

Dan Kennedy - 30th Anniversary Interview

Ken McCarthy 00:07

Hey, everybody now, we're talking to somebody who really nothing that I've done on the internet would have happened without his encouragement, inspiration and very practical assists over the over many years. And that, of course, for those of you that know my story, is Dan, Kennedy, welcome, Dan.

Dan Kennedy 00:24

Hey, Ken. Good to be with you

Ken McCarthy 00:27

now, Dan, you have this reputation of being a Luddite, and I want to, I want to severely challenge that to people that think that here's the deal, guys in 1993 when I was running around trying to persuade people in the direct response industry that the internet was the best direct response medium in the terms of being able to track it's not it's not the best medium for all, but in terms of able to know exactly what you're doing, it's the best. And I reached out to well over 100 people in the industry and went to a lot of conferences, talked to a lot of people, sent a lot of letters, followed up on a lot of meetings, and nobody cared. I'm guys, nobody except one person, and that was Dan, do you? Dan? Do you even remember inviting me to come out to to Phoenix in November of 1993

Dan Kennedy 01:16

Yeah, I do. Okay. Yeah. We had, we had that, oh, I don't know, a relatively small conference, and I can't remember the name of the hotel, but, but we read a little like an outbuilding of the hotel, and, and, yeah, I mean, look, I I have a I have a high I have a high tolerance for listening to people everybody else thinks are nuts. And I always have based on the fact that the majority opinion almost always proves to be wrong with time, so the fact that everybody else thought you were crazy, which they did, that You were wasting your time and wasting their time, actually raised by level of interest. It did to British. It okay, and you're absolutely right the then and now, the the Pandora's box of online media has a million flaws, but its greatest virtue is that it blends itself perfectly to score, keeping to measurement, to tracking, to easy split testing and split split split testing and often getting, if not universally predictive, at least universally indicative, test results, like in a day, instead of in a week or a month. And you know that that's very attractive.

Ken McCarthy 03:36

You once sent me an article that I had missed when it first came out about Google and Google discovering a B split testing in 2001 and people might be surprised to know that they consider a B split testing the foundation of their fortune. And that's sort of what we did, was we we were familiar with the direct response world. We looked at this internet world and said, Gee, this sort of looks like a direct response medium to us. Let's lay over the 100 plus plus years of experience that we've gathered over this new medium and make it work. So you had the open mind, but you're also a guy that doesn't well,

you're legendary for being the no BS guy. So how do you balance the open mind with the no BS? Because God knows, there was a lot of BS then, and there's a lot of BS now. About internet marketing.

Dan Kennedy 04:29

Well, the the separation of fact from opinion, from outright fiction and charlatanism is not unique to this media. You don't say, you know, it's, it's, it's there all it's there all the time. You. There's, there's an old joke about the guy that that washes up on direct marketing Island, and the first person he finds, he says, are there other people on the island? The guy says, Yeah. He says, Well, who are they? He says, Well, there's two kinds of people here. There's really, really smart, sensible, rational people who know exactly what they're doing and count all the coconuts and and and hard to be believed. And then there's a bunch of sloppy, unintelligent, but very opinionated and noisy people and outright frauds, and the only problem is, none of us could tell them apart. So every new media there's always a flood. Right now, it's with AI. There's a there's a flood of turning it into shovels to be sold to gold miners. And so you did the first internet marketing, which to be accurate, would be internet used for marketing conference, sure. But as you know, pretty quickly this went from nobody being interested in it to everybody proclaiming itself an expert

Ken McCarthy 06:50

in it was like, it was like somebody flipped a switch, yeah.

Dan Kennedy 06:55

But look, that's happened with everything, sure. I mean, it happened. It happened with crypto. It happened with 900 numbers. A lot of people are too young to have to even remember, but the craze over 900 numbers in marketing as marketing media was very much the same as the as the early craze over the internet. And there was some reality to it, but there was a lot of unreality to it as well. I you know, I think the big distinction is that people wanted it and wanted to be a business. And when they say, you know, I'm, I'm in internet marketing, or some version of that. That's as dumb as saying I'm in Yellow Pages marketing, because it's not a business, it's just media.

