

Caleb O'Dowd - 30th Anniversary Interview

Ken McCarthy 00:05

Hey everybody, and now we're with Caleb O'Dowd and of all the people that I've interviewed, some of them I've known I've known Dan since 93 I've known Jonathan since 97 Lloyd from his very first internet seminar, because I gave it, you know, in in 2003 these are folks that I've known for many, many years. Now, I only known Caleb for a few months, but his work is so interesting, so important, and so right on the money like this is what we all need to be thinking about. This is what we need to be, you know, this is, this is a blueprint that we need to follow in 2024 so I and he's got an amazing background, as we're going to see when we get into it. So I thought, well, you know, we've we're covering the past. We're covering the last 30 years. Well, now we have to cover the next 30 years. Now, in fairness, Lloyd gave us some really good hints, but Caleb's going to give us some some real details. So welcome, Caleb.

Caleb O'Dowd 01:07

Thank you so much, Ken. I'm honored to be here.

Ken McCarthy 01:10

And it's great to have a fellow Irishman on Do we have any other Irishman on the call? I don't think so. Caleb, you have the most remarkable background. And if I wanted to engineer a successful internet marketer, I would follow the exact path that you followed. So for people that don't already know your work, how did you come to this? Where did you start? And then we'll get into what you're doing these days. Yeah.

Caleb O'Dowd 01:37

So I got into this game. I think when I was maybe about 16 or 17, I had quit high school. I never finished high school, never went to college and became a carpenter for a period of time. And, you know, eventually realized that I wanted a greater lifestyle than what you know, carpentry was going to give me. So I, through one means or another, landed on Internet Marketing. My brother John, you know, actually introduced me to this newsletter created by this guy called Gary Halbert. And my brother John had this enormously successful career in corporate America, and was a very, very high ranking guy in a in a very significant corporate company, and had all of these managerial and, you know, project management skills, and I had nothing, and we decided we were going to get into business together. And John said I needed a mentor. And he put Gary Halbert newsletters on my on my lap, and told me to read these.

And, you know, I was just blown away. And John told me, you need to go make this guy your mentor. And to make a long story short, I essentially tormented Gary Halbert, who was a legendary figure in the world of advertising and direct marketing, got three weeks with him, got him to agree to mentor me for three weeks, and flew all the way from Ireland to Miami Beach. And three weeks turned into three years. I ended up living with Gary Halbert. He got me into direct mail, which wasn't Internet Marketing at all. Started a very successful direct mail business. We moved into newspaper advertising. From there,

we had an enormous newspaper advertising business. From there, eventually got back onto the internet, and we went on to do you know, fabulous things there, with all sorts of video sales, letter funnels and webinar funnels and product launches. And we, you know, kind of pioneered, you know, running product launches inside Facebook groups, and have an advertising agency these days. And we do a lot of various different things. So I'm

Ken McCarthy 03:57

sorry not to interrupt, but when you say we, there was a period when you stopped working with Gary. So when did, I don't think did Gary, was Gary? Did Gary come along for some of this internet stuff you were doing? Gary

Caleb O'Dowd 04:09

got me into direct mail. And, you know, we became one of the top competitors in the health supplement space in direct mail. He got me into newspaper advertising, and then passed away. And from there, we went on to, you know, according to our our our media buyers, at the time, we were the largest direct response newspaper advertisers in America. At that time, for maybe three, four years in a row, we were spending seven figures a month on ads and just carpet bombing the country, but, but by, by the time we had hit that kind of pace, Gary had passed away, and it was my brother John and I, my my business partner, and brother John and yeah, from there, we moved on to the internet. We, we, you know. Just we grew several very, very successful businesses on the internet, and haven't looked back since. How

Ken McCarthy 05:06

old were you when you started with Gary? When you actually you got the newsletters when you were around 16? I

Caleb O'Dowd 05:11

got the newsletters, I think when I was about 19 or 20, okay, yeah, probably 20. And I had been, you know, but, but from the age of about 17, I was, I was buying ebooks and learning about internet marketing and, oh, okay, and stuff, but I was just kind of dabbling in it. But it was around the age of about 20. John gave me Gary's newsletters, and I think it was 21 I was 21 when I met Gary, and from there, within the first 12 months, we had a seven figure health supplement business. It was everybody, when I say those kinds of things, they think, Oh, my God, he's, he's this brilliant marketer.

I had a brilliant mentor. You know, I was, I was told to shut up and do what I told what I was told. And, you know, John and I just just, kind of, you know, Gary held the reins and told us what to do. And we, we built up this direct mail business that was fabulously successful, and we had it for, gosh, we had it for about maybe 10 or 11 years. It was brilliant, brilliant business model. Very unfortunate that it got swallowed up by the internet, because it was, it was, it was such a great business model, you know,

Ken McCarthy 06:26

and John's your brother. John is my brother, yeah, yeah. So, so you had about 11 years. You say at that?

Caleb O'Dowd 06:33

Yeah, we had a health supplement business for about 11 years, but, but during that time, we were big into newspaper advertising. We had ventured into the World of Internet Marketing. We had done, you know, we were, we were, you know, members of a team that that had a a very successful business, you know, gosh, I was about maybe 26 and 41 now, however many years that is. But we were we. We had a business that was doing about three to 5 million a month on the internet at that time. It was, it was, it was a real rocket, right? And, you know, but eventually direct mail, that that business model just kind of got swallowed up the volume, the names available just kept getting smaller and smaller, and the same thing happened with the newspapers. There was just fewer and fewer newspapers to advertise in, and the spends got smaller and smaller, and the internet was just exploding. So we just gravitated towards the internet

Ken McCarthy 07:32

interesting so, so the potential reach was declined. Not only was the internet rising, but you're just mechanical. Ability to put your ads in front of people was declining at the same time.

