

How to Make \$1,000,000 in 2004

A Teleseminar with Dr. Joe Vitale and Guest Speakers

On November 10, 2003

Joe: This is Joe Vitale. I muted everybody because we've got more and more people from all over the world coming on this call. So, I'm going to officially start it right now.

We're using the teleseminar phone line from Joel Christopher, my dear friend who lives in San Antonio. Tom Parish is recording this. And, I will later have it transcribed so we will have it up as an audio link and ebook that you can read and listen to later.

Again, I am Joe Vitale and welcome to my call. What we are going to talk about tonight is how you can make \$1,000,000 or more in 2004.

It probably sounds like a preposterous statement, depending where you are financially right now, but it got you on the call. ☺

I think that my tip of the day is for you to set an intention.

What do you want to get out of this phone call?

What do you want to learn?

What do you want to experience?

And beyond that, what do you want to achieve in 2004?

As we make this call we are in mid-November. The end of the year will be here before you know it, and you're already looking at, or should be looking at, what you want financially for next year. So, tonight we are going to be talking about how you can achieve your financial goals and I think setting an intention will help you go in that direction.

To help me communicate all of this, I have had most of my speakers, if not all of them that are going to be speaking at the Spiritual Marketing Super Summit in

Austin, Texas, in January. If you want to learn more about that you can go to the website, which is www.SpiritualMarketingSuperSummit.com.

I want you to think about a couple of things as we go into this call. First of all, just this morning I saw a statistic. It said, "There are eight million millionaires in the United States." Now, that's a pretty whopping figure. You might have thought it was far less or maybe you might have thought it was more. I thought it was less. But there are 8,000,000 millionaires. 91% of them started with essentially nothing. Now, to me that signifies that there's hope for all of us. If they can start with nothing, 91% of these people reached millionaire status, and 8,000,000 of them do it, I think that we can do it, too. So, I want that to be planted as a seed in your mind that it is possible for you, too.

Another thing that I want you to look at is, far too many people focus on just internet marketing and I think that's a mistake. While the internet has changed my life and internet marketing has made me prosperous and something of a celebrity, I think that just focusing on internet marketing alone is shooting yourself in the foot.

What I think really works in marketing these days, and what I am going to be talking about on this call, and what we'll be talking about at the Spiritual Marketing Super Summit, is what I call "Spiritual Marketing and Integrated Marketing."

For example, I know people that are making \$1.8 million a month, that's \$1.8 million per month. I did not miss say that. That is per month. When I investigate them, and I ask them, "How you are doing it?", most of them say, "Oh, we're doing it on the online. We're making \$1.8 million a month on the internet." And, I investigate how they are doing it. They are not just doing it online. They are using offline methods to drive people to their online business. So again, they are using what I call "integrated marketing." And we'll touch on some of that tonight.

So, the focus of this call is on how you can do be financially independent and how you can make \$1,000,000 or more in 2004. And instead of me doing all of the talking -- I've already done more than what I thought I would do -- I'm going to interview my speakers. I'll give them a couple minutes each and these are all the speakers from the Spiritual Marketing Super Summit. They'll each tell you who they are. They'll each give you a tip or two that will help you in business right now, no matter what business you are in now and no matter whether you are going to the Summit in Austin in January or not.

Also tonight, and this is probably why most of you are even listening, also tonight one person on this call will win a free ticket to attend the Spiritual Marketing Super Summit and that ticket will include over \$9,000 in bonuses.

Now, I'll announce the winner of that at the end of this call. So, you need to be listening to find out how I'm going to be choose that person, and you need to be listening so that you can respond, and you need to be listening so that you can find out if you are the winner or not.

Whether you win or not (and somebody certainly will) there will be practical information, inspiring information, given out over the next maybe 50 or 60 minutes. So, strap yourself in your chair and we are going to start talking to my guests.

Is Cindy Cashman is on the line?

Cindy: Yes, I am, Joe.

Joe: Hi, Cindy! How are you doing?

Cindy: Fabulous. Thank you.

Joe: You know, aren't you are the author, I'm not sure I can say author though, of a book that probably all of us have bought or at least heard of and probably flipped through?

Cindy: Yes.

Joe: What is the title of that book again?

Cindy: *Everything Men Know About Women* and it was written under the pseudonym of Dr. Alan Francis. And, yes, I am one of that 91% statistic starting with absolutely nothing.

Joe: Oh, listen to that folks! So, you are one of those 91% statistics that started with nothing. And speaking of nothing, isn't that what's in that book?

Cindy: Yes, exactly.

Joe: It's absolutely empty. So, what men really know about women, is really nothing. So anyway, Cindy, tell us a little bit about who you are and about where your website is.

Cindy: Sure. My name is Cindy Cashman and my website is www.cindycashman.com. That is c-i-n-d-y, cash as in money, and then man.

What I want to talk about is, first of all: Are you ready to simplify your life, have fun, and increase your wealth using your intuition?

Let me give you a quick example.

Step One: Ask yourself a question like, "What is the easiest way for me to make money with my product or service?" Now, how much easier can it be than to write a book with nothing in it?

Joe: Good point.

Cindy: Step Two: Listen to the answers that pop into your mind and write them down.
Step Three: Which one of those answers gets you excited? This excitement is your intuition speaking to you.