That's all it is no no less, but no more. And people who have gotten confused about that or been deliberately confused about that, are are at best, making body for a short period of time while building a tall, Heavy structure on a piece of thin ice or on the edge of the beach in the in the Florida Keys, and their vulnerability has anybody's vulnerability is where they depend on Anyone, anything. And I'm constantly telling people online is not 50 different media. It's online media is one media, and the people that have let themselves be dependent on it and think that it's a business you know, are very fragile and tend to COVID Go and many of them finding themselves unable to actually sustain a business that way, some become multi channel marketers and. They start online, but then they hell. They build brick and mortar stores. They put sales teams out in the field. They use direct mail. They use TV a lot. Others who find they can't sustain a business that way, become expert consultants, coaches and traders and how to do what they can't do, which, of course, you have to be very careful of.

Ken McCarthy 10:32

I think one of the virtues of of the internet as a channel is you can still test ideas, raw business ideas, and then, of course, headlines and pricings and offerings and all that stuff relatively inexpensively to

see if you even have something that the world's interested in. But no one should ever just stay on the internet. I even said that back in 1994 I said, you know the forget what I said, but like the feature of a mature business is they use every channel they can possibly squeeze \$1 out of. And why wouldn't you do that? But I find, I find that I know you do too. That's the hardest at in in 2024 that is the hardest message to get across to people.

Dan Kennedy 11:17

Yeah, it's very difficult. And look, when somebody is

Dan Kennedy 11:27

they've, they've found a fountain in the desert, and it is gushing water, and they are drinking all the water they can, they they can. They can possibly drink, um, telling them that they ought to be busy drilling five other water holes, because all good things come to an end. Is, you know, it's not a welcome message.

Ken McCarthy 11:57

Well, that's the, that's the best analogy I've heard for this that really, that really sums it up very well. It's just, it's, you know, nobody pays for prevention, everybody pays for cure.

Dan Kennedy 12:09

Yeah, and, and look, when you, when you again, when you're in that position, being told about stability comes from diversity and and that that fountain is is partially a delusion, is tough. So I get clients who get it principally, that's why they come to me, or that I can convince. I have a big client right now who has lived and built a good business for two years, almost entirely from Facebook and they have arrived at my door because they are scared, as they should be. Now. They are smart enough to be scared. You know, not a lot of people are. And, you know, the other thing about media is that all media starts out like, like the frontier town that isn't even part of the of the country, yet depicted in Deadwood, and it's a lawless place, and you can do anything you want, and a lot of money gets made because it's a lawless place. Every media starts out that way. TV infomercials started out that way, just like with you and the internet would get deregulated and you could again by half hour time on TV, there were really only a very small number of us involved in the industry.

Ken McCarthy 14:28

And sorry to interrupt, but people should know who don't know the background is, is Dan, among all the other things he's done, was one of the original pioneers of the infomercial industry when it was he started, when it was in the wild west stage. So he's, he's, this is not a theory or something he read in a textbook, something he lived.

Dan Kennedy 14:44

Oh, no, yeah, I was there. And, I mean, look, you could, first of all, nobody knew what the hell you were doing, much like, you know, the internet, and generally, anybody that's. Saw, just thought you it was crazy people. So, I mean, you could, you could shoot a show with it, with a camera, a flashlight and a pitch guy, and you could buy time for almost nothing.

Ken McCarthy 15:16

And people did, I remember, I remember, I remember, you probably saw those like a guy would set up a camcorder in a Holiday Inn and just riff. And that was infomercial.

Dan Kennedy 15:27

This pitch seminar, absolutely and you could buy time for almost nothing, and there were no rules. So we all quickly figured out that you could make it look like a real newscast, and put people at a news desk and and make it like a half hour news program. You could make it look exactly like the Larry King Show. You could make it look like a talk show with man on the street interviews. You could have people in white doctor coats who weren't doctors. You could do any damn thing you wanted, and nobody said no to you. And so pretty much we did everything you could imagine, but they gradually and heavyweights great light, which is gradually and then suddenly, so gradually, the world woke up to what we were doing, and the stations and networks started to get antsy about it.