Caleb O'Dowd 07:45

Yeah, yeah. I mean, you know when, when we were rocking and rolling in the newspapers. We were carpet bombing the country with ads every single week. We were, we were dropping, you know, hundreds, 1000s of ads, half page, full page newspaper ads every single week. And, you know, every town and city and major metropolis in America at the time, but it just, it just got smaller and smaller and smaller. And the juice just, you know, wasn't worth the squeeze after a period of time. And we had things that were working on the internet that were just that were just exploding at the time. So that's how that transition took place.

Ken McCarthy 08:25

Gotcha. Gotcha. Now I'm going to assume that the vast majority of our listeners know who Gary Halbert is, but I'm just going to do a quick 32nd on him and why it's so significant that Caleb had the opportunity to work with him daily for how many years do you think you worked with Gary?

Caleb O'Dowd 08:44

Three years. Yeah, I lived, I lived with him. And, yeah, it was every day for like, three years.

Ken McCarthy 08:50

Yeah. So that's like a post graduate PhD with, you know, distinction. I mean, for those that don't know, first of all, guys find go on the internet and find Gary Halbert stuff and consume it. I think pound for pound, he's probably the best direct response copywriting educator. He's a practitioner too. He's an amazing practitioner, as I'm sure Caleb can testify, too. But in terms of getting the concepts deep into the bones of his students. I just don't think anybody compares to him. Lot of good lot of good trainers, a lot of good teachers, lot of good experts. You know, I know many of them, but Gary was he? He was one of a kind. I the way I explained him to him to people, is, he was a force of nature. And it was, he was like the wind, you know? He could turn the windmill like he could absolutely know, if you could harness Gary, there's nothing you couldn't accomplish. However, as they have hurricanes, sometimes

he could also be a challenge, right? I mean, let's just, let's leave it there, right? Challenging fellow, or maybe not, maybe never had a issue. I mean, he's, he was a larger than life.

Caleb O'Dowd 10:08

Oh, he was an extraordinary guy. He was a genius. You know, if anybody understands the the pros and cons of true genius, then you would at least have a small bit of an insight into who he was. You know, he was a, he was a bona fide direct response marketing and advertising genius. And, you know, he was outrageously talented at that, and outrageously lacking talent in almost every other aspect of his life.

Ken McCarthy 10:43

Yeah, it's, you know, we're all different. You know, we're all we're all made differently. You know, that word genius gets thrown around a lot, and you know, if we were, if we use it accurately, there aren't a lot of geniuses. I mean, most of us, we're, we're good appliers, yeah, and then people that are maybe earlier in their development look at us as geniuses, but there really aren't that many true geniuses. And Gary was one of the true, true geniuses. Yeah,

Caleb O'Dowd 11:14

I agree a lot of you know, you know, a level is another term that gets thrown around a lot like, you know, there's beginners, there's professionals, then there's a lot of professionals, and a lot of professionals get called geniuses and a level guys and this, that and the other. But there's really only a tiny, tiny handful of true geniuses out there, you know, past and present. And, you know, in my humble opinion, and in the opinion of other highly educated guys on the topic, Halbert was definitely one of, one of those geniuses, for sure,

Ken McCarthy 11:51

absolutely. And what an amazing life circumstance to start with him as a student under his roof for three years. It's like the old apprenticeship programs, not the, not the TV program, but the way, you know, how did people learn? You would apprentice yourself to a master, and the master would kick you around a bit, you know, and, and, but you'd, but you'd get to learn, you know, from a true master. Well, let's talk about your transition to to the internet. You mentioned a few things. And can you talk about, maybe the, some of the highlights of some of the things that you've done online?

Caleb O'Dowd 12:26

Yeah, you know, we got into sales funnels ASAP, you know, we kind of started figuring out, like I learned a lot of you know, when Gary died, I was kind of orphaned, you know, he was the guy that was, that was, you know, driving the car, and I was the guy in the in the passenger seat, absorbing all of the of the talent that was needed to do that. But when he died, you know, I found myself in the driver's seat. And, you know, I over a period of several years came to conclude, because before Gary, I really didn't have that much of an education. I really didn't I didn't understand direct response, the core concepts and principles of of direct response, and Gary was very much about teaching me those things.

He was never so much into the tips and the tricks and the shortcuts and the hacks and stuff like that. He was very much into the profoundly important concepts principles and drill them into me. And what I later came to learn is if you kind of understand those true core concepts of marketing and advertising

and you know, and how to implement them. Well, then the medium, the channel, the the the outlet, the vehicle that you use to generate sales, is really not that important, because at the end of the day, what really makes sales happen and what really allows you to go from zero to, you know, enormous success is, is really these core kind of principles and concepts.

So when I went online, I started to realize that a lot of the stuff that was, you know, that had been our bread and butter offline, was missing from the internet. Guys just weren't aware of these things. They just weren't doing these types of they weren't using, you know, this, this knowledge that I had gained over the years, and there was so many things missing about internet marketing that was profoundly profitable offline. So when we got onto the internet and we started applying sales funnels, you know, I immediately started to see the the gaps in internet marketing. There was, you know, like order forms as an example, was, was, was a huge wake up for us, because, you know, we would get people on the phone to order. We would get, like, 40% 50% of people to to buy over the phone.

