

"Terry Dean & Glenn Livingston"

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

www.GlennLivingston.com/email/ - Terry

www.HowToDoubleYourBusiness.com - Glenn

Glenn Livingston: Hi, it's Glenn Livingston and I've got a very special treat for you today. This is one of those days when you kind of have to do a double take and say, am I really on the phone talking with this guy? I've got Terry Dean on the phone and Terry is one of my personal mentors. You know it's funny how short the internet's memory is. I talk to a lot of people these day and they don't quite remember who Terry is, but Terry ran one of the biggest paid membership sites on the internet, years ago and that's where I met Jonathan Mizel who led me to Perry Marshall. That's where I met Laredo, if you've looked at my seminar. He's a very, very influential person in my life and someone I pay to do personal coaching and look at all my sales copy and he gives me a lot of guidance and I cant speak highly enough about him. So Terry, welcome.

Terry Dean: Thank you and it's a pleasure to be on the call with you and working with you in every project that we've done together.

Glenn Livingston: Yes, it has been. So people were curious when you disappeared from the internet, do you think you could come out of the closet for a second and just tell us a quick little story about why you disappeared and how you've evolved your business since then?

Terry Dean: Well, let's take us back to the correct point, in 2003 and moving into 2004 I sold a portion of my business in 2003 and the rest of it in 2004. What I was doing at that time was, I was basically running an information business, running a membership site, which was Net Breakthroughs, which was an internet site for internet marketers, which showed the exact test results of what I was doing each month, what was working, what wasn't working. And also it was built in a community together as other people who were testing their ads and constantly testing different promotions that they were running and many times they would give feedback on the site. But I ended up selling that business, because I guess you could say that I started getting a little burned out with the thing and partly with the direction my business had went. Which for that, I also had promoted quite a few different products and I was seen more as part of the business opportunity section of internet marketing with people online, you know, here's how to make money because this is what I did when I first started. I originally started as a pizza delivery driver and made my success online in just a few years. I've actually been online now for 11 years, but I started getting burned

out in that business model and the beauty of an information business and the beauty of working online was the fact that I was able to sell my business, saved up enough, have enough invested that I really didn't have to go back to work unless I wanted to. So, at the age of only thirty, I retired.

Glenn Livingston: Pretty cool.

Terry Dean: And for about a year and a half, I stayed completely off the internet. I actually went without an internet connection, probably for about six months of that, just because I wanted to take a break all together and do other things, which I'm also a minister, which I've been a minister for thirteen years now.

Glenn Livingston: Oh, my goodness, I remember you were pursuing that, I didn't realize.

Terry Dean: And so I actually went and was preaching at churches as well, which is another one of my passions. Now today, I do coaching for entrepreneurs, I really don't do coaching for brand new beginners online, while I have products that will help beginners online, my coaching is more for all of the higher level entrepreneurs from one person businesses to larger business. I think my largest client I have, has about sixty employees.

Glenn Livingston: So when you say that you don't really do beginners does that mean someone really needs to already be making dollar one to work with you, or, I'm always curious about what kind of criteria people use to define.

Terry Dean: Well for me, I define beginners is somebody who's brand new to business all together.

Glenn Livingston: I see.

Terry Dean: Okay, they've never made a dollar in business, I would say that that's not really someone who's prepared to work with me. I have several clients who have never made a dollar online, but they've ran other businesses offline or they currently run an offline business and they are trying to bring it online also.

Glenn Livingston: I see.

Terry Dean: In other words, I work coaching on-on-one with people who are in business or have managed their own businesses and they have more of a business mindset. If somebody's just starting out, in my opinion, they are going to get better profits from some of the products I have because a lot of the products that I have made have been from group coaching programs that I have recorded. Then I have group-coaching programs at times, which I can bring beginners in, which it's just whenever I schedule those, but for the actual one-on-

one coaching, I don't really see it as the best investment for a brand new beginner, when they should get a foundation first.

Glenn Livingston: It makes sense. You know Terry, since you're not someone who's prone to bragging about himself, it is alright if I just catch people up a little bit about the things that you did while you were online, when you were one of the first people to do it.

Terry Dean: Sure.

Glenn Livingston: This is before the traffic secrets launch and all of the big internet gigantic launches, I remember when you decided to do promotions in front of a live audience, some of the first internet seminars and I think you made something like, \$33K in a day with a single email or something and then it went up to like \$96K, could you talk about that a little bit?

Terry Dean: Well, the idea of that originally came from, I was speaking at a seminar and I'm not exact on the dates, but I think it might be back in 1999 or 2000 as we come into this and the seminar I spoke for was Rompant Rand and Rompant Rand had me on teleconference call and he asked me, he basically gave me a challenge, he said if I make money online, can I make \$10,000 over the weekend by just emailing my list in front of people. So that's what we set up and we said, okay its going to be the \$10,000 challenge and most of the entire sales letter for that conference, which was one of the first internet marketing conferences was the fact that they would see me make \$10,000 with just emailing my own list, without any joint venture partners over the weekend.

Glenn Livingston: Cool.

Terry Dean: And so Friday morning, first thing, he actually worked me like crazy, that was one of my first time speaking and I think I spoke like four hours. But he had me up at like 9 o'clock on Friday morning and I got up and told everybody and showed them the email I was going to send out, which was a pretty simple email, making an offer and selling a product for \$495.

Glenn Livingston: Was this before you really learned copyrighting, because I know at one point you studied copyright very seriously.

Terry Dean: I have to say I probably studied copyrighting all throughout, its not that I didn't study copyrighting, I studied some, but I've always based my emails on a few very simple properties and principles, they are not real in-depth copyrighting. They are a lot more about being authentic in the emails, being personable, having personality in the emails and then making a good offer and giving the people a reason why you are making this offer. As you can imagine, the first email I ever sent out, I told people, here's the special you're going to get, it's only good this weekend. The reason why I'm making you this incredible offer,

is because I'm standing here in front of a live audience and I told them I would make at least \$10,000, and so I'm making you an offer that I know that you'll respond to, because I don't want to look stupid in front of all these people.

Glenn Livingston: That's funny.

Terry Dean: That's exactly what I said in the email.

Glenn Livingston: That's funny.

Terry Dean: You know, talk about being authentic, but you also talk about, is that a reason you would believe, okay, he's standing in front a crowd that he's advertised all over the place, he does not want to look stupid, I would believe that.