The FTC started to pay attention. Gee, what is this? Consumer complaints about? Completely fraudulent shows started to arrive at regulatory agencies, and then suddenly, two things happened, a lot of regulation and media cost 20 times overnight. And so people that weren't exploiting the media by building a back end business behind the shows, they were wiped out by the media cost. And so they they were just dead. And and the completely fraudulent guys, they were pretty much wiped out by the FTC. But the restrictions that imposed by the FTC are the really bad guys, of course, were imposed on everybody, and the business got a lot more that media got a lot more difficult. Well,

Ken McCarthy 18:04

you needed a legal department to run a big infomercial company. Probably, well,

Dan Kennedy 18:09

absolutely. So we are at the switch from gradually to suddenly about internet as a marketing media any day now. Now it's good we're speaking before the election, so it's going to be different depending on who gets elected president. But differently, it is still about to not be Deadwood. It is about to become a highly scrutinized and highly regulated media, and it is about to become a much more expensive media. And so essentially, the same thing that I lived through in the infomercial industry is about to happen here. There will be death. And

Ken McCarthy 19:24

you know, in the end, in the meantime, I can tell you, and I know you've seen it too. Over the last 20 years, there have been a lot of kill offs. There been a lot of successful online businesses where media costs changed, or Google just decided, hey, we're not going to run ads for these kind of businesses anymore. Well,

Dan Kennedy 19:41

see, that's the other thing that exists with every media. People don't understand that you can be thrown out of media, or media can be entirely taken away. So in the early days of TV. There were no rules at all. There were a lot of hour long infomercials, and then the FCC made it all illegal, and the most you could buy was two minutes of continuous time. Oh,

Ken McCarthy 20:12

and when, just to give people context, we're talking about the early days, we're talking about way back in the 50s, that's those are the infomercials. You meant? There actually was a generation of infomercials before the second generation, right? Well,

Dan Kennedy 20:26

that's right, starting black or white TV, and as they were, made all illegal, and Reagan deregulated it, so there was this big gap when you couldn't do it at all the do not call laws. There were mortgage companies and some of the real estate industry that literally ended overnight when the do not call laws went into place because that that's that was their one way of generating leads. You know, here's here's the white pages, here's a telephone get to work. Yeah,

Ken McCarthy 21:12

I think it was, I think it might have been even a little more fine tuned, because I think you were able to find out who took out a loan when, and then you could guess what their interest rate was absolutely. The refi business was huge in the early 90s,

Dan Kennedy 21:26

and it killed them. Killed in real estate. For my client, Craig Proctor, big coaching business in real estate, I have never yet written an ad that has outperformed the one we ran for him. Then the headline of which was call a Fizbo, which is a for sale by owner, call a Fizbo, go to jail. I've never beaten that headline, believe me, we tried the I had an ad running a Success Magazine. Was full page ad that was producing front end at about eight to one wow, and delivering great customers. And it ran for three months before W club and stone himself noticed it, and they immediately threw us out. And any media could do that now, the online media, they are they can be trickier. They can just throw you out, or they can suddenly dictate something you can't do,

Ken McCarthy 22:52

like, for instance, changing your ad copy. Apparently, you're not allowed to point out that, yeah, you can't point out that overweight people are overweight. That's

Dan Kennedy 23:03

I had a group. I had a group of Orthodontists all across the country minting money with the Facebook ad campaign I built for them, and all of a sudden, some you know, 22 year old Gender Studies major grad who found his way into the compliance department at Facebook said you can't run the before and after pictures, because the before pictures make people feel bad, which, of course, is the point,

Ken McCarthy 23:47

my God,

Dan Kennedy 23:51

and the ads don't work without them. But even trickier, they can suppress your advertising. So you don't really know that you're being suppressed. Amazon is down. You may or may not know this, but with nonfiction, Amazon is having AI read the books, and if they find a certain number which nobody knows

what that is, of inappropriate language and ideas, they suppress the book. Wow, so it's there still. It's for sale, but it ain't gonna pop up. Well,

Ken McCarthy 24:50

we actually, I saw that. I didn't see the a the AI application, and I'm sure they, they run it through the AI, the AI gives it a number, and then, and then. Number is God, right? And that's all over, you know, but they absolutely did that with the Robert F Kennedy book, Fauci, he had the best selling non fiction book in the world for months running, and they never featured it on Amazon.

