

# NO B.S.

MAGNETIC MARKETING LETTER

## NEW Opportunity VS. Improvement



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by DAN S. KENNEDY

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*Founder of Magnetic*  
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# NO B.S.

## MAGNETIC MARKETING LETTER

THE NEXT WAVE OF VITAL RE-INVENTION  
**BY DAN KENNEDY IS HERE,**  
 TO TOTALLY REPOSITION YOURSELF  
 WITH YOUR MARKET &/OR ATTACK NEW MARKETS  
 AND COMMAND GREATER RESPONSE THAN EVER BEFORE  
 - IN A DIFFERENT WAY THAN EVER BEFORE!

Dear Magnetic Marketers,

For the long-time readers, I wanted to introduce myself. My name is Russell Brunson, and I've been a long-time Dan Kennedy superfan, just like you. I first signed up for the NO B.S. Letter on 6/12/2005 and have been an avid reader and follower ever since.

As you've no doubt heard, a few months ago, I had the pleasure and honor of buying the "Magnetic Marketing" brand, with a goal to bring back to center stage, the teaching of a man who has changed my life: Dan Kennedy.

After the acquisition, we were lucky enough to have Dan come and speak at our big event, Funnel Hacking LIVE, and share his wisdom with the next generation of entrepreneurs. (If you haven't watched his session yet, it's in the members area for you to watch at [www.MagneticMarketing.com/login](http://www.MagneticMarketing.com/login)).

It was so fun to see Dan on stage again, in front of a live audience! But it was even more fascinating for me to see how the foundation principles of "Kennedy"-style marketing are even MORE applicable and important today than they have been at any time in our history as marketers.

As I was preparing this first, inaugural issue of the *NO B.S. Letter* (after our partnership with Dan), I started to think about all of the things that Dan has taught me, and which things had the BIGGEST impact. As I'm sure you know, the list of things I've learned from him is long...but the thing that had the BIGGEST impact on my business was his teaching about "opportunity marketing." I wrote about this in my book *Expert Secrets* ([www.ExpertSecrets.com](http://www.ExpertSecrets.com)):

On October 23, 2001, Steve Jobs created and launched a new category of digital music players. He stood in front of the world and told everyone that he wanted to revolutionize the music industry. He talked about the other “improvement offers” in the market: a CD would hold 10–15 songs, an MP3 player would hold about 150 songs, and a heavy hard drive would hold about 1,000 songs. And then Jobs did something that every leader of every movement throughout time has done. He did not present them with an “improvement offer” (something that is better, or faster, or almost any word that ends with an “er”). Instead, he created a new category and offered what we call a “new opportunity.”

He said that his goal was to make it so that you could put your entire music collection in your pocket and listen to it wherever you go. He then reached into his back pocket and pulled out the first iPod and showed it to the world. This launched his new category, transformed the music industry forever, and made Apple the category king.

He followed this same pattern a few years later when he created another new category (smart-phones) and revealed to the world Apple’s new new opportunity: the iPhone. Later, he created another new opportunity with the iPad.

Jobs knew that consumers weren’t looking for a faster CD or a better phone; they wanted something new, so that’s what he created for them.

When you study any of the successful movements throughout time (both positive and negative), you’ll notice that each of the leaders offered their followers a new opportunity.

Christ didn’t give his followers a better way to follow the law of Moses; he offered them a new covenant where salvation didn’t come from animal sacrifices and following the letter of the law, but instead came from a broken heart and a contrite spirit.

Hitler didn’t offer the Germans a way to make Germany better or to pay off their war reparations faster. He told them that Germany wasn’t responsible for the first world war, and that he wanted to tear up the Treaty of Versailles and launch his “New Order.”

As you’ve seen Apple do this over and over again, it’s also true with other companies like Tesla. Elon Musk, the Attractive Character, didn’t make a better car; he made an electric car: a new category and a new opportunity. Facebook’s Mark Zuckerberg and Google’s Larry Page and Sergey Brin did the same in their submarkets. Snapchat’s Evan Spiegel and Twitter’s Jack Dorsey created a new category and offered a new opportunity. Tony Robbins did it with his personal development content, and I’ve done it with sales funnels. The pattern is repeated over and over again.

In *The True Believer*, which is one of the best books on how mass movements are created, author Eric Hoffer writes, “The practical organization offers opportunities for self-advancement. . . [A] mass movement . . . appeals not to those intent on bolstering and advancing a cherished self, but to those who crave to be rid of an unwanted self.”

Our goal is not to fix what’s not working. Our goal is to replace what’s not working with something altogether different. Most often, when people start thinking about the product or service they want to offer, they start by looking around at what is already out there and try to “build a better mousetrap.” When you do that, you are not offering consumers a new opportunity; you are presenting them an improvement offer.

Improvement offers are much harder to sell than new opportunities. Most people have tried to improve in the past, and for some reason it didn’t work. They’ve tried to lose weight. They’ve tried to make money. They’ve tried to make their relationships better. But if they’re coming to you, then whatever they’ve tried in the past didn’t



work for some reason. They know the difficulties they've had to go through, and there is pain associated with that.

But instead, when you present them with an actual "new opportunity," they don't know what the process will be, so they don't know the pain to get the result. Another amazing quote from The True Believer:

"[Your customers] must be wholly ignorant of the difficulties involved in their vast undertaking. Experience is a handicap."