Glenn Livingston: Do you think that's really critical to be authentic in your writing. You look at a lot of these internet sites and it's hard to feel the person behind the copy. Am I over simplifying things?

Terry Dean: I think it's very important to have an authentic and I will say that also, people will even say this is an advanced copy principle. You're giving people a lesson in copyrighting right there, and that is as people read a sales letter, they feel emotion and we especially want them to feel that they know you and feel connected to you. If they start getting like an icky feeling or they feel like they don't believe you or you're hyping them up or they don't like you, that's not a position I like to be in. Now, I'm not saying copy like that doesn't work, it does at times. You can have very hypie copy that works quite well and in some cases. I've even seen it out pull some of the authentic copy, but the real answer comes back to you in long-term and for me, I've always been in business for long term, the authentic copy pulls over the long term. If you talk to most people who do email marketing, there is rule for many marketers that you only have ninety days to sell to your prospect or you're not going to buy. That was never true for me.

Glenn Livingston: Interesting.

Terry Dean: And that's not true for most of my clients either, because the fact that we don't go to the real hypie copy, so we are not trying to push them into the sale, we are trying to gently lead them into the sale. So in some cases we even further then that fact, our process might last even longer then that because we don't loose the customer at ninety days. A lot of companies if they don't sell buy ninety days, that lead becomes worthless to them at that point.

Glenn Livingston: It's kind of a really interesting point because I think it has to do with the psychology of the business that you are setting up and the psychology of the marketer behind the business. Because if you look at the way that I set up my major products for sale, I really set it up in a residual aspect, I

rarely run specials for it. I've got months and months and months of follow-up audios and I'm still making sales ten months after the launch to people who signed up ten months ago and have been following the audios and they feel like they know me as a person. In some sense I've had some people who have said, you know Glenn, you could do a million dollar product launch on this if you really wanted to, or you could put it back in the vault and create a tremendous amount of scarcity, but what it really wasn't my goal. I was more interested in developing a stable, steady reliable flow of income. One of the things that I think is really hard as a beginner is there's a lot of, additional wisdom that is going around. As a matter of fact, for the first thirty days, they were telling me create scarcity, create scarcity, create scarcity. And use all of the compliance tactics that you read in Cialdini and it's not that those things don't work, but are the resulting relationships that you have with the customers that come through? And how stable is your business going forward and what level of anxiety is there in the business and you know, even on the broader sense, what are you doing to the world when you do that. But one of the reasons that I was attracted to your guidance and your philosophy early on and why I spent so much time on the net searchers forum, besides the fact that I could actually talk to you there. I could actually get some one-on-one contact to have you review what I was doing, was that kind of stable reliable, I guess the word for it is integrity, that you present yourself with and I think that you still do that. I think that your real strength among strengths and even if, maybe you're not the ultimate multimillionaire that you could be if you were willing to do some of those other things that a lot of other marketers are doing. I would rather have that kind of a stable steady business and integrity and surround myself with those kind of people, then make a flood of money very quickly.

Terry Dean: That you for the compliment.

Glenn Livingston: Yeah, I'm full of them today.

{chuckles}

Terry Dean: What I can add in with it, here's a statement that's real commonly said, okay and the statement is the moneys in the list.

Glenn Livingston: Right.

Terry Dean: That's not true, the moneys in the relationship with the list and that's something that everybody needs to remember. That's where the moneys' at in relationship with the list.

Glenn Livingston: Right.

Terry Dean: And we have different types of lists. We have topic lists, customer lists, joint venture partner's lists and the money's in the relationship that you

establish with those lists. I think it's funny because when I talk to beginners some times, such at seminars or when I talk to them in person. When we discuss joint venture, if you ever talk to a beginner, most of the times one of the first things they want to ask about is how do we get the contracts and get everything legal and then make sure that they aren't going to have any problem. They are pretty shocked when I tell them that for all of, every joint venture deal I have, I don't know if I have had a written contract more then once and that's because the people that I do long term joint ventures with are people that I would also consider friends. If I wouldn't consider them a friend, I wouldn't want to have the partnership with, nor would I want to be too the point where I had legal issues on the partners. I think that if I was in a business that was about to have legal issues, I would just walk away from it, here you can have it.

Glenn Livingston: Right.

Terry Dean: And just leave it because I wouldn't want the stress because, we always talk about the opportunity costs, what are you giving up to do this and there's always, basically, dozen and dozens of opportunities all around us, so its not worth living in the stress that you have to live in to accomplish that. Now, you mentioned having integrity long term, but we shouldn't put that to such a point that we make it sound like doing product launches or anything like that isn't with integrity, it definitely can be done with integrity also.

Glenn Livingston: I see.

Terry Dean: It can be done with scarcity, it can be done honestly, as long as everything is done honestly with the program. Although, personally, I haven't participated in very many product launches for other people, reason being, is I've never endorsed a product I haven't seen. So if I haven't seen the product, I can't endorse the product.

Glenn Livingston: Sure, that makes sense. The other real quick thing I want to say about being able to do business on a handshake, is that besides it being more comfortable, is a nicer way of living. I think its actually much more profitable because it really slows you down to have to go back and forth with contracts and worry about trust, have everything documented like that. It can really slow you down and I much prefer the partners that I can do most of my business on a handshake with as well.

Terry Dean: And I think that's just about the best way of doing business. Now for product launches, I normally haven't done big product launches, for the same reason that you haven't, is because I like the more consistent income, I don't like the big rushes. I don't like the stress that comes with the big rushes. Part of my whole philosophy for by business and actually the slogan for my business is earn more, work less and enjoy life and I don't consider product launches enjoyable, when you talk about all the promotion that leads up to one.

Glenn Livingston: Right.

Terry Dean: And where do they get all the product launches, basically your looking at how movies were launched or video games are launched and that's where most of the philosophies came from for product launches and in fact how they did launches. I can tell you for like when I did the promotion for the challenge that we did over the weekend, we did the \$33K one time, we did \$30K another time, we did \$96,250K one time and those are all just promotions from me to my own list. The only lead up that I have ever did on the \$96K one was I had told people in my regular newsletter issue, this is the extent of my lead up. Regular newsletter issue is that on Friday at 9 o'clock I'm going to send a special offer.

