future. I mean, I think so.

Dr. Glenn Livingston: It makes me sound a little... {Laughter}

Jonathan Mizel: I know you're a very humble man. I look at your success and I look at what you've done and I think it's really rather remarkable that you've been able to create a formula.

Dr. Glenn Livingston: It's kind of in vogue to make fun of big companies and talk about their waste and everything, but the truth is, there are some companies that do it right. They've got millions of dollars of money to spend on research and these are techniques that I kind of pieced together from the marketing research industry and my experience consulting for *Novartis* and *AT&T* and *Lipton* and *Nextel*.

Jonathan Mizel: Mmhmm.

Dr. Glenn Livingston: These are techniques that I used to get paid hundreds of thousands of dollars to do per project.

Jonathan Mizel: Now you've kind of laid them out on the internet in a way that small and mid-size businesses can use them.

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: Yeah, I was always very impressed when I looked at your numbers and I looked at your charts. I saw all the same charts that you would always send me every week with Conversion King Pro dot com. You would send these to me and say look at this screen shot. Look at this spreadsheet. Look at these numbers. Look at this phenomenal growth and it just blew me away that you were able to take these small niches, in some cases, some niches because I know some of them that you went into, with a lot of competition or with people that were out there and you said what do you think? Should I do this? Is this something that I should proceed with? In almost every case, I said well, do your initial research and you did and you identified the dogs.

Dr. Glenn Livingston: There were one or two times that I was vulnerable to "marketingitis" and I would say; oh, I can just do this without doing the research.

Jonathan Mizel: What did you call that? Marketingitis?

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: That's great. You are like; I know this is going to work. I KNOW this is going to work.

Dr. Glenn Livingston: Yep.

Jonathan Mizel: And yet every time, I remember, we were talking recently where you laughed and you said, but I knew this thing was going to work and I didn't do any of the research and low and behold, it didn't work. {laughter} And if I had just done the research on it, I would have known it's not going to work. But I would say, by in large, using this process, most of the things that you've gotten to the point where you actually write the product for it and then launch it, is success. They all are profitable. They all make some money.

Dr. Glenn Livingston: Yeah. Overall, my business and my career have gone, forward and forward and forward. That's what's important to me.

Jonathan Mizel: Mmhmm. {chuckle} Well, okay. We have just another few minutes.

Dr. Glenn Livingston: I want people to know that there are outsourcing guides.

Jonathan Mizel: Okay.

Dr. Glenn Livingston: I took the time to write one or two page crystal clear summaries for every module of the program, so anything they don't want to do themselves they can pass off. I really think that people should go through it together themselves the first time, if they can. I'm very aware that people are looking for a sales volatile process and won't want to put in this much time project after project after project, so I have included the outsourcing guides.

Jonathan Mizel: So when you say the outsourcing guides, let's talk about the course itself that you've put together. How is this course organized, just briefly?

Dr. Glenn Livingston: Okay, here's the story. *Perry Marshall* asked me if I'd speak at a seminar last April.

Jonathan Mizel: Mmhmm.

Dr. Glenn Livingston: And I said okay. We thought if I'm going to be talking at the seminar; it's a good opportunity to test whether people would be interested in learning more about this. I came to the seminar and said; you know what, if you guys want to learn more about it, I'll hold a seminar in New Hampshire, where I live, for \$4000. I had a whole bunch of people run up to me with credit cards and did this seminar at the house. *Perry Marshall* was there. Bill Harrison was there. Fred Gleeck was there, as students, not as presenters, but as students because they wanted to see what I was doing. We did the seminar. We video taped it and then after the seminar, I went back and I looked through it and I thought, is there any place where people are going to need a little bit of extra education or want me to clarify things. So I sat and I made some videos on my computer, to show people exactly what I was doing. By the way, in this seminar, I go through a niche, from beginning to end.

Jonathan Mizel: This is video, correct?

Dr. Glenn Livingston: Videos, yeah.

Jonathan Mizel: So when you're actually demonstrating this stuff, you're not just telling people about it. You're demonstrating it on video; you're online while you're at the seminar?

Dr. Glenn Livingston: I'm online at the seminar.