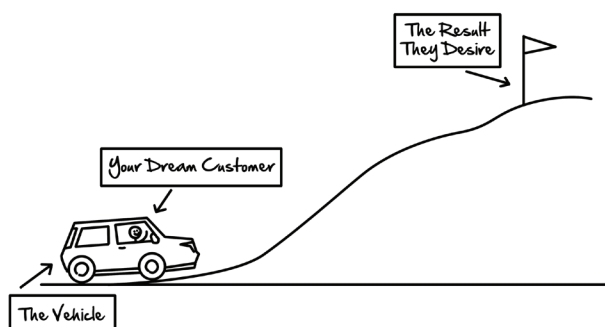
Dan taught me that "replacement" is always better than "improvement." We are in the business of creating "new opportunities" for our customers. Over the years, I've figured out a simple process to make sure what I'm selling in an actual "new opportunity" and not just "improvement."

## The 3 Steps To Create A 'New Opportunity'

### Step #1: What is the result they are trying to achieve?

The first step is to take our dream customer and then look at the result they are trying to achieve. What is the result that they desire the most?

### Step #2: What are the "vehicle(s)" they are currently using to try to get that result?



Now that you know what they want, you need to understand what is the "vehicle" or opportunity that they are currently using to try to get that result. The reality is that you are rarely going to be the first thing that someone tries when they are trying to get a certain result. They have been on this path before trying multiple different vehicles to try to solve their problem.

### Step #3 : The Opportunity Switch

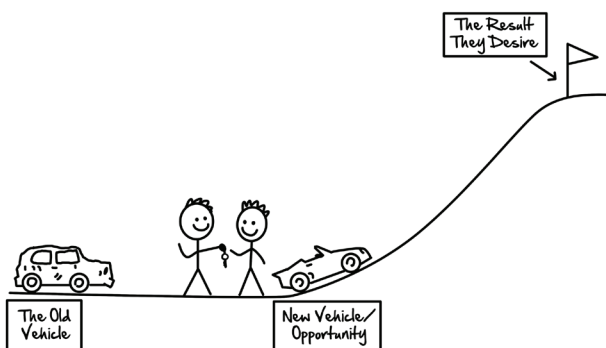
Now, the mistake comes when you look at those other vehicles and you try to figure out a way to make them better or faster or any of the "er" words that create an improvement offer. If they are not having success with their current vehicle, they don't want a better version of it; they want something new.

When I built our new opportunity of sales funnels, I looked at all of the other vehicles that people were using to grow their companies, and there were a lot. Here is a short list of some of the "vehicles" that our dream customers had tried with similar niches to ours:

- Website
- Email autoresponder
- Text message autoresponder
- Marketing automation
- CR
- Landing page-builder

I didn't offer people a better website; instead I told them that "websites are dead." I told people it was a broken concept, and I showed them the pain of how much money they had spent on those websites, and how little of a return they got on them. I threw rocks at all of the other vehicles and opportunities that they had tried to grow their company, then I told them it wasn't their fault, they had been lied to by others. Then I did an "opportunity switch" where I took them out of their old vehicle and switched them into my new opportunity by introducing them to funnels.

Opportunity switching takes them out of the pain they're currently in and gives them hope for a new future through a new vehicle.



## Spreading The Gospel Of Opportunity

A few years ago, Dan wrote about “spreading the gospel of opportunity.”

**I think it's imperative for each of us to be what an old mentor of mine called “good news merchants.” We need to spread what Andrew Carnegie called “the gospel of wealth.” We need to tell the free enterprise story, and show people the possibilities and opportunities that are just waiting for them to grab. We need to sell success.** There is a huge political and media machine selling a philosophy of helplessness and victim-hood and dependence. It's up to you and me to counter their influence. It's up to you and me to be voices of encouragement. It's up to us to be pro-business.

We need to lend others strength, until their successful experience with our opportunities and methods gives them strength of their own. Don't underestimate the mindset weaknesses of those you sell to, even if they are relatively successful in financial terms. They are affected by the most strident voices around them. And the most strident voices are negative.

So, for the record, even as this economy is manipulated to be harder and harsher on the low- and middle-income earners, and even as the spider web of difficulty for growing businesses and creating wealth expands and hardens, people find ways to rise above it and end-run it and achieve and amass wealth at extraordinary levels. It is not, as Ayn Rand put it, about who will let you prosper, but who or what you will let stop you from prospering. An enormous ocean of money is still moving about out there, and each person goes to it with a teaspoon, bucket, or tanker truck by their own determination. This must be told, and demonstrated to them by facts, statistics, and stories, incessantly. Success stories abound as well. Tell as many of them as you can.

For this month's newsletter, I asked Dan to write some more of his thoughts on “opportunity marketing.” In the near future, we will be diving deeper into these principles, and if you'd like to get on a sub-list at [www.opportunityVSImprovement.com](http://www.opportunityVSImprovement.com).

### UPDATE ON: OPPORTUNITY CONCEPTS MARKETING

## What Can Your Customers Get **EXCITED** About?

by **Dan S. Kennedy**

*Beginning now and again here each 'n every month I'll be providing a NEW Up-Date on a subject I have dealt with previously, in a multi-day Training, a Course, or my books. Here, we'll go at it a bit differently, go deeper or tie it to timely marketplace or media matters. I un-humbly urge reading this one most carefully, twice, hi-liter in paw, as I have planted herein some true gems.*

**It is a NEW year, and that gets people excited, if briefly, every year.** There is a tsunami of new year's resolution-making, fresh goal-setting, self-improvement purchases – like joining gyms, starting diets, etc., and, overall, an optimism and enthusiasm surge. It's important (and profitable!) to understand WHY this phenomenon occurs. The “new year” is merely a time trigger for it, but it is there,



simmering, waiting to be stimulated on any given day. The “fact” of the new year is, after all, a *fake* fact; if the Romans or the Mayans or the first printers of calendars featuring cute cats and dogs and Playmates of the Month had set the start of the new year in May, then that’s when all this would occur. It is attitudinal, not actual. **So, WHY?**