But what we saw when we were sending people to an order form is like 8% 10% of those people would buy. So we started implementing a lot of the things that we had learned over the phone to order forms, and we started having just really big results, like results that really kind of put us streets ahead of of a lot of guys at that point in time that just didn't really have that education. So we kind of got onto the internet with advanced offline knowledge, and know how that we applied to the internet, and in a very, you know, surprisingly short amount of time, we just started doing very big things, you know, with sales funnels and cold traffic, and we were able to scale funnels to really exciting heights at the time. And then, you know, from there, we had an education business. We got out of the health supplement business. Can

Ken McCarthy 15:55

I just ask you a quick question, what years was? Were this because sales funnels is now a brand, and people might think that you know you're talking about a particular company that you learn from. When were you doing sales

Caleb O'Dowd 16:09

funnels? That's a great question. I internet sales funnels. I started doing, I think, when I was about 2627 so that's about, maybe that's 27 is, is 1314, years ago. So 1415, years ago is when we would have been, you know, getting into it in a in a very big way on the internet,

Ken McCarthy 16:37

gotcha so that that's bringing us to 2010

Caleb O'Dowd 16:42

in and around that, yeah, good,

Ken McCarthy 16:44

good. So you didn't know. In other words, you didn't just learn about sales funnels last week. Yeah, yeah. And then, and there was one other thing I wanted to say, and I've forgotten, oh, order forms. I want to talk about order forms, yeah, because when you do direct mail or newspaper, as they were

having people call in, mm hmm, did you ever have people clip a coupon or and mail their order in, or was it, was it media to phone?

Caleb O'Dowd 17:14

We did, yeah, you know, we did. And it was interesting at the time, because Gary used like, you know, order forms like that to sit to get people to send in their their, you know, their send in a check or fill out an order form and send it in. And even though he was using it, he had instructed us at the time drop it and just put a telephone number there. And when we did the whole idea was, if you give people multiple options to order, it'll stall them. Even though that's what he was doing. It was a strange thing, but he told us, drop the order form and and do it. And we we, we had offers where we just did telephone calls to action, and we had, you know, other offers where we did give them the opportunity to mail in their order.

But in either case, you know, from a company wide perspective, like 80% of the sales that we were getting and we were at scale, you know, we were putting, you know, we were spending seven figures in the mail a month putting direct mail letters, you know, sending direct mail letters to people's homes. And we were doing the same in newspaper advertising. So 80% of those calls, and certainly within the newspapers, they were all going to the telephone. So we had this massive education of how to close people over the phone at scale. You know, that was, you know, very unique, because I was constantly testing a lot of different things. Like, if you can make a small tweak, a small improvement to a script when you're when you're taken in, you know, 1000s upon 1000s of calls, it can really move the needle for your business. You know,

Ken McCarthy 18:59

gotcha. And I think the reason why Gary straddled the coupon and the call is when he started, there were no call in options. There was no there was no such thing as an 800 number, yeah, and you weren't going to get somebody from St Louis calling a number outside of their area code, because it would have cost them five bucks. Yeah, so, so and also taking credit cards, not so easy for mail order in the in the early, early days. So this is hard to envision, but the only way I want to just emphasize this for everybody, the only possible way you were going to make money was to persuade somebody not not only just to buy, they had to find an envelope, they had to find a stamp, they had to write a check, they had to clip the coupon, or if the coupon was already in, just they had to fill it out by hand. Then they had to get it to the post office. So the selling hurdles that.

That people from Gary's generation had to leap over. Were vast. And so when, when it went to 800 number, it was Joe Sugarman that did that. By the way, if we got any historians out there, Joe Sugarman the catalog guy. Some people know him for blue blocker. I knew him as the first guy who sold calculators. Believe it or not, there was a time in my life when, if you wanted a calculator, it was something about this big and it was mechanical. You certainly couldn't put it in your pocket. So anyway, that's probably why Gary stuck with that. But wanted to say this, the things that you learned in laying out an order form, a physical order form are priceless, because it's the it's the one yard line in football. It's, you know, you've gone all the way down fields. All you have to do is go that extra yard and you've scored six points. You could drop the ball. You don't want to drop. And Gary was, by the way, Gary used to say this, I don't maybe, you know, he said different things at different times, but I this was, I think, the

most profound in so many you use the word profound in describing him. Guys look up profound in the dictionary. Caleb's not just throwing that word around. Gary was profound. And one of the most profound things he ever said, and this brings us full circle, is a sale is a very fragile thing.

Yeah, right. And so when, when, when Caleb was writing the the scripts for the the inbound telemarketing. You know, you've done so much, you've you've spent seven figures that month. You don't want the the tele reps to drop the ball. So what they say is very important. And then, of course, you learned a tweak here, just changing a word, maybe changing a sequence, maybe adding something, maybe removing something, you could actually see it in your bank account that month. Yeah. So you so when? So when Caleb looked at the Internet and looked at our our pathetic order forms, and they are still pathetic. This is all that he was bringing to it, right? Which is why you had the phenomenal results you did out of the gate. Because I'll tell you in 2010 even today, nobody's paying enough attention to to order forms online. They're using whatever the default is, even Yeah,

Caleb O'Dowd 22:19

and so many guys, you know, don't understand, like, how, like you just mentioned there, you know, it's a great education to create a an order form in print. So few people understand the power that, you know, and the opportunity that's in an order form. So if you have a business you're doing, you know seven figures a month, your order form is converting at eight or 10 or 12% What's the fastest way for you to double your business? It's to double your order form conversions. So so many guys don't know that. So many guys like, if you're a business owner, and I see these guys come to me all the time, and they're they're looking for a 10% increase in conversion rates, you know, on their cold traffic ads or their their landing page that they send traffic to, and yet their order form is converting at like 8% so, you know, the ability to understand what is actually going on in an order form, the ability to optimize an order form, it can have an absolutely profound and overnight, using the word profound again, yeah, a truly monumental improvement in your business overnight if you're generating,

Ken McCarthy 23:35

sorry. And here's the issue, what does it cost to improve your order form?