Step Four: Take Action.

And one of the ways you can take action, is obviously is to come to Joe Vitale's Spiritual Marketing Super Summit, January 15th through the 18th. I will be teaching you many techniques for learning how to tap into your intuition, especially my favorite, "How I Grossed Over \$1,000,000 By Just Making A Few Phone Calls." It's time for you to have fun and increase your wealth using your intuition. And, I hope to see you all there.

Joe: Fantastic, Cindy. Thank you very much. I know you have to go to a meeting. I really appreciate you taking the time to come and visit with us and giving that great tip.

Cindy: Well, I'm really looking forward to meeting a lot of wonderful people. And, thank you, Joe, for having me.

Joe: Thank you.

Cindy: Bye.

Joe: Is Terri Levine on?

Terri: Yes, I am.

Joe: Hi, Terri. Thanks for coming on. Terri is a best selling author. You just had yet another book hit the bestseller list just this last week!

Terri: Yeah!

Joe: And what was the title of that book?

Terri: That book is "*Stop Managing, Start Coaching.*"

Joe: Oh, you've written several books. So, tell others who you are, what your website is....

Terri: Great! I am Terri Levine. I am a master certified coach. I am CEO of Comprehensive Coaching You, and the best selling author of *Work Yourself Happy*. And, now I can also add my new book, *Stop Managing, Start Coaching: Coaching for an Extraordinary Life and Create Your Ideal Body*. And my website is www.terrilevine.com.

And, I want to give people a tip to increase business results that really comes out of my best selling book, my *Stop Managing, Start Coaching* book and this is going to sound very easy, but it is super important.

Instead of focusing on profits and thinking about profits each day, focus on fun.

If every day you focus on enjoying your business more, making it more fun, not only for you but for anybody else who is involved in working with you in your business. You'll improve your moral. You'll improve the moral of the workers

and the workday will be more joyful. You'll have more humor. And, I'm not talking about like whooping it up. I'm talking about smiling. I'm talking about taking breaks. I'm talking about making fun competitions. I've got many, many other ideas that I'll be sharing.

So, I want everybody to leave here remembering focus on fun, smile more, make that a part of your daily mission, even if you are the only employee.

And in January, I'm going to be showing you the entire *Stop Managing, Start Coaching* process. And you can use this process to stop managing yourself, your kids, your employees, your coworkers, your life partner, anybody. And, I'll teach you a step-by-step model that works. It will shift you to become a coach for your business, for your financial and your personal success. We'll do everything from learning how to vision, creating a coaching attitude and culture for you and others. You'll learn how to speak your truth, how to make real transformations, how to get and stay focused, and how to use the law of attraction. We'll do a lot of interacting. You will have a WOW experience, and I can't wait to share this with you in January.

Joe: Fantastic, Terri. Thank you very much. That's a great tip. And, we will see you in January.

Terri: I'm delighted. Thank you, Joe.

Joe: Okay. Is Blair Warren around?

Blair: I am here.

Joe: All right, Blair! Blair is the author of a book that is so powerful on persuasion that he is afraid to even publish it. Blair, tell us who you are, and if you want tell what the book is, where your website is, and your tip.

Blair: Well, by day, I am a television producer and marketing consultant and, by night, my wife calls me the crown prince of human nature, because I spend so much time digging into books and websites and studying everything I can find to learn everything that I can.

The book that you mentioned is actually part of an e-class I teach. The book is called *The Forbidden Keys of Persuasion*. The reason that I am afraid to publish it, as you said, is not so much that I am afraid of what the information will do, but I am afraid of the information not being understood correctly by someone simply reading it, which is why I chose to keep it in a class format and not just release the text.

Were I learned all this information is, I couldn't figure out how cult leaders could get their followers to do some of the most bizarre things. They gave up their possessions; some took their lives, etc. And yet, we on the outside world can't sell insurance. We can't get our kids to take out the trash.

I couldn't figure out what was going on. So I wanted to study everything that I could about that. And what I came away with, thinking I was going to go in and

uncover a bunch of tricks and strategy, which I did uncover some, but the main secret that I learned is that it, it isn't about tricks and strategy, it's about relationship. These people are master relationship builders.

And, that's why I think that your integrated marketing concept is so important, because most persuasion techniques they're powerful only when they are not persuasion techniques. They are powerful when they arise naturally in a relationship.

So, that's why I think that it's interesting that the integrated marketing concept you have is really key on what I'm trying to talk about here.

A tip that I would give people in persuasion is that if you encountering any kind of resistance in getting your message across, that one of the best things you can do is use is what I call the "Secret of Con men Conjurors and Comedians," which is psychological ventriloquism.

For me, psychological ventriloquism can be demonstrated by a little joke which I tell people. I've heard this on the internet. The joke is that, "My grandmother has been walking three miles a day every day for the last five years. And now, we don't know where the hell she is." [laughter]

Now, what makes it so funny, if you did find it funny, is that it creates an impression in your mind that grandma is exercising. When the punch line is delivered, you realize grandma is not exercising at all. She's lost. It is the art of a comedian to get use to making assumptions that he wants to get you to make, which is grandma's exercising.