**Because the NEW year represents OPPORTUNITY**, and Opportunity can be made much, much more exciting than another day the same as yesterday, in the same job or business, doing the same tasks, striving – maybe struggling for the same outcomes and rewards. This is why *everybody* should learn to do Opportunity Concepts Marketing. Here, I’m going to lay out the main Concept; the foundation; and the start point for converting from marketing your products, services, information and education; your “stuff” and its features and benefits to, instead, marketing something much sexier and much more exciting. After all, The #1 Marketing Sin is Being Boring. Its opposite is Being (at Least) Interesting. But its most potent alternative is Being Exciting! Now, here is how to re-imagine and re-define *whatever* you are presenting:

**Which is more exciting?... REPAIR or RENOVATION or REPLACEMENT?** A lot of selling has to do with Repair, and it reduces buying decisions to necessities, to taking care of what *has to be* taken care of, and that is *not* very exciting. More selling has to do with Renovation i.e. improvement of what is already there. This is more interesting – the kitchen remodel full of “new & improved” instead of repair of the broken dishwasher and loose hinges on the pantry door. *But you are still stuck selling them what they are stuck with, just better.* Replacement best stimulates imagination and emotional motivation, and these are the “sexual” attractants, the drivers of irresistible propositions, the liberators of price elasticity and the means of differentiation in a competitive environment. A Vital Truth: People pay as little as they can and procrastinate the most when buying what they NEED – but they will pay just about any price and will act most decisively, even impulsively for what they LUST for.

Consider selling “beauty” or weight loss, product categories in which I’ve done an enormous amount of work over decades, with print ads, TV infomercials, brand companies like Weight-Watchers, over a dozen different skin care campaigns as well as ads and marketing for doctors at the local level. It can be about Repair. A product or procedure that makes wrinkles go away and makes you look years younger or burns off body fat while you sleep. It can be about Renovation. Cosmetic dentistry, cosmetic surgery, cool-laser fat removal, even vaginal reconstruction surgery creates a renovated you, and that is marginally more exciting than repair. **But, instead, we could sell Replacement** – in this case, a new-behaving (attentive, interested) husband, a new and “young” sex life, being the envy of (grudgingly) admiring girlfriends, a stunned ex (revenge!), suddenly being the Belle of the Ball, going out on the town dressed up to the max, in total, living a NEW, Exciting Life as a NEWly empowered “star”.

I often sell business products and services in the same way, whether to CEOs or small shop owners. I talk about REPLACING their current business/business life with a *radically* different one, a new business model absent the frustrations and struggles they despise...changing *everything*! Sometimes clients cringe, fearing that their prospects are “too sophisticated,” that this is “unprofessional,” but that’s all in their head – not in the buyer’s! Human Nature is a useful constant, no matter the age, education, status, or place of the human.

This is *not* new. It is time-tested, time-proven. The famous headline “*They All Laughed....Until I Started To Play*” was *not* about piano lessons (boring) but about amazing your friends, revenge against those who thought you dull or inept; about *emotional* satisfaction. This approach is *theatrical*. “*I Felt Almost Invisible To My Husband And His Buddies For Years – But*



*When My 'New Me' Walked into That Room, Daring To Wear That 'Little RED Dress,' Heads Turned And Jaws Dropped..."* Ultimately, this offers Opportunity, and with it hope and optimism for the REPLACEMENT of "hum-drum" with new and exciting.

You might be interested in my sources of inspiration, for Opportunity Concepts Marketing. One, I grew up in and then began in business in the golden era of opportunity in America, post WWII – 1985. The newsstands, supermarket magazine racks and mailboxes were filled with 'opportunity magazines' like *INCOME OPPORTUNITY....SALESMAN'S OPPORTUNITY...SUCCESS UNLIMITED....FREE ENTERPRISE*, all filled with advertisements for hundreds of wildly varying moneymaking opportunities, success plans, and how-to-get-rich home study courses. Just about every home included someone with what is now called a 'side hustle'. As a teen, I sent away for these opportunities, got products to sell and sold them. Before 20, I was running my own full-page ads in these same magazines. From this, came the TRANSLATED AND TRANSFERRED collection of winning Concepts that I've since used to convert and present everything in opportunity terms. Another early inspiration was the late, great Earl Nightingale's 'Story of Two Farmers & Greener Pastures', which space prohibits re-telling. The important thing is, a confession of sorts, I invented nothing; I moved and re-purposed what was concretely proven to work as reliably as the sunrise.

If you will STOP SELLING STUFF! – and start selling Opportunity, you'll see a marked difference in response. This is, in fact, the greatest opportunity there is to transform advertising or marketing results!

**DAN S. KENNEDY** is the original Funder of the NO B.S. community, the No B.S. Marketing Letter and of Magnetic Marketing®. He is a from-scratch multi-millionaire serial entrepreneur and investor, a celebrated consultant and strategy advisor to countless direct marketing enterprises – including many grown from zero to tens and hundreds of millions of dollars and even a billion dollars in value, and, for decades, one of the highest-paid direct

response ad copywriters in America. He is also the author of 37 published business books, including the popular NO B.S. series, available at Amazon and other booksellers. As a speaker, he has repeatedly appeared on events with four former U.S. Presidents, celebrity-entrepreneurs like Gene Simmons, Joan Rivers and President Donald Trump, and top business/success speakers including Zig Ziglar, Jim Rohn, Tom Hopkins and Brian Tracy.

## Q&A With Dan



**Darin Spindler:** Dan, this month we're sharing some thinking from you and Russell about Opportunity Concepts. I also received a question from a Member about it, so I'd like to know...

1. What's the difference between an opportunity offer and an improvement offer?
2. Where do you deploy the two different offers?
3. Are they situational? And which is better to sell?

**Dan Kennedy:** Almost always, opportunity is sexier and more interesting than improvement. And it is often even easier to create belief in it than to create





belief in improvement. So here I'll quickly tell you an old Nightingale story of the two farmers whose farms were side-by-side.

