

Lloyd Irvin, Jr. - 30th Anniversary Interview

Ken McCarthy 00:06

Okay, everybody now we've got Lloyd Irvin up. I'm very excited to have Lloyd on example of a student of the system seminar. He was at our 2003 event in Cleveland, and that's that was a big one. We had Dan Kennedy. We had Perry Marshall teaching Google AdWords for the first time ever. And Lloyd's done so many things. If you're into martial arts, you could go to the Lloyd Irvin mixed martial arts. What's that word? Oh, in in camp towns, Maryland.

Lloyd Irvin, Jr. 00:40

Camp Springs, Maryland.

Ken McCarthy 00:41

Camp Springs, Maryland. I was there. Is it the same one that I visited long ago?

Lloyd Irvin, Jr. 00:47

Yes, same exact one.

Ken McCarthy 00:48

1000 square feet, lots going on, and that's where you started. You started as as a professional person in martial arts,

Lloyd Irvin, Jr. 00:57

Yeah, started with the martial arts before I got into the whole internet marketing world had the spot you went to. I've been there for like 28 years before that, I did two years on another spot, and then six months of spot before that. But I said you saw the spot that I've been at. It's been amazing.

Ken McCarthy 01:13

Now you we're going to, I'm going to talk about martial arts for a second, because you did something really interesting and and this, I think this is a good lesson for everybody. You had friends at the University of Maryland who were in the football program, right? And I remember you told me you saw how meticulous they were in their training, how specific the training was, you know, it wasn't haphazard. Or, let's try a little of this, a little of that. Wasn't that, any of that at all. And as a martial artist, you looked at that and what was your conclusion?

Lloyd Irvin, Jr. 01:45

So it wasn't just Marilyn, it was I had a one of my frat brothers was in the NFL. Oh, okay. And when I saw the playbooks and the film study and the detailed, you know, it's like crazy. If you, if you haven't seen it your own self, you have no idea how detailed and specific everything is. So then I took that strategy and mindset and put it to the martial arts, and we, we've had amazing results. I put it to my life amazing results. Put it towards the internet marketing. I learned from you had amazing results that plus,

you know, Think Grow Rich was one of my big things, but that NFL details and using being that detail and everything that I do is just a game changer. And most people don't even understand how detailed these are.

Ken McCarthy 02:36

I'm sure, you know, we watch the games and we see the players and we think, Well, you know, they're just good athletes. That's not enough,

Lloyd Irvin, Jr. 02:44

not at all. Like and you think they're just, some people think they're just dumb jocks. They don't understand that, like they're if a person lined up and the left toe is two inches in or three inches out, or the right the feet are four inches four feet separated, these are telltale signs that a play is going to happen, on top of the fact you watch film and you have your you know your key if the running backs come out the backside, the tight end switches like there's so much things that are letting you know what potentially may come and of course, you have to have some athleticism to make a decision and jump on things as you see them unfolding, just like in internet marketing, when when you're doing a product launch or a big launch and things aren't working, or certain websites not converting, or eight your AB split test, you know, switched up and you managed to throw in a C test, you know, lots of different things.

Ken McCarthy 03:31

So you were, you were even before you got in thinking about business, you already were getting insight into how important it was to nail everything down very precisely, and not, not to wing it, but to put in a Twitter system in place. So I know you had a business. Was it teaching? Was it teaching Zumba for a while? Was that right? Was

Lloyd Irvin, Jr. 03:55

that it was Lloyd Irvin kicking fit? It was like a knockoff of Billy Blank's tie bowl. Okay, okay, they did like \$200 million you know, with the whole tab, oh, craze. And I came out with Lloyd Irvin kicking fit, yeah, mimicked it and started doing marketing at the same time they were marketing. And that went that went crazy, gotcha.

Ken McCarthy 04:13

And then somewhere, I guess, probably through Dan Kennedy, you heard of our system event, and you came to the one in 2003 in Cleveland and tell people, I always tell people. I always tell beginners this story, actually, I tell people that are advanced this story too. So you're sitting in the audience. Perry's explaining Google AdWords to an audience for the first time. I think it was the first time anybody on earth got a serious training in Google AdWords, you know. And we had 300 people or 400 it was a lot of people in the room, and one guy, as soon as that, maybe Maven, before the talk was over, I don't know, but immediately one guy left the room. And what, who was that guy, and what did he do?

Lloyd Irvin, Jr. 04:55

That would be me? I went up, says, my room, and implement everything. Because. Yeah, like I said one, one part you left out, which is I tell everyone, is that at the beginning of the story, I'll do this quick

so I don't take up too much time. For sure, at the event, I said, in the I was in the front row, then I got a email from Dan King said, Hey, if you want to learn how to do internet marketing, there's nobody better on Earth than Kim McCarthy in the system seminar. And here's the link, blah, blah, blah. And at that time, I was such a still am, but such as Dan Kennedy head that if Dan says you're the guy for internet marketing, and I want to learn how to do internet marketing, and I wanted to create a secondary income stream on top of my martial arts school, I was like, I'm there. So I bought a ticket and went.

And I never forget it. The very first day you came on the stage and said this, let me put to put to put everything perspective of internet mark. I want you to anyone who's made over \$100,000 a year online, purely online, not in your regular business, online, stand up. And people stood up. I look back and it was like, it was over 100 some people that were standing not like, Oh my God. And he said, let me take it up. If you make over \$250,000 online. Stay standing. Chairs moved. People sat down. Look back. People are still standing. I was like, man, then you took it up to a 500,000 then finally you took up to a million. And that, right there, was the day.

Everything changed on me, because at the time I'm I'm reading my thinking, grow rich. I know my 13 principles, you know, have you gotta have a mastermind group? You have to have a mentor, you know, saying fast action, fast implementation. And I look back and saw all those people. I look at them, you know, being a being a martial artist and competitor, I was like, I gotta, I can, took all these people out, and I was like, What's the difference between them and me, because I'm in this room at the same time, learn the same information that they're in. They're doing a million, they're doing 100,000 doing 250,000 and they're in the room too. I'm in the room like, Listen everything you learn. I want you to implement, because most people don't implement anything, and I'm going to implement with speed.