Glenn Livingston: That's funny.

Terry Dean: That was the extent of the lead up.

Glenn Livingston: That's funny.

Terry Dean: Nothing about what it was. Nothing else, because I wanted it to be the just one email that I sent out that produced the results and I didn't want to deal with all of these other joint venture partners at one time. I can tell you that from my membership site which was very large, we had more than 60% of the subscribers to that site, came from affiliates and of those affiliates, fifteen of them were the primary affiliates. There was only fifteen and with that, for that site, I did not do a big product launch. I didn't do a big membership launch, which people tell you, you may have to do. We did the very, I guess, you could call it a slow growth, but it was a very, if you put in on a graph it was almost a straight line of the way that that growth worked as it went up at a nice little ninety degree angle, straight up the side of the chart.

Glenn Livingston: Nothing wrong with that.

Terry Dean: Which I found is very enjoyable and what I did for the joint venture partners, instead of trying to get just one big promotion from them, I've always loved getting a long-term promotion with joint venture partners. What I mean by that is, I will get a joint venture partner, most of them don't want to do an email first until you send out an email to their list. I always try to find some way to get permanently into their business. What I mean by that, if we do the promotion for the joint venture and it works well, then can we get them to talk about my product on their audios? Can we get them to talk about my product in their book that they're writing? Can we get them to talk about my product on their thank you page after a customer orders from them? Can we put that email that I gave them that they sent out to their list; can we put it into the auto-responder series for a

venue sign up? So that's what I'm constantly looking for is how can I get this term, long-term.

Glenn Livingston: Do you ever find that difficult to get them to do that? Because my experience with the joint venture market and it might be because my product is a little bit more like graduate level education, but I find that some of the biggest names that I've promoted have really made a fortune with a couple of very simple emails, but its not easy to get them to load it up into their auto-responders going forward or to add me to their products or anything like that and I ask myself why? Wouldn't they want to pick up an extra \$40-50K dollars next year? But I still don't find it easy to get them to do that.

Terry Dean: Well, the answer there is, in the internet marketing field its pretty hard to do that because the mindset has come along way into the product launches, where everybody is constantly thinking about product launches.

Glenn Livingston: I see, I see.

Terry Dean: That strategy does not work as well today in the internet marketing niche as it did a few years back and as it works in all other niches that I've worked with.

Glenn Livingston: I see okay, because the internet-marketing field is all souped up on product launchology.

Terry Dean: Well, pretty much but there are product launches almost every week, they are just constantly going on and so that is where a lot of the mindset is of what can you get. I was talking to another marketer, since he didn't give me permission, he is going to remain nameless for this.

Glenn Livingston: Okay.

Terry Dean: But we discussed the fact that right now it appears that in the internet marketing niche there's not a whole lot of people who give authentic emails where they're just sending out and sending out content and they are also promoting. I'm very thankful to the people I studied from when I first came online. I first came online back in 1995-96 and one of the best things that I did early on was try to get some feedback from the direct mail field to learn from and start applying what they had taught online and that's where my education first came from. Okay this works in direct mail, how can I apply it online? How do we modify it? How do we change it? One of the first people that I learned from was Jay Abraham. Jay Abraham had a statement he always said give first, improve your worth and so that's something that I have taken throughout the business this whole time, is give first. Get people to sign up for your list and then give them something. We're going to show them value, we're going to show them the value that they are going to receive by giving them something first. We are going to

prove the worth of what we are going to give to them and then we were going to offer them something, afterwards. That's the approach I have always taken and it's always worked. It's worked wonderfully taking that approach. Basically that's what you do in the niche that you're in, is you're giving value and you're building up to the sale.

Glenn Livingston: Yeah.

Terry Dean: A lot of the internet marketing niche, again I'm just talking about this specific niche, has moved to the point where its sell, sell, sell and if you plan that for most lists, you might get one of two content emails per ten promotions emails that you get, so its gets very much a promotion, very, very fast.

Glenn Livingston: It reinforces my desire and conviction to do add more and more value to my lists. Let's talk a bout lists a little bit more if that's okay.

Terry Dean: Okay.

Glenn Livingston: I know that there was a time that you didn't realized that list building was so important, when did it first occur to you that your income was related to the size of your list or the quality of your list or, maybe you can talk about the distinction between the two?

Terry Dean: Well, when I first started online, I didn't know that fact, I just thought you take a product, write a good sales letter and we sell it. You make a great product, you have a great sales letter, and get some joint venture partners and make a lot of money and that's what we did. Well, it was about six months in, give or take a little bit there that I noticed that my monthly income was directly proportional related to the size of my list and what I mean by that was, I had a list size at right about six seven months of about 3000 and we made \$3000 that month. The month before we had about 2500 people and made \$2500.

Glenn Livingston: I see.

Terry Dean: And for me it was almost like, lets look at this nice little chart here, my income at that time was almost exactly a dollar per subscriber, per month and I mean my income was within a hundred dollars that month of my subscriber list. That's how much it was running on detail. You have to wonder why it took my six months to figure that out.

Glenn Livingston: Right.

Terry Dean: But that still is initially what I figured out from it, so at that point and time I said okay, let's drive the list up. So that next year I pushed the list up to 33,000.

Glenn Livingston: How did you do that?

Terry Dean: Using every strategy you can think of. A lot of the strategies I've always loved have been free strategies. Some of the promotional strategies that I used originally, is I was one of the first people using co-registrations and by co-registrations at that time, here's what I meant. I ran some advertising, which back then was banner advertising and it was working well for me, but I wasn't making a profit, I was losing money. So I said, hmm, I'm trying to build my list with banner advertising, I'm losing money. Well, what I did was I went and found five other publishers in the same niche who wanted to build their list, got them to give me each a portion of the money and then I started buying as much banner advertising as I could possibly buy using their money.

Glenn Livingston: I see.

Terry Dean: And building all of our lists together and they were all real happy because the number of subscribers that I was getting them, my first month of doing that, I generated 15,000 subscribers for my list and I didn't pay a penny.

Glenn Livingston: Wow. Can you still that now a days?

Terry Dean: You could still do that, right now we have a lot of co-registrations services that you can go through and you can buy the list. I've tested the co-registration services also, they have never produced for me at the same level a that I've produced, where I've actually controlled the list building.

Glenn Livingston: Got it.