Caleb O'Dowd 23:39

Yeah, yeah,

Ken McCarthy 23:40

like, close to zero,

Caleb O'Dowd 23:42

right? Yeah, you know? Well, there's, there's so many things that you can do with, with an order farm, you know, there's, there's, like, a lot of the things that we did that, that, you know, that really made a difference, like a lot of people know me as, like, a webinar marketer, because we do a lot of webinars, and, like our webinars, like, I've got testimonials from like, so many guys that are like, Oh my god, your your webinar converts so much better than anything I've ever promoted to my list. I've actually got loads of those types of testimonials, and they think it's the webinar, and it is. The webinar is really good. The offers are really tight. Everything is fabulous. But what noone is paying attention to is all of the magic

that's going on in the order form that noone even pays attention to. Like no one even understands what's going on there. But what is going on there is there's a lot of old world direct response tactics and strategies that are being implemented in a in the order form. There's a lot of of like, you know, we do a lot of intelligent cart abandonment stuff. We have a live agent on the order farm. We figured out a long time ago that, you know, most people don't buy when they visit an order farm. But has anybody ever wondered why you. Has anybody ever stopped to think, hey, if 100 people land on my order farm 10 by what about the other 90 and

Ken McCarthy 25:08

that and Caleb, a literal million dollar question.

Caleb O'Dowd 25:12

No one has even asked that question. No one has even thought about it. Why have the 90 people out of 100 not bought Well, the shocking answer to that is, they didn't buy usually because they had a question, a question that stopped the sale. They didn't buy because they had an objection that stopped the sale. Those two things are different. An objection might be, I want to order, but I just really, you know, I'm not too good at, like, YouTube advertising or whatever it is, and therefore I really don't think I can kind of do this. A question is, I'm actually heading away on vacation next week, and I'm worried that if the product arrives, it won't get delivered, and I'll miss out on it. So many people have those, but you know what? One of the biggest categories of reasons why people don't buy when they get to an order form, tech issues. Hey, the order form isn't working. Like I just entered my information, I clicked order. Nothing is happening. Another issue is credit card. For whatever reason, my credit card isn't being processed, isn't isn't processing. And if you have nobody on a, on a, on a on a an order farm there to help. Then all of those sales are lost, all of them. But so by

Ken McCarthy 26:26

putting yeah, as you speak, I think there are people who could be retired on a Caribbean island right now, had they only known this, yeah, and added these pieces. I'm sorry to interrupt there, but I mean, this is so this is massive, and we've talked before. We never got into this subject before, so I'm really glad it's coming up.

Caleb O'Dowd 26:46

It's, yeah, it's only an example of the things that we do, because we, you know, we do so many different things, but getting an agent like live on the order form, you know, and having a box appear the instant you land on the order form a box opens up. Hi, I'm Mike. I'm a real person. You know, if you need any help, you've got any questions, just send me a message. I'll reply to you in like five seconds, and now that person knows, okay, I'm not alone. If I have any issue, I'll just hit up Mike. And of course, Mike is has gone through this because there's a whole sequence. There's a whole strategy for getting that all dialed in and everything. But one of the things that we like to do a lot of is we like to get people on the phone as fast as humanly possible. We try to get them from the order form on the phone. So there's a number of different things that we do. There's like, if it's a webinar. We try and capture the phone number anyway, in advance of them signing up.

So if we, if they land on the order form they haven't bought within like five minutes, we have somebody literally text them, Hey, Mike. It's, you know, it's Sally from Caleb's office. I'm going to, I'm going to call you on this number in like three minutes, okay? And there's a whole sequence of events that happens there. If Mike says yes, or Mike says no, or there's no answer, but we try and get them on the phone, and if, if there's no telephone, opt in. A lot of the times, what we try and do in in before sending people to an order form, like, if it's a VSL campaign, and, you know, you you people click the the link to order we have. We don't just send them straight to an order form. We have a pop up. And the pop up is, is usually a pop up opt in that assumes the sale. So, like, we would say, if it's an information product, the pop up would appear, and the headline would be, you know, where would you like us to send your login details? And we would capture a telephone number there.

And because that headline assumes the sale, what we found is that by assuming that the person is going to order when they get to the order form, there's a higher conversion rate on that anyway, wow. So now we get we get a telephone number, and we get a higher conversion rate on the order form, and then if they don't buy, we immediately call them. We try and get them on the phone. We capture email and phone, so then if they don't buy, we're hitting them up on SMS. We're doing outbound telephone call, we're doing email, we have live chat, and we have all sorts of deadline campaigns and ways and means to follow up, using multi channel marketing. So these are like, things that you can do that will, like, double and triple your order form conversions.

And depending on the volume you're doing, if you're doing a million a month, well, then that's 2 million a month, 3 million a month, and you haven't spent, you know, too much more money, like, as you mentioned there. So you haven't. Didn't need to optimize your YouTube ads. You didn't need to split test copy on your your on your, your, you know, your headlines on your VSL pages and things like that. So that's kind of an example of, like, you know, old world stuff. We used outbound telephone calls. We used SMS. Us we're getting, you know, we're cold calling people. And these are examples of Old World tactics that we took to internet marketing that no one is using, no one is using, at least intelligently either, 95% of people are not using them, and maybe the other 5% are using bits and pieces of them, and no one is kind of using them in a kind of a coherent manner that that, you know, brings them all together in an intelligent way. And this is one example of, like, how we took Old World offline marketing experience, applied it to online, and we've just been doing variations of that across the board since, since we got into the internet. Yeah, great. And,

Ken McCarthy 30:42

you know, I want to point out, this is all in a book, guys, this is a really good book. Your colleague, who's a good friend of mine, who encouraged you to write the book. I believe you dedicated it to him, did you? Yeah? Robert Skrob, Robert Skrob, just he sent me the most modest of all emails. He said, check this book out, because it was Rob. Well, if Rob's telling me to check a book out, I will. So I ordered it, and, you know, like everything else, it ended up in the stack. But luckily, one night I couldn't sleep, and it jumped out at me, you know, it was in a big pile, and for some reason, this thing jumped out at me. And I say, Rob sent me that I should read it, and I'm reading it, and my head's exploding because it's so good. Now you've been talking about talking about webinars, transition from health products to education. Let's talk about the other big thing that you do that is so important.