So I went upstairs and I did, literally, I never even heard of Google AdWords at the time. I went and did every single thing period said, and I had my website. I had my landing page. Actually, I didn't have a landing page at the time. The grappling blueprint.com was a, was a domain I worked on that day in 2003 but I got, I got the domain, I set up the landing page, some copies, and, you know, opt in box, and then I drove traffic from Google AdWords. And before that day, I started getting opt ins. And I did, I did a seven step email, wrote seven emails, and I was so, so thrilled, just getting to opt in. Should I jump ahead and tell you the time I had talked with you and you bummed me out about something or Yeah, yeah, tell me. Okay. So I was getting opt ins. So it was like, new opt in, new opt in, new opt in. I was excited. People were people were like, opting in, people replying to my text message, and I was satisfied. And then after the event, you had messaged me and said, Hey, what's going on? I love giving a call. We got a call. You said, so how things going? How much money you made? I was like, I didn't make your money yet. What do you mean? You have this list and you can build all this stuff. I said. You said you had to offer them to buy anything. I like, Oh, no. You like, come on. And what you had told me, you said that what you're doing right now is common in the marketplace. You said that I'm getting satisfaction from a new opt in when other people are getting satisfaction from New Order, right there you go. And New Order is much different from a new opt in.

So then I didn't have a product. And you said, and you said, well, find somebody else that has a product. Work out a wholesaling deal. You buy the wholesale and then you sell it to them. And there's a guy named Scotty from on the mat. They they actually have a CPI, have a Cancer Institute in Mexico,

which is crazy. They're doing crazy work. But he was back then. He was just doing the DVDs. It was called One on One submissions. And so I did a deal. He gave me, he gave me, like, \$5 per DVD, and I created, I bought the website, one on one submissions.com, and I put it up there. I did like a little product launch, and I did it. And I made, like, man, 15, \$20,000 just from that. And that day, New Order, New Order. New Order, right there. I know I no longer cared about new opt in. And,

Ken McCarthy 09:26

yeah, you know, this is a lesson, really, for everybody, especially now we're in the social media era, and we've got people, they're so thrilled to have 100,000 followers, half a million, 1,000,010 million. And I always ask them, okay, what are you making? Exactly? Some of them aren't making anything because they haven't made that little leap, you know, turn the dial up. And another

Lloyd Irvin, Jr. 09:48

thing is too I think about social media, I'm not sure if you agree or not, but people on social media, they're just faking and they and they want to keep up with the Joneses and not understand the Joneses are faking too. There's. Lot of liars out there. So now, if you come out publicly and you're saying you're here, when you're not there, you're really here, now you can never put a public position out there that's lower than where you are lied and say you're at so it's like, puts people in a false sense of reality, whereas, like, behind the scenes, when we're doing direct mail and we're doing email marketing and we're doing all that, like, we only care about the results, like, what are your opt ins? What's your conversion rate? Why is your conversion rate so low? And we're always testing and tweaking to try to get it, get it better. But it's a good point you brought up with the social media, because it's, it's, I think it's ruined people many ways. But then, then again, there's a lot of people making money with it also, but

Ken McCarthy 10:38

they have, they have to add that extra dimension, which is, it's not just good enough to have followers. You know, in a lot of ways, direct marketing is, is in direct response. It's a lot like martial arts. It's like, you can say anything you want, but when you're in the ring, you're either doing it or you're not. And if you're not, it gets really obvious really fast. You'll get exposed very quickly, yeah, and that's why i That's why I think that's why I've always loved direct response, because it it talks. Let

Lloyd Irvin, Jr. 11:05

me tell you something. Kim, in the last probably 10 years, and then in the last four years, since the pandemic, I've worked with a lot of people, from a coaching perspective, business partners, equity partners, partnerships and so forth. And if you understood how I would say there was one, but he was in different category, I would say almost no one does direct mail, no one. And they're they're doing marketing, but they don't fully understand direct response, let alone direct mail, and they don't understand how much money they're losing. And some of the people like said, don't get me wrong, some of these people I know and I'm working with are making millions and millions and millions.

But I said, Listen, right now, if you're making 3 million a year or 8 million a year, or 15 million a year, and you're not doing direct mail, that 15 should be 2226 that the million should be 3 million, 5 million, because they don't understand it. And when you when they're so used to sending out emails and other text messages, have the automation set up, they don't understand the idea of sitting there dropping

200,000 \$300,000 on a direct mail package. First. Mean scratch, scale back first, like doing test mailing, and once you have you know what's converted, then you mail out to your whole list. But the thought of spending 200,000 or \$300,000 on stamps and postage is like so out there to them that they don't get it, but the ones that do behind the scenes, even if, even if it's just for follow up, it's something that is like a lost art, unless a young guy run up to somebody like you or people that from the direct response world,

Ken McCarthy 12:44

hey, let's talk about how you got from your first affiliate deal to the point where you're not just coaching successful businesses, you're becoming a partner, you're acquiring them. It's a whole process, and I love that, because not everybody wants to take it that far, but everybody should know that if they want to, this can go way beyond just having one business. Yes, you have a very definite philosophy that you're living. So let's, let's talk about So you went from being an affiliate, then you developed your own products within the martial arts

Lloyd Irvin, Jr. 13:21

world? Yeah. So after the affiliate thing, I said, I don't have a product. You say, Listen, what product are you working on? Work on this product called the grappling blueprint. And he's like, Well, is there anything way you can, you say, is there any way you can slice it up and create a sub product from it? And I was like, Let me think. Let me think. And within the grappling blueprint, I had a mental mindset, mental preparation portion of it, because it's a big part of everything that I do, a mindset. And so I created this course called the grappling game plan, which was basically a section from the grappling blueprint. And I created, I created, I did a book. We had audios, we had a workbook, we had videos, you know, created an entire package so I can have the good, the better, the best options for option A, option B, Option C, and then that was my very first product. I did a product launch, and that was like I did \$180,000 my very first day. And the goal for coming to you in a very first place was to make \$100,000 in a year. So I just wanted, like, a additional six figure income.

Because when I came out of college, you're making 35 40,000 good and respectable, like, but you know, six figures is really good, yeah. And I was like, Man, if I can create a second income at six figures. And you had to ask people, what's your goals? You go, mine was \$100,000 in a year, and then I did 180,000 the very first day. And that changed the game. When I had a I had like a launch party at my house. My wife cooked all my friends and families. My students were there, and they were seeing new order, New Order, newer but it was, it came so rapid, and I. I launched that midnight, and it was, and I was like, Man, this is crazy. This was crazy.