Terry Dean: Nor have the co-registrations produced for those people that paid me that small of fee that I had them pay to produce a list for them, probably because I was keeping such a tight control over the list members. Any list member I was giving them, was somebody I personally wanted. So you could say I had one of the first co-registration services and I didn't make any money from it.

Glenn Livingston: That right there has been a philosophy that I've heard from you over and over again. You say you never want to be in a market where you have to make money on the first product.

Terry Dean: No, I don't want to be in ANY business where I have to make money on the first product. It's too hard and here's what ends up happening. Now you have people saying, well, internet marketing has gotten too hard, pay per click has gotten too expensive or whatever else, you know, conversion make it drop. And for a lot of people they are saying that they just aren't making money on the first product anymore and I've always had that philosophy from the very beginning that I didn't have to make money on the first product. The first product

is always a lead generator. That's a mindset that I like for anybody to have in their business, that if I can sell this product, if I can build a list at no cost and that's what you really come to on this. If I can build a targeted list of people at no cost, then I'm very, very happy.

Glenn Livingston: How can you not make money on that?

Terry Dean: You know, you'll make money from it, and what that means is the first product that I'm selling. Its purpose is to pay for my list building. That's all the advertising I want to come even with that and if I can't get it even with that, I have to think up some way to get that list building coming in for free, or very, very cheaply.

Glenn Livingston: Now I want to tell you this is a relief to me, because anybody that knows my system, I've spent years, kind of perfecting a system to learn how you can make a profit on the front end and it's darn hard. There's a lot of very restrictive red flags that I use in the system and a lot of tremendously difficult work so that I can make a profit on the front end. I've actually got 13-14 markets that were just front end making money and once I started thinking the way that you're thinking and realized that that's the way that most successful marketers are thinking, I realized that I was way ahead of the game. So I think it's a wonderful philosophy and no matter what media comes out, prices are going to rise until the best marketers are buying up all the space and if that's what the best marketers are doing is being willing to sacrifice all their profit on the front end just to build a list, then that's what we need to do, to set our expectations like that.

Terry Dean: Well, I think my advantage of doing that when I came into the internet, I came in after being trained by the direct mail people and most of the direct mail guru's in direct mail at that time did not make a profit on their first sale to the customer.

Glenn Livingston: Right.

Terry Dean: They just couldn't do it, so let's break even and make money on emailing to that customer, we are talking about physical direct mail that they pay for and they would send that direct mail several more times that year, with profits as often as every month for that customer and that's where they were making their profits from. Online we have the advantage of we are not paying for all of our email contacts. So the beauty of the system from the moment I noticed that my income was directly proportional to the size of my list, I started concentrating on that list and whatever I could do to get that list building for list cost of free has always been the goal, because I can build the list. I can then build a relationship with the list and then my income is directly proportional through the relationship that I'm building. I have seen and I have worked in so many different industries and levels, an industry is wildly different. I've seen where one business has a

very large list and is only earning ten cents per name and I consider that the bottom rung level.

Glenn Livingston: Sure.

Terry Dean: And then I've been with other business that are doing as much as ten dollars per mail, per name on their email list and that's usually a very targeted market, usually they are much smaller lists.

Glenn Livingston: Do you feel that the value of the name on an email list, do you think that overall that's going down with the proliferation of SPAM and email deliverability and everything like that? Is that something that's kind of priced into the market already?

Terry Dean: My answer there is actually going to be that I have seen a lot of different lists and on the big lists it seems like the values went down. But on smaller targeted niches lists, I haven't seen that much of a decrease with people.

Glenn Livingston: Let me put the question this way, do you see any reason to stop integrating email as a major portion of your media plans?

Terry Dean: Definitely not, I definitely do not see any reason that anyone should not make email one of their primary contact sources.

Glenn Livingston: What I think is going to happen with email is I think that sooner or later there is going to be a small tariff on it. That the marketers that really studied list management and building relationship with their lists are going to be the only ones that can afford to pay that tariff and then peoples inboxes are going to shrink. I think we're going to balloon up for a while and then all of a sudden when this tariff starts to come into play they are definitely going to shrink and I think that the people that have really positioned themselves to develop relationships through email are going to be in a whole scale system and process system and proven system, I think they are going to be in the best position to profit.

Terry Dean: Absolutely, again the numbers I just mentioned, the bigger lists seem to have more trouble than a lot of the smaller very targeted lists.

Glenn Livingston: Mmhmm.

Terry Dean: Guess who would end up winning from a deal where you have to pay a tariff for every email? Obviously, the smaller very targeted list would be the winner.

Glenn Livingston: Got it.

Terry Dean: Because they wouldn't be paying a lot for mailings, but they have a much stronger relationship and at that point we're talking about all the competition will be gone.

Glenn Livingston: And Terry, when you're talking about a big list, you're really talking about millions of people on the list.

Terry Dean: Yes.

Glenn Livingston: Maybe tens of millions of people on the list and when you are talking about smaller lists, you're talking about the lists that an entrepreneurial will building a small business in the tens or hundreds of thousands?

Terry Dean: Yeah and the hundreds of thousand is where I've noticed from my own list, that once you start hitting the hundreds of thousands, it's very hard to keep growing with a high quality list, for a small entrepreneurial business.

Glenn Livingston: Why is that?

Terry Dean: Because it ends up being that your end deliverable and the people that remove themselves are at such a volume at that level that it's coming close to the point where you can't grow that targeted.

Glenn Livingston: Yeah, well you know, if you really research the market, if you can drive down the unsubscribed rate tremendously, but I imagine if you've got a half a million people on the list that the unsubscribed, you're going to be losing 5,000 people a month.

Terry Dean: Mmhmm.

Glenn Livingston: And you've got to find ways to add those.

Terry Dean: Well, you're going to have higher than a 1% deliverable rate, I'll promise you that.

Glenn Livingston: Right, unsubscribe, I was saying.

Terry Dean: Yeah.

Glenn Livingston: So, just so we kind of cap off the list management, do you think that there's one or two very common mistakes that the average business owner is making with their list?