First thing every morning, Farmer John likes to get a cup of coffee, walk out to the highest hill in the middle of his big farm, look around, and enjoy the sun rising and Mother Nature and so on. Every morning, he looks across the distance at his neighbor's farm and he is envious at how much greener his neighbor's pastures are than his.

Now unbeknownst to Farmer John, every morning his neighbor Farmer Bill has exactly the same habit. Cup of coffee, walk out to the highest hill, watch the sun come up. Farmer Bill is always distressed as he looks over at his neighbor's farm and sees how much greener his neighbor's pastures are than his.

So there's two principles of the story. One is that, from a distance, everybody's pastures look greener than yours do close-up. Apply this to how you feel about your business, how you feel about your profession, how you feel about the town you live in, how you feel about the marriage you're in, et cetera, et cetera, et cetera.

Second principle is that "greener pastures" are easier to sell than "Here's a plan to improve the pastures you've already got." So opportunity is about that. It is about replacement, not improvement. I'm not going to take you out of dentistry, but I am going to replace your dental practice with a radical, revolutionary new dental practice, void of all of the bills you don't like in your practice, that magically operates in a different way.

That is infinitely sexier than "I've got a five-point plan for you to improve your dental practice. And it involves a lot of work on front desk phones and a lot of work on how you hire staff and manage, and a lot of work on how your hygiene department operates, and a lot of work on

your case presentation. And if we do all that, in twelve to twenty-four months from now, we'll have improved..." You've already gone to sleep, and we're already arguing with improvements. "I've already tried that. I already had a consultant in here about the hygiene department." So you're now arguing with all the suggested improvements. But the opportunity doesn't have that automatic knee-jerk argument.

So opportunity concept marketing is about repackaging improvement. Repackaging change and turning it into a new opportunity, selling the way you would if you were selling someone a brand-new opportunity that they were not involved in and had never seen before. Even though you are going to leave them the business or the profession or the sport, even if you were going to leave them where they are, you are going to sell what you have to them as if they weren't already in it and you were presenting something brand-new and revolutionary to them.

The tendency of people, so let's take a dentist—huge numbers of dentists are involved, for example, in multilevel marketing while they are also continuing in their dental practices. They're in whatever you can name. Huge numbers of dentists get involved in real estate investing or day trading or options trading. You name the greener pasture, huge numbers of them are in it.

I'm not even saying they shouldn't be. I'm all for an intelligent approach to Plan B while you are operating Plan A. But the point I'll make is that almost all of these dentists are hyper-excited about the other thing. So if they've discovered day trading, they're like running into their little office 20 times a day in between taking care of patients in order to check the markets.

All of them have ample opportunity to get more out of the practices they've already got. Many of them know it. They have ample opportunity to dig in and

improve on their patient referrals system. They have ample opportunity to dig in and improve on how hygienists move a patient from just getting hygiene to getting cosmetic work done or getting implants. They have ample opportunity to improve and get more from the thing they've already got, but that's just not very exciting. That's not very interesting.

Joan Rivers used to joke that all the high-end women's fashion stores always have a nice seating area with comfortable chairs for men to sit in waiting while the women try on clothes. She said that the only men who are there are 50-year-old men with their 30-year-old second wives. Long-married men either stay home to watch the game or are at the sports bar at the mall, proving that the wife they've been married to for 25 years is not as exciting as the Patriots versus the Browns. But the new one—half the age, wife #2—wow, that's exciting.

So this is human nature. This is part of the behavioral psych of marketing. Marketing is essentially funny math plus behavioral psych. And almost every business has a way to use what I've dubbed "opportunity concept marketing" in part or in whole in the way that they address their marketing.

Look at Peloton. They are now starting to have predictable problems. Their success to date has been not selling the device like most other home-gym marketers do. Peloton did a pretty good job of selling a replacement for going to the gym, including competition with other people, socialization, the live coach, all of that. And so whether they know it or not, or would describe it that way or not, they used replacement of one thing with another better thing. And they therefore used opportunity concept marketing.

**Darin Spindler:** Dan, when and why should an entrepreneur begin to start looking at investing

money into ventures outside of their own primary business? Is this such a time? Possibly this is circumstantial based upon their industry and how much the headwinds are affecting them. But can you touch on that?

**Dan Kennedy:** Yeah. And I'll include something that I'm somewhat reluctant to say, but sure. Again, as a general principle, you don't want to have all of your wealth or developing wealth dependent on any one thing any longer than is absolutely essential. And that includes having it all captive in or dependent on your own business, especially if it is one business.

If you have a mini-conglomerate and you have the dry cleaner attached to the menswear store on one side and the carpet cleaning business on the other side, and the customers are shared by the three, that's different than if you only have a dry cleaner or you only have a menswear store or you only have a carpet cleaning business.

So the principle again is the same, right? The dependency on or potential to be tied to the mast of a sinking ship of only one thing, only one ship, is to be avoided as soon as is humanly possible. And that goes all the way to the wealth principle of taking a predetermined percentage off the top of all gross that comes to you and diverting it into wealth-building. Even if that requires you to sleep on a cot in the back room rather than buy a home. Current circumstances don't change any of that.

You could argue that it is not the ideal time to be testing outside. In many cases when we're buying, we have to be very careful about buying at premium prices, whether that be real estate or collectibles or the stock market, or if you insist on doing it, crypto, et cetera.

Right now, we're paying premiums. So you can argue it's better to keep all your powder dry away to invest in anything until there's a dip. However, that's not



necessarily sensible because idle cash in an inflationary environment loses value.

