

Doberman Dan - 30th Anniversary Interview

Ken McCarthy 00:05

Hey everybody, here we are. We've got three categories of people that we're talking with, one true old timers, of which I'm proudly one, that would be people that were doing stuff, real stuff, before the internet made the and made the transition to the internet. There was life before the internet, and I'm glad there was, and I'm glad I experienced it, because we learned a whole lot. And today we have somebody who I'm really looking forward to talking with. He's known as Doberman, Dan. Welcome Doberman, or Dan, or either, or is fine. Probably nobody calls you, Doberman, right? I've never called you doberman. You know, there's, there's different category. You know, as you go through your business life, you're going to meet a lot of people.

And if one one out of and I learned this from going to draw a blank on his name, who wrote the golden mailbox? Ted, Ted, Nichol, Nicholas. Nicholas, right? Yeah. So he said, and he said this to me personally. He said, Ken, if one out of 10 people you deal with in business is competent and ethical, you're doing good, right? And then I will add to that, every in the rare instance that you make a true friend in business, you've won the lottery, right? So with Dan, I've won the lottery. So we're very happy to have him here now. Dan, before we started the recording, we were talking about the reality of being an aspiring marketer, and you told a great story about having, well, why don't you tell it what became, what was your desk, your workspace in the early days?

Doberman Dan 01:36

I hope we don't scare people off. People need to know. I don't know.

Ken McCarthy 01:40

I think, you know, people need to know what it's out like, like, out there, you know, because when they're told that, oh, it's just, you know, push a button and and use these magic words and you're going to be rich next week, that doesn't serve them.

Doberman Dan 01:54

True, that is. And, you know, this was, this was my journey. I maybe I just had to struggle as much as I struggle, for as long as I struggle, maybe others won't have to struggle. But I've, I've gone legally bankrupt once you know it's actually you go in front of a judge and it's and they do everything they can to humiliate you and and then you know that I've done legal, legal bankruptcy, and probably an additional four technical bankruptcies in my entrepreneurial career, mostly because of my bonehead mistakes and neuroses and and not and growing up poor, so not knowing how to manage money, but what happened one time was, I'm I did pretty much lose everything, so I had to move into this apartment, and I had no furniture. I just had an inflatable mattress to sleep on, and no furniture. I had just done a direct mail test. That was a flop.

But I had the letter shop send all the letters to me, so they boxed all the number 10 envelopes up and boxes sent into me. I dropped them off the post office. It was a stinker. It was just totally bombed. So here I got, you know, like, four or five box of these big boxes of these envelopes, and that's what I stacked up and used as my desk. And got, like, the cheapest chair I could find a staples. And that was my desk I and and I did some productive work there. I basically rescued myself from having gone broke and did it in a relatively short period of time. It was really easy to focus when I when you have no possessions and no furniture, all you got is your laptop sitting on top of these boxes full of failed direct mail promotion. Real easy to focus, no TV, no smartphone, none of that stuff. So I don't know, maybe those situations like that are an advantage.

Ken McCarthy 04:09

We had the great advantage of not having smart so called smartphones. I shudder to imagine what would have become of my life had I grown up with a smartphone attached to my hand, you know, we, I mean, we got to tell these stories like free internet. If you wanted to learn something, you had to go to a bookstore like physically, or go to the library physically, and you had to hunt around to see if maybe there was a book about the subject, and there might not be,

Doberman Dan 04:44

it wasn't. It just wasn't that easy at all. And even something like when I first was discovering direct response marketing, and I learned about the SRDS standard rate and data service, you know where, where you could find lists. For Rent stuff like that. Back then you got them in, like, I think there were three big phone book size books and, you know, so you could go to your local library and not find stuff like that, you know, now it's all online. I mean, back then, it was kind of a big deal to hunt down certain things like that, because you might have to go to eight different libraries things. Now, I sound like some old guy. Things were a lot different

Ken McCarthy 05:30

in my JK, well, I remember walking to school uphill both ways. I don't know how that worked, but so SRDS, right, that's how, yeah. So, for people that don't know, that was a really cool document, and I guess it exists online too, like in the mailing list arena, tell us about how it worked, because they had it for space. They had it for miscellaneous. I think they had it for broadcast. Tell, tell how it worked for, or how it works for direct mail, and why that's so valuable. And guys, if you're thinking, Well, I'm never going to do direct mail. I'm a pure internet guy, okay, okay, but you should know about this document, this this directory, because it is a gold mine, and people don't talk about it anymore. It's, it's something that used to be. I mean, if you're doing direct mail, you knew about it? Gary Halbert. Gary Yeah. Gary Halbert, of course, talked about it all the time, but I think you'd be hard pressed to find anybody that even mentions it, and yet it's still a golden volume. So tell us about what that document was and why it was so useful.

Doberman Dan 06:35

So I found out about direct response marketing early 90s. Well, that's when I first started getting into it and learning it and and I found out about the SRDS. I wanted to learn direct response marketing because I wanted, this is again, pre internet. So I wanted a mail order business. I liked the freedom of that. And so, so, I guess it was either through Dan Kennedy or or however I heard about the SRDS, you

know. And I had to, I had to track one down. The local libraries didn't have them, so, you know, had to find a bigger library. But I felt like I had discovered this secret that made me almost super human. Because, I mean, I liked the the list one like you were saying, there was one for print, there was one for direct mail lists available. I like that because, you know, it would tell you what, what the people on that list had purchased. It'll tell you the price point. It'll tell you the targeted audience. So for me, that that was like, just opportunities galore.

I look through them like, oh, okay, this is what, what this is, I guess the health market and these people were buying this report on this, and it's getting this many new names on in a month report sales for \$40 I thought like, oh my gosh, this is a secret man, because it's like opportunities on a silver platter. And the the SRDS books, I think they came out quarterly. And so the library, if you could, you know, get your foot in the door with somebody who had little influence and sweet talk them. They would save the expired copies for you when the new ones came in. Okay, so I had one at my house, and that was a big deal. Looking through that, finding all these opportunities, people buying this or that, or lead gen things and stuff like that that were highly successful. You know, I marked the pages with with a paper clip. It was pretty exciting. Maybe it was just the tactile experience of having this big magic book with all these marketing secrets that could make you rich, that you know, searching it online, for some reason is not the same effect, but the SRDS was responsible for a lot of people making a lot of money in direct mail. And even even if you

Ken McCarthy 09:13

are not going to use it for direct mail purposes, the the SRDS shows you basically where the fish are. You know, you're a fisherman, right? You don't want to go out into the Atlantic Ocean and just, you know, hunt around and hope to find a school of fish. It tells you, hey, this market, here's a guy that figured out how to get, you know, 10,000 people to buy every month. And that gives you a clue as a marketer, hey, there might be fish out there in that particular area. And then you also learn, hey, I was going to sell X, Y and Z, and there's nobody out there selling X, Y and Z successfully via mail order. Maybe I should rethink that. So you know, we're we're not. We're not trying to be original thinkers, really. Yeah.