Terry Dean: Well, I think that in a lot of cases, we've covered a lot of it already. The one thing that we haven't mentioned is I like to take the approach from my

list where I'm protecting them also and that was part of the fact that I didn't do the big promotions. I didn't jump on promotions that everybody else is jumping on, unless I actually look at it first and do a real review of it, because I want to protect my list. Something that I've done, in every major promotion is also give people a much more honest and authentic review of a product. What I mean by that, if you've ever been in an affiliate program and there are a lot of affiliate programs what they have a product reviews that you can take and you can just use and almost every one of those product reviews, is they give themselves five stars and they tell how wonderful the product is. I don't think that I've ever bragged on a new product saying it's the most wonderful product ever created, I've never said that about any product, because every product has its advantages and disadvantages and a principle that I have in almost every sales letter is telling people whatever the weakness of the product is. Who is it not for. What's its problems. What's not perfect about the products. What I didn't like about the products. You know, what's great about the products and here's what might not be perfect for you.

Glenn Livingston: Even on your own products?

Terry Dean: Even on my own products, it's for this type of customer but it might not help you if you're in this situation and part of that is, taking that attitude that we're protecting the customer. I want you to think of it this way, now I do coaching, individual one-on-one coaching with a small group for clients and with those clients, part of what you're doing and this would be true for any coach or anybody who does any consulting, part of that relationship you consider yourself to be protecting them in some way. Okay, we're going to protect them.

Glenn Livingston: Sure.

Terry Dean: I want you to have that same attitude with your email list and I'm going to do what I can to protect them. That means that I will promote and sell them a product but I am still going to help them, but at the same time that I'm promoting those, I'm going to protect them and make sure that this products right for them. I can't make them use it, that's a whole other subject with information products. 90% of the people don't use them. They buy them, but I can't make them use them, but I'll always try to write my emails in such a way that I'm bringing the customers who should buy and who should get value out of that product...

Glenn Livingston: Right.

Terry Dean: Or from it. So we're trying to protect them, we're trying to bring them the right customers. In some cases, am I going to promise you the absolutely best way to make the highest sales today and my answer there is no, because that's the way to be number one on the affiliate contest and get the

highest sales and in most cases the answer is no. What it is the answer for, is going to the long-term business that you enjoy and that you feel peaceful with.

Glenn Livingston: Also, I think it's the answer to the being able to sell your list higher and higher priced items and getting them to invest more and more with you because people will only do that from a trusted advisor. In order to be a trusted advisor you really have to feel like you're willing to protect them even if its against your best interest in the short run. So I've never really heard it quite put like that, but I think that's absolutely true.

Terry Dean: Something I'm sure that everyone has heard is that the fact that people buy from those that they know, like and trust.

Glenn Livingston: Right.

Terry Dean: And all of that is part of the emails, we can add that in when we're building emails we want to be authentic with our emails, we want to give people some value in the emails and we want to build a relationship with the emails and that means sometimes giving some personal details. The funniest thing is, I wrote an article back I, I think it was 1997-98 on the internet lifestyle, and in that article called The Internet Lifestyle, talking about how you could live anywhere you wanted and run a business online, I said that my next door neighbor was a cow named Oscar. I've had more people at conferences ask me about Oscar, then they have virtually any other question.

Glenn Livingston: That's funny.

Terry Dean: From one article, that was published years and years ago. I seminar promoter came up to me last year, first question to me, sure enough at his conference to speak for him, he says, how's Oscar doing?

Glenn Livingston: Oh, no.

Terry Dean: And the answer to that, he wasn't ours, he was the neighbors and they ate him.

Glenn Livingston: And they ate him? Oh, no {chuckles} That's awful. Terry that's awful.

Terry Dean: Well, I don't know if they ate him, but he wasn't there anymore.

Glenn Livingston: That's funny.

Terry Dean: You think of that, of all the things I've written, of all the people that I've helped, which I've helped thousand of different entrepreneurs, probably the

thing I'm most well known for to many people who have been around a long time is a cow, next door.

Glenn Livingston: That's ridiculous.

Terry Dean: They are reminded of me with the cow, because that was just something personal that I put into one of the articles.

Glenn Livingston: Right it's like I was telling you before, I've got this promotion that I do about my psychotic dog. I have this really horrible picture of my dog that I show people and I tell them that he stole all of the discount codes and he programmed in a weekend discount and I have to feed him steak all weekend or something to get him to give them back but you know, my loss is your gain and people are always asking me how's the dog doing.

Terry Dean: Most people want to get to the place where they can write like that, here's the easiest thing they can do, for the email. Here's a quick tip for everyone to follow. Get some voice recognition software and start just talking out some of your emails, because the reason I've been able to be authentic and I've been able to build relationships really well on the email is that people who've heard me speak, that they know me in person, they say that they can read the emails and hear me talking, it's the same thing. My emails sound just like talking to me in person. So one of the best things that you can do is either get something like voice recognition to help you start writing like that, or just have a conversation with somebody else, record it and the transcript can be the beginning of the email.

Glenn Livingston: You know, I say got it, but I've never actually don't that. I think it's a good idea to try that. I typically will read my advertising copy or my email copy out loud before I publish it, but I never thought of just talking it into a recorder and having it transcribed.

Terry Dean: That's another one of those old tricks I first learned from Gary Halbert on copyrighting, which was the rule that if you're writing for a big company, you get their best sales many to give you a sales pitch, you record it, you transcribe it and 90% of the sales letter is done.

Glenn Livingston: Got it, yeah. Okay, well I wanted to ask you if people were just getting started online, a lot of my list is a little more experienced but there I a whole bunch that are just getting started, what are the first things you'd want them to do?

Terry Dean: With most of the people that are just getting started, I'd have them make a category of all the primary things that are of interest to them. All the subjects that they'd like to study more about and then we start sending them over to doing some of the basics research, to start looking at websites to learn those

different niches. To start looking at products that are selling in those niches. Like for me, one of the first places I end up, no matter where I'm at, is I end up over at www.Clickbank.com/marketplace doing research just for sales letters in every niche. The main reason I like Clickbank marketplace is because I can see in there the different scores they have in there. I can see their gravity score and how popular it is in that marketplace on the Clickbank.

Glenn Livingston: You can figure out which sales letter is working and which ones aren't.

Terry Dean: And so I can see what the customers are buying and what they're not buying from that marketplace. Here's a role that I would personally consider, now I know that this doesn't always apply, but it's a general rule for me. I don't really want to go into any marketplace where there are no competitors because I don't like being the trailblazer. Now, I know you have a system which I know about where you can go into the marketplace because of the surveys and the research that you do and that, but personally I prefer to go into a marketplace where there's already people there and I can legally steal some of their ideas to build a foundation on.