You know, we go through all this effort to buy media, to get people to come, to convert them. You've got your elaborate Order, order taking process. And is this just a sidebar before we get into any further, just do one thing at a time. You know, you don't necessarily have to learn the whole beast. And you know, it's like an elephant, right? How do you eat an elephant, one piece at a time. But get started. Get started. The other, I think, big piece, besides overlaying classic direct marketing principles onto the internet, like utilizing order forms and the order process in a much more intelligent way, using old school techniques, is that you don't stop with one product. You don't say, oh, buy, buy my widget, and then you sell the widget, and then you declare a victory. That might work. It's never really been known to work in the history of direct response, but it can, I guess it could work. What's your philosophy on, on, you know, should you be focused on one product, or should you be thinking more broadly?

Caleb O'Dowd 32:49

Yeah, you know, like one of the, one of the kind of most alarming things that I noticed when I came online, is, you know, like the way the business was originally described to me, is take a sheet of paper and draw a line down the middle, and on the left side you've got acquisition, and on the right side you've got monetization. And the entire business model is you acquire a customer and break even, or a loss, a small loss, to get as many potential customers from acquisition over into monetization. And once they're in monetization, that's where you make all of your your your money. That's where you get rich. You'll get rich in the monetization side of things. So, coming from that kind of old world, you know, I call it old world, and to be quite honest, as I think back on it, it's, it's far more sophisticated than anything these days. Very sorry about that.

So, you know, we, we decided, like the when we got onto the internet for the first time, we realized there's no monetizers here. There's no one monetizing these all of modern marketing. They're all acquisition marketers. They've lost this knowledge of monetization, and as a result, like all the guys that come to me for help, they're they all come to me and they're all trying to get all the money back on the first sale. They're trying to, you know, pay off all the bills in the business. They're trying to put their kids through college, they're trying to pay for the mortgage. They're trying, and they're trying to get all of that out of one front end sale, you know, with an average order value of, like, 80 bucks. And they don't do anything with their customers from that point forward. Or else, they might promote an affiliate offer here or there, or whatever. To me, that's, it's shocking, because, like, I came from the world.

World of minute you get a customer in the door. You know, that's when the money making side of things starts to happen. So you need to have one offer after another, after another, after another, after another, after another. So, yeah, you know, one of my superpowers online is nothing, nothing super about it. And you know the world that I came from, but it's to very heavily and very aggressively, but in a very positive way, monetize those customers have one offer after another, after another, after another, after another, and to do it again across multiple different channels in a variety of different ways. That is both educational and value driven, but very aggressive in terms of, you know, the monetizing of those customers. So we do use a lot of direct mail. Direct Mail for us is incredibly profitable. I remember Gary telling me a story. He said, You know, when I was growing up, if you got a phone call, the street shut down. The kids outside the door. Everybody stopped playing. Everybody ran in. The neighbors ran across the street. They were standing outside the door. All the kids were around the phone, and you would pick up the phone. It was an event. It was an experience. Wow.

And now these days, you know, phones ring and people don't even answer the phones anymore. Well, direct mail, if, if, if you're a customer that's been acquired on the internet and you receive a direct mail letter in the mail, it's an experience. Okay, haven't had that before, most likely, I have people that have taken my sales letters and brought them into Facebook groups and are like, Oh my God, look at this. I can't believe it. Look what I got in the mail. It's, it's an experience. And the conversions that we get by sending people direct mail are just off the charts. They're, they're super high for us, we do a lot of dollar bill letters. We do a welcome package, like, you know, if you bought from one of my webinars, you you paid two and a half \$1,000 for a training.

You get a package. It has a hat. It says Alchemist on the front of it. It comes with a beautiful letter that talks about, you know, you know the power of, like, turning ideas into money, and you better then believe that it comes with another envelope, and that other envelope has a sales letter that to get on the phone and buy something for \$6,000 so that's kind of one of the monetization strategies that we use. We then have implementation calls. So if you buy from us. You know, we have a free call where we get you on the phone. We want to make sure that you have access to the call. Is very strategic in how it's done. So we get, we get the customer on the phone. We ask them, Did you get your logins? No, okay, here's your login details. Can you log in? Right now? We walk them through getting into the training. We always show them around the members area. We tell them where to start. We ask them what their goals are. We then develop a plan, you know, for achieving their goals. We then set a particular time each day for them to work on their business so we get it onto their calendar.

We want them to we want people to succeed. So like this call is a very valuable call. We like install excitement into their lives. We build the need to take action into their daily planner, and then at the very end, you know, we soft pitch them for a product as a very valuable call. It's it's a free call. It's a free service. It's not just costs us money to do that, but the the conversion rates on that. So we get about five or 6% of our total buyers to order a higher price solution from that particular call. So that now is two sales that are made, one via direct mail, one over the telephone. We then have a free webinar training that is, again positioned as a value add, so that person is getting on and you know, they're going through a very value driven webinar, getting lots and lots of value, again, soft pitch at the end. We usually get about two 3% of people to buy from that. And then we just keep going.