And then the another funny story. I'm not sure if you remember this, but I ended up getting, getting my all the money held merchant account. Oh, yeah. Oh, my God, I remember that. Yeah, doesn't. And I no one had mentioned that that reality, you know, they, they didn't say, get multiple accounts, and, yeah, which accounts, which account, switch mids and so forth. And so I got froze. And at the time, I had put out a my, at that time, a substantial amount of money for myself, for the to produce the products I'm selling, and I needed some of that money to recoup, right? And they're holding for six months, six to 12 months. And so I called you, I was in a panic, and you, like, what, what company is it? And you happen to know the guy at that credit card company, and you made a call for me, and then I got my release, my funds, released in 72 hours. Thanks to you. And, like, say it wasn't for you that. I mean that, that

potentially. I mean, it could have put me out of business. It could put me in a bad way if I if they hold it for six to 12 months. I

Ken McCarthy 16:06

mean, I'm seeming to remember it was like, I know you sold a certain amount, but they were holding back 80 I seen was that, I know, I'm trying to remember the number,

Lloyd Irvin, Jr. 16:14

I think it was 80% of 80% 80% Yeah, they bonding. Yeah, they're releasing 20% and then they'll, they'll review it again at six months. And I could not do that. Who could? Who Could somebody that was stressed, that was, that was the

Ken McCarthy 16:31

baptism by fire, yeah. So, so, so you were still in the martial arts niche, and I imagine you just kept growing that and growing that. And I assume all that publishing and marketing of your courses helped the training center too. It helped

Lloyd Irvin, Jr. 16:47

the training center as well. But at the time, I'm still using the internet marketing to help my martial arts school and setting up all the businesses and all the processes and all the systems and everything to build on martial arts school. And then I ended up taking the martial arts school, which was the hobby to start, and then took that to seven figures. And, you know, and and then, right then, like Dan Kenny, everybody says, like, once you once you're doing successful in your own business, then you might as well teach other people in your own niche. And that's how I first got into the information, no, that's not how perfect, because we did real estate. We did we done everything. It was like we've been in so many niches, but we had a massive real estate before the 2008 crash. But we moved into the teaching, the information market space

Ken McCarthy 17:38

for the martial arts school owners, like a super business coach? Yes, because, well, you know, everybody, lot of people, start businesses and they they start them, maybe because they're good at the thing that they do. But where do they learn how to run the business? And the answer is nowhere, and can they learn it fast enough, before they go broke? And it maybe not, you know. So it really makes sense to bring somebody in that knows the ropes and will then teach you the whole business.

Lloyd Irvin, Jr. 18:05

And through the internet marketing, I was very popular, and everyone knew me, and they knew it was to be real. So as far as credibility was already there, my students were fighting the UFC, so they see me on TV. I was online on YouTube with my own reality shows, and, you know, just doing direct responsive marketing before the whole social media craze. So when I, when I decided to come in, people wanted to learn what I was doing and and that just that, that just blew up. And then, like I said, my thing is always about speed of implementation. And so, as you know, doing my coaching program, I have my mastermind program, and then other people that are in my in my group, and I'm coaching and consulting or my mastermind program, they are industry leaders in their markets.

They don't want to how can I? How can I do what you're doing in my niche? So then I start partnering with other people that are experts in their niche. I don't have anything to do. So now I am a partner on paper and the business, but they're the they're the face, and I'm a silent partner. So I'm just able to use my skill set that I've learned on direct response marketing, information marketing, to be behind the scenes and be the puppeteer, which is amazing thing, and I've been doing that for 16 years straight, and I'm still partnered with we're in probably 40 different niches. I have almost 70 different partners, business partners, and I'm like, like I said, I'm a silent partner with them. And I love this, because there's a point like, when it's all said and done, you put a gun in my head if it's also done, if I had to do anything, I just want to do martial just want to do martial arts. I love martial arts. I love the UFC I love the mixed martial arts. I love the kids coming out.

I love seeing people progressing. That's my love. And Dan Kenny always talks about that you like see if you have a hobby is not making any money, you're allowed to, you're allowed to piss away your time, as long as you understand that that's what you're doing. And luckily for me. Me, I was able to not only build a successful martial arts school, but then build an information marketing business to help other school owners, but they so they can enjoy their hobby, but make money, real money, so that they can, you know, provide for their family and so forth. And then from there, I've done I've branched off, because once you're in a martial arts school, you're a doctor, you're a dentist, you're a chiropractor. At some point you no longer want to work and crack people up and be in their teeth and fix their teeth. At some point you're going to feel handcuffed. So what do you want to do? Right? So they all you want to know. What can I do for this second income stream?

So now I have the internet marketing Avenue where you can come over here and learn internet marketing. Come over here, learn business development. You can come over here, learn how to do real estate investing. And I can last 333, and a half years I've been doing I just learned about stock trading options, and my dad always told me about but my dad, you know, I want to be the lifestyle of rich and famous. My dad was military person. Don't live above your means. Don't buy this. Do this every, every month, save, save, save, long like the slow, long millionaire, and he did it. And he's just turned 84 yesterday, and he hasn't worked in 25 years, and takes his vacation every like He did it by the time, it wasn't sexy to me, so I didn't really, you know, you know you at friction with your parents,

Ken McCarthy 21:21

right? Yeah, I gotta say this so funny. My, my, my dad worked in computers, believe it or not, way back in the 50s. I was born in 59 and so all my life, that's what he did. And I thought that looks like the most boring thing in the world. I'm never going to get anywhere near that. And, um, but the other thing too about about your dad, I mean, he's, you say he's 84 so the opportunities we have, they just didn't exist at all. It was a different it could, in fact, I'm writing a book every it's what kind of what this series is about. It's called how the web was won. And I explained what it was like to advertise before there was an internet and it was a lot harder. A lot of the things we're able to do now were unthinkable pre internet, so slow and steady was a good model for those days, actually, but now we can go faster, you know?