And that really is one of the keys of persuasion. If you encounter resistance, don't say your message, convey your message, because people will never argue with the things they infer. They may argue with what they hear, but they will never argue with what they conclude.

Joe: Excellent! And will you be expanding on this in January?

Blair: Yes. Psychological ventriloquism is really probably the bulk of what I want to talk about because I think it is the most important in business and every day life, besides a number of other's insights and tricks that we'll cover. But again, it's really my work is more than a mind set than tricks and strategy. The psychological ventriloquism will give you a sense of what it is about.

Joe: Awesome. Blair, I can't wait! So, thank you very much for coming on and giving us that very insightful tip.

Blair: Oh, you're welcome.

Joe: I will see you hopefully sooner than January, since you are a neighbor and friend, but we will see you in January. Who else is on the call?

Scott: I'm in between patients. I'm calling you from my office.

- Joe: Now, I'm very impressed. This is a man, Dr. Scott Lewis, who is a chiropractor by day and a Las Vegas headliner by night, who has his own comedy hypnosis show twice a night at the Riviera Hotel. He's been doing it for well over a year. So, Scott, tell us a little bit about your tip, and what you'll be talking about in January, before your next patient comes in.
- Scott: Oh, sure. Thanks. And on that note, too, as of today we're announcing we're going to seven nights a week at the Riviera. So, I'm really excited about that.
- Joe: Holy Smokes! That's amazing!
- Scott: Yeah.
- Joe: Congratulations!
- Scott: Well, thank you very much. And, of course, I am a huge fan of Dr. Joe Vitale. I was introduced to Joe maybe about eight years ago and when I was doing my first book. And then I did a project with *Show Girls Workout* and Joe wrote a fantastic press release, "Doctor says you can lose weight while watching *Show Girls*. We sent it out once and immediately we were picked up by *The View* and I've been hooked ever since. You remember that Joe, right?
- Joe: Absolutely! I've never forgotten it. I was proud of the release.
- Scott: So, it was great momentum and from that I have gone on to write press releases that have gotten me on *Inside Edition*, *Extra E*. We just got on *Access Hollywood*, as well. And, I'm just so impressed by the power of a single sheet of paper to get thousands, hundreds of thousands of dollars worth of publicity. And, I thank you for that, Joe. I am real excited that I'm going to talking to people in January at your seminar about this.
- Joe: You're welcome, Scott.
- Scott: Because, I started off as just a Chiropractor with nothing special other than treating patients. From this, I've been able to get hundreds of thousands of dollars of publicity.
- Joe: So, your tip is for people to consider sending out a sheet of paper that's otherwise known as a "good news release."
- Scott: Start thinking about your hook and something that is going to capture the attention of the media.
- Joe: Exactly.
- Scott: Everyone, even people that just have businesses that they think doesn't have much media appeal you can always spin it. So, we're going to be working on that in January.
- Joe: Awesome. Is there a website you want people to know about before you leave?

Scott: Yeah! We are just launching this. If anyone needs to quit smoking, I also help people with personal habits, which creates a momentum I believe for financial success. Quit Smoking By Morning. That's all I need, Joe that I've worked on.

Joe: Is that dot com? Quit Smoking By Morning?

Scott: Yeah, www.quitsmokingbymorning.com. And, if you want to quit smoking by morning that's that, but you also see the structure of a website for something a little bit different than what we've been discussing as well.

Joe: Wonderful, Scott. Thank you very much, especially for making time...

Scott: All right. Take care. Thanks for having me.

Joe: Okay. Vicky, I think I heard your voice?

Vicky: Yes.

Joe: Would you like to go and introduce yourself?

Vicky: Sure.

Joe: And, give people a tip, too?

Vicky: Sure. I'm Vicky Heron and I'm a copywriter and a big fan of Joe's. You can learn more about me at <http://www.copywritingspecialists.com>. That's plural.

And, for your business to succeed, you need to know how to get people to buy the product or service you are selling. To accomplish this, you must do two things very well.

Number one, you must get to know your prospects intimately, so you can grab them emotionally with powerful headlines and compelling sales copy.

And, the second thing you must do, is present your product as solutions to his problems. In other words, present the overwhelming benefits he'll receive when he buys from you. If you fail to do this, it won't matter how pretty your marketing materials are, or how cleverly they are written. Your marketing will fail.

So, in January, I'll be giving you valuable step-by-step insights into the art of direct response copywriting at Joe Vitale's Spiritual Marketing Super Summit in Austin.

Joe: Wonderful!

Vicky: Yeah. So, you learn what copywriting is and how to make your business explode with profit!

Joe: Hey, that sounds great! I want to listen to that one, too! Thank you, Vicky.

Vicky: Thank you, Joe.

Joe: I'll see you, of course, before January, but of course in January as well at the event.

Vicky: Right. Look forward to it.

Joe: Great! Jason, are you still there?

Jason: I'm right here.

Joe: Would you like to go next?

Jason: Yes, sure, why not.

Joe: This is Jason Mangrum who is my web man. He is a genius at internet marketing and internet web design. Tell who you are.

Jason: Well, my name is Jason Mangrum. I'm an internet marketing consultant, a spiritual marketer and joint venture specialist. My website is at www.instantmarketingmiracle.com.