I mean, sometimes it helps. But we're really trying to find out, you know, where are the fish? And the SRDS is sort of like the directory of like, here they are, guys, right? So you could use it to rent lists, or you could use it to buy leads from from somebody, or you could just use it to say, hey, my instinct is right, the health market's a good one to go into, because look at all these people who are in it. Who do you remember who it was that that that initiated you into? The fact that there even was a thing called direct response marketing, before you answer that question, for people that are kind of new to all this, internet marketing is a subset of direct response marketing, if you understand that you have an A much enhanced chance of being successful online, right? But anyway, who, who hipped you to the idea that there even was a thing called direct response?

Doberman Dan 10:52

It had to have been, it had been Gary Howard in his newsletter, because I what, how I found direct response was I stumbled on Dan Kennedy pitching the magnetic marketing system. So I bought that. Not that I wanted anything to do with direct response marketing. It was I kept trying to start all these

different businesses, non mail order businesses, and they were all failing. So I got excited about Kenny's material, because he basically promised, like, now, customers come to you. So I bought magnetic marketing, which then I realized what he was doing, and start understanding direct response marketing. And he and all and Kennedy stuff in his newsletter, he talked about how so I subscribed to how its newsletter. It had to have been Halbert, because Halbert used to take people in his newsletter, kind of like on a little journey when he would, you know, surf through the SRDS books, and he talk about different opportunities he pulled out of there. So, yeah, it must have been Halbert. I think

Ken McCarthy 12:02

Gary was probably been a lot of good educators, but I think Carrie was in a class by himself for helping people and for folks that don't know who Gary Halbert is, or don't know about his newsletter. I believe a lot of those newsletters are online for free. They're

Doberman Dan 12:19

still online at the Gary Halbert letter.com just all one word,

Ken McCarthy 12:26

yeah, and don't be fooled by the fact they're free. Those things are priceless because he kind of, he taught us how to think about direct response, you know, as opposed to saying, Here's 10 headline formulas that work, that are sure fire, you know, he, he didn't really do that kind of thing. He would, like you said, he'd take you by the hand and just take you on a little journey. And by the time you got to the end of the journey, suddenly you were a little bit more sophisticated and savvy about what could work and how to make things work. Now you actually had the great experience of being a, a first hand disciple of of the great man himself. You mind telling a little bit about that story?

Doberman Dan 13:11

Well, so I was, I was an unpaid disciple. In other words, for a while, he was offering like a protege thing, where you come and live with him for a month, and then he charged 25 grand. I, you know, even if I, I was too broke for that. So I, for some reason, I decided, you know, I just really want to work with this guy. He was also from Barberton, Ohio, where I grew up, and I something about him just clicked with me. So I knew I was too broke to hire him for anything, for consulting or copywriting. So I just in his newsletter, he talked about, he goes, I'm going to, you know, show you a secret for getting a big shots attention, you know, and getting in front of anybody you want to get in front of.

And the secret was, write like this news article that's about you and this person, whatever outcome you want, you know, so like, oh, and you know, Ken McCarthy, of this, I always forget the name of your city in New York, you know, has struck a new deal with, you know, Mr. Fill in the blank, you know. And he said, you write about the this ultimate outcome. Paint a picture. Make it look like a newspaper article. Have it set up so it looks like it's from a newspaper. Put frame it in the fanciest frame you can find fed exit to the person you want to get in front of, and the same day he receives that, or the next day you call him on the phone, you. And so I just took, however, some technique and turned it around on him. Wow, this fake newspaper article that looked like it was on the front page of the Barberton herald the newspaper up there, and it was about these two Barberton boys, Doberman, Dan and Gary, however,

they partnered up on these mail order businesses, and they made so much money that they bought the entire city of Barberton and turned it into the world's largest parking

Ken McCarthy 15:33

I guess there's no nostalgia, then about Barberton.

Doberman Dan 15:41

No nostalgia amongst us Barbara tonians who have escaped. But I put stuff like, I put stuff in there that I knew how we would, you know, get a chuckle out of, because I've been reading his newsletter long enough to feel like I knew the guy. And so he actually called me from that when he got that package. And that just started the conversation, you know, then we talk regularly on the phone and emails going back and forth. And then he wrote a newsletter article, or a newsletter about Costa Rica, and I emailed him one day and told him, Hey, Gary, after reading your newsletter on Costa Rica, I moved there. I'm in San Jose right now, so you know, next time you're in Costa Rica, look me up and maybe we can grab some dinner. And he did. And so, you know, the relationship progressed, and we wound up becoming friends and working together on a bunch of pro a bunch of different projects. But it all started with that old school, you know, get a big get a whale, as Kennedy calls them, get a whale's attention, technique that Halbert taught me, gotcha.

Ken McCarthy 16:53

And there's a lot of pieces to that. You know, number one, it's really good to have a colleague ship or a mentorship, or he's your mentor with a guy at that level. I mean, that's literally priceless. That's number one. Number two. You knew a lot about him. You didn't just get some one hit. Oh, this is an important guy. Let me ride his coattails. You actually were deeply researched into who he was, so to such a degree that he could recognize that you had done your homework three you you were lied about it, right? You put humor into it, because, you know, you don't want to be stalking. Nobody wants to be stalked by somebody who's slightly mentally unbalanced. So you gotta, you gotta keep it light. And you obviously put a lot of work into the presentation, and you follow. He told you what to do, and you did it now.

Now, if somebody sent me a frame thing, like, I might be a little scared. I'd be like, This guy's a little nuts, you know, but I do have but there are ways I would like to be approached, and if I were to lay them out and someone were to follow it, yeah, I'd be very I'd be quite receptive. I think people think that people like Gary Halbert or us are are completely un approachable, and I am not easy to approach because I'm just busy. You know, it's not personal. But if somebody does their homework right and approaches me in an interesting, amusing way where I don't feel like, oh, I will, if you catch me at the right time, yeah, might just go to lunch with you. Why not? Yeah. Well, why wouldn't I commend you? Seems like a nice guy knows who I am. He's respectful, and let's do it. So I'll tell you, I don't want to take away from the questions I have for you, but one of the smartest things I ever did was take a guy named Jim Warren to lunch in San Francisco. Multi millionaire.