Lloyd Irvin, Jr. 22:10

Yeah, really fast and like that. The I wish I learned the option trading a long time ago, because it's amazing. I'm in love with it. It's my it's my new thing, and then allow my coaching members to take different steps in what they're trying to do. But like I said, for me, it's just constantly slow, churn, churn. Take the money put in the investments, take the money put in the business. Take the money buy land. Take the money buy real estate, and just do it over and over and over and get equity. Because right now, you if I, if you get, if you were to get hurt, something was to happen if you were to pass, you know, saying, like, if I die, everything goes to the trust. All the companies, like the buyouts and the percentages go into the trust, family beneficiaries of the trust, so they can get that. But it's, it's, I'm, I'm using my efforts instead of just coaching.

I mean, you and Dan Kennedy is always talk about, like said, coaching is just upfront money. Then you have to coach every if you're not coaching, then you're not making money. And if you ever want to stop, you can't make money. So make sure you turn your coaching into partnerships and equity deals, period. And a lot of people, I think a lot of that went over a lot of people's head, gotten a lot of people now, they're like, I want, to do this, I want to do that. But they kind of, when they were hot and they had a lot of people following them, then they think that they stopped marketing. Listen, people will forget you easily if you stop marketing for 30 days, 60 days, nine days, let alone a year.

And try to try to come back into the marketplace. Who may have forgot about you. Somebody else took your place. It's hard to get that attention back. So while you're doing it and helping people, you're getting these partnerships, and these partnerships will pay you, like, there's, there's businesses that I'm a partner with that I literally haven't been to in ages. Or, like, I don't have to go to the events anymore. Do anything. I'm just, like, consulting, if they need, if you need me flying, I can. I have to. But it's just on the phone, just telling you what to do, give me directions, connecting people, and then working for exit, exit for buyouts. We, we have one company that we we have that we just gotta offer for \$600 million buyout. But it got we turned it down. But mind you, this is, this is not my business. This is a business that with one of my consultant guys and but I'm a partner driver equity partnership with them, and a \$600 million offer this early on is amazing.

So I know a billion dollars is going to come in a few years. But like I said, we're not even trying to exit this company right now, because this is a big this. This is the one that everyone dreams of that one day you can get out of this is the big exit. So I'm very excited about that. And then one another passion project, which I think can be very big, is my wife's black woman lifestyle. We have a created a supplement company to that focus on women need black African American women. The knees to, you know, over pre menopause, sleep, hydration, eating, meal replacements, and building a whole lifestyle brand. And then I'm really, really excited about the clothing brand on it. And then we just, I just bought all this podcast with my ball. I spent like, 10 to \$10,000 on those equipment. Got lights coming in. Get ready. Set up a set up a studio so she can do a podcast, so which is going to be sponsored by black women lifestyle com to bring attention to her products and services, while, at the same time, you know, her college degree was in a media so she is coming back to that. She, you know, she she's been doing the coaching consulting. She decided to get out of that, and she's been focusing on her cosmetic company, and now this supplement company, she's

Ken McCarthy 25:50

been passionate about health as long as I've known her. I mean, this is a series, and she's a great role model, yes, right? Someone that people can look up to and say, Wow, look at what she's doing, you know. And then, and then to be mentored and and guided and, you know, given advice on, you know, it's a beautiful business. We're in the teaching of people, uplifting people, giving people a role model, giving people methodologies. I mean, it's a great business. So, so when you're equity partner. This might, this might be news to some people, I don't know, but there are, there are people out there that are very good at operating businesses, making the, you know, the train run on time, all that. But they're not necessarily inspired marketers, correct, right? They just, they don't know. And so I'm imagining one of the things that you're bringing to the party is, hey, look, here's how you market things. You have, you have so many customers. Here's how we're going to double that. You're making so much per customer per year. Here's how we're going to ramp that up. And that's worth big money. That knowledge

Lloyd Irvin, Jr. 26:56

most, most people, funny thing, and most people don't even know what the numbers are. I mean, you can literally just ask a person lifetime value, what's your lifetime value of your customer, and they won't know, or what's your average order value in your in your in store or on your online shopping. They don't know. They don't even know what it is. And if you think about this is a 2024 people don't know what that is. There's some people. I mean, there's many people that don't know what a they still don't have an opt in box. You taught me what an opt in box was back in the early 2000s and people, 2024 still don't have an opt in box. And then if they do have an opt in box, it's some company who charges them \$1,015 a month to manage their website. Have an opt in, and they opt in and it's not there's no follow up, there's no SMS, there's no automation, there's no there's no there's no nothing. There's no retargeting online from who opts in and doesn't.

There's no different. There's no, I mean, it's so it's crazy, man, like if people understood what you did back, then it's still working. Because conceptually, the traffic plus conversion equals cash that models. I've added one thing I put t plus c plus TC equals cash, so traffic plus conversion plus tender care. Okay, if you have a subscription business, or you have a business where people are going to you say you always taught me about recency and frequency like, like was the last time they purchased. How often are they purchasing? And if you don't understand that and aren't treating them with tender care. You may never get them to buy again. You You're definitely going to lose the referral from they're not going to refer you. And they may refer, you know, and talk bad about you if they had had a bad experience where some people just so excited about the first sale and then having the proper upgrade structure so the front end sale, which you can go, the goal, if you can break even on the front end, is amazing, but, but sophisticated markets can go, can go into the negative on the front end.

Do they understand what their back end numbers are? Metrics are, and most people don't understand that they they see a company. They want to copy a company. They copy coming to the T they copy where they advertise that. They copy their landing page, they copy their ad, they copy everything. And if they know they're out of business in six months because they don't understand that they're not the company they're copying. And was not profitable on the back end. The only reason they're profitable on the back end is because they had these four products on the back end, and they had phone people calling in, you know, and direct mail following up. And if you don't have that or understand that you

won't ever know of. And then another thing I always tell all my coaching clients is that if you want to knock somebody off or gain inspiration from another company, then you need to at least buy what they are selling. Go through their process, check a yes on everything, and then spend the next 90 days see what you get in the mail, what you get email, what type of offers you get, what type of calls you get, you're saying, record them so you can see what the business is.