So if you do real simplistic math, say you have a 12% rate of inflation and you pay a 24% premium for a piece of real estate, and two years from now, it has returned to earth and lost 24% of its value. You're no worse off than if you had let the money sit in a CD doing nothing and it lost 24% of its value. Over those two years, you're better off, because you own a piece of real estate instead of a CD. So even in a premium-price market with care, there is reason to diversify your finances if you can.

The additional thing, I would say that I am somewhat reluctant to say. But I'll say it, is that everybody should read the book *The War On Small Business* by Carol Roth and understand that right now, the system has been jury-rigged, enormously favoring Wall Street over Main Street in almost every business category by many different advantages. Therefore, testing in publicly traded corporations, categories you understand, is arguably more mandated than it would have been two years ago, four years ago, eight years ago, because they are so advantaged.

For that reason and others, I spent more time in the past 18 months more actively moving money and managing investments than I have in my own business. That's not the only reason, but it's a reason. I could have done less with my own business and still not been more active in managing money. I think you have to look to the equity markets, even as a hedge against your own business.

I said years ago that one of the motivations to buy Amazon stock when I bought Amazon stock was to hedge against the damage Amazon was capable of doing to the information marketer industry. On one hand, it's helpful obviously; but on the other hand, it's pretty harmful. So you could even think

about this as hedge investing.

But regardless of whether you choose public corporations or real estate, or you are knowledgeable enough in a collectibles category, I think that you want to be financially diversified if you can. And you want to include in your decision-making the disadvantages of small business versus the advantages of big businesses.

To listen to this full Q&A session, as well as past sessions with Dan, subscribe to the "Inside Of The Millionaire Maker's Mind" - members only podcast with Dan Kennedy inside of the members area at [www.MagneticMarketing.com/login](http://www.MagneticMarketing.com/login)) [www.MagneticMarketing.com/login](http://www.MagneticMarketing.com/login)

## "Fax" From the Past

### Weekly Fax: Week 45 of 2014: Not Working on IT

by DAN S. KENNEDY

#### Identifying and working on THE critical thing – are you?

Hardly anybody is. Often, people know what IT is, but dilute their attention, energy, resources to all sorts of less critical problems and opportunities and outright distractions, often because the one critical thing is hard. Running away from difficult but critical as a leader or entrepreneur is like claiming to be a firefighter but running away from fires toward rivers and lakes.

Sometimes people don't know what this One Thing is, which is where a pair of fresh, expert eyes like mine can

come in handy. But more often than not, what I discover was already known, but nothing was being done about it.

I had a client in recently who is trapped inside a distribution model where they can only establish direct relationship with their customer after their purchase, but they definitely want it, and want to then market to those customers to drive accessory sales, upsells, repeat buys and referrals back to the retailers. They bemoaned getting contact info from only 10% of these customers by ordinary warranty cards.

I asked what they were doing to fix this utterly unacceptable situation. The answer was insufficient and unimaginative, and I prescribed an appropriate fix nearly certain to boost the 10% to 50%+, and I sent them away with a stern mandate to focus on implementing that one thing, going sleepless and without food if need be until done, before giving attention to anything else...a mandate you can safely bet won't be strictly followed. Sigh.

In many businesses, there is a thing around which everything else revolves. A single unrelenting problem that, if fixed, would open the floodgates of growth. One evil, stinking, dangerous elephant everyone enters into implicit agreement to ignore and hope it stays placidly in a corner, behind the drapes rather than rampaging about and killing them all. What is missing most, though, is not awareness or effort. It is urgency. Above I used two words to describe the 10% data collection: **utterly unacceptable**. Most people do not feel that strongly about many things.

For now, maybe a little thought about the one most critical thing going on or not going on in your business that is not receiving a full-court press...

## Weekly Fax: Week 46 of 2014: This Is Harsh

by *DAN KENNEDY*

**“Utterly unacceptable.” What does that mean to you?**



There are behaviors in clients or others that I find utterly unacceptable. Therefore, I will not accept them. I do use my litmus test: if I awake with my sleep disturbed by thinking about you three times in a row and we aren't having sex, I do something to get rid of you. Utterly unacceptable means absolutely unacceptable. This is an absolute. There is no flexibility. *Absolute*.

I find few people have extreme clarity. Few people enforce rigid rules. People shrug it off. Excuse it. Hope it will improve. Give one more chance fifty times. Settle. Compromise. They draw a line in the sand then back up and draw another and another. I do find that exceptionally successful, powerful, and rich people behave differently. They live by absolutes.

If you do not find something harmful to your business' maximum success or accomplishment of your goals utterly, absolutely unacceptable, you won't muster enough urgency and force of will to get it fixed. When it is difficult and other people and circumstances conspire to slow you down or dissuade you, you'll be slowed and dissuaded. You have to be enraged, not just annoyed. Terrified, not just worried. Demanding, not just wishful.



Lombardi is still largely regarded as the greatest football coach, ever. He may well have been the least accepting of anything less than 110% commitment, passion, effort, knowledge of scripted plays, and of winning. He hated losing. You have to see it all in absolutes. I think: did I succeed or FAIL today? I hate failure. A malingering problem, especially an utterly unacceptable one, surviving another day without resolution or at least determined, scheduled progress toward resolution is failure. In my mind, if you shrug at that and say, “Well, we’ll get after that tomorrow,” you are a failure. And you probably will be tomorrow, too. Harsh? Yep.

I shrug off a lot of things – if they are of true minor consequence. I’m old ‘n tired and have to pick my battles. Our cable TV system has randomly occurring annoying quirks. But I never need to watch TV. If it defies me, I have DVDs and books. Our brand-new refrigerator is making too much noise too often, but I can turn up the TV. These things are not interfering with me enough, yet, that my nights’ sleep is ruined or my business disrupted or my meaningful goals blocked.