We do, we do things like mini groups, which are kind of like challenges inside Facebook groups. We do VSL campaigns. We do free reports to VSLs. So in all cases, we're giving value selling, giving value selling, and there's a lot of activity going on every single week. So if you buy from us, every single week, there's a new promotion going on. But it doesn't necessarily feel like a promotion, because you're getting a lot of value, but we are selling very aggressively, monetizing those customers like crazy, using multi channel marketing. Both online and offline, and we're using a variety of different mediums to get our message across. We're using SMS, we're using email, we're using direct mail, outbound telephone calls. We also do ringless voicemail. We do things like that, and it all just feels like, geez, I'm getting this incredible education, but the bank account is showing that this stuff is just outrageously profitable for us. So we want to build this system like we want to at least, at a minimum, get a 90 day system in place where there's 12 campaigns going out, providing value, but constantly selling. And you know, the minute you have a 90 day campaign, your job is to get a six month campaign going. And the minute you get that far, it's to get a 12 month campaign going.

Ken McCarthy 40:44

I love this. I love this. We, we were teaching this at the original system seminar, but not in this level of detail. We were just trying to get people to follow up at all, right, yeah. And then we introduce people to the idea of the autoresponder, which people, you know, this is just pure email, nothing elaborate. No, none of them. No mail. I mean, so easy. And that was a hard sell originally, but people figured it out. In fact, a very good friend of mine, incredible marketer, when I first told him about I was working on auto responders in 90 I was going through my archivist in preparation for the book that I'm that I'm publishing, and we were working that in 96 we called it the ultimate mail machine.

And it actually, we never got it to work properly. And then, and then a Weber came along the next year, and I said, Oh, thank God. Let somebody else run all this stuff. But yeah, it just just our business is based on follow up. It's not just running the ad and getting the inquiry, it's the follow up. That's that's like a it's like, it's three legged stool, right? You run the ad, you generate the inquiry, and then you have the follow up. Now if you try to sit down on a stool, it only has two legs. Of course, it's not going to work. How many, I mean, this is just a rhetorical question, but how many people do you think are literally sitting on a gold mine? They have a business where they're eking out a few bucks on the front end and they do nothing other than that front end sale. How many of them are, yeah, within, within the within eyeshot of of, you know, the Caribbean island scenario, you know,

Caleb O'Dowd 42:24

yeah, well, you know, one of the the things that Gary taught me, he called it operation money suck. And, you know, the, the overarching idea of this is that every touch point that a prospect or customer has with your business needs to be monetized. So if somebody you know lands on an article of yours, how is that monetized? If you haven't sat down to identify all of the various different ways in which people interact with your business, like customer support. So if you're a seven figure a year business, chances are you send several 100,000 emails a year just via customer support, and you're dealing with, you know, customers and prospects. How many Has anybody ever thought to put an offer into a customer support communication? How much more money?

Like in every customer support email, there needs to be, you know, the like, a little, a little block of text. It's called a super script. I think it was Dean Jackson that like, label, this a super script. And, you know, after the the support communication, it's like, you know, regards Caleb. And then underneath the the, the that is a is a chunk of copy. And that chunk of copy is, you know, by the way, have you checked out all of our other products and services? And in that way now every customer support communication is now a profit center. And I learned this like a long time ago as well. There should be no liabilities in your business. This is a game of math, so every the whole purpose of direct marketing is profit. It's money, it's, it's, it's revenue and the like there, there's a competing force against profit, and you know, and that is cost. So every cost center must be eliminated. Every cost center must be eliminated, so from or

Ken McCarthy 44:41

maybe when you is transformed, transformed. Yeah, you don't want, you don't want to throw out customer service, but you want to transform customer service into a profit center

Caleb O'Dowd 44:50

Exactly, exactly, exactly, that's what I mean. So you obviously need customer support,

Ken McCarthy 44:54

don't? We have to be careful, because some people will say, Caleb said we could. We should throw out. The cost of it? No, no, he's not saying that.

Caleb O'Dowd 45:03

He's saying, like, you need to view every one of your costs as a potential, you know, asset. So you need to turn that liability into an asset. So you can't have raw costs. So customer support is like a raw cost. Well, you need to figure out, how can I transform this cost into a profit center? And it starts by, you know this, this concept of of of of operation, money suck, identifying all of the ways in which your prospects and customers come in contact with your business, be it customer support, landing on an article, reading an email, there's if you sit down to do it, there's dozens and dozens and dozens of ways that you are not currently aware of that prospects and customers interact with your business and they're not being monetized. And if you sit down and systematically isolate each one of those and mastermind ways to monetize them, then you won't have to spend a penny to like potentially skyrocket the profitability of your business. And this customer support example is a really great one. You know, in at the bottom of every customer support communication that exits your business, there should be copy at the bottom that says, Hey, by the way, have you checked out our other products and services, and then a bulleted list that links to all of your other products and services.

And then what starts to happen is, every time a customer support communication leaves your business, there's an opportunity for that to generate profit that you know, turns that raw cost into an actual asset for you. And if you do that across your business, and it's a brilliant exercise, I tell this to all of my clients, it's brilliant. My brother John calls it dumpster diving, you know, like digging into, like the you know, your business, and like searching for the gold, so to speak, searching for the treasure and profit centers. And you would be shocked to discover just how much money is in your business that you're completely and utterly unaware of. I have this with sales funnels as well all the time, like every single week, I reverse engineer minimum one sales funnel. And I'm constantly looking at what other guys are doing. And you know, across the board, they say anyone who uses statistics is full of crap. But I can, I can pretty darn, pretty much accurately say well in excess of about 90% of sales funnel marketers do not fully optimize and upsells. So there's actions that people can take on an upsell. For example, they can buy, they can leave the page, or they can decline the order. Well, if they buy, then that's great. If they attempt to leave the page next to nobody has a down sell pop up that, you know, breaks the payment into two or three payments, or offers a 10% discount, or something like that. It's free money. It's free money you've

Ken McCarthy 48:10

already Yeah. I mean, think of the logic. You've lost them, they're gone, they're walking out the door. Yeah, they're walking out. And you've just earned zero, and now you can flip it and earn something. Yeah, and it's

Caleb O'Dowd 48:23

the same with decline links. Much more people do put a down sell offer on a decline link. But you'd be shocked. I still think that well in excess of 50% of marketers do not. And I know like one of the things that we did as well, because we're really good at following up if someone declines an upsell of ours, we put them into a multi channel marketing three day deadline campaign to come back and order that upsell. And very like next to nobody. I actually, I cannot even remember a single instance where somebody does that and you could double your upsell conversion rates by doing that.