But a lot of people, they just see the tip of the iceberg and think that I want that too, but they don't understand the massive, complicated system that really what makes it work. And it's sad, but I love it because it's easy. It's an easy way to get connected with people from the coaching person. Perspective, because they want to learn what you're learning, and you teach them what they're doing, and when it's all said and done, if they're good at what they're doing, they don't want to do it. They're like, I can just do it for me. Well, there's different ways we can do it for you know, saying, and they come up in there and they're and they're in a situation that they're so amazed, that they're like, Wow, this is unbelievable. And then you have the people that are making a lot of money, and they're happy right now, and they don't need anything else, but they know they need something and they're lacking something, and they see it.

They definitely don't want to do all the extra stuff. They want you to do it so you can like that. Maybe there's there I have partners, partners who we can create whole teams. So we'll go out and bring teams in media buyers, we'll bring in Coos or CEOs and other person just happy because this is happening without them and then also, it depends on how old they are. If they're younger and they're really hungry, they need to be out of the business so they can put that energy effort to other areas that are going to move. Move the needle more. If they're older, they don't want to they don't want to do that. They're resistant to change, but they know they need to change, because this this year, you can be doing 50 million.

Next year, you could be down to 10 million a year out of that, you're out of business because you weren't you weren't paying attention what's happening and what the customers want and what the needs are and how things are being delivered. You have to be able to move with the time. And one thing I'm very good at is being able to pivot. And when we talk about the way I the way I went upstairs and did the Pay Per View. Click, from Perry. Click, yeah, yeah. Well, from Perry, like, that's just everything I've done speed implementation. I have a I have a 48 hour implementation group. I find something that I like, I want to do it. I have to have it implemented in 48 hours. And normally I'm 24 hours, but I give myself 48 hours. But very rarely do I ever take 48 hours. I'm 21st 24 hours unless I'm tied up. This

Ken McCarthy 31:46

is such a such an I'm so glad we're talking about this, because it's so important. You know, you don't want to sleep on ideas. You don't want grass to grow under your feet. You know you want to like, if it's a good idea, test it right away.

Lloyd Irvin, Jr. 31:59

I'm gonna say this Can I say a curse word? Yeah, alright, this, this house. It on the on the, on my stage, and everything I say, your job is to throw some up on the wall and clean it up as it goes before it hits the

ground, right? And that process, that process, a lot of people have good ideas, and they just stuck. Yeah, they just stuck. They want to try, because I need to do this. Oh, but I needed this. Man, you're never going to have a perfect product. You can spend the next 40 years perfecting your thing, and the day you finally put into the marketplace somebody, Hey, I wish you had this. Hey, why don't you have this? Like no matter what? So the key thing is, Get it. Get it good. Good as you can go and throw up on the wall. The great thing about internet market is we can always add to we can add to it. We can change things that work. Boom. We can change the order in which the information delivered. Because the key thing I've always lived by is this, a lot of people Promise, promise the world and deliver nothing.

My thing is this, I can't help if a person actually implement. The vast majority of population does not implement but if someone purchases anything from me or gets coaching from me, as long as they implement it and do what I say, they can get the result that I promise. After that I'm going throw up on the wall and go as I go. So that principle has served me very well. I tell other people to do it. Throwing shit up on the wall does not mean throw like, just put out a product that's garbage, right, right, right. I mean just, just pull the trigger, throw it out there, and then get them. You'll get the response from the market. Make changes if you feel is needed, and keep on improving. And then that, that rule of implementation and throw up on the wall has allowed me to go from niche to niche to market to market, subculture to subculture, and so many different industries without, without having blinders on.

Ken McCarthy 33:50

I think this may also come from martial arts experiences. You can't sit around and theorize and just train and never spar or never, never get in the ring. And it's, you know, the first time you go in, I imagine it's terrible. Yeah, you make every mistake in the world, but there's a lot of mistakes that you never make again because you experience what the mistake is. And until you do that thing right, there's no hope. There's no hope of making improvements. So this is such a such an important lesson.

Lloyd Irvin, Jr. 34:20

Let me add one more thing, because I want to where it's painfully clear for everybody listening, yeah, if you're doing coaching, if you're doing consulting, if you have mastermind groups, the only goal that you should have is finding partners that you can become partners with and, or equity partners With and, or start subsidiary businesses together. That's the goal. Mean you can make like, at my height, I think I had a I had a coaching we were doing like over a little over 10 million a year just from the coaching. But 10 million years, not nothing to laugh at, but it's still 10 million a year. You pay your taxes, you're done, then you gotta do, what are you gonna do next year? Nobody gonna do next year. And what are you gonna do next year? You. Am, what are you going to do? What if you want to stop what you get injured, whatever you think. Well, if you, if you're doing your coaching, you don't have to do too many a year.

You could be doing 300,000 a year, whatever. But you get one or two partners per year, one or two partners every two or three years. Then some, some deal turn to equity partners. Some you'll you really like, and you'll do business together in other niches, and they'll want to, and now you have equity, you'll say you have businesses. And the best thing other people are running them, yeah, like, I have over 70 plus business partners and or equity partners with, and I don't run any of them, like, I don't run any of them, and it's amazing thing. And I am so laser focused if, right now, if a person comes to me for

coaching, if, if it's not a business that I could potentially become a partner in, or every partner I'm not even doing it these days. You know, saying, yeah, it

Ken McCarthy 35:54

makes perfect sense. Makes perfect sense. And and you, and you work your way up to this point, because obviously, when you begin, you take as many coaching clients as you can handle. But yeah, the ideal, and you're in the ideal situation, is you're selective now, and has to qualify to be a client as a as you're as you with their being their coach, and you're only taking people with whom you have business potential. And the thing that you bring, again, you bring the marketing, the marketing wisdom, the marketing know how the marketing. You also mentioned personnel, like you're you're actually in the position now where you can assemble teams to come in, yeah, and handle it. This is huge. Can you talk a little bit about that? Because that's most people are just struggling to get a team for their own business, and you're just going out finding teams all over for all these different businesses. So that's a hugely valuable thing that you're bringing to the table.

Lloyd Irvin, Jr. 36:44

Yeah. So one, one thing that we're doing, we've all we've always had a pool of people that were in different areas of expertise, because whether it's part time, whether it's full time, like one of one of my partners recently got him on a call with Mark Ford from agora, and the call has changed his whole changed his whole mind frame of what was possible and what needs to be done to run a big business. And he's an implementer as well, and he he is around and when hires an eight A plus eight players, and it's changing his life. Because, you know, you're I'm just speeding, speeding up the process, because it literally could took, it could have took three years. I have people that partners with that took me eight years to get them to finally open up to stepping the side.