I'm just going to take a few minutes and talk to you about some simple strategies and methods you can use to really get started on the path to making one million dollars in 2004. Now, I'm not going to beat around the bush and B.S. you into thinking this will require no effort. I'm not telling you a magic pill that you can take and tomorrow you'll wake up a millionaire. What I'm going to tell you is going to cause you to want to take immediate action and get started right now on restructuring certain areas of your business to give your business the maximum possible effect.

You may want to keep a paper and pen handy, so you can take notes on what I'm about to tell you. Of course, this will be recorded, as well.

Okay. The first thing you need to do is to take a close look at your current business model. To do that, ask yourself these very important questions. You may even want to write them down.

1 is: Do I know everything there is to know about my target market? Now, in case you don't know what a target market is, it's the genre of people you sell to, basically. Now, what I mean by this question is: Do you know them on an almost intimate level? Do you know the way they think? Do you know their hopes and dreams? Do you know their worst fears? Do know where they can always be found? Can you step inside their mind and almost predict what they are thinking at any given moment? Now, keep in mind, these are all a part of question one. I'm telling you this, because if you said, "No," to even one of those questions, your business model is already inefficient. It's that important.

Now, I don't care what business you're in or what you're selling, you must fully research and know exactly who you are selling to, on a very close and personal level. You see, if you know just about everything there is to know about these

people, you automatically understand exactly what they desire. Not what they need, but what they want. So, from that point, you already know what they want and what they'll pay for. Your only job from that point is to just give it to them. And, when you provide your target market with exactly what they want, being a solution to their problem or something that directly makes their life a little bit easier, they are going to pay you for it. No question about it! You'll get paid and you'll get paid well. This is the first step in maximizing the efficiency and profitability of your business.

You may be surprised how many people ignore this simple step and they wonder why they are not making much money.

Now, question # 2 is: Do I know exactly where my money is going into my business and where it is going out? Am I able to track every single aspect of my business' promotions and efforts? My friends, if you don't with laser precision know exactly where your money is going in and out, you have no idea how much money you are wasting on an ineffective method. And, you also have no clue on which ones are actually making you money. Now, this may seem like a no brainer, but most people I've found just don't do it. They might just spend \$600 in advertising to get five or six different ezines, but do not have a way to track their promotions. So, when a little money comes rolling in, they have no idea which ezine or ezines made them money and which ones were a total bomb.

And, this doesn't only apply to ezine advertising. I'm telling you, for the maximum possible efficiency, you should track each and every promotion you ever do. This can be: ezine, search engine, PPCs (pay per click advertising), articles, news releases, joint ventures, everything. And in doing this, you'll know exactly how much money you are making from one promotion and how much money you are losing from another. Drop the other one or test it and tweak to see if you can get a better response. It's what works and only with what works. You'll make money hand over fist.

3 is: Do I have a list? Do I have a group of people who are targeted for what I am selling in a database and do I send them offers regularly? Now, it doesn't matter who you talk to. If you really do want to maximize your business and enjoy any form of lasting success, you'll eventually gonna need a mailing list. So, some of this can be: newsletters or ezines. For others, it can be product updates, weekly tips, or even customer lists. In my personal opinion, product updates and customer lists are the most effective. Now, it's a sad, sad fact, but most people don't even mail to their customer list.

I recently met one guy who had over 900 customers for just one of the products that he sold. And, he had never mailed to them once. Never followed up at a back end, nothing. He wondered why he was only making about \$2000 a month from his business. I mean, I'm not here to tell you how to make \$2000 a month from your business.

I'm on this call tonight to tell you how to maximize the effectiveness of your business model to set you on a path to earning one million dollars in 2004. And that's what I'm here to do. Which leads me to question number four.

4. Do I offer a backend to my product or service? Do I offer multiple back ends on a regular basis? Now, a back end is just an additional and a usually higher priced product or service that directly compliments your finance. Now, this is what actually allows you to lose money or break even on the front end and enjoy major success.

Let's say you're selling a \$20 product. Well, find a back end that's \$80. Then find a back end for that that's \$300. One for that that is \$1000. I mean, you can also release a special report and bundle it with your current product. They don't sell your customers on an automated way. You can teach them a way in your book for example.

These are just suggestions, but the golden rule is, "To keep your customers from buying you as much as possible." Don't inundate them with offers, but I'd send once a month or so is ideal. Now, this will create an automatic funnel system for you that will allow you to explode your customer value. That is, the amount of money customers spend with people. Given the example I just mentioned where you started out with a \$20 customer and turned them into a \$1000 customer. Without a vacuum system, you'd have to sell them 50 copies of your product just to make that \$1000. You see, it is just smart marketing.

Now, question #5, is: Have I established my metrics? And in other words, do you know exactly what percent of visitors to your site convert to customers? Do you know without a doubt, how many visitors or sales that you will need to reach your desired income? Now, if not, you are losing money as we speak. Basically, you must have an idea of who is making you money and from where if you really want to get serious about your business. And, like I said, I'm not talking about a few hundred or a few thousand dollars here, I'm talking about taking your business to the next level.