The speed of my life will slow a bit in December and that’ll be soon enough to kill these little gremlins. But I see people accepting much, much, much bigger devils. Devils allowed to live tend to grow bigger and get stronger. Do not deny a devil. Do not accept one as the proverbial “necessary evil.” As Perot said, if there’s a snake loose in the building, don’t form a snake committee, don’t commission research about snakes, don’t try hiding from it – snakes can get through small spaces and strike. Get a big stick and kill the damn thing.

# Magnetic Marketing In Action

by *DARIN SPINDLER*

We have a lot of new Members who have joined the community this month, so I thought I’d introduce myself. My name is Darin Spindler, and I’m a 15-year+ Dan Kennedy and Bill Glazer student and Member of the NO B.S. community. I have also been an investor in the Magnetic Marketing business for the past two years. As a Member, watching the previous 8 or 9 years was challenging and frustrating, but I had an opportunity to help revive the community that has given so much to me.

The venture capital company that had purchased Magnetic Marketing from Bill Glazer was frequently publishing information contrary to what we, as smart direct-response marketers, would ever consider doing. They were bringing in “experts” who didn’t know a thing about the actual community, and frankly thought they had bought an education company. They worked to annoy and frustrate Dan rather than celebrate his amazing teachings and timeless principles that had built this company over the past 40 years.

During the past two years, we’ve made great progress. And now, with Russell and the ClickFunnels team, along with his energy and enormous reach, this community is positioned to grow well beyond its best days so far.

I’ve also been a private client of Dan’s. But more importantly to you, I’m not just a student; I’m a lifelong



entrepreneur and investor who uses direct response for every project I touch.

Inside of the No B.S. community, I'm known as "the Bowling Guy." I'm the cofounder of [KidsBowlFree.com](http://KidsBowlFree.com) where we help our bowling-center clients make their summers go from bust to boom! Over the past 14 years, we've created more than 35 million new customers for our clients at more than 1,400 bowling centers around the globe, mainly during their typically slower summer seasons.

I've also been an investor in other businesses that use direct-response marketing, ranging from fitness to restaurants to vacation rentals to information publishing and software, to fuel their growth. Recently, one of the investments was acquired at a valuation of more than \$100 million.

I'm in the battle every day, just like you.

If you're a Diamond Member, you and I will get to know more about each other through our Monthly Diamond Member interviews with Dan Kennedy and the Magnetic Marketing Masterclasses that I host with Dan.

If you're new to the NO B.S. community, welcome!

I'm forever grateful that I bought my first Dan Kennedy book, *The Ultimate Sales Letter*, at a FedEx/Kinko's so many years ago. I'm even more grateful that I opened the cover of that book, read it, and instantly understood the message. The very next day, I purchased *The Ultimate Marketing Plan* at the same store, and from there began attending every Dan Kennedy and Magnetic Marketing event and became a Member of Dan's "100K" club.

Using the tools and strategies I learned from Dan and Bill Glazer, I quickly took my business from a nice six figures to seven figures (now well beyond) and helped thousands of clients around the globe.

Each month, I'll be sharing with you some great examples of Magnetic Marketing, the Renegade Millionaire principles, Wealth Attraction concepts, and more.

This month, I have three Magnetic Marketing In Action examples for you to study.

## Magnetic Marketing In Action

### Example 1:

RETARGETING IS SOMETHING YOU ONLY DO ONLINE? PHOOEY. IT'S BEEN DONE OFFLINE SINCE THE BEGINNING OF TIME. AND THIS LITTLE PIPE HANGER REMINDED ME OF ONE OF MY FAVORITE DAN KENNEDY STORIES AND LESSONS.

One of the things that drives me, and definitely Dan, crazy is the entrepreneurs who pigeonhole themselves into being "internet marketers." This is not a business; this is just the use of a specific medium, the internet. These self-proclaimed "internet marketers" would be well served to add more media into their marketing mix, to build a moat around their businesses and become less vulnerable to Zuckerberg deciding tomorrow that your product or service is no longer wanted on his platform, or that our form of direct-response marketing is too ugly for Facebook.

Russell cautions you about this in his *DotComSecrets* and *Traffic Secrets* books too.

Retargeting isn't new. There's really not much new. But retargeting is usually referred to only with online businesses or advertising. Remember, most "new" has been borrowed and new clothes put on. The idea that because someone visited your website and didn't buy, you place an ad in front of them again is just a "new" way to deploy old-school strategies that still work. Frankly, these "old" offline methods





can often be more effective than digital ones for many businesses and services, when really thought through and looked at through the customers' eyes. Here's what happened to me a couple of weeks ago, which reminded me of Dan's "Al The Plumber" story from his famous speech on the Peter Lowe tour that sold the original Magnetic Marketing System.

If you've not heard this speech before, it's worth taking some time to listen to it a few times. **We've turned it into podcast Episode 6 at [www. MagneticMarketingPodcast.com](http://www.MagneticMarketingPodcast.com). Hurry over and subscribe today!** If you need a webinar structure, a face-to-face sales pitch, or a platform speech, study this presentation.

One of the stories is the "Al The Plumber" story. A plumber came to Dan's home to diagnose his plumbing problems and gave him a 20-minute video to watch while he worked. The VCR tape made the case for slip-and-fall prevention in your home. After exactly 19 minutes, Al came back with the good news that Dan didn't have 96 of the most common issues, but there were 4 that needed to be addressed. He then asked, "Would you like just the master suite bathroom treated with our non-slip protection or all of the showers?"

If I ended the story here, you'd get plenty of value, but what happened next was genius.

Al took a sticker and placed it onto each of the 100 locations where the most common problems occur in a home.

Then when (not if) Dan had an issue, Al's sticker was right there for him to pick up the phone and call. He wouldn't call anyone else because Al's "retargeting ads" had been installed everywhere in Dan's home that he was likely to have an issue.