Like, Listen, you don't have any experience being a CEO. You don't have any experience being a CEO. You have any experience with leadership. You haven't taken any leisure program. You just happen to learn how to do something cool. You make a lot of money now you're the boss. But what is this right? To take the next step, you have to put people in place that know what they're doing at a high level, and remove yourself from the stuff that you're not really highly skilled at. Right? Is a problem area that so many people never get out this hamster wheel. Oh yeah, and they don't understand that they're probably the ones that are actually ruined their business. Whereas me, back in the day before I got locked into this mindset, it was like, I have to be the owner. I have to be the phase. I have to do this net man, you can, you can get as much as you want in this world as based upon how many, many people you get help get what they want. I've got who said that?

Ken McCarthy 38:32

Oh, the speaker, the he spoke, he's he and Dan. He used to, yeah, Dan Kennedy used to refer to him a lot. They used to Jim Rome.

Lloyd Irvin, Jr. 38:43

Jim Rome, right, right, exactly. Yeah. So, like said, these principles, and I keep going back and forth Ken because I I'm thinking, to make sure that I say something that can attach to somebody. Because if it was not like I said, You always say, Hey, you would have done this no matter who you learn from or

whoever you got to, because you're motivated, you're implemented. But I don't know there's so many scamsters out here and people out here just defrauding people that when I came to you and I had a referral from Dan Kenny, but I'm so thankful that you're one of the good guys that really taught and like I said, we've had a friendship, what, almost 2530 years now, 2000 2003 Yeah, just then, and you've been solid through everything.

And I hope somebody that's watching this understand that, that this is real. It can change your life. The equity, the partnership that everyone on here, everyone that's watching right now, that has partnerships and another partnership has, um, coaching programs or masterminds that does not did not turn them into equity partners and stuff like that. They they have no idea how they. And how much they missed out. You may you may be, say you're a good mentor, and somebody came to you and they're doing \$300,000 a year, and you coach them, help them get to 5 million man that could have been a partnership right there. Now you're getting 20% 30% 40% whatever the percentage is of that 5 million a year for the rest of your life. Yeah, unless they want to, unless your partner wants to buy you out, which is another big, you know, lump sum. But, yeah, I'm just so passionate about this chemical. I said there's no, there's nowhere right now that people are can go to and learn internet marketing without having to go to 345, people to realize they're that you got scammed, and hopefully you have enough money to find somebody who's real is just not very trustworthy. So it's

Ken McCarthy 40:44

tricky. It's tricky, but one of the one of the things we were saying before the recording started is the basic building blocks are still the same today as they were in 2003 focus on building your list. Get people to opt in. It's not just enough to get them to opt in. You want them to buy stuff, and don't stop after they bought the first thing, keep adding more things on. That hasn't changed.

Lloyd Irvin, Jr. 41:10

And let me say one other thing too. You said when you're building your OPT in list, always build a physical email list, because most people go opt in, name, email, phone number, name, email, or email, whatever it is they're doing, and then they go to a thank you page. Whereas in very beginning I would go name, email, phone number, and then they will opt in, and then the thank you page was a page to go for the full contact information, the physical address, and I will offer some special widgets, some something to in exchange for their full address. And then the ones where that didn't do that, where I did something I needed to put them to schedule a call or something on the second page.

Then through the email marketing, through SMS, I have a special bonus for you. And I do this is that on a on my private, my private physical email list where I actually mail you books, direct mail, postcards, information that help you, right? And so I've always done that, so I've always built the physical mailing list while at the same time. Because if you think about this, even if you have a good service provider of your own domain, your your domains clean, not blacklist, everything good? Yeah, you're still getting, what a 20% 30% open rate, and you're bragging to the internet, right? Yeah. So that's 30% of people are not getting it, whereas, if we mail, if and you don't have to mail, I'm not saying you have to mail it all the time, but I'm saying if you, if you have something very, very important that you want to get, you have a launch. You have a new thing. If you have that physical address, you can send a postcard for \$1 or 50 cents per per mailer. You don't say you have a list of a million. You don't have to send the entire

millions. You'll think that that that postage is too much. You can send out 10,000 a time, \$10,010 50,000 whatever is within your budget. But not mailing, not sending direct mail in a business, is idiotic.

Ken McCarthy 43:00

Yeah, it really is, I mean, and it's not much harder than sending an email. You know, once you have your systems in place, actually easier.

Lloyd Irvin, Jr. 43:07

And you can automate it. You can, you can, you can create, well, 12 postcards that have sequence, sequential messages, and you put into your automation. So when people opt in, and people go through, and whatever time you want it to start triggering, it'll trigger, and then it'll go off to your outsource company, and your outsource people would mail the postcards. You don't have to do nothing. You have to get get it set up the first time.

Ken McCarthy 43:30

Yeah. And you know, these days, strangely enough, that mailboxes are empty. People's physical mailboxes are empty. So you're, you're the only thing in there. Yeah, so many, so many things. But I think the big lessons when you hear a good idea, implement it fast, learn those basics and execute on them. You know, with with with consistency and precision. I love the advice, and I've given it to people to get through physical mail addresses. I mean, my goodness, we have a whole generation of people depending on social media followings. Those folks should be doing everything they can to entice people to give them their email addresses, give them their physical addresses, and start to add email and physical components. Because these poor social media people, I feel so sorry for them. It's sort of like fools goals. I mean, some of them are doing very well, but as I think we were talking about this before the recording, well, that could end tomorrow 100% right?