By the way, that you ever heard that expression, if you want to make progress in your life, take a millionaire to lunch, right? And a lot of people go like, why should I Why should I pay for a millionaire's lunch? It's like, oh my god, you don't get it. You'd be lucky if a millionaire, or true millionaire, not a guy

that inherited, would take you, would let you take him to lunch, and you had the sense to ask good questions. So he and I just rambled and talked. It was quite pleasant, and he mentioned how he made it. He had produced a real, but fake newspaper called The silicon Gulch Gazette, and he used it to promote his computer fair, F, A, I, R, E, as in, he modeled after the Renaissance Fair, and this was the first personal computer gathering of people ever, oh my gosh, and he used this fake but real newspaper, but every story led you to attend the computer fair, right? He did one of them, and then the next year. I mean, he was the timing was just perfect. You know? It was a grassroots thing. But then personal computing just did this like really rapidly, and one of the huge conference companies just wrote him a massive check to buy his company.

Man, but his ad but, but the advertising method was a tabloid newspaper. And I just want to throw this out for folks, printing newsprint is the cheapest way to print in the universe, like way cheaper than xeroxing. And there's still newspaper printers everywhere in the country. Just have to find them. You'd be shocked at how cheap they are. And Gary used to say, you know, nobody's ever going to come and write an article about you and how great you are, but you could write an article about yourself and how great you are, and that's a good model for marketing. And also putting stuff in newsprint actually can be an interesting way to get over to somebody. So you spent this time with Gary, and Gary was eccentric.

Doberman Dan 20:57

We could say that that's an accurate statement.

Ken McCarthy 21:00

We might, we might even venture to say erratic at times, Yes, you. So this was not like, Oh, I'm going to coddle you, Dan, and I'm going to take you under my wing and nurture you, oh God, and work out a logical development program for you really.

Doberman Dan 21:20

Oh, that's that is way too sane. No,

Ken McCarthy 21:25

I haven't thought of this before, but it would be kind of like finding yourself with a deranged drill sergeant, now, a marine drill sergeant. Now, the good thing is, the guy really knew his stuff,

21:34

yeah. The bad thing is,

Ken McCarthy 21:38

as friendly as he was to bring you in. You had you earned your spurs.

Doberman Dan 21:47

You know, I had heard stories from Scott Haines, another copywriter who wound up working with Gary before I did. And Scott would tell me stories. I think, nah, that can't boss, that can't be that couldn't have happened, right? And I thought, I always thought, Scott was exaggerating for the purpose of making a story more dramatic, right? He was not exaggerating. Was funny. He was just funny and unpredictable.

But, man, if you know, if you aren't ready for that, and I was not ready for that, wow, it's a totally different way of looking at life. I kind of wish I could have experienced it through his actual perceptions, because it was really different for me. It's like, for some reason, chaos just followed that guy everywhere.

Ken McCarthy 22:48

My favorite story about him is he had trouble holding on to money, like serious trouble. And he had just gotten a check for \$500 and he and John Carlton were going to get on a boat, a boat that I think Gary owned and so Gary, I think John gave him, gave Gary his check between the time they left the dock and got on the boat, the check disappeared, just disappeared. So no one's perfect, and sometimes people that are at the farthest extreme of genius might have some unusual quirks. So if you're lucky enough to be smart enough to know who really knows, and you have the gumption to get with them, it may not be smooth sailing. Could be you might be lucky, but I'm I'd venture to say that regardless of whatever ups and downs and twists and turns and spills and chills you went through with Gary. It was well worth it.

Doberman Dan 23:47

Oh my gosh, it was. And if anybody you know has the opportunity to pursue a mentorship of that caliber, I mean, you'd be a fool not to do everything you can to to least get a conversation started with that person. Although I will, I will issue a warning or a caveat with this. Often our our images of our heroes are up here, right and and they say, don't meet your heroes. So what is likely to happen, maybe not in all cases, but probably likely to happen is you're going to see very quickly that they're also a flawed and fallible human being, just like you and just like me. And so now that person who was up on the pedestal, when you start seeing like hey, they have their own neuroses. Also. They don't want to work either, and created this public persona, you know, and now they always have to be that persona, but then you see them without the persona, it can, for some people, be a bit of a disappointment.

Right? But for me, it was just like a huge lesson, because, you know, Halbert readily admitted he was an incredibly flawed person, like all of us, right? So he was aware of his flaws and his neuroses, and because he joked about it in his newsletter. But see, I thought he was perfect. I thought he just, you know, got up and worked like a fiend every day and was focused, and everything he touched turned to gold. And then when I got to see he was a human being like me, and he, you know, would work his butt off for two months on something only had to have it fail, and I got to see all this, and I thought, wow, he's just as flawed as I am, and deals with all the same crap I do like so. So me, seeing that up close and personal gave me real hope for myself so for me, meeting my hero and seeing that he's human was not a disappointment. Gotcha.

Ken McCarthy 26:02

Gotcha. And of course, you took great lessons from the experience. What would you say? Some of the things that you learned by being, you know, working with him on daily one, I think the first lesson is you don't have to be perfect, a perfect human being. That was one of my great lessons. And I learned this from a futures trader. And this guy said, it's amazing how much money you can make without being perfect. So if you think that, well, first I have to get perfect, and then the money will come No, it doesn't work that way. I would assume you agree with that.

Doberman Dan 26:39

Oh, I would definitely agree with

Ken McCarthy 26:43

so but, but it's weird. Well, I think as when we're starting in something, especially if we're on the younger side, we kind of think, well, we got to get everything together.

Doberman Dan 26:51

Yeah, you got ever going to happen? Yeah? You got

Ken McCarthy 26:56

to start putting one foot in front of another and just keep going and and you'll get to the end of the road, and you'll still not be perfect, but you might make a lot of money along the way, and it's okay. So that's, I think that was a lesson I'm surely you learned from Gary. But in terms of, you know, the marketing hat, as opposed to the worldly wisdom hat, what things really struck you? And you're like, oh my god, this is key. This is, this is I just learned something that will never get old, and I can use it forever.

Doberman Dan 27:26

This is a copywriting lesson that I learned from from Gary, which, I mean, it didn't even really start to sink in on how important this lesson is until 20 years after I I learned it so like he, Albert stayed in my place for several months in Costa Rica, and then he decided to move back to Miami, though he had some a lot of projects going, and he talked me into moving back to Miami. And so he said, Listen, we got so much work to do. You know, I'm going to be cracking the whip. So, you know, be here at my place seven. We're going to start at 7am I don't know. We might go till midnight. Just be prepared for that, you know. And he's talking like this drill sergeant, right? Like, you know, we're not going to, we're not going to, we're going to focus on this laser focus, you know. And I'm thinking, Oh, crap, man, what I get myself into? This guy's gonna work me to death. And then what would happen is I show up at 7am he's still asleep, and so I'd wake him up, then we go get coffee, then we go run an errand, and like, and then we like, we go out on this boat, and then he'd have to go somewhere and buy a part for his boat.