Jonathan Mizel: You're showing them your pages, your surveys, you're taking questions, you're kind of explaining how this process works from beginning to end.

Dr. Glenn Livingston: Yeah, absolutely.

Jonathan Mizel: It's almost like they are attending your seminar.

Dr. Glenn Livingston: Mmhhh. Yeah, I mean, it's actually a little bit better than the seminar, because they've got the manual and the flow charts in front of them and the things that I put together afterward to clarify some things that people asked me questions about. We added the step-by-step guide. It's actually, I think, a little bit better for the people who were studying it, versus the people that were there. Although, if you look you'll see pretty much everybody at this seminar wanted to give a video testimonial and talk about all the different pieces and parts that they were impressed with. I actually also included, I know this is not typical, but I included some modestly negative comments about the amount of time involved, because I wanted people to get a realistic sense of what it was. So that if you look towards the end of the page, you'll see a section with people talking about; look this isn't for everybody and I'd really like it if people watched that before they bought it because I don't want to mislead people into thinking they can just put up a website and go on vacation.

Jonathan Mizel: Well look, that foundation part is important and it does need to be created. It's not something that you can just gloss over. This is not that down and dirty, put up a website a day for 30 days and end up with 30 websites and go on vacation. It's just not that process. That process may have worked in the past. I agree with you, I don't think it's going to work in the future. I even question as to whether, by in large, it will work today, because it doesn't really have any foundation to it. It's not really building a business. It's not something that has real staying power. Look, if you are all listening to this right now, and you want to go on vacation and you want to spend time with your spouse or on a trip or Paris or whatever, surfing like I do over in Hawaii, then you had better build a foundational business. A business that is going to last, otherwise, you'll find that your surf days are going to get cut short and you're going to have to go back and do this whole thing over again.

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: That's what I see, is when I look at your business and how you've organized things Glenn. You know, it takes a little bit of discipline, I think that's what you're saying.

Dr. Glenn Livingston: Yeah, that's all. It's not hard as in its difficult. It's just hard, as in, it takes time.

Jonathan Mizel: Yeah. {chuckles} It takes a little bit of time.

Dr. Glenn Livingston: It takes a lot less time than failing.

Jonathan Mizel: {Laughter}

Dr. Glenn Livingston: I'd rather move the time and the energy up front and not play what *Dan Kennedy* calls blind archery. Look, I like to mountain climb and I pretty much don't care how steep the path is. If I want to get to the top of the mountain to see what the view is like and I want to own that for myself, I want a proven path that goes to the top. I'll do what's necessary to get to the top as long as I know I'm going in the right direction and I can step after step to get me there and that's what this is.

Jonathan Mizel: I totally agree. Like you say, a lot of this can be outsourced and you've even got outsourcing guides with the process of getting a lot of this detailed oriented work. I mean, you trained a bunch of guys from India who couldn't right ad copy and didn't really know about niche marketing and really didn't have any understanding of pay per click or any of the kinds of advertising programs. You trained them and they actually did this for you and built a huge business, as a partnership.

Dr. Glenn Livingston: Yes.

Jonathan Mizel: So you really did figure out a way to systematically formulate this whole process. Turn it into a step-by-step process that I think is one of the most effective ways of doing niche marketing. I've got one last question for you.

Dr. Glenn Livingston: Okay.

Jonathan Mizel: If you were starting all over. {chuckles} go back to 2003, knowing everything you know now, what changes would you have made to your business, if any?

Dr. Glenn Livingston: I would make a change if I had to start all over again.

Jonathan Mizel: Okay.

Dr. Glenn Livingston: What I would do is, one of two things. I would either pick, this is assuming that I've got the formula all in place and I know everything that I know now. I would pick a gigantic market and I would pour my heart and soul into doing everything that the system has taught me to do and I would own that market. I would go deeper and deeper and deeper into that market; continue to get more and more intelligent as I went.

Jonathan Mizel: Okay.

Dr. Glenn Livingston: Or, I would seek out a partner who was doing a million or two million dollars a year in something already established and I would do this intelligence for them and show them that I could double or triple their business and take out a piece of that equity. Because, if you've got a market where there's money already coming in and you add this kind of intelligence to it. That's probably the most powerful place that the formula can be applied. That's what I would do.