A few weeks ago, I needed to purchase insurance for property that we had bought in Florida. I think our old provider had quit covering properties in Florida. So after

we paid the premium with the new agent, I received a tag in the mail.

At condos, you're required to shut off the main water valve if you are leaving for any period of time. Mine is easy to access, and we shut it on and off frequently as we go back and forth. But many people have home watch services, or maybe they forget where the main shutoff is.

The insurance company sent a simple pipe tag so we can quickly identify the main shutoff if there is an issue. It also provides clear instructions on what to do if we have a situation. And there's a direct phone number for a water-loss case.

This simple tag does a few things for them. First, it's a prevention tool that limits the size of a case when someone can quickly shut off their water. Second, they make it easy for the client to get help. And third, it's a constant reminder of who they are doing business with. And they're probably more likely to refer the company to others as a result. This is simple yet very effective.

Even if you think your business is entirely online, it's wise to begin thinking about how you can become omnipresent in your customers' daily lives, and how you can put your message in front of them at times when you can solve a BIG problem for them.

## Magnetic Marketing In Action

### Example 2:

COLLETTE, GET THE LIST: [A VALUABLE LESSON IN LIST-BUILDING AND MULTIMEDIA DIRECT-RESPONSE MARKETING](#) FROM A SCRAPPY SHOE COMPANY

One of the very first lessons that I took away from Dan was that we're in the business of marketing whatever product or service we're currently invested in.

We're not in the dental business; we're in the business of marketing and selling dental services. We're not in the shoe business; we're in the business of marketing and selling shoes.

Backstage at Funnel Hacking LIVE, Dan met Russell's wife Collette for the first time just minutes before going on stage. He shared a few jokes backstage with Russell and Todd, their wives, and me. Then it was showtime.

For the most part, the audience was a new one for Dan. Some of his old jokes, which lifers can repeat word-for-word but still love to hear, hit home with the new crowd! They loved them.

If you haven't watched the interview yet or you're new to Dan, he's been married three times, but his third wife is also his second wife, and he jokes that he "finally married rich."

## *"Collette, get the list!"*

– DAN S. KENNEDY

The point Dan made was that even after half of his net worth had been wiped away in a divorce, he didn't sweat it because he had built up a relationship over decades with his "herd," and he owned the contact list with all of the Members and leads he'd collected since he began in the business. He knew with certainty that the money was replaceable because of the list and relationship with his people.

So he could quickly deploy a cash-flow surge. And in under two years, he had recaptured all that had been lost in the divorce.

As he wrapped that lesson up, he looked at Collette in the front row and reminded her to take the list. The crowd went crazy, Russell's face turned bright red, and Collette laughed.

Of course this was all in good fun, but it's a great story to teach this important lesson. So many businesses forget about building their lists and creating real relationships with the people on them.

### LESSON IN LIST-BUILDING FROM A SHOE COMPANY

A few years ago, I was introduced to this shoe company (little-known at the time), On Running. I was asking my coach to recommend a new pair of shoes for the next Ironman season. He said he had been given a few pairs of these On shoes by the company and really loved them.

They have amazing shoes, but they are also very smart marketers.

When you open up the shoe box, inside is a plastic card with instructions on how to "Join The Cloud," basically a registration of your shoes. But it's their way to build a list of actual buyers!

This isn't the opt-in list from the home page of their website, which is probably much larger but far less responsive.

After they get your contact info, the marketing continues. And wisely it goes offline in addition to their online efforts.

Each month, a different mailer is sent to me. Some months it's a full 8.5 x 11 magazine-type mailer that includes their shoes and performance apparel. Other months it's the same content reduced to a 6 x 9 multi-page mailer. Other months, it's a postcard.

One lesson Dan taught at The Ultimate Sales Letter LIVE! event this summer was that changing formats, without changing the message or sales letter, will get you different buyers.

You'll notice I'm including a few pages of the different mailers with this newsletter, and they have 90-day extended returns for the holiday season, for gifters. They've always had a 30-day trial/guarantee!



How many shoe companies have you seen offer a trial or guarantee?

They also do list-building on their website, retargeting ads on social media, and much more. They are a smart direct-response-driven company to watch and study. They are worth hacking—lots to learn by investing a hundred or two with them.

As a lover of their shoes, I've created a slogan for them. They are unlikely to use it, but perhaps you'll be amused. "Always On, Never Nike."

During the lockdowns of 2020, many local shoe stores bit the dust. Many had been there for 5, 10, 15, 20 years, or more. And not once did they consider building a list of their customers. Because consumers were forced to shop from home, many have changed their habits for years to follow. These brick-and-mortar businesses had no way to communicate with their customers. They were done.

If they had taken just a little time to think about how to capture information about shoe-buyers since their stores first opened, they'd have a real asset. Even if they wanted to get out of the shoe business and get into another one that sold similar goods, they'd have a way to quickly launch it.

Speaking of running, it's time for me to run! Deadline for publishing is here.

Have a prosperous January!



Dan Kennedy (left) and Russell Brunson (right) at Funnel Hacking LIVE 2021

# Member Spotlight

by *ROBBIE WOELKERS - REHAB CEOS*

One night last January, I spent the evening listening to Russell Brunson's 2CCX coaching videos. Although I was learning how to market, convert sales, and build funnels, I was not getting anywhere with my marketing and start-up coaching business. I had no one to blame but myself. I kept getting pulled back into my own medical practice every time I tried to grow my consulting company.

At the time, I was managing three small physical therapy clinics that were moderately successful. I was a huge Dan Kennedy fan, so I modeled a lot of his patient-getting strategies to grow quickly. I had "Those who spend the most to acquire a patient wins" posted on my office wall.

If all of our revenue had come through one funnel, our success by ClickFunnels standards would have been measured by a 2CCX award. Despite all the perceived success, I personally had very little to show for it financially. I worked in a high-volume, high-cost, low-reimbursement business.