And I'm thinking, Okay, I keep looking at my watching and all right, we, you know, we gotta get back and start working on this stuff, man. And this went on for two weeks. Every day was like that. And, you know, I'm, I'm getting nervous about this, because the check had been cashing and had cleared, you know, from this client, and we're not making any for progress. In fact, you know, all we're doing is going out every day and just screwing around running errands or going out on the boat. And so finally, one day we're out on the boat, we're just talking about the nonsensical stuff we used to talk about, and all of a sudden he just gets really quiet and looks up, and I believe, up into the left. I don't remember, but he was just somewhere else. And the only thing he said to me is turn the boat around. And so I turned the boat around and went back and docked it outside of his apartment building.

He still didn't say anything. We went up to his apartment building, and all he did was get out of yellow legal pad and a pen and start writing. And he sat there for probably, I don't know, two hours, or maybe it was 90 minutes, and he wrote out that entire that entire sales letter. And so what I've what I finally realized, is what I thought was US screwing around and killing time and just running work stupid

errands, you know, just to get out of working. Actually, hit was his process. He was working. He read all the stuff the client sent over, and so it was percolating in his head. But he, like, would need to do kind of mindless activities to get out of his own head, you know, to let his, whatever you want to call it, the the subconscious, work on it without the interference of the monkey mind. And so that was his process, and that's what he was doing. He was just allowing this, the ideas, the big idea, the headline, to work itself out effortlessly in his own head while he's out what doing, what I thought was just screwing around. But then when he got when it did click and the dots connected. That was it. Then he was laser focused, and he did literally finish that ad in two, Max, two hours, probably, you know, like I said, 90 minutes,

Ken McCarthy 31:12

gotcha. And everyone's process, of course, is very different, but, but, but the one thing that I think is universal and people might have missed it is he had done all the homework, right? He had put all the inputs in. He wasn't trying to write an ad from thin air. Now, his process was to go and screw around for two weeks while all this stuff that was in there congealed. And this is the tricky thing about writing, and I just experienced this recently. I kind of stuck. I'm working on this project. It's a book project. And then one day, I sat down and I cranked out 5000 publishable words. I just sat down, I didn't get up until I had 5000 ready to go words, and they were, you know, according to people that have read them, they're great, but it's kind of like a feel.

Maybe you have this experience too. It's like you're not quite ready to write. It's not procrastination. It's like you just don't feel it. I don't know, do you do this? Dan, like, I'll be walking around talking to myself internally about what I'm about to possibly write, and I'm kind of running different he was probably doing the same, running different scenarios through my mind. I always call it the the Rubik's Cube, if, if people know what a Rubik's Cube used to be, or was, you know, I'm just turning this thing, trying to get the num the colors to line up, and then eventually they line up. Now, I'm ready to write, and when you're it for me, at least it sounds like Gary. I'm wondering if it's for you too. When you're ready, it just, it just comes. It's not like some, you know, I'm chiseling in stone one letter at a time. It's just flowing. I don't do you have that experience with with copywriting? Yeah,

Doberman Dan 32:52

I love that experience. It, you know, you've done research. Well, when it's just coming to you so fast. You can't get it on paper. You can't type it out fast enough. It's almost like you just have so much to say. You don't even know, you know where, where you should begin and where to end, is just coming out. I love that feeling, um, the opposite in that, in that, I think it comes from, first of all, you gotta do the research. You gotta do a lot of reading, you know, and looking into your market and figuring out what they want and what they don't want, and how they feel and and then letting all that just kind of percolate for a while is, I mean, that's key. I feel like as writers, we sometimes want to force things like, I gotta finish this by whatever hour, whatever time. Man, that is some hard writing when you have to do it that way. Just feel like when you filled your head with that stuff and you've allowed adequate time to pass for your brain to automatically start connecting dots and creating stories and pulling out content, you know, like, man, that's the easiest form of writing, and it feels great. And that's, I feel like, that's the secret, right there. You nailed the secret to doing that.

Ken McCarthy 34:17

I call those kind of letters like battleship letters, you know, in other words, they're so powerful that you can launch a whole new business, launch a product, launch an industry, maybe even and then there's another kind of copywriting, which is filler, you know, you just, you know, you gotta crank something out. You gotta try, you know, maybe it's a follow up email or something, or it's a upsell, you know, and that's where the formulaic stuff, like, you know, 10 different ways to write a hen line, all these things which you need to know, I think you need to have those things in there. But these battleship letters, these, you know, SS enterprise, what is that in Star Trek, you know, those things kind of material. Realize as a result of this process that we just talked about intense research be interesting to know how you, how do you, how do you go about research things?

So if I come to you, Dan, and I'm going, Hey, I got, I got this widget I want to sell, and I need you to write me a battleship letter. I don't, I don't want a bunch of filler. I don't want to formulaic thing, you know, I don't want to 10 reasons why you should buy my new widget. I want you know that's that will work, that will if you got the right traffic, it probably will convert. But I want to. I want to, and that's what Halbert did. He would create an alternate universe in which this product was so stunning that you just had to have it, you know, right kind of what he did, right? Carl and Carlton used to talk about the cop, the water cooler letter. In other words, your letter was so just wild, so different that people would be talking about around the water cooler. So obviously, a lot of research. What did Gary do? What do you do if I bring you the widget? Hey, you know, Dan, I want you to do magic. I want you to transform this widget, which is not really very dramatic and not very sexy, into something that my market has to have and they have to have it now, and they have to pay a premium price. They're happy to pay a premium. They're not even thinking about the price. Oh,

Doberman Dan 36:31

man, that's a great premise. I'll answer this two ways. So what I first the first copy I ever wrote was for the bodybuilding market, for my own mail order business and and I chose that that market because that was a big passion of mine at the time. And I knew that market, like, like the back of my hand. I mean, I knew everything i i knew that market so well, like, I knew what their motivators were, with the spoken ones were, but I also knew the unspoken ones, because I was the market for many years. So, so I feel like I kind of cheated my way into this marketing copywriting thing, because, like, what research did I need to do for that first piece? But, but, but

Ken McCarthy 37:18

you, you'd spent years researching without thinking that you were researching, but you had the product of a deep, deep dive, yes,