Glenn Livingston: Sure.

Terry Dean: You know, here's what I personally like from the marketplace. I like to go to a marketplace where there's several competitors and none of them are really good, that's what I'm looking for. I'm looking for sales letters that aren't that great that are selling well. I'm looking for websites that sell products on pay per click and don't have email follow-up series. That's what I'm looking for.

Glenn Livingston: Because then you know, if they are doing okay with lousy marketing, you can kick ass just by resetting a few things.

Terry Dean: Basically, with me personally, one of my actual strengths is finding the holes and seeing how the whole picture works together. That's just what I kind of do when I go into anything.

Glenn Livingston: Could you say a little bit more about that, I'm not sure I understand.

Terry Dean: One of the talents I do, and that's what I end up doing with a lot of coaching a lot of my clients, is the fact that it's almost like I can come into the marketplace, look at a few letters, read some of the copy, look at the people's emails and start figuring out how the whole marketplace is configured to make the whole process work. You can say I like to reverse engineer everyone's marketing.

Glenn Livingston: Okay.

Terry Dean: So the beginners are going to go back to the beginners, you go and you find some different marketplaces, and really, honestly, even though you say it's a more advanced course, your course, is absolutely the best for surveys.

Glenn Livingston: Well, thanks.

Terry Dean: If someone were a brand new beginner and they bought your course, I think that some of it would be over their heads when they first got in and watched it, but you know, you're not going to come over and take it away from them next week.

Glenn Livingston: Right.

Terry Dean: So they can get something today and then start using some of the survey things that they do understand. Six months later, they can go back and watch it again and apply more. I mean, if a beginner buys your course, I will promise you, they can't use it all today, they can't do it.

Glenn Livingston: Yes, that's true.

Terry Dean: But six months, a year from now, they can come back and they can take a more of it and the real rule is, you want to study your products more than once anyway, that you buy. Like Jay Abraham, studied Scientific Advertising by Claude Hopkins, like thirty something times.

Glenn Livingston: That's a whole other discussion is I think most people read books and they never really get a round to eating them and what I like to do is read books. I scan a whole bunch of books every year. Then there are two or three books that I decide that I want to eat. Like I eat Robert Cialdini's book and I might read it seven or ten times and take notes and journal about how it applies to my business. I would like to think that people would do that with my product at www.HowToDoubleYourBusiness.com. I appreciate the plug regardless.

Terry Dean: You have the answer for it, so if you're a beginner I would still recommend getting the course, taking the survey, use the parts that you understand. There will be parts that you will definitely understand as a brand new beginner, some of the survey elements and start using them and applying the surveys. Day 1, you know, the beginner will not do as well as you do. That's the main thing right there to, is do the best that you can the first day. Which means that they need to look for markets where they can do what I already told them. They want to be able to go into a market where they can just break even on building a list. So that's what they are looking for at first. Their goal for the brand new beginner is not going to be to make a huge profit on the first product that they create using this system. They can't do that, they won't be able to do that, but if they can start building a list and they can do it by breaking even with

the product. They are now building the experience where they can take in more of it and they can become more advanced at it and that's the real key. So for a beginner, that's the first place you do, is you need to go find a niche, you need to do your surveys, you need to start looking at that and as online. Here's another vote for it, there are so many different product launches, there are so many different good products out there that you could waste all of your life just buying products and reading them or even worse, what 90% of people do, is just buying products and putting them on the shelf.

Glenn Livingston: Right.

Terry Dean: For decoration. That's even worse. So the other answer you have to do is you have to take action and so that's why, they should not say, well I do not understand all of it, I don't understand this 30% over here, so I can't use it. Well, they should use the parts that they do understand and start putting some of it into practice. Start by taking very small risks. I've got a principle in my business from the very beginning, when I started online, do you want to know how I learned how to succeed. I learned how to succeed by finding out everything that didn't work.

Glenn Livingston: Right.

Terry Dean: I joke when I say that sometimes but anybody that who was a member back at my membership site, at the time when I was showing all my test results, would have known that to be true for the membership specifically because I was always trying to find something new to test every week.

Glenn Livingston: And you were publishing the results every week.

Terry Dean: I was publishing the results every week, but the fact that I was trying something new constantly and then I was going out there and I know for that site. We were running less than 50% success rate, but the advantage is I would test something and it wouldn't work so I'd try it a little different way and it wouldn't work I'd try it a little different way and it worked and once it worked you just keep it running.

Glenn Livingston: Right.

Terry Dean: And then, I'd test something else and follow the same process, so that's one of the big principles here, is don't invest at the beginning more than you can afford to lose. Make every investment very small and keep your investment small and then you can do any type of advertising. One of your expertise's is Google Adwords and we can set our limits there everyday.

Glenn Livingston: You can set your limits and you can turn it on and off.

Terry Dean: So keep your risk small, for everybody starting out, always, always, keep your risk small and test everything.

Glenn Livingston: Sure and one of the reasons that I'm such a proponent of surveys is there's ways to use surveys to assess the risk in a market and assess it little by little, rather than having to lay out thousands of dollars before you figure out whether there are really potential. But as Woody Allen says, enough about me, what do you think about me. {chuckles} I'd like to go back to more about what you do. We talked about what you'd do if you were starting with a beginner, what about if you have more of an advanced business owner.

Terry Dean: Well, the more advanced business owner, one of the things I find myself seeing all the time is bringing back the focus.

Glenn Livingston: Like with me, you mean?

Terry Dean: You're an example of that, I would say that you're an example of a lot of things. We've got to bring you back to focus because you end up in too many different projects. I don't know Glenn, if you've actually seen one of my speeches, but one of the speeches that I do, to conferences discusses the fact that every entrepreneur has ADD. We all have Attention Deficit Disorder if we're entrepreneurs.

Glenn Livingston: Sure.

Terry Dean: And with that means that we're conferencing and here's a project over here or here's one over here and I can guarantee you, like with some of my client. I answer emails all the time where they ask me a question of, well, should I be doing this in my business or should I be doing this or should I be doing this and should I be doing this and with some of them I'm going to answer, that type of question ten times over the week and the answer to nine of those is no, you shouldn't be doing that yet.