Ken McCarthy 48:59

Wow. And if we

Caleb O'Dowd 49:02

What's that have I wandered. I don't even remember, not

Ken McCarthy 49:05

at all, not at all. You know, if we think about our own buying behavior, we rarely see an offer and just say, Oh yeah, I'm just going to buy it. Right? We may be 50% of the way there, 70% of the way there, 95% of the way there, and all the salesperson or the sales process needs to do is warm us up a little bit further. Yeah, and, and all these, these, these techniques that that Caleb is suggesting, they're and they're all based on foundation. This is, this is profound, foundational stuff that relates, that related to selling even before there was the internet, probably even related to selling before there was direct mail, because until there was universal postal delivery, we couldn't have direct mail. But a good salesperson knew if no was the first answer, maybe there's a way to come back and

Caleb O'Dowd 49:57

I'll, I'll add to this. As well. I think it was, I don't know it was a year or two ago, I was speaking at webinar con. And one thing that always amazes me as well is just marketers will create an offer, they'll create a product, product A they'll go, they'll create a video, sales letter for it, or else, they'll create a webinar for it. They'll hit their list of customers and prospects. They'll make 100 grand, and then that's that they'll promote it to new buyers that come through the door from that point forward, not understanding that, because they the assumption is, I hit my list. I got \$100,000 worth of of sales. That's all the sales that there is to be had from that product. Well, I actually have real world data, like I do this time and time and time and time and time and time and time again and again.

And I also learned this in direct mail from the old school guys, and that is simply repositioning your offer and representing it to your list, like the the spiel that I gave you know, in webinar con, I had this one product. I hit my list with it. I generated \$170,000 worth of sales. Very nice hit to my list. Delighted with it. So 12, sorry. I think it was about 18 months later. I think it was about, yeah, about about 18 months later, I had generated over \$1.8 million worth of sales from exactly the same list, not new customers, exactly the same list, from exactly the same product, and all that I did was reposition the presentation, the reposition the sales message. And I did it, I think, about 12 times. Wow. So same product. I repositioned the VSL. I had like a different hook, a different email campaign to promote it. The first 10 minutes were different. Everything else was the same, same offer, same price point, same name of the product. Everything was different. I took the VSL, turned it into a webinar, ran the webinar, changed the

email campaign, changed the positioning of the webinar, ran it again. Turned it into a direct mail sales letter. Hit the list with it. Change the headline, change the opener. Hit the list with it again, created a free report to a VSL that sold it. Change hit the list, made a bunch of money, came up with a different free report, different email campaign to promote the free report and push them into a VSL campaign. And over this the period, over an 18 month period, I sold the same product like 12 different times to precisely the same list and generated well in excess of 10 times more money than the first time that I promoted that same product. And the lesson is that most people are not paying attention when you promote something, right? You I just hit my list. I made 100 grand. That's it. That's all the buyers. In reality, 90% of those people never even understood they were. They didn't, first of all, they didn't even see what you were doing. Secondly, they didn't even go to the page. If they went to the page, they probably didn't even click play on the VSL, so 90% of people on your list, they never even saw what the heck you were doing. Sorry

Ken McCarthy 53:33

to interrupt but David Ogilvy, you know the great direct marketing guy who then turn will injected direct marketing into brand advertising. One of the most educational things he did was work for George Gallup, the pollster. And he and Gallup was trying to open a business out in Hollywood and help Hollywood promote its movies better. And the thing that Ogilvy learned, and he told everybody this 80 years ago, until somebody hears about a movie seven times, they're not even thinking about going to it. Yeah, yeah. And Caleb made the point. They don't even notice the first time it's mentioned, it doesn't even register. I guess we have to think of human beings as being surrounded by this very thick, impenetrable fog, you know. And some of them will get it right away, but most of them, you just have to keep going and go and you prove I've never heard, I mean, it makes perfect sense what you're saying. But I've never heard anybody take a an offer that made 100,000 and change and ramp it up to a million without getting new list members. And I love the idea that you're just you well, you know what? This is something that Gary Bencivenga told me that I thought applies here. You can send out a letter, and it works change the format. He would, they would just change the format of the letter. I

Caleb O'Dowd 54:54

He's an old school direct, you know, direct marketing guy, direct mail guy, like, why? What those guys did is they would change the appearance, but they would target different prospects, you know, so like in the heart market, this is where I originally learned it. We would create these magalogs. And, you know, like the hook would be, you know, clear, you know, deadly. You know, blockages from your arteries? Well, there's always going to just be one segment of people that are going to be interested in that, so the people that are interested in that will respond to that. But what we used to do is we used to just change the cover, and the next, you know, presentation was targeting people with blood pressure. It's a different hook, but it's the same person. It's the same list. It's just within that list there's different categories of people that will respond to different hooks and different angles.