Lloyd Irvin, Jr. 44:30

There's a there's a thing where you could pay people to take people's Instagram accounts down, and it's like a big thing. And as you take your time, you build up a 500,000 person page, and they're interactive, and they're engaging, and one of your competitors just get you taken down, and you don't know how to get it back. Now, you're out of business, and you haven't been collecting emails or address or anything, so you can't even you're going to be distraught, and if you've been doing really well with it, and you you're you're using. The money from that page to, you know, pay for your house and lifestyle, whatever it may be. Now, you lose it. You're in trouble. You

Ken McCarthy 45:07

know, we've both seen this over the last 20 plus years. People find little niches, little tricks, where they seem, oh, I make, making all this money. And as we were, I think, before the recording, you know, what do people do? They go out and buy the big car, they buy the huge house, they they go on fancy vacations. And that's fine, you know, but it needs to be supportive. I always say, buy that stuff on the interest of your interest, like, buy anything you want, but first have your capital, then have some interest being generated from that, and then buy all the toys on the interest of your interest. I know it's very hard to think that way, but it this happens. This happens a lot. Now, this is something I hadn't thought about talking about, but maybe we'll end with this, because it's a really important topic. A lot of people will say,

Oh, Ken is 2024 you guys had it easy. You know, there was no competition. The Internet was new, and anything you did worked, which was kind of true for a while. How can we get in? It's too complicated. I think anybody that's listened to this call carefully realizes that there's always room for somebody that does stuff right. But maybe, maybe you could address the the is there still opportunity in 2024

Lloyd Irvin, Jr. 46:16

first of all is, I personally believe I almost said I'm going to say it, but I need to think about why I'm saying it. I think there's more opportunity for those that know what they're doing, because right now, there's so many people out here, yeah, who know what they're doing, that if you come in with a superior product, you come in with, you can come in with an inferior product, with superior marketing, and beat them like literally, if you understood how much they're not doing, and you can literally just dissect their business, knock their business off, go into their market with better, superior marketing, better services, better customer services, and destroy them. So I think that it's a better opportunity. But the thing is, you still have to learn, to learn what you're doing, because you can't just come in say, oh, Imma, jump in this market and think you're going to overtake it.

If you don't know how to market, you don't have to the segmentation I gave you another example. So like people, people, when I first heard about retargeting, it was probably 2009 or 2010 ish and, and it was, it was called retargeter.com, I think it was, and that whole concept, thinking about now in 2024 people are still not using retargeting correctly, if, if not alone. So, like, for example, some of our businesses, will we have retarget we may have like, 40 different retargeting messages, right? And once, once a person comes into our ecosystem, they come to a page. If they make it to page C, this retargeting starts. So day one through three, they see this message online, on Google, Facebook, wherever, Instagram, and day three through five, they're gonna see a different message. And then for the next 90 days, or the next 12 months, they're going to see us delivering messages to them that are warming them up, making them warmer, making them want to we're the we're the one, and we're not spending money. We understand it.

This funnel may take me four months before you're ready to really look at what I'm doing, but the people that are out here they just had the front end and, hey, this what we're doing, maybe two or three follow ups. And then who's next. It's not work. It's not it's not working. You don't understand what is required to work, right, right? So how to use it? So now, like, I don't have this now, well, on the back end, every sticky day, we're sending a postcard. So we're, we're we're in their hands. There's we know for a fact they're seeing us because it's not, it's not like a 20% opt in rate, hoping they open the email. The ones that do open our emails, that do get our SMS, who do get a voice broadcast, who do get a postcard, who do get a direct mail letter, and the direct mail, like, what we what we mail to the person physically is determined by their rating. So we have a rating B, rating, C rating.

So if a person has spent over X amount of dollars with us all, with us already, they're A's, people who spend only, only this month, they're B's people here's C so A's are getting different packages from B's, and B's are to get different packages from C's. But some people don't even understand what I'm saying or how to do it, but it's still just direct response. You have your sequential mailing the same thing you would do in a sequential email, you do it in sequential SMS, you do a sequential voice broadcast, you do this sequential postcard or direct mail, and then you, if you're gonna send out a big package, you

have to know how to write a sales letter. But with in today's market, you can use AI, well, it's not like, I mean, if you have what you're doing. It can be really, really good the proper prompting. But even if you don't know how to prompt correctly, AI, AI, and don't know how to write direct mail, don't know how to write copy, you can use AI and still have a piece that's better than nothing, right and right, get into the hand, and that's what people understand you. There's some things you have to do, and if you're not. Doing it, you either are not penetrating the market good enough, and you're allowing for another person to come in and penetrate and take some of your market share.

Ken McCarthy 50:07

So so if somebody is a pro, an old pro, they're listening to this and going, Oh, Lloyd's reminding me of all this stuff I should be doing. And if you're a new person, you may want to listen to this. You may want to transcribe it. You may want to take notes, because this is a university, multi year course you just got in how to make all this stuff work. And I think going back to what we talked about the beginning, you saw what your friends in the NFL and in college football were doing to prepare for their games, and it wasn't what people see watching TV. And I think that's kind of how businesses too. People see these big success stories and they think, Oh, that guy's a genius, or that guy just got lucky. And it's never that. It's, it's that big, thick playbook and all those films that they're watching and all those minor changes they're making every day to make sure they're executing at the highest possible level. So if you're a beginner, yeah, it's a long road, but there is a road, you know, and and Lloyd did a really good job of laying out what that road is.

Lloyd Irvin, Jr. 51:15

And I think, let me say that one of the things to your to your people that are more experienced old dogs. Yeah, a lot of the old dogs think that the new Internet has passed them. But there are people right now. They're doing eight figures plus, or stuck at one to three, three to five stuck right now. And if they knew anything close to what you older guys know who think you are obsolete with all this knowledge. If you could work how to deal with them and teach them, because they don't know, they don't know. You have all, I mean, I'm talking to the old people. Oh yeah, they you know how to write copy, you know how to do direct mail. You know how to buy lists. You know how to do all this and and, like, I give another thing. What's the thing? Back in the day, Dan, he's always talking about like SRDS,

Ken McCarthy 52:02

the standard rate and data series, yeah.

Lloyd Irvin, Jr. 52:06

Oh, you could listen. People think I'm crazy smart when I do stuff like this, but I go to SRDS, we get a list, we buy the list from them, we upload it to Facebook, and we use that as a retargeting list. So now we know for a fact everyone's seen our ad is in this list. Right? Right, right. You know the buyer. You know Right exactly. Instead of letting Facebook go out to the marketplace and find your people, we're going to start with this, with this list, let them hear and then it'll expand, and then go out and get even more. But like people have probably never even heard of SRDS. Yeah. People never like. How many like like here, if you're watching this, how many have you ever purchased a list from a list broker before? I mean, the vast majority did not like said. So it's so much stuff that the old timers can offer the new time.