Doberman Dan 37:27

and so, you know, I just connected with that market. Man, I knew what was going to motivate them. And so, like that makes it pretty easy when you're already passionate about the the niche or the market, you're already reading material about that for your own personal enjoyment and stuff like that man, and all of a sudden, like, you have to write copy for that now you're stoked and and there's Less research to do that way, when, when you choose to write copy for those kind of things, the ones that you're

passionate about, you know, that market, you know, really, really well, you know, there's, there's that I just sorry, I just lost my train,

Ken McCarthy 38:18

you know, it's like, there's, There's a sort of, you know, a quote a cheat would be, you're writing about something. You're already you already live. You're already the customer. You're already the the buyer. You You know, every nook and cranny and corner of this thing physically cycle. You know what all the other products are? You know what's hot, what's not you know what will push your buttons and what will leave you cold? You just know it because you've been in it. So I guess what we're trying to do is simulate that. Let's say if someone brings you a widget and you're like, I've never seen, I never even heard of this widget, you know, I guess what you have to do is somehow reconstruct or re engineer that same experience, but starting cold. Yes,

Doberman Dan 39:09

you know, so so like, something like that that I don't know. I don't know that market at all. I don't know that product at all. Where I would start is, I mean, like, if at all possible, I want to speak to an actual human being. I want to speak to somebody who is a customer who is bought similar products, is buying similar products currently, has bought this particular product, if it's already been for sale. Like, I want to talk to real human beings. I don't want to, well, the truth is, I don't want to talk to most human beings. I'm, you know, I'm a pretty extreme introvert, but if I want the best research, I then, you know, I'm going to play the role of an extrovert and talk to real, live human beings. When I was writing for the. Health market I used to like to this is why copywriters are not sane individuals. You know, I live in Florida. It's sunny practically every day of the year, and here I am sitting on that metal bench at the Walmart pharmacy just to chat up the elderly people waiting to pick up their prescriptions so I could get, you know, hook ideas for health copy and stuff like that, by far, for me, the best research I could do just talking to people in the market, people who've already bought this stuff are currently buying it, are in the process of, you know, vetting different providers to buy it. I mean, that's where I would start.

Ken McCarthy 40:46

It's so interesting. We had these two fellows when we we did a seminar in England, and I'm sorry I can't remember their names offhand. They were great guys. One was literally a Cambridge university trained rocket scientist, right? And they had all these super technical ways to to research a market. And the last one on their list, and the one they kind of liked a lot, was they would go to a they called it a boot sale, because they call trunks and cars boots in England. And what would we call it a flea market? And they would set up a cop, they would set up a card table with whatever the thing was they needed to market for somebody. And they would just talk with people who, you know, people would come by, oh, what's this? And they would have conversations back and forth with, with with real, real people. And from that, they'd get a lot of insight into what, what worked, what hooked people, what bored people, what made people take a step closer, what made people turn around and leave. And they found that that ultimately was one of the most powerful ways to generate, you know, concepts on how you were going to sell this at a distance.

Doberman Dan 42:01

That's brilliant. I love that, you know, the I mean, maybe for other copywriters, this isn't a thing, but for me, like actually talking to somebody who's in the market and, you know, if they'll open up enough, you know, all of a sudden, like elderly people, as a general rule, are lonely a lot of times and don't have anybody to talk to. So when I used to hang out at Walmart pharmacy, I mean, I'd strike up conversations, and people would tell me the most personal of things, you know, like, well, the cancer started after I gave birth to my you know, and like, all sharing all that stuff, and so I am an empath that I discovered that late in life, but explain an awful lot of things I screwed up in my youth. But like, it's impossible for me to not develop some form of empathy with that person. And the process of this research, and then you start to realize, like, I believe it was what Ogilvy said, the customer is not an idiot. The customer is your wife. Or maybe that was not Ogilvy,

Ken McCarthy 43:14

that's Ogilvy. Is that Ogilvy? Okay, for sure. Oh, wait a minute, maybe, maybe he was quoting somebody, but I heard it through Ogilvy for sure. Okay,

Doberman Dan 43:26

you know that empathy is, I mean, you can write it off as just going down the woo rabbit hole, but, I mean, on a quantum level, all this stuff can be measured. So it's no longer Woo. It's science is that, you know, you can have two almost identical pieces of copy written by two different copywriters, but one just has that something you know, and I believe what that comes from is ultimately love, but love manifested through another emotion, the through empathy and like when you really develop that kind of contact with your market, with the people that you know are going to read this you know, and you literally feel for them, like you want them to have their product or their problem solved, you've seen personally how much it's affecting them, you know, and the guy who can write from that place of love, compassion and empathy, or gal, the copywriter, I should have said, is going to have an unfair advantage, and I'm afraid, at least for me, that deep of an emotional connection is not going to come from just reading some articles online.

Ken McCarthy 44:47

I don't think it can. I don't think it can. You really got to be, we got to be among people. You know, if you wanted one way, if you don't want to leave your house, this. Just an idea. I wonder what you think about is run some Google ads, and, you know, come up with a, you know, a throwaway phone number so, you know, it's not your personal number, and write an ad in such a way that the way people get the thing or learn more about the thing, is they call the number, and now you're on the phone with somebody that wants, that's curious about the widget. Wants to know more. I love it. Yeah, I had a speed reading business.

My first business where I actually paid the rent, was teaching speed reading and study skills. And I didn't have the internet then, because it didn't exist, but I invited people to call me to learn more, and I would spend, you know, however long it took on the phone and I would and it was just a chat. I wasn't trying to NLP them, or, you know, anything like this. I just wanted to know what their questions were. I answered them as best as I could. And through the repetition of talking to so many people, I got really good at writing the copy, because I knew how to navigate what people who were prospects for that kind

of service. We're thinking, which is great, which I'm going to guess. I mean, that's copywriting is, is navigation, and it's navigating the lands, the mental landscape. So you have to know the landscape if you're going to navigate

Doberman Dan 46:14

it. Well said. And that goes back to what you were saying earlier, when your head, when you filled your head so full of the stuff the research materials. Writing is not a problem. But if you sit down and it's like, you know, you just looking at the blank page and you're already starting to sweat droplets of blood, then that's like warning sign, right now, you've not done sufficient research and reading and stuff like that.

Ken McCarthy 46:45

Gotcha. And Simon, I've

Doberman Dan 46:47

done it. I mean, I'm not saying I've me

Ken McCarthy 46:49

too, and I do it. I do it weekly.

Doberman Dan 46:54

It's so frustrating, like nothing is coming out, putting my fingers on the keyboard, but what's being produced is complete crap and but yet I want to, like, forge ahead, because it's one of, finish the damn thing. But it's such a horrible, horrible way to write anything.

Ken McCarthy 47:10

Hey, speaking of that phrase, finish the damn thing, you wrote a great book. It really, I think, a classic, especially for our times, very relevant, called, just sell the damn thing.