Dan Kennedy 25:12

That's That's right. And see if you don't get featured, if you don't come up early, when somebody goes to Amazon, if they are that, if they're going there for category of interest, right, a customer is going, just like they go to the bookstore, they would go over to the business section, right, and they're looking for a book that can help them with X, Y or Z, right? If you don't come up early in Amazon, then whatever comes up early gets that customer. Yeah,

Ken McCarthy 25:55

it's like, if you have a card table in that section with, you know, 10 books on it, that's where everyone's going to look first, and if they find what they want, they're done.

Dan Kennedy 26:04

That's exactly right. Google, of course, can suppress you in search. Facebook can suppress you in search, Instagram can suppress you in search, and you may not know it. Now, if you're paying attention, you'll see it in your results, and that you will start to look for you know what the hell is happening here? I have one book this year. We have five new ones, and we get, we get very consistent results, because 60, 70% of my books are, are consumed by pre existing fans. So I know within a pretty narrow range how many books we're going to sell the first month, and how many books we're going to sell the first three months, and what all that looks like on a day by day, week by week basis.

And I know what we have to do to get Amazon to put us on the card table you bump into when you first come into the store. And I know what they have to see to get excited, and it's all algorithmic. So I know what they have to see algorithmically, to get excited and even do a promotion. So really, for the past three years, often they have emailed all the Trump book buyers saying, you might like this Duke Dan Kennedy book too, because they detected a big crossover between Kennedy buyers and Trump buyers and Trump buyers and Kennedy buyers. So we know all that and we manage all that. So I've had one book this year that oops, all of a sudden. So the first three weeks were were par, and then all of a sudden, they were like way below par. So I don't even look at Amazon, by the way, I don't look at any online media. Personally, I haven't seen Facebook ads. I ride. I haven't I don't care. I don't want to see it. I understand Facebook had to be as a classified ad with a picture. I've seen classified ads all my life. You know, I don't need to use the champion,

Ken McCarthy 28:58

but you but you are looking at the numbers,

Dan Kennedy 29:01

I'm looking at the numbers, that's correct and and so now, publisher, agent, etc, investigates. It's not hard, by the way. I tell Carla, go to Amazon, see where this book is, because in rotation, in its timing, it should be coming up early, and it ain't. An older book is actually coming up early, but this book has suddenly become invisible, and it's because of its content. Now, with a lot of shenanigans, we got it semi fixed. We. But this is and as you know, this is a big problem with email marketing. People have no idea how much email is being redirected. Oh, yeah, never delivered or put into spam filters. Carlos still has AOL. Has two by the way, a lot of people, yeah,

Ken McCarthy 30:28

they were, they were once. 50% of all Americans access the internet through AOL at one time. So that's, that's a big inertia factor, yeah.

Dan Kennedy 30:38

So she's still there. So she gets a factual for an email from a friend the other day. She brings it into show she prints it out and brings it into the show me. So the subject line is,

Dan Kennedy 30:56

Vance one debate, Trump wins. That's the subject line. And they routed it into her spam account, but they still showed it to her, but they put a big fat notice on it. Right? We think this is spam. We are not sure, but we warn you of possible misinformation. Now, I guarantee you, if we had that same person send her an email that said, what's his name, waltz waltz. Waltz won Harris wins that would have gone through No problem.