I'm running out of time here, but I do want you to know that I'm going to answer every one of these questions and more with you at the Spiritual Marketing Super Summit. Now, I'm going to show you exactly how to find these holes in your business and to fill them to maximum capacity. I'm also going to tell you about the power of working with others in your market and giving you more advertising, credibility, and exposure than you could ever do by yourself. And, I'm going to talk to you about a lot more than that. So, you definitely don't want to miss it.

Well, that's all the time I have for right now, but I promise you'll love the presentation. I'll look forward to seeing you there.

Well, thanks for your time and I'll see you in January at the Super Summit.

Joe: Uh, Jason?

Jason: What's up?

Joe: I'm not going to miss your talk.

Jason: Well, I hope not.

Joe: That's great information my friend. So, we will see you in January for sure.

Jason: Right on.

Joe: Thank you. Thank you.

Jason: You are very welcome.

Joe: Robert Channing, would you like to go?

Robert: I sure would. Boy, I'm really inspired by Jason.

Joe: We are getting some fantastic tips here! And, gee, Jason had several things there to say. Folks, I want everybody to know that Robert Channing is the co-sponsor of the event, the Spiritual Marketing Super Summit, which you can learn about at www.SpiritualMarketingSuperSummit.com This would not be happening if it were not for the belief in me and the resources of Robert Channing. Robert is my friend. He is a guardian angel and he is a client. And, he's the guy that's really making this happen.

Robert: Well, I appreciate that, Joe. My name is Robert Channing. I am president and CEO of Power Performers. And, I represent and book speakers, entertainers, and sport stars and celebrities for meetings and events, along with colleges and universities. But, Joe, I'm going to tell you right now, just listening to the other speakers on the line, that they've inspired me so much.

Joe: Me, too!

Robert: The people on the line right now that just stuck to internet marketing, I'm going to tell you now that I'm in one of the 91% that are millionaires, without even using internet marketing.

Joe: Wow!

Robert: I developed a quest for knowledge. I've been modeling with success the top marketers and business people of the world, such as Tony Robbins, Jay Abraham, and Joe, of course, Joe Vitale who is my favorite. Whatever Joe has been teaching, I have used to great success as all the people Joe surrounds himself with.

My secret to success is to model myself after the best practices, in which in the famous motivational book *Think and Grow Rich* recommends. And, it's also called "Master Minding," meaning surrounding yourself with the best in the field.

Learn from the best and model them and you will duplicate the results.

That's what, along with myself, we'll be doing at the Joe Vitale's Spiritual Marketing Super Summit. After you attend this historical event, you will be on

your way to earning not just one million dollars but many millions of dollars. That's my intention for you.

You should be expanding your business relationships a day. Sign up for a "once in a lifetime opportunity," which is Joe's Super Summit.

Just by talking to other people in my arena, they said do a little bit of internet marketing, which is exploding right now for me. This is what Joe has taught me in working with other internet marketers. In my business, it has actually just about doubled my business in probably a year or so.

A Harvard study showed that only 10% of the population are natural learners, those who seek out the smarter ways to do a thing. That same 10% is also the top of the game. If that's you and you inspire to be the top 10%, then have do yourself a favor and attend Joe Vitale's Super Summit.

I'll be there performing as a mentalist. That's a cross between a psychic, a psychologist, and a magician. And I'll be predicting, a month in advance, what three people will be wearing the night of the program. And, Joe's going to do a little bit of promotion on that during the next couple of months.

If I don't get it correctly, actually everybody gets a chance, because if I don't get it correctly they get to forfeit all of their money back and they get it all back for the event. The thing that I can teach you there is that I'll be there to help you succeed by sharing with you the power of your mind. We only use about 3% of our mind in a lifetime. Imagine what secrets are awaiting for you at Joe's Summit! Your opportunities are unlimited.

That's all I wanted to say, Joe.

Joe: Very excellent, Robert. And I think we should repeat that you are going to predict, what was it, was it one month in advance or two months in advance, what three people are wearing that will be at the event and if you are incorrect every single person attending that event will get their money returned to them that they spent on their ticket.

Robert: Yes! It's going to be fun. I'm also there for the comic relief and the entertainment. So, we are going to have a blast there, Joe. Also, I just want to let you folks know listening out there, that you can learn from the people that you surround yourself with. So, surround yourself with the top people in your industry and you will learn much faster than creating the wheel or reinventing the wheel yourself.

Joe: Great advice!

Robert: I look forward to being there.

Joe: Thank you, Robert. We will see you for sure in January, too. Who else is on the line that would like to speak up here, one of my other speakers?

Jo Han: Jo Han here.

Joe: Jo Han Mok, you're calling from Singapore?

Jo Han: Yes, Joe, I am. I am in Singapore right now.

Joe: What a good man. Thank you very much, Jo Han. Jo Han is a fantastic copywriter. He is also one of my coauthors. We came out with a book called, *The E-Code*, which has been doing phenomenally well. So go ahead, say who you are, your website that you want to plug and what your tip is, Jo Han.

Jo Han: All right, folks. My name is Jo Han. I am from Singapore and my website is www.superfastprofit.com. And, I graduated two months ago from college and I am now a full-time internet marketer.

Well, the tip I want to share with you guys is that the one thing you need to do to make your ad make money. And personally, I am actually shocked at how most people usually get this wrong. And, this one thing is actually for you to talk directly to a prospect in a conversational tone. And, you've got to realize that your ad will be read by one person at a time, and therefore you should talk directly to that person as though you were sitting across the desk from him or her. And, you might want to take this down.