It's just about how you're going to meet them, how you're going to get to they're going to trust you. But, man, that's marketing. If you if you see some sharks, you could you create a direct mail package and create your dream, 100 of people that you see, and you create a package, and you mail a package, yeah, they'll get it. And I said you send it by FedEx or UPS or whatever you do to make sure it gets open. But they get it. It's yes or no, yes or no, yes or no. You're still at home. You use your skill set and the ones should say yes, you give them an irresistible offer, and you know, you go, there's another one thing, one other thing, you could go into a company and give them ears off. You say, hey, hey, Mister company, you have a million emails, 100,000 emails, 50,000 emails, whatever I get, if I can show you a way to double, triple, quadruple your income from this list that you're not doing right now, would you be willing to give me a chance? It won't cost you one single penny.

So now you go in and now you're marketing to their list of buyers through through direct mail. You can go in and market to their list of buyers or non buyers through email. These people like one thing you taught me about long time ago is I did three if I send an email out, and 48 hours, 72 hours, I go back and make a sub segment of a new list of people that were non openers, and I send the same email with a different summary line to them. And 72 hours again, I do the same thing non openers, make a new segment list and send out to them. So minimum, I send out the same exact email with different headlines three times every 72 hours to a list. And each time. What new openers, new openers, new buyers, new buyers. Everyone else just sends one email out. Is over and is done. They're not they're not digging down and drilling down into their list, like when you send your your last promo last month.

Did you go to all the openers? Did you create a new list for the all the clickers? Have you had your sales team? If you have a sales team, pick up the phone and call the clickers. Like you have people that are raising their hand, they're hot, right? And they didn't buy yet. Like, what are you doing? Are you just giving up on them? And many people are, they don't have automated these systems. And with AI, listen with AI, creating your own, your own gpts that can knock out. I mean, you don't even have to have a sales team anymore.

Ken McCarthy 55:02

it just this made me think of something. You know, we're always saying, well, people have no attention span. The market has no attention span. It's hard to reach them. Well, maybe, maybe we don't have an attention span. Maybe because we're not following up 1020 times. That's the lack of attention span. It makes me think, too, if people always talk about customer loyalty, I'm like, there's no reason for customers to be loyal to me for and I don't even control that. I have to be loyal to I have to be loyal to my customers. And then it will, everything will take care of itself. So we got to flip these things. We can't say, oh, you know, nobody has an attention span. I have to ask you, Mr. Marketer, do you have an attention span? You only, you only mailed the guy once. What happened right now? And the beauty of this, and I think you'll agree with me, is because everybody else is just giving up. You know, they make one follow up, and they're done. Anybody what? They don't have to have the greatest you don't even have to have the greatest marketing. You don't necessarily have to have the greatest product even, but if you're the one that's following up, you'll get the business.

Lloyd Irvin, Jr. 56:08

And, I mean, I can send out an email. My first email, no one can open it. Yeah, same one, different headline, no one can open it. I'm still seeing my third one, because my model, I don't care what happens. And other other person was sending, like, no, no one open it all like, they getting all sad. Like, listen, get you, like, an NFL if you, if that tight end goes here, I have to fill that slot. There's, I don't care what else I see. If that man moves over here, I have to go to that, that B slot. That's it. Android. I'm on it. And lot of people don't have that and like, and as the economy gets, you know, it gets so many you have so many different tools and so many different things. And you're you have high roads, you have Click Funnels, you have Infusionsoft, you have go high level. You have all these different things, and they cost, and people start getting nervous, and they won't lose money. But you have to just follow the system and follow the process and do direct response.

Ken McCarthy 56:59

And would you agree? Would you agree that nothing that, I mean, I think the organization that you've got in the fact that you're involved in 70 different companies and all these different niches, that's a lot, but the basic tools, it's, I mean, to use a football analogy, blocking and tackling. Blocking and tackling. If you get those two things down, and you're meticulous, you're going to win games, right? So at the end of the day, none of this is really complicated, and maybe keeping track of it all can get to be complicated, but the actual tools themselves are just dead common sense.

Lloyd Irvin, Jr. 57:36

Yeah. I mean, it's very simple. When I explain to people, they're amazed how simple it is, and it's so simple, they don't they won't do it because they can't imagine that's

Ken McCarthy 57:48

another thing. Well, we're talking to the 1% who are going to hear this message. And I'm so glad you heard the message. You've been a huge inspiration to me, always to know that I had a student like you out there, killing it always inspired me. Anytime I was down, I think, Yeah, but look at how Lloyd's doing. I got somebody that listen, some one person, listen, really listen. And that's always been an inspiration to me, and I know as a trainer and as an educator and a coach the way you are, we do this. Obviously, we're doing this to make money. We're not doing this for our health, but, but our joy comes from the guy that goes out and does it right.

So we want you to win. You know, that's probably, that's our biggest goal. So for everybody that's tuned into this, definitely listen to this one several times. Lloyd's probably my busiest student of all the all the people that have come to my seminars in terms of growing, expanding, evolving, diversifying, raising his game, I had never seen anything like it. And as you said, when, when you were in that first seminar in Cleveland, well, you're in the same room as everybody else. So everybody that's listening to this, you're in the same room. We're all breathing the same air. Lloyd's showing the way. Listen to this thing a couple of times. So Lloyd, I want to thank you for your time. I had no idea you had 70 things you were involved in. I wouldn't. I would have been nervous to ask you for your time today, but you were really generous with it, and I really appreciate it.

Lloyd Irvin, Jr. 59:15

Anything I can ever do, but you can, I'm there.

Ken McCarthy 59:19

Well, this was a big one, and for everybody. You know, I've got my book coming out. People saw me in 2002 2003 and they didn't know what I had done the previous years because and it wasn't relevant. A lot of stuff I did, you can't, you can't do it again. But I realized there were some principles that I applied in those early years, 9394 95 that that still apply. They're not techniques, they're principles. And so I'm I put this all into a book called How the web was one, and it's an I, you know, I think it's an interesting story, and a lot of people will benefit from it. So anyway, thank you for being the great student that you've been, and I always learn from. You. You're always reminding me the things that I'm forgetting to do, and I really appreciate it and keep up with everything.

Lloyd Irvin, Jr. 1:00:08

Thank you very much. Bye.