Doberman Dan 47:21

Oh, thank Yeah, no, that's a really

Ken McCarthy 47:23

important book, especially in the internet age. It might not have been such a key problem. See, we had the discipline in the pre internet age of everything cost a fortune. So if we screwed up, we didn't eat, literally, you know what I'm talking about. I mean, I missed meals over over business mistakes, like, like, yeah, like, I was on the meal every other day planned for a while because of a miscalculation I made, right? You don't, and I know Gary used to talk about his, you know, his electricity going off because he couldn't pay the light bill, right? So we had that kind of of, you know, focus on, on, on getting it

Doberman Dan 48:07

right. Where we came up, everything was expensive. There was no free email. So we had to get used to, you know, paying for this stuff and doing it right. I think that's where you started. Yeah, I

Ken McCarthy 48:20

Yeah, and I'm trying to figure out where I was going to go with that. But I mean, that was a wonderful discipline, because if you just couldn't, hey, well, send an email. If it works, it works. If it doesn't, it doesn't, we would actually sweat, and literally sweat the mail we sent, because we were writing a pretty big check in order to send, send that mail. So it just put us in the discipline of thinking through these things a lot more carefully than than is traditional for now. You know, I think, I think now there's some benefits to just throwing stuff out there and not getting too crazy about it, you know, because as as you know, I'm sure you've had this experience, something that you, you know, kind of were think, well, that's pretty good. That should work. Hits a home run, right? And then something that you, you put your blood, sweat and tears in our and was sure it was going to be the greatest outcome of all time went nowhere. Which Which leads us to the to the importance of being prolific? Could you address that? Because it's very one of the big diseases of early entrepreneurship, is betting everything on red and spending three years to place the bet. Can you comment? Comment on that?

Doberman Dan 49:44

Well, that was me. I've done that. That was the I told you about, the one legal bankruptcy for technical bankruptcy because of stupid stuff like that, treating a business like a casino instead of making educating. Hated guesses based on the data. You're like, Ah, let me just throw everything on red, you know. And so that, I know a lot of entrepreneurs have those stories, but that, for me, is what, what caused all those really, really down periods

Ken McCarthy 50:20

to know that, ultimately, you don't really know what's going to work, so you need to just do a whole lot more stuff than the average person is not only willing to do, but can even imagine doing, because that's a big part of our world, is people that have grown up punching a page or punching a time clock, don't punch your paycheck, but punching a time clock to get a paycheck. Don't really know how much we the entrepreneurs of the world, especially direct response. Entrepreneurs of the world need to do so so being prolific, not careless, not just throwing stuff against the wall and hoping it sticks, but knowing you got to do a lot of stuff, and this is some this is a mindset that you just you don't learn it in school. God knows, because in school, you just show up, sit through the class, take the test, get an A or A, B or A, C or whatever, and you're done. That's not how our world works. So, so could you talk about being prolific?

Doberman Dan 51:23

Your Your questions are triggering. The questions are so good. Like, my ADD mind is triggered. I think of all these things I want to share, but, yeah, prolificness, like, so I feel like I'm a piker in that regard. Like, when I look at everything that you do, can all stuff that you've published, you know, just within the past six months. You know, I greatly admire you for that and the amount of content that you put out. I think Dan Kennedy does a really good job of that more so I think he's done more content production the past, and he's currently doing, but, you know, he would crank out massive amounts of stuff. And wasn't it didn't, didn't. They always tell university professors, publish or perish, like, right? If you're not regular publishing, you're just going to disappear and it's the same for us, you know, there's got to be at least one platform that you share on, you know. And for a lot of us, it's usually multiple platforms, even though that's a pain in the butt.

But you know, there's got to be one you regularly publish something on, you know, if you're a video, person's video, or is it an audio or is it something in print? You know, you've just got to regularly put that out there. And I feel it's best to do it both online and offline, still old fashioned print books and even just reports. It all still works, and it all accomplishes the same thing, which is keeping you Top of Mind with your market. But you know, when you have the multi channel multimedia thing going on, if they ignore an email, if they ignore your blog, if they're ignoring your YouTube channel, well, you know now you're getting them by postal mail. And maybe you're doing something creative with theater, as I first heard it, I think, from Gary, you know, to make the mail look fun and exciting and stuff like that.

So, yeah, prolificness is necessary, and I am not probably the best example to watch for that, because I sometimes am sporadically prolific. But what has worked well for me is like having commitments with myself, that even though I'm the one setting the deadline, and they're technically not really any consequences to finishing it past the deadline, I treat it as if there are consequences, and so it does go on the calendar, you know, to be finished by this date, or on the to do list. And that's been like the most productive thing I've found to to keeping up the content production to level it needs to be so that we don't disappear

Ken McCarthy 54:23

Absolutely. And Dan's being a little humbled because he neglects to point out that he puts out a significant print newsletter every month. And Dan, I got a stack of them. I keep them all you know, like this is not even the stack. It's way higher. So and let's, let's talk about print. You're mailing, obviously, but maybe not so obviously, maybe worth mentioning to people who have given you money in order to receive this print thing. You're not. You're not just willy nilly mailing to strangers or anything, or even. Necessarily to expire, as maybe you are, but primarily someone has said, hey, I want to receive your thing. And this is a model that was very common pre internet, that people still should be aware of, which is, you sell the subscription, and now people are basically paying for you to quote, advertise to them in a sense, or they're paying you to remind them that you exist, and they're paying you to bond with them even more closely.

This is a great, great model, and I think people that are just YouTube or just Instagram or just whatever, even email, are missing out on a phenomenal bonding experience that we who lived in the era, the dinosaur era before there was an online experience, we know how potent and powerful these physical artifacts are. What's your thoughts about, about, you know, this, this model that I've given, which is that you, you basically engineer something whereby people are in constant touch with you, or receiving stuff from you, but they're paying for it. I mean, but that isn't that. I mean, the essence of your book. And I want to go back to this book, guys, just sell the damn thing you wrote that in response to the fact that we've got a lot of people with 100,000 200,000 email lists that can't sell their way out of a paper bag. What do you counsel instead of building the mass of the biggest email list in the world and mailing to it regularly, oh

Doberman Dan 56:37

gosh, that is gotten so frustrating for me. So like back in the day, what, what we're all taught is, you know, build, go, go for the opt in, right? And so if we're using cold traffic methods, we're going to go for the opt in and get them on our email list, and then we're going to regularly send emails for that, you

know, to build that connection. And there's also going to be offers. And so I mean that there's nothing wrong with that model, but I think it was probably, I don't know, maybe 2010 maybe a little bit later than that. I felt like, because I was in the supplement business back then, and I felt like, Man, this model just doesn't seem to be working like it used to. Like I'm noticing that I'm getting far, far, far fewer buyers from these opt in names. They're just opting in for the free stuff, you know, and track them for months, and they never would buy anything. And I started getting frustrated with that and thinking it was just me that I'd done something wrong, you know, you