Conversational Ads actually use: 1. questions, 2. short sentences, 3. short paragraphs, 4. clichés, and 5. personal writing. And, most importantly, they are easy to understand. It is very, very important that you make sure that your hobby is easy for anyone to understand. You don't want to confuse them.

Let me just throw in a ten star tip. You want to make this person feel that your writing was written especially just for him. And, this exercise I highly recommend that you do will actually be able to give you a whole view of being able to write the way you talk.

This is the exercise. What you want to do, is turn on a tape recorder and record a sales presentation, any sales presentation that you make to someone. Once you've done that recording, you want to transcribe that tape by hand, so you'll be able to hear and see first hand what your copy actually sound like. And what I'm sharing with you is the secrets of getting free money, free enterprising, free products, and free customers.

Joe, you probably know this, probably better than anyone because he coauthored the book that we never wrote.

Joe: Right.

Jo Han: So, this is something that I want to share with you guys in January and I am definitely looking forward to seeing you.

Joe: Thank you, Jo Han. We can't wait to see you in January and hear all about this. So thank you very much for calling, especially calling from Singapore. Tom, are you on the line, Tom Parish?

Tom: Yes, I am. Can you hear me?

Joe: Oh, I can hear you loud and clear, and you're recording our call, too, as I understand it.

Tom: You bet I am.

Joe: Tom is a dear friend. He's practically a neighbor. I met him at a seminar last January I believe in Dallas, and an audio expert, and a search engine observation expert. And, go ahead, Tom.

Tom: All right. Well, thank you, Joe. This is a great opportunity and it's really amazing following the really smart group of people here, quite a lot to cover.

Well, my name is Tom Parish and my website is www.4webresults.com. And, I have two goals in life, in addition to doing audio for Joe and Joel and other people, is search engine optimization and internet marketing. Internet marketing consulting as it relates to not only bringing traffic in the door, into the website from a search engine, but helping you figure out what's the best way to close that traffic.

And, I've been doing this now for a couple of years. I've probably analyzed and helped over 200 business owners with their sites. I was a thankful enough from Robert Channing to work with him, and I think from the month of June until August, we took his traffic and made a 20 times improvement in the amount of people coming to the site. It's really made a difference.

Okay, as far as tips are concerned, one of the things that is really important to me is getting a chance to meet you and everyone at the conference, because although I have ten steps, ten ways to help you get more search engine traffic into your website, I think it is really important to be very careful about saying there is only one way to do it from a search engine perspective.

Joe, if I could just comment on your site. You had come to me and asked for some input. Do you mind if I just give them the number?

Joe: No, go right ahead.

Tom: Joe had asked me to look at his site and I did that and I looked at it. He had over 1000 unique visitors a day and rising over the period of time that I was looking at it. So, it's like, whoa, what really made Joe's site really sing from a search engine perspective is that he's so prolific as a writer and there is so much content out there on the web pointing to him that, spending a lot of time and money optimizing his site didn't make any sense. But, I've had other people come to me who have just a single page sales letter site and they want it to be more visible.

The big tip there is, you know, do you really need to spend a lot of money on search engine work or are you actually only going to be driving traffic to your site from your mailing lists or from your relationships and from your joint ventures and things of that nature?

The big tip here is you may not really need to spend any money. I'll give you a few ideas at what you can do or you can hand to your programmer. You can make a few changes to the page title tag, duplicate a few pieces of content so that you have duplication of key words and you're good to go.

In other cases if you've got products to sell that are competitive, yes you may need to look seriously at not only getting traffic from the free search engines and trying to be on the top 10 or top 20, but pay for inclusion and pay per click and some new strategies that are right on the horizon that had to do with taking a single set of products that you sell and simultaneously selling them on eBay, Yahoo Shopping, and Amazon.com all at one time. So, that makes a huge increase in the amount of money that you have coming in, because you have a single piece of content that is showing up in all three locations simultaneously. And, that gets you tremendous exposure.

That's really all that I've got and I'm really looking forward to being at the event, Joe, with you and Robert, and this is just going to be a real kick.

Joe: Thank you, Tom. That's a great piece of information there. Great advice and we look forward to hearing more from you and seeing you in January, as well. Thanks, Tom. Richard, are you there from Las Vegas?

Richard: I am here, Joe.

Joe: Oh, great. Do you want to say who you are, what your tip is and what you're going to be talking about?

Richard: Absolutely! For those of you that don't know, my name is Dr. Richard Krawczyk. Before I really talk about what I'm going to be talking about...Now, I met Joe at the L.A. conference about a month or two ago. Hey, Joe, at this conference are you going to have your mermaid there?

Joe: [Laughter] I just might, since you brought it up. I'll tell everybody now that I own a mermaid. I will bring my mermaid there. Everybody at the event can actually see my mermaid.

Richard: That was amazing at what I saw there. What he has going on here at the Spiritual Marketing Super Summit and he had me take a look at his website and he had me absolutely flabbergasted at everything that is going to be going on there. It is definitely going to be a life-changing event and you're going to be receiving a ton of incredible business advice and direction in order to change yourself and your business to a whole new level.