Myron Golden refers to this as "a Walmart business." With high rent, competitive salaries and low reimbursement, there was not much room for my family to create generational wealth. I realized that I had to create other revenue streams and not just treat patients anymore. I would hire staff, train them to the point that they could replace me, and then I would be pulled back into treatment. This cycle was repeated over and over.

It was getting late in the evening, and I already had a few pages of notes from Russell, when I heard the line that changed my life completely: “Some of you will need to ‘kill your baby.’ I don’t really care for that phrase, but that is what some of you need to do. However, some of you will be unwilling to do it.” I paused the video, rewound it, and watched it three or four more times. This was the missing link for me.

It was the first time any mentor or coach had mentioned that in order to grow and be successful, I needed to cut ties. Not just any ties, but something I had spent the last six years building and investing my and my wife’s entire life savings into: our business. I had worked many consecutive sleepless nights for six years, something that I was deeply proud of and irrevocably the “baby” that Russell had spoken about.

You see, most business coaches talk about generating more leads, improving conversions, retaining clients, and offering them more products to ascend them. You know, the core four. However, no one really takes the time to analyze their clients’ current situation and what’s really holding them back.

I will spare you the details, but it was a long and arduous process to transition. In the end, I was able to free up time and, more importantly, free up my attention. I then entered the space of high volume/high reimbursement with my hybrid Agency + Coaching Program.

After five months, I am more than halfway toward my goal of achieving a 2CC Award with ClickFunnels in my first year of business. I even generated more revenue in a single day than what I used to make as a clinic owner over the course of a year. I am able to do this with a laptop, Zoom link, and ClickFunnels software.

I don’t tell you this to impress you; I tell you this to impress *upon* you. You already have all of the skills and knowledge inside you to succeed. There is only one thing holding you back. It could be a person, a place, or a thing.

I’m here to grant you permission, just as I needed, to “kill your baby” and be the best version of yourself. You will be amazed at how quickly success can be yours once you do.

Dr. Robbie Woelkers  
Rehab CEOs  
Future Category King

## “Abandon Hope, All Ye Who Enter Here!”

Want More Sales For Your New  
Opportunity? Become Your  
Prospects’ Only Hope!

*COPYWRITING SECRETS* by JIM EDWARDS

Problem – Agitate – Solve. The copywriting formula forms the basis for some of the most successful sales letters, videos, and webinars of all time.

1. Present the problem.
2. Agitate the problem to make them feel the pain.
3. Solve the problem with your new opportunity by swooping in to snatch victory from the jaws of defeat.

So what makes this formula work so well? Is it the fact that they have a problem they know they need to solve? Is it the fact that your solution is so amazing? NO! The reason this formula works is the middle step: agitate!

If the problem was bad enough, they’d have solved it already. If your solution was so great, they’d have bought already. What makes the formula work is when you make their pain level so severe through agitation, they scream for a solution (namely YOUR new opportunity). The critical step is agitation, but there’s still a problem.



The “Achilles heel” at this step is they still have hope. And if they still have hope, many won’t buy.

At the agitation stage, we need to make it hurt so badly that they, in Dan’s words, “Become even more suicidal!” We do that not only by rubbing their noses in the pain, but also by removing all other alternatives or avenues of escape from the pain. When other marketers would offer a lifeline after agitating the problem, we dunk their head under water and HOLD IT THERE by eliminating the main alternatives to solving the problem. We smash anything and everything they think might save them if they get up off their butts and take action. For almost every business, those alternatives fall into three main categories.

(By the way, I like to transition to this part of the sales message with connector copy like “Now, let’s talk about some options you and others might consider at this point.” Or, “Here’s what a lot of people in this situation try, and why it doesn’t work.”)

## **#1: Do Nothing**

Many people bury their heads in the sand and do nothing. Tell them WHY this is a really bad idea and leads to dire consequences FAST!

Script: “Here’s why doing nothing is absolutely the worst thing you can do.”

Example: Here’s why choosing to put off cleaning your gutters another season could cost you \$100,000 over the next several years.

Example: Here’s why ignoring your low testosterone and hoping it gets better on its own is the worst thing you can do.

Example: Here’s why “letting it ride” and failing to adjust your portfolio against runaway inflation could decimate your retirement savings long before you retire.

## **#2: The “Cheap” Solution**

The next thing people think to do is just take the cheapest option they can find. I call this the “Fiverr” solution because of the site Fiverr.com where you can hire people to do just about anything on the cheap (with VERY mixed results). Unfortunately, you get what you pay for, and we want people to see that the cheap alternative = failure.

Script: “Here’s why trying to save a few bucks is worse than doing nothing.”

Example: Here’s why using a cheap gutter cover system might actually be worse than doing nothing.

Example: Here’s why going down to your local GNC in the strip mall to buy an over-the-counter testosterone supplement with a 2-for-1 coupon could destroy your health.

Example: Here’s why trying to manage your portfolio with advice from a \$27 special report you found through a Facebook ad is worse than taking advice from Bernie Madoff!

## **#3: Do It Yourself**

The final main category of hope comes down to “I’ll figure it out for myself.” Truth is, if they were going to fix it themselves, they would have done so already. But we need show them that even if they did get up off the couch, brush the Cheeto dust off their underwear and actually do something, it’s a really bad idea compared to our new opportunity.

Script: “Here’s why trying to do this on your own is a bad idea.”

Example: Here are 5 ways digging out the ladder from the garage and mucking out the gutters yourself could



end in a complete disaster (including lifelong paralysis).

Example: Here's why going to the gym and working out like a maniac might raise your testosterone a smidge, but could also lead to dire long-term consequences for your health (and your marriage).

Example: Here's why thinking you can learn to invest your retirement savings by watching