Ken McCarthy 31:42

I'm pretty sure that that's the case. So

Dan Kennedy 31:46

the same thing happens with your advertising media, right? It happens like we do at ws inner circle, all the diamond members get what's called a Monday memo from me, one pager. It goes out every Monday. Not a new thing. You'll you'll remember it. We used to mail it that we faxed it, and right now, a certain percentage of them go by fax, and a certain percentage of them that people refuse to get it that way, and it goes by email, but I am confident that my content gets a percentage of the email quashed, and they never get it. Even

Ken McCarthy 32:49

though they've subscribed, they've paid for it, they're waiting for it. The ISP, the internet service provider, decides, in their wisdom, that no, you should not see it. It might offend you. Might offend us. It might offend somebody across town. Can't deliver it. Hey, let's, let's, if we've crossed the halfway mark, and I'd like to shift gears a little bit, we, I think we've made the case that internet only is a really bad idea. And people come to you, as you point out earlier in the call, who are they get? They get the message and then they say, Dan, show us what to do. Obviously, you can't explain your whole process, but what are some of the things you tell people who have a successful online presence who realize they've got to diversify

Dan Kennedy 33:39

well, so the most difficult and painful part is the money bath is having to teach them the economics of different media and the new need of tracking deeper tracking differential customer value. So if they come from TV, and they cost three times as much as where they come from Facebook, but if they're if their two year customer value is eight times better with the ones who come from TV, you have to know that. And so differential customer value is really important, and the math of every media is different. And so that's painful, right? That's that's tough. The good part is that, generally speaking, big thumb rule, if you have. Something that works wherever it works with mere tweaks. It will work in other media so they are always sitting on unexploited. Assets. And that's good news, because getting to a message that works, you know, it's not easy and

Ken McCarthy 35:37

Dan to just not to interrupt, but when we say a message that works, we're not talking about clicks or inquiries. We're talking about something that works so well, it works all the way through to a profitable sale or a profitable relationship.

Dan Kennedy 35:49

Yes, I'm talking about money, yep, so on the front end that whatever your maximum allowable cost is for lead and customer acquisition that it produces within that Mac and that behind that that the the acquired customer performs properly. Against its target value. So, yeah, I'm talking about money. I'm not interested in anything else. You see these people every once while you see somebody on Shark Tank, and they've got, you know, their claim to fame for their businesses. They've got their own tick tock, and they've got, you know, 50 million views. And somebody finally asks Boy, that must have translated into a lot of sales. And, you know, they sold 164 litter boxes that play music, and they're they're mad that none of the sharks are interested. So, yeah, I'm talking about money.

Ken McCarthy 37:13

Well this, I'm glad you brought that up, because this is a common situation. People so called influencers, and I guess they are influencing people, but they're sure not making any money to influencing people. But they do have vast followings. And I always, I just, it's like, guy, you gotta you got 10 million followers, can you not get them off social media so that you can communicate with them in your own way and not be dependent on a platform?

Dan Kennedy 37:37

Yes, you've got so if you've got, if you've got 10,000 subscribers, my question to you would be, what is each one worth per year? Is it \$1 is it \$10 is it right? And so I asked the same thing. The other thing about this is it always feels to me like the speaker who could get a standing ovation, but can't sell anything, and cares about the standing ovation. And I mean, I sold for the platform a lot for 30 years, and for 15 of those years, I did over a million dollars a year from the stage. I kind of know how to do that, but it's a lot easier to just get a standing ovation than it is to get credit cards. It's cheap and easy to get a state elevation. And so the same thing to me is true about a following.

If all I wanted was a following, my my business life would have been a lot easier, but, but I, you know, I don't want that. I want really appropriate people who match with me, who have the ability to spend a

desired amount of money, and have the willingness to spend a desired amount of money, and you know, that's a tougher task, right? If you've just read the book like you have. And if you give it to friends, family, relatives, neighbors, and ask them to read it and tell you what they think, they're all going to give you standing ovation. They're all going to tell you it's fantastic. Think now, if you ask them, would you like to sign up for \$100 a month coaching program for me, now that you've read the book, you might get no takers well, but it's the takers that matter, right? So that's that's all I've ever interested in with with media and and sometimes I fight with clients because they drift into doing brand advertising rather than direct response advertising.