Ken McCarthy 57:54

were using your mojo, yeah? I

Doberman Dan 57:56

thought, you know, I don't hear anybody else complaining about this. But then behind closed doors, some people revealed, like, Yeah, this is just not working like it used to. And I got really frustrated with it. And so, you know, I just, I put that book together to explain that the best model, like the ideal I would like to achieve, if I'm setting up a new a new business, or I need, you know, to get a new customer acquisition thing in place is, I don't really want to attract just an opt in. What I really want to attract as a buyer. So my ideal situation, if it can be done, is it cannot always be done and can't be done in every market is, can I just drive the traffic? However, I do that to a page which sells something, even if it's just \$1 you know, or if it's \$10 or less, or something like that.

Then, as the research shows, and I feel like I did a really good job of presenting that research in the book, that even just selling something at any price compared to just giving free stuff away to get the opt ins the the freebie seeking list, as I call it, you know, when you compare it to the buyers list, the buyers list is just so much, so much of a higher value list, longer, longer customer retention, higher lifetime customer value when you just go for buyers initially, instead of doing lead gen and just going for the opt in again. So I will admit I did kind of state it very dogmatically in the book, but you can't apply that to every situation. Like I said, there is time when there's the best approach is going to be lead gen and just go for the opt in. You know, I just say that my. Preference, My ideal is to go for a sale initially. That's what the book was about. Is about, no, it's

Ken McCarthy 1:00:07

such an important message, because I'm going to venture to say 99.5% of folks these days that never occurs to them. It just the goal is to have as many followers as possible, as many likes as possible. Some of them don't even realize the value of emails, which is a whole nother topic. And maybe, maybe they'll get sponsors. Maybe they won't. But there's I Gary used to talk about this too, like he'd see internet marketers, a variation of this. He'd see internet marketers who were selling, let's say, diet stuff, and they would make all their money on the front end, and they would absolutely ignore the fact that they had these huge lists of known diet, uh, product buyers. And I kind of see the the new generation, uh, making the same mistake.

They'd build these huge followings, you know, 100,000 200,000 half a million people. But they would, they wouldn't really, you know, I don't want monetize. Is such a meaningless word these, if you just hear it all the time, but they, they don't know how to monetize. Yeah, they don't know how to convert. I guess

the real word is convert. Convert a tire kicker, convert a subscriber, convert an Instagram follower to somebody, and you made the point, who's done something? They've \$1 there once somebody's giving you even \$1 they're in another universe, and now you can afford to spend a fair amount of money, time and attention on them, because the odds of them converting to a bigger buyer are really much higher now, what about high ticket items and how important those are to the marketing mix?

Doberman Dan 1:01:48

Great question. I was just writing a fax to Dan Kennedy about this. Just last night. I learned the info marketing model from Dan. I just I saw what he was, and I did that by observing how he sold that magnetic marketing system. And so, you know, I, I basically took the information that was in there and realized that, oh, wait, I can use this as a as a book on starting a mail order business. So, you know, the customer acquisition, as we were talking about, I prefer if you can just sell anything. That's that's my preference, right? Because most, as I call us, most kitchen table entrepreneurs, you know, we don't have the big budget, like a company backed with, with, you know, with, with private capital, or a public company that's got capital, like we got limited resources when that comes. And the cost per acquisition across all online media has just skyrocketed just within the past few years, and inventory is down, which also, I mean, that's a big contributing factor the price is going on.

So if the whole model is based upon, well, we're just going to get a ton of opt ins, you know, and now we're paying for each opt in acquired, you know, we're building a list of for all intents and purposes, is 99% freebie seekers who will never buy literally, 99% of that list. And so that model, which was so successful in the past, I noticed, starting to tank. And so back in the day, like we could make money with selling courses, 300 \$500 you know, then as customer acquisition costs went up online, and we all switched to online marketing, so many of us abandoned offline for a while when we just became enamored in this. So that model I feel nowadays is just not ideal, probably not even a possibility for most kitchen table entrepreneurs these days, because the amount of capital required, I used to tell people, like, when I teach them how to start a supplement business, I tell them, It ain't like it was when I started.

You know, if you want to do this online, you're going to have to have at least 100 grand capital that you can burn through trying to figure this out, these things, I think I tell them, they need a quarter of a million. That is not, you know, us little guys, we can't do it right. We can't afford to build a business with that model. So the high ticket is now what used to be maybe a luxury and could be included, as we used to call slack adjuster, which means it's such a high price you only sell one very occasionally, but when you sell it, it's a big boost in revenue, like that. So that used to be optional to pass. It is no longer optional. You have to have high ticket in the mix simply to. To make any money, you know, after paying such high customer acquisition costs. And again, this isn't just in one online medium. This is across all online media. CPAs are sky high, so high ticket is absolutely essential.

And for me, that's always been some sort of coaching thing, you know, usually, like a six or eight week a limited time coaching program or or consulting, or then there's also the done for you service, which, if it's a service that has a really high value to people, you can often get high fees. So, like in my case, the done for you service would be copywriting if I'm not really taking clients anymore, but when I was that would be the high fee service. You now have to have those \$2,000 offers. 5000 the higher, the better.

10,000 Kennedy just told me about guys, basically as a front end offer. You know, after all, the lead gen. Their first offer is 50 grand or 100 grand, and they're successfully generating the leads online and then taking people offline to close them on a high ticket. But it is absolutely essential. Now you're it varies. It depends on the market, but most likely you even if you have a front end that is kicking total butt without the high ticket stuff on the back end, you're just not going to make any money at all. It's just going to be revolving door. They're going to come in on the front end and go out just as fast. So the high fee stuff is back in back end offers, yeah, absolutely crucial today.

Ken McCarthy 1:06:43

You know, the funny thing is, taking this full circle, if I remember correctly, the way Gary Halbert worked in the pre internet days is you'd buy maximum money and minimum time, and he would send the order to his fulfillment company, but he would also immediately put a FedEx letter to all the buyers, and I think he was offering a lifetime subscription to his print newsletter. Was it \$7,000 it was some crazy number.