Jonathan Mizel: Okay. Good. I think that your process is brilliant. I think that you have a lot more discipline than me. {chuckles} You know, I just want to go surf and

have fun with the guys, travel. I'm really, really impressed with, not only your knowledge in this field and the discipline, but also, your ability to execute. When we started together, you were at zero and you've really built a very, very respectable six-figure business doing it and created quite a bit of passive income for yourself. The other thing that I really like about it is, using this process, using this method. There's always a lot of competition whenever you're in a big market, is if you can get through this process that you've developed. This method of marketing these niche products and doing this market research, which does take a little bit of time. Admittedly, it's not the simplest thing in the world. It's not forty-five minutes in the afternoon and you're done. But if you can get beyond that and get through it, you really blow away your competition based on the fact that most people who are your competitors are not going to do any work at all. I remember a great quote; I can't remember who said it. The best competitive edge that you have is that your competitors are lazier than you.

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: {laughter}

Dr. Glenn Livingston: I had a patient, I practiced in kind of a suburb of New York City, so I got a lot of people from Wall Street and I actually treated some CEOs and Presidents and stuff. I remember a guy explaining to me that he used to think there would be this gigantic secret and the biggest secret was that most people were lazy and they didn't use their head.

Jonathan Mizel: {laughter} That's something that we've been talking about for three years.

Dr. Glenn Livingston: Yeah.

Jonathan Mizel: Glenn's got some other great examples of the search continuum, where you talk about people searching in the German Shepard niche and some of the other niches. You've also got all kind of documentation. You've got stories. You've got examples.

Dr. Glenn Livingston: It's a very structured presentation.

Jonathan Mizel: Testimonials. Yeah, it's really good. Look, if you're thinking about this. If this is the kind of thing that you think you might be interested in and you're looking really to build a business, an annuity, passive income, kind of cash flow every single month, I think this is probably one of your best opportunities out there. Especially, when you look at all the different ways, all the different formulas that niche marketers are telling you, this is what you have to do, this is the way, this is the formula, it only takes twenty minutes, it only takes thirty minutes. This process takes a little bit more time, but it is so foundational in nature and it really helps you build something that I think has real staying power. I know that there's great examples on the page. All I'll say is that there are situations where people have gone to your seminar and they're making significant

dollars every single month using this information. You've got some real great success stories and case studies.

Dr. Glenn Livingston: You know, I should probably mention that at the moment, I've got a couple of consulting coupons that come along in the package.

Jonathan Mizel: Okay.

Dr. Glenn Livingston: Where I'll spend a half an hour with you on the phone to walk you through anything that you are struggling with to make sure that you are implementing it the right way with your business in particular. I probably won't leave that long for two long. There's a bunch of other good bonus's that will probably stay for a long time. I am really not a dollars per hours kind of guy.

Jonathan Mizel: Yeah, yeah absolutely. Actually, if I were you, I'd just start charging a thousand bucks an hour.

Dr. Glenn Livingston: It sounds like a made up number or something, but that actually is what I would get paid when I would do the corporate consulting. So, when it comes down to it and people try to hire me and want me to work dollars for hours, then I have to charge at least that much and I find it stressful.

Jonathan Mizel: Actually, this is such a better deal for you, because not only do you get to share the knowledge with the people, you know that they are really going to get the whole step by step in the end. It's a much better deal for them in value and it really gives them the complete picture that you've organized in this process. It's that whole idea of teach it once, teach it perfectly, do it right and then you can share that with people in a much more efficient manner that's much, much better and much more effective for them as purchasers or consumers of the information.

Dr. Glenn Livingston: Yep.

Jonathan Mizel: Very good Glenn. I encourage everyone to go and check that out, if for nothing else just to look at the case studies, the charts, rocketing sales figures. I want to thank you very much for spending the time with everyone Glenn.

Dr. Glenn Livingston: Thanks Jonathan.

Jonathan Mizel: Okay. I'll talk to you soon. Aloha.

Dr. Glenn Livingston: Aloha.

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.HowToDoubleYourBusiness.com.