And you have to drag them back all the years that I worked with Kathy ranker on infomercials. We were at a direct marketing conference, Greg, which he rarely does. He was there, speaking and took questions. And somebody asked, I didn't pay them to do it. Somebody asked, Why do you guys, you know, keep Kennedy around. What? What the hell is that all about? Right? And, and Greg said, Well, number one, because he's a he's a giant pay that he asked, who doesn't care if we keep him around or not? And pretty much everybody else really cares about being kept around. Therefore, secondly, he calls us on our drift and drags us back to direct response anytime we drift. And so you know that happens everywhere, and it happens online, because your online media, whatever it is, your websites, your your your video, your social media, most of it is built for advertisers, for clients, by people who come from the tech side, right?

Ken McCarthy 42:33

Absolutely, they don't come from

Dan Kennedy 42:39

Marketing, and they don't come from selling. And in many cases, they don't like selling. Oh yeah, they have a disdain for it. And and they are esthetics and graphics oriented. So you know, you're having your car built by people that don't like cars, don't drive cars, and that's a problem, right? So to back up to a point, though, if you look at companies that of size, who have started entirely online, in the info marketing industry or in diverse businesses apparel like untuck it, they all hit a wall of what they're able to do online, and then the scaling stops, and the spark was then use What they can do online to feed developing offline and and the dumb ones don't, but the smart ones do, and you're going to be hard pressed to find a sustained, significant sized, pure e commerce business. They're, they're kind of like looking for unicorns. Now, there's a lot of them, but it's, but it's a delusion

Ken McCarthy 44:35

well, and even if I'm sorry to interrupt, but if you take, let's take Amazon, right? Phenomenal company, amazing infrastructure, but most of the highest percentage of their operating profits do not come from selling stuff and putting it in boxes. It comes from a totally different service they provide. So it's yeah, just they've

Dan Kennedy 44:57

actually got caught. Give me, and they admit it, they don't even really like that original business anymore. It is the least profitable thing they do, but they feel like they have to keep doing it in order to be the star that everybody wants all the other services from, okay, like AWS, gotcha.

Ken McCarthy 45:31

So it's their loss, it's their loss leader, then

Dan Kennedy 45:36

that's what it's that's what it's become.

Ken McCarthy 45:38

How crazy is that?

Dan Kennedy 45:41

And look, Amazon uses direct mail, yeah, oh, yeah, and Amazon uses television. So right now, I think today is, what's the date today?

Ken McCarthy 45:51

Good question, the ninth of October.

Dan Kennedy 45:55

Okay, so last three days were Amazon Prime days, the three days where they have their big sale and Prime members get all kinds of great stuff. Well, where do they advertise that television in the midst of a political campaign, when TV time is very expensive, its prices are ridiculously inflated. Amazon, which has an email list of, like, all their own Prime members, and probably has an email list of, you know, everybody that's ever bought toilet paper in America, and

Ken McCarthy 46:38

they could blast everybody with pop-up ads that come to the site, and they got all kinds

Dan Kennedy 46:43

of but where are they also? I'm sure they are doing all that, but where are they also television, television, and so they understand, and they mail a Christmas catalog. I don't know. I doubt everybody gets it. I don't know who gets it, but I know I get it. We get it. Carla gets it so and for their B to B stuff, early in the AWS days, they were using direct mail to fill free evening seminars to show it to business owners. So these people, they are, I think, like I describe myself as media agnostic, so there's all sorts of things I personally don't like, and there's all sorts of Things I personally won't use, but that does not, that does not affect my business judgment about them. You're

Ken McCarthy 48:07

looking at, you're looking at the numbers, and wherever the numbers work, even if it means painting your ad on the side of an elephant and marching it through town. If that pays, you'll do it absolutely.