My job is to take you even one step further. As America's Financial Fitness Trainer, I have shown people from all walks of life how to get their personal and business finances into shape. At the Spiritual Marketing Super Summit, I'll teach you how to protect your *ass-ets*.

You'll learn how to establish the ultimate corporate portrait, so you'll be able to keep more of what you make from the tax side and from the liability point of view. And with the explosion of income that you are going to have in 2004, with

the information that you are going to be receiving at this summit, you're definitely going to need this information. That's not all.

I'll also show you about receiving corporate credit. You see, many companies offer corporate credit without any personal guarantees. That means, that if you file for a personal bankruptcy today, you can actually still receive corporate credit as soon as tomorrow. Imagine, receiving \$25,000, \$50,000, or even more in corporate credit within as little as 90 days. Now, think how much bigger your business could be if you actually had corporate credit. Remember, you can get corporate credit regardless of your personal credit. Why? Because nobody checks it!

You think your head is spinning now, I'll even show you how my advanced students get access to millions of dollars in order to help build their corporate credit for either of their new or established companies.

Now, my tip for you today is that you really need to learn how to cover your *assets* with the use of corporations. Imagine working your whole life, living in the great house, only to tell your spouse that you just lost everything because your business wasn't structured properly. Think about living in the doghouse.

So, I'm looking forward to meeting everybody at the Spiritual Marketing Super Summit in January.

Joe: Richard, that's great. Boy, you've got me excited, too. All of these speakers I've been hearing from, I've already known what they were going to talk about, but as I hear these tips and I hear them speak, it's like I want to be there and hear every one of these ideas told to me first hand, right there as I'm sitting before them. So, that's fantastic. Thank you, Richard. Thanks for calling from Las Vegas. By the way, that's where Dr. Scott Lewis is. Go catch his show at the Riviera! Joel, are you there?

Joel: I am here.

Joe: Joel Christopher, my dear friend. How are you doing?

Joel: I'm doing great, sir. Enjoying learning a lot.

Joe: Oh, yes. Do you want to introduce yourself and give a website you'd like to plug and give your tip?

Joel: Sure. My name is Joel Christopher and my website is <http://joelchristopher.com/> and <http://www.masterlistbuilder.com/>. I am known online as the Master List Builder. I teach how to triple the list and double the profits in half the time guaranteed. And, I'm also the best selling author of *Mining Online Gold With An Offline Shovel*. And, that is actually related to what the topic at the Spiritual Marketing Summit is going to be about, which is integrated marketing, or what I call "multi-media marketing magic" which is combining online marketing with offline marketing. And, that's a topic I've really been researching and doing a lot of work on in the last 12 months, since we started the book, *Mining Online Gold*, with my coauthor George McKenzie.

In terms of the tips I'm going to share with the listeners tonight and for those of you listening to the recorded call, I'm just going to give you a quick look at the map of the business. If the goal is to make a \$1,000,000 let's do the math. And, what I can share with you is this, I've tried selling \$20 e-books and \$50 e-books and I've done selling \$5000 live events. And, I could tell you folks it takes about the same effort, and I'm sure that you could concur with me on this Dr. Joe, to sell a \$20 e-book and a \$5000 event. Practically the same amount, but the profits are largely different. When you do the math, it takes about 50,000 sales to make \$1,000,000 if you sold a \$20 e-books, but only 1000 sales at a \$1000 or 100 sales at \$10,000.

Now, the three tips that I'm going to share with the folks listening to this call right now are: First, you've got to upgrade your list. Meaning, aim at a target market that has a lot of disposable income and can spend the money that you want them to spend. So, upgrade your buyers or your list of buyers.

Second tip, is upgrade your mastermind partners. I've done this in the last two or three years. I've made partnerships with people like Joe Vitale, Jay Abraham, and Ted Nicholas (who is a long-term partner). And when you do that you see, there is a lesson in the book *Think and Grow Rich* that if you want to be a millionaire, you've got to hang out with millionaires. If you want to be a billionaire, you've got to hang out with billionaires. And, when you upgrade your mastermind partnerships, you upgrade your business. I call it the millionaire upgrade.

And the third tip that I want to share with your listeners right now, is to upgrade your profit pipeline. I've kind of barely touched on it, which is really instead of spending \$20 e-books using purely internet marketing techniques, sell high-dollar, high-ticket items using integrated marketing or multi-media marketing magic online and offline techniques.

I met a guy, Dr. Joe, just recently in person. And I actually saw him on T.V. the next day after we met. He sells \$2.1 million of missile silo homes. He sells airplane homes at \$200,000-\$300,000. And he is selling islands at over some million dollars. And, I've seen him in person. I've talked to him. And, think about it. If you are selling a \$1,000,000 island and your profit margin is 10%, how many do you need to make \$1,000,000? Only ten sales.

So, these are the tips I'm sharing with you tonight, which is: upgrade your list, upgrade your mastermind partnership, and upgrade the profit pipeline.

Now, what I will be talking about at the Spiritual Marketing Super Summit are really two-fold really is the reason behind number one, the reason behind super successful people and I call it the "MVP Principle," which is connecting with this spiritual side of you. MVP is mission, vision, and passion. It is everything to do about making \$1,000,000. It is everything to do about being successful. When you connect with your mission, with your purpose in life, you can do whatever you want. You can do everything you've always dreamt about.