So what we would do is we would, we would get a list 100,000 customers. We would mail it for like six months, back to back to back to back with the same product. It's just that we would have, we would target six different groups of people on that list. We would target the cholesterol people, we would target the angina people, we would target the clogged arteries. People, we would target the blood pressure people, we would, you know, and in that way, same offer, but we're just calling out to different

categories of people on the list, and we're presenting it in different colors and different formats. It would be a number 10. It would be a magalog. It'd be a Slim Jim so Bencivenga. And knows this stuff like the back of his hand. And all this is, is just applying that same, those same core principles and concepts to internet marketing. You know, I have one like product launches. I was competing one year against Mindvalley. I won. I had a list of like 50,000 Mindvalley had a list of like 2 million.

And I'm not saying that like I'm, I'm, you know, better than Mindvalley or anything these guys are. They're phenomenal at what they do. But I won that launch, and I saw what they were doing, and I saw what I was doing, and what I was doing is, like, the way that they were promoting the launch is they were just saying, Here's what the launch is all, here's here's what the webinar is about, here's what you will learn in the webinar. Go sign up for it. And what I was doing is I was calling out to different categories of people on my list, and I was saying, here's why this is relevant to you, and here's why this is relevant to you, and here's why this is relevant to you, and this is relevant to you. So I was calling out to different categories of people, bringing in a much wider audience, and showing them how this is relevant to them in their situation, and otherwise, if you had just said, here's what you're going to learn on the webinar, so many people on your email list just wouldn't connect with us, you know, they just wouldn't get us.

Ken McCarthy 57:45

And this is called list segmentation, which is the oldest thing in the world, yeah? And you don't want to, you don't, you don't want a list. You want a list with many, many segments, so that you can do this kind of specific call out, yeah?

Caleb O'Dowd 57:58

And so many people, so many marketers think, you know, like, who's on your email list? Internet marketers, no, it's like, it's not, you know, it's not you you've got so many different categories of guys that are there, that are, you know, interested in their own kind of pockets of they have their own pockets of passion. And if you communicate with them all, if you just send one message to them all and then just assume that you've got all the sales that there is to be got, you're leaving a fortune on the table. So much money on the table. By not doing this stuff, I think I've won anyway.

Ken McCarthy 58:36

Again, people say that, well, the internet's maxed out, and you know, there's really the media is too expensive, and there's no way you know, it's not like the old days when it was easier and so on and so forth. They're not right. They're just not using all the tools that are available. And as you pointed out in this call, and I know we could go another hour or two or five getting into even more tools. If you learn the tool and again, you're not going to learn it all in one call. You're not going to learn it all in one day. But start, start figuring out, okay, what can I add? What what Caleb has said today, even just on this call, what one thing could I add? So add that, then add the next thing, the next thing, the next thing, and before you know it, you won't even recognize your your revenue.

And so amazingly, uh, Caleb's put all this in the book like you know this is so get this. It's called monetization. And then the subhead is how to monitor, how to optimize sales funnels and skyrocket back to back end profits, just what we've been talking about on this call. So the opportunity still exists

for us, you know, people that are not funded, but with millions of dollars from venture capital funds or, you know, rich parents or whatever, we have the ability to bootstrap ourselves from zero to really significant amounts of money. I mean, pretty much Caleb. I mean, is this true? It. There's no limit to it. It's just a matter of how much you can, you can, you know, employ and systematize and put to work. But there's no there's no like capital. You can only make a million a year, and then then it maxes out, and you can't possibly go further. There is no cap, no matter what your ambition is. Let's put it this way, no matter what your ambition is, if you're willing to pay the price, you can take these methods and these mediums and take it as far as you can imagine. Now, maybe some people, all they want to do is quit their job. Fair enough. There's you have more than enough firepower. This is like, this is like, you're going to a turkey hunt, you know, and you're bringing a bazooka and a tank and, you know, guided missiles, you'll surely be able to replace your job in time. So depending on the state, go ahead, please. Yeah.

Caleb O'Dowd 1:00:54

Sorry, Ken. I was just going to say I think there's more opportunity today than there ever has been at any other time. I think anybody who thinks it's harder today really needs to wake up and smell the coffee. There's, there's more opportunity today to achieve bigger, greater things in a faster, easier manner than in my humble experience there's ever been. I definitely think that there's, there's more to be learned today than there ever was, but there's more opportunities than ever before. And, you know, we didn't get a chance to talk about AI, but AI is phenomenal. Like, what it's what it's doing. Anytime I hear somebody putting AI down to me, the only thing they're doing is, is, is, you know, letting me know that they haven't taken the time, energy and effort to truly comprehend the impact that it has on marketing and advertising from a media buying perspective, from a copywriting perspective, from a just across the board. You know, what used to be complicated, what used to take a tremendous amount of time, is now being done. You know, the click of a button, in many cases, it's quite phenomenal,

Ken McCarthy 1:02:09

gotcha. And people that get Caleb's book, there's also a way to get into Caleb's world, and there's a there's a web address in the back of the book. And I think I think I don't have to tell anybody, if you're serious about this business, this is a world you want to enter. You want to be in Caleb's head and and as much as we've talked about on this call, it's this compared to what's in the book. And I'm going to say this, we've covered a lot of ground, and you need a book, and you need to study. I mean, there's no free lunch here, but it's here, like, it's not like you're gonna, oh, it's another thing I'm gonna get and, you know, where will it lead? No, no, no, this is, this is the thing, which is why to bring this full circle, everybody on the calls in this series, somebody that I've known for at least a decade, some cases, two decades, plus, they all have top drawer experience in the real world and but Caleb, when I read this book and then we got to meet each other, I said, Oh, we gotta. We have to have Caleb on this because he's really showing the way for the future.

Caleb O'Dowd 1:03:15

Thank you so much, Ken. I really appreciate it. Well, great to have you. Thank you. Thank you for having me.