Glenn Livingston: Right, for me personally, since I've discovered the formula for like opening up and profiting in any market, it's like I've got marketing² squared. I'm always thinking, I can do this, I can do that, I can do this I can do that, and you don't think about the opportunity cost of being in all of these different markets at the same time. This year for me has really been a year of focusing on a few very large markets, and I'd like to spare the people the pain that I went through with that if I could.

Terry Dean: Well, see, for like you as the example of needing more focus is the fact that you, in my opinion have done too many markets at once, and so it distracts you from how big you could make a few markets.

Glenn Livingston: I'm like a mad scientist, it's exciting to me to see the formula working and figure out how to open up a new market.

Terry Dean: With other clients its more, okay, well, there's these 72 different ways that they could market their business and they want to do all 72 of them this week and there is no way in this world they are going to do that. What I mean by that is, you'll say, okay the brand new product came out about Google Adwords and so they'll say okay, I for the brand new product about Google Adwords, I'm going to do this. It doesn't work for them the first three days and now they want a different one.

Glenn Livingston: Right.

Terry Dean: And you know what, that happens to the really experienced people also, that's not just the beginners.

Glenn Livingston: I always say that hyper links make you hyper because the internet is so many could do's on it, its hard to know what you should do.

Terry Dean: I could tell you that I used to do it myself. I'd have a huge stack of books that are on the reading list. Now I make a limit, once I get to a certain limit I stop letting myself get any more books, not allowed to buy anymore information products.

Glenn Livingston: What's the limit?

Terry Dean: For me? The books is ten.

Glenn Livingston: So if you've got ten books on your list, like a stack by your bedside, then you won't buy anymore?

Terry Dean: Nope. No more, until I can get down to like two or three.

Glenn Livingston: And what about with information products?

Terry Dean: That goes with information products as well.

Glenn Livingston: Okay, so when you say you've cleared the stack, you mean you've actually gone through the course once or twice and done something about it?

Terry Dean: Yes, I've applied something. My rules for every information product in every book is that if there's not at least one thing that I've applied, I've wasted my time.

Glenn Livingston: That makes sense.

Terry Dean: It doesn't have to be a lot of things no because I'm already doing a lot of things and there's not a lot you can add without going past that opportunity cost.

Glenn Livingston: Right because you're not really reading it for intellectual entertainment. You're reading it to get a result in your business life.

Terry Dean: For me, its do I want to increase the profits or I want to decrease the time it takes or I want to have more fun doing it and so those are the three goals that im happy with. Like for my own business right now, as a coaching business. I work four days a week, and I don not really go above thirty hours a week, unless Im speaking in a seminar on the weekend, that's the only way that I would break that.

Glenn Livingston: Sure.

Terry Dean: When I talk about earning more and working less, that's part of the process, because I don't want to work all the time to earn the money. And here's part of what im talking about with focus, most entrepreneurs kind of spread it around with all the different ideas that they have and are full of ideas they are trying to accomplish. The 80/20 rule still applies. I think the 80/20 rule applies in everything except affiliates and then it becomes the 99/1 % rule.

Glenn Livingston: {chuckles} Right.

Terry Dean: Which is 1% of the stores do all the work, but the 80/20 rule, what that means is, 20% of the things you're doing are doing 80% of the results and so we need to concentrate on those and outsourcing either the rest or completely ignore the rest, if necessary.

Glenn Livingston: Sure.

Terry Dean: Like customer support, that gets outsourced to someone else. Searching the web, reading all those blogs that you read yesterday, that gets completely eliminated.

Glenn Livingston: Right.

Terry Dean: So those are just the things that we look at and we figure out which ones are working for us, which ones we should actually be doing, which ones we're wasting our time at. The other thing that we end up doing a lot of with the experienced entrepreneurs, besides the focus, is we work a lot on their conversions, which means we use multi variant testing on their websites. We work on improving the sales page, we work on improving their emails to get those conversions up, because I find that usually, conversions are the easiest

place to increase a business. If we have a business that has a 1% conversion, generating more traffic is usually expensive, for most of the people that come to me for advice. Getting their website from the 1% to a 1.5% usually is not nearly as hard and it pays off immediately. So we'll work on the conversion rate.

Glenn Livingston: Right and then once you have that, you can buy more traffic.

Terry Dean: Yep, and then you just go back and buy more.

Glenn Livingston: Because you're making more from it. That's my approach, too.

Terry Dean: So we work strong and hard on the conversion rates and then we work a lot on the back end. Here it is again, I've preached it for years, that when somebody buys a product and you have a back end email follow-up series, and I'll still say that when a client comes to me after listening to my product, after reading the books from me, after hearing me speak and hearing me say that over and over again, I'll still say 70% of them haven't done that part.

Glenn Livingston: It's so much easier to squeeze more profit out of the existing customers than to get new ones.

Terry Dean: It definitely is and again, that takes us back to the same point. If we can get more out of the existing customers, we can spend more for advertising.

Glenn Livingston: Terry, by the way, you convinced me that I'm a pathological masochist now, this is a psychologist saying that also, so you know it must be serious.

Terry Dean: What exactly does that mean for us country... Indiana...

Glenn Livingston: It means I like whacking my head against the wall because it feels good when it stops. Yeah, I just got so many front-end products making money, I built a business around that without really working on the back end, but I'm fixing all that now. You know that.

Terry Dean: Yeah, I know that, but I have to say that there are a lot of the advanced clients that are in the same position, because I consider you to be one of the advanced clients, so you ask the question of, what do I do with the advanced clients. The same thing that I do with you.

Glenn Livingston: Sure.

Terry Dean: Pretty much, most of them don't have the backend that they should. They're not working the backend like they should. We can work on the conversion rates. We can work on their focus. Those are the big issues that I think run through all the advanced clients.

Glenn Livingston:

Sure. Well, I know that we talked about the idea that you might put something together for my listeners and I was wondering if you had a chance to do that and what it might be? With all your depth of knowledge and your indecision to focus on email, have you created any type of a course that people can study? I know you have coaching, but there's kind of long waiting list but, is there are a course that you can study? Do you have templates people can use? How does that work?

Terry: Well, you know the answer to that, Glenn.

Glenn: Of course I'm setting you up, man. We're giving you a softball.