And, I'm actually doing that right now. What I wrote down my mission 11 years ago, it has connected me to what I really wanted to do and that's why I'm making all this joint venture partnerships, and list building, and upgrading, because I've done that particular action eleven years ago.

Now, the bulk of my message at the event, is really how to build what I call "super lists." These are sharply significant sub-lists of: 1. hyper-responsive buyers, 2. suppliers of products and services that are high-ticket items, and 3. hyper-responsive promoter or joint venture partners that will help you propagate your information, your products, that you will share profits with.

So, those are the three tips and the main topic I'm going to be sharing on January 15 through the 18th at the Spiritual Marketing Super Summit in Austin, Texas. I'm excited about it, Dr. Joe.

Joe: Awesome, Joel. Wonderful, wonderful advice. Thank you very much for that. And I look forward to seeing you before January, of course and of course in January, but thank you for that.

Is Scott Hallman on the line? Scott is also one of the speakers, but I am not sure that he was able to make the call. Apparently, he wasn't.

So, you've heard from almost all of our speakers, except from Scott. You can read about Scott Hallman at the event site, which is www.SpiritualMarketingSuperSummit.com.

There is also going to be at least one surprise speaker, who has asked me not to identify him yet, but to ask that everybody who attends the event bring a battery operated tape recorder to the event, because something truly magnificent will happen as a result of doing so.

And, again, I said that somebody tonight will win a free ticket to the event and over \$9000 in bonuses. And, I'm going to announce that person or tell you how to be that person in just a little bit.

I want to remind you that at the event you are going to learn some things, that: how to build your own email list from nothing, it's a major player; how to use viral marketing to reach millions of people; how to find missing money in your own business, maybe \$500,000 worth; how to write sales letters that speak to the unconscious mind of people; how to get clear of your own limiting beliefs so you can get rich faster; how to use precision persuasion method in an ethical way; how to turn your website into a money making machine; how to get your website noticed by the almighty search engines; how to use the integration formula to make money in 2004; how to stop managing and start coaching everyone you touch; how to use spiritual marketing method to get rich in 2004; how to pull energy to you and then mold it to create what you want; how to avoid the fatal flaw in most marketing today; how to use your intuition to attract more money and other goodies in your life; how to think like a genius and come up with profitable new ideas; how to come up with a hot product over night; how to use advanced copywriting methods to sell your goods; how one sheet of paper can get you national media attention; and even how to end self-sabotage forever.

And, on top of all that, there is plenty more that we'll be discussing, including: how to write and publish your own book in one day. So, you can see that Joe Vitale's Spiritual Marketing Super Summit promises to be the event of the year and the turning point of your life.

So, if you want to become part of the group of people that are millionaires, and there is eight million of them in the country and 91% of them started with essentially nothing. Here's your chance to learn how to do all of that. So, again, you can learn all about this at the site www.SpiritualMarketingSuperSummit.com.

Who won the free ticket for tonight? Here's how we're going to do this. The very first person to email me the answer to this question will be the winner. I'll say this again. The first person to email me the answer to this question will be the winner.

The question is, "What was P.T. Barnum's first name?"

Tom: Oh, I have a comment to make. This is Tom Parish.

Joe: Yes, Tom.

Tom: I just want to put a plug in for Austin, Texas. This is a heck of a place to have an internet marketing seminar.

Joe: Oh, good plug.

Tom: You're going to be downtown, within walking distance of the famous "Sixth Street" for Austin, Texas, over the weekend. The weather will be nice down here, if you are up in the North and Austin is usually 40s and 50s is the coldest it could get. It's going to be a great place for that.

Joe: And, I have the winner! Tom Welch has written in the name and he's written in the name "Phineas." And, that was P.T. Barnum's first name! Phineas Taylor Barnum. And, of course, I wrote a book on the man. He's one of my spiritual advisors, I guess, called *There's A Customer Born Every Minute*.

So, Tom Welch has won a free ticket to the event, The Spiritual Marketing Super Summit, including the \$9000 in bonuses. For more information, go to www.SpiritualMarketingSuperSummit.com.

Thank you, Joel. Thank you, Tom. Thank you all the other speakers who came on and the hundreds of people who called in tonight from all over the world. I thank you. I hope to see at least 100 of you in January at the Spiritual Marketing Super Summit. Thanks again everybody and have a wonderful evening.

About Dr. Joe Vitale

Dr. Joe Vitale is the world's first Hypnotic Writer. He is President of Hypnotic Marketing, Inc., and author of way too many books to list here, including the #1 best-selling book *Spiritual Marketing*, the #1 best-selling e-book *Hypnotic Writing*, and the best-selling Nightingale-Conant audioprogram, *The Power of Outrageous Marketing*. His latest books include *The Greatest Money-Making Secret in History*, *Adventures Within*, and *The E-Code*. He just created a software program to help you write sales letters, ads, news releases, speeches and even entire books using his Hypnotic Writing methods. It's called *Hypnotic Writing Wizard*. Joe is considered one of the pioneers of Internet marketing. He has made millionaires and helped created online empires. His main website is at <http://www.mrfire.com> His e-mail is event@mrfire.com