Doberman Dan 1:07:14

Yeah, it was some super high price. I remember when I read that, I like, physically gasped out loud the

Ken McCarthy 1:07:22

price. And I guess there's a couple of things that he was doing there. Number one, impact, right? And he, the guy bought the book, so he's interested. Why not hit him again, quick with something two. It establishes his value. It's like, Holy God, this guy's charging \$7,000 for a lifetime subscription to his newsletter. When that book arrives, I better read it carefully. And I guess the third element is there might be some guys because, and this is this talks to imagination, which I'm gonna talk about in a second. There might be some people for whom \$7,000 given what the deal is and what their needs are and what their resources are ain't no big deal. And this is if we're going to do high ticket items, it starts with imagination.

You know, it's not uncommon for a broke guy to be marketing to people that can write a \$5,000 check without batting an eye, and it's very hard for a broke guy to imagine that such people even exist. So I think that's probably the very first step to understand that there are people for whom, if, if it's the right offer at the right time, and you're credible, writing the big check, ain't no big deal. I just wrote one to somebody for three grand, you know, for something I realize now I could have gotten out of an \$11 book, which, by the way, sent you a copy of the book. But you know what? It's like. He was in the right place at the right time with the right stuff. And I don't begrudge him, because I didn't know about this field at all until I met him. And this is what he wanted. And I've gotten, I've gotten the value.

The other thing, I think, is your self image, which is, I guess, is related to your imagination. You have to imagine that you could offer something worth five or \$10,000 and then the third thing, of course, is you better be, you better have something worthwhile, like, don't be selling an empty box. So we're neither Dan nor I are encouraging you going to be a fake guru whose only interest is in getting a big check. You actually have something that's worth that. So those, those would be the elements that you need to put together to do the big ticket offer. But, yeah, I think, I think the big ticket thing is, is not, not optional, as you point out.

Doberman Dan 1:09:34

You know, it's kind of fun to just stretch your imagination and and and stretch your your beliefs and your self image. I, I feel like business is probably one of the most effective self improvement programs there. There are because, like, like, we as entrepreneurs, we're always wanting, if we're a point A, we always want to be to point B. You know. We always want. We're always looking to improve stuff. And it comes to a point where, after you know all the basics, and you just realize, like, Oh, I just repeat the basics over and over, and that'll make me as much money as I want, then what you come up against is not a lack of how to or know how. It's limiting beliefs, you know, so when you're forced to stretch those it's extremely uncomfortable, but it's like, the only way to break through that plateau and get to the next level, and a lot of times raising your prices, is that plateau you gotta bust through, like you gotta bust through, or we gotta, you gotta replace a limiting belief.

And sometimes the best way to do it is just like, walk out on the edge, man, and just look over the edge and just like, Okay, so I'm putting the price of this, I know it was 1000 but I'm putting the price to 5000 and then you suck it up. And if you talk to somebody on the phone, if that's how you close sales, then you're like, nervous, and you're forcing yourself to shut up after, you know, you you ask a closing question, you're nervous and shake it, you know, hit the guy at the other end is like, oh, five grand Jesus. I was expecting to be more sure, where do I send the check, or whatever.

Ken McCarthy 1:11:17

It really works that way, and obviously not for everybody. For some people, that's going to be like inconceivable, but there will be people in your market who can do that. I remember this story, this, this couple, I think they were in Japan or China. I can't remember where it was, but they were teaching salsa dancing in an age in a rich Asian country, and they sold one of their customers for two and a half million dollars lifetime access to them. Oh my gosh. And the lady, you know, the lady just, you know, there are some people that have crazy money, and you should give them the opportunity to give it to you.

Doberman Dan 1:11:56

You know, here in my mind, I'm already, I'm already showing a limiting belief. You tell me 2.5 million, my reaction is, oh my gosh. I can't believe somebody paid that. But you know what? That's not the way to look at this. The way to look at this is, there's a person who that they would have spent that 2.5 million on something else, yeah, but you know, they spent it on this. It made them feel good. It'll continue to make them feel good, and that was nothing to them. That was pocket change. But I was judging it by my filters, right,

Ken McCarthy 1:12:28

right? I think this was a Chinese it was just Hong Kong, yeah. So this, you know, there are a lot of billionaires in China now, and there's a lot of wives and daughters of billionaires, and they might spend \$20 million a year just hanging out. No one is not bankrupting them because there's more coming. So the idea that, hey, I could be with my favorite teacher for the rest of my life and have special access, and I love salsa and I love them, and it's only two and a half dollars, I'll do it. You know, that's an extreme case, obviously, guys. But now speaking of self limiting beliefs, this is one of the things and other mindsets. This is one of the things that when you're teaching, you're not just teaching the

mechanics of marketing or the how tos, though you do that extremely well, and I love getting your newsletter for that reason. You often, you frequently addressed mindset and self limiting beliefs and how to identify them and how to break through to them. And you have a print newsletter, which, by the way, guys, it's one of the few newsletters. And I can count the newsletters that I read on one hand, and some of them are marketing, right? So in fact, I have a few fingers left over when I count all the newsletters that I actually read and dance is one of them. I It's a thrill. It's like Christmas every month I'm getting Hey, it's Dan's letters. What's he gonna say this time? And very often, there's some really good, industry savvy technical advice in there that is worth a fortune. But you also talk about the other elements of the game, the mental element, which is huge. What is the name of your newsletter? How do people find out about it? Where do they go to do that?

Doberman Dan 1:14:18

So the name of the newsletters, the Doberman Dan letter, and that's what it was initially, when I started offering it back in, I guess, 2010 and then I figured out, like, now I want to make it more of a community thing. So I changed it into the marketing Camelot. And I so my people are not members or subscribers. They're knights in the marketing cam lot so that they get the newsletter with their membership and access to some online content that's regularly updated and access to me personally every month if they want it. So you know, probably the best way. To see the process would just be to go to my main site, which is Doberman dan.com and you'll see that I eat my own cooking because, you know, on the opt in page, when you're at my site, I basically tell you, yeah, I'm not giving you anything free and when you're when you after you opt in, I'll tell you why, and then they're taken to my book sales page. So that's been my process. I as soon as possible after opting in, I want the buyers to identify themselves, so I'm offering that low cost book just to show you like, yeah, I drank the Kool Aid. I read my own book.

Ken McCarthy 1:15:43

Great. And then, and then, of course, books are peerless indoctrination devices. You know, they they the book arrives, they open it, they reading it. Now, they're absorbing your philosophy. They're bonding with you even further. And so dobermandan.com and Doberman has 1b is that right? That is correct. Dobermandan.com, you can opt in and then be told you'll get nothing free, which I think is brilliant. I think it's the way to go, or certainly the way to test. Dan, thank you. Given us a lot of time, a lot of insight. We've we've had, we've had a few laughs along the way to which is always good. And thank you very much.

Doberman Dan 1:16:24

Thank you, Ken. I had a good time. I appreciate the invitation.