Terry: Well, the answer is, I want to give people another tip right here. And that is the easiest way to learn pretty much any type of copywriting or email writing is to start off with modeling. And modeling for me, originally, I learned modeling through Gary Halbert and John Carlton, great copywriters. Gary Halbert has passed on. John Carlton, I'm actually was in his coaching program early on. So, he would review my copy and everything else. One of the things I learned from them was with John Carlton, specifically in his coaching course, he provided you with these, basically, full sales letters he had written to give you ideas and for you to help model from. I did that with my original copywriting. I was modeling though his sales letters, which means I would, like, take his headlines and then play with his headlines to create my copy, and that really got me started. It was a great way to learn was by modeling what was already there. So, one of the things I did for my clients because I found how valuable the modeling was, it's hard to go out and do things basically, totally cold with nothing already ready for you, is I put together 80 of my best emails and then I went through them and updated them for what works best today, making sure they're today's products, to what works today, to adding all the strategies that I know to the emails.

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I created 80 templates out of these-- of different emails. And out of those 80 templates, I'd say that there are at least 60 different styles of emails. I mentioned how there's Q&A emails, there's straight story, there's tips. Those are just the beginning of them. There's like 60 different styles I have, to the email templates.

What I did next, besides giving you the exact text to the emails, is I broke each one down to the templates and told you why each part of that email works, what's important about each part of the email. That gives you a tool that you can immediately take and use to start building your emails. And it's kind of funny. I created this, but I still go back through it to look at my template sometimes, to give myself new ideas. I will go through, look at the templates. You know, give myself an idea for another email. Well, I haven't done this one in a while and I can do that one really quick. You know, it inspires me for the story that I had that I want to stick into one. And there's the template for it.

Glenn: You know the sign of a good product when the best customer is yourself, right?

Terry: It is and I give that entire template series a manual as a free gift for giving my autoresponder course a try. (www.glennlivingston.com/email/) It's a six-week video and there's also audio download. It's a video training course, has audio downloads in addition, plus it has cheat sheets for each week that take you step by step through my models of creating an email, which means we start off with your audience and me teaching you about modeling, how to use the template because you get those immediately. Even if you chose to return the course for a refund, you get to keep all those templates and PDF form for your own use just for trying it out.

You go through it, we teach about modeling the first week, how to use the templates well, how to model the emails. The next week, I get into talking about your audience, getting to know your audience, the easy ways to get to know your audience, to get feedback from your audience, to find out more about your audience, we go into how to write your own customer avatar, exactly who you are marketing to, and it's interesting I wrote the course and created the course with the aspect of you following along with me. So on the video, for example of the avatar video, you will actually see me sitting down and writing out an avatar for a new market based on the research I had just done in that market. You will see me make mistakes because I want you to be able to model and follow along with me as I correct the mistakes and work on it right there in front of you on the video as I said, or you can be listening to it by audio. And that means you can follow along with me in that course. (www.glennlivingston.com/email/)

We keep going on through. I talk about doing special offers. Even how to create special offers, discount offers in a autoresponder sequence, that can be done. And it's very profitable as we go on further into the eight weeks. I'll even talk about the more advanced issues such as sub-listing and things like that with your email list, and we'll talk about, in a couple of additional bonuses I have for you, how to grow your list quickly.

Glenn: I don't know if you really underscored the value of observational learning enough. It's a whole body of research in Psychology that talks about how that's the way we're most naturally wired to learn. We're not necessarily wired to learn by having someone stand up in front of us and show us the six different conjugations of the verbs and repeating it 17 times. We're wired to learn by watching each other do what we do best. They found that when they've, kind of, gone head to head in a number of different learning experiments, that you can actually learn in one trial when you observe someone else doing something as opposed to trying to read and study, and have repetition. And so, it's a very efficient way of learning and it's why there are things like internships and mentorships, and why the most successful people, when you ask them about their past, they tend to have had an apprenticeship in some place with a really powerful person, because that's really the way the most powerful knowledge is passed on.

I've had the opportunity to learn with Terry, to work with Terry, and watch him write copy, watch him write emails, and I've experienced direct results from that. I couldn't endorse it more. So, I'll give you a URL to go to when we're done with the recording, which is now. I couldn't endorse it more. I think you just go over, and at the very least, why don't you get the course so you can download the templates and checklists? And then if you decide that that's not for you then, you know, Terry's very good about refunds and what-nots. So, that's what I recommend. Terry, anything else?

Terry: No. I think we've covered a lot here. I want to leave everybody with the big message that we have here, which is that email and learning how to build those relationships, be that trusted adviser to your list, is the most valuable thing you can do. No matter how you're generating traffic, whether it's through SEO, through pay-per-click, through social media, you get people on to the list, you build a relationship with that list, and then that list can take care of you for years into the future.

Glenn: Let me say one more thing. Now I remember what I was going to say when I had a brain fart earlier. It's not unreasonable to possibly double your traffic

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with email because I have seen so many examples of systems that are already making money and are pretty profitable where the emails are basically terrible. And for example, subject line, first name, here's your newsletter No.1. First name, here's your newsletter No.2. And they're making money anyway. Even if your email is not quite that bad, when you understand the principals of generating click throughs, selling the click, putting people on the right mindset, pre-selling, getting them ready to purchase when they get to your site, it's not unreasonable that you could double the traffic and double the sales.

And the great thing about it is that it doesn't really cost any more money. You don't have to pay for that traffic again. You already have contact with them. You just send them another email. Except this time, it's something that gets their attention and gets them to click. So honestly, I generally hate to sell by telling people that they're stupid if they don't do something. But you know what, you guys are stupid if you don't do this. You surely are. You really are. The one and only time I'm going to say that. But it would be really stupid not to do this.

Terry: That subject line up-- So and so, here's your newsletter no. 1 and no. 2, that's exactly what I was doing the first couple of years when I was talking about the dollar amount per subscriber.

Glenn: That's what I was doing. I was doing the guinea pig and rabbit newsletters. Here's your guinea pig newsletter no. 1. Here's your guinea pig newsletter no. 2.

Terry: So, I've made that mistake. See, there we go talking about our mistakes again. So, I've been there. I've done it. And email really is the strongest power tool. If you can get people on the list, then you can make the sales.

Glenn: Yeah, very good.

www.glennlivingston.com/email/

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