Dan Kennedy 48:17

Yeah. My My question is, Where can we get an elephant? And so right now, I have one big client I'm doing a lot for, and I have 12 ongoing private clients, and I'm just looking at the list, there are none who are single media of any kind. There's only one who is online an email dependent not entirely, but enough. And they're my problem child. They are always having some kind of problem and and having

to reinvent things, as you see, as you also know, Evergreen is, it's not impossible, but it's hard to establish online. Internet Marketing is, it's appropriate to use a verb because it's like a daily job, whereas in other media, I think healthy records on the third year have run of the crepe erase show, which is kicking it. Has to take advantage without having to change it. I get royalty checks on ads at direct mail pieces that are that I did five years ago, six years ago, seven years ago, that are still being used every day

Ken McCarthy 50:24

and starting and this con, this contrast with the people that have to come up with a brand new YouTube program every day of the week, and they're still not selling anything. Yeah,

Dan Kennedy 50:35

they're in the, they're in the, you know, the content creation hamster wheel. And in reality, they're actually working for the social media, rather than it working for them. And a lot of people, of course, you know, they don't count their time. They don't even accurately count, you know, it's not just the cost per click. It's the cost of what you have to do after you get the click to actually monetize it, and like I consulted with a client last year, and he got into habit during the virus, locked out years of doing a new YouTube thing every day, and it kept his business alive. It's a info marketing business for hobbyist artists, painters, mostly, and a pretty nice business, by the way, but he was continuing this. So every day he's writing a script and he's going to a little studio he built, and he spent like two hours doing this YouTube thing every day, and I said, You got to stop this.

Dan Kennedy 52:37

And it wasn't easy to get him to switch to once a week, but the revenue actually went up.

Ken McCarthy 52:50

You know, it's funny, there's something addictive about the hamster wheel, and I'm not sure what it is, but it is. It's like you have to go cold turkey from it, and you need someone to hit you upside the head. Hey, we're getting the two minute warning. So I know you have a newsletter. It's printed on gold paper. It's not, I don't want to aggravate my friends in the marketing world, but it's the first thing I read. And never fail to read as soon as that thing is and soon as I open the envelope, everything stops and I start reading it. I'm just going to say this because I think it's subjective. One issue could keep you busy and actionable ideas for a year, if not a decade, and you get, you get a new issue every month. It's, it's, I can't imagine business life without it. I don't know the name of the thing. I just opened the envelope and read it. What's it called, and how do

Dan Kennedy 53:41

we get it so yours, describing the Dan Kennedy letter, which we actually don't widely promote. Oh, okay, no, no, no, it's fine. The doors aren't closed, but its audience is largely Kennedy lifers like you, okay, and and so I am.

Ken McCarthy 54:13

I'm very uninhibited there.

Dan Kennedy 54:17

In fact, I got a fax yesterday from a log type subscriber, and he talked about several things that were in it, and his ending paragraph was, it almost seems like we are pen pals using different media back and forth. And so that is that, and it is available from people's office.

Ken McCarthy 54:42

And I'll make that info available to people, okay? And

Dan Kennedy 54:47

then also, there's a whole plethora of Kennedy marketing related content, including the monthly no BS marketing letter. Monday, memos, diamond pepper only videos. I'm spending all day tomorrow on a video studio, and that's at magnetic marketing.com and of course, of course, all my books are in Amazon. And

Ken McCarthy 55:16

Dan, for people that don't know, just go to Amazon and type in Dan Kennedy, and you're going to see a not not a book or books, but shelves of books, and every one of them is one of my favorite books on that particular topic. He covers business from every conceivable angle, based on not a few months or a few years, but on decades of experience. Dan, thank you so much for the time today and for everything you've contributed to my career, I couldn't there would be no me without you, at least in the form that I am now. You introduced me to real life direct response. You listened to me, but no one else would. You gave me an audience to speak to, and I really appreciate it.

Dan Kennedy 55:58

Thanks, Ken. I appreciate you too. You have been extremely helpful for me as well.

Ken McCarthy 56:05

Well, glad to hear it. And guys, if you want a positive kick in the pants, get with one of the things that Dan talked about. It will really it'll what it will do to your outlook and your understanding of what's going on in business, you will recognize yourself in a few short months after you get started. Thanks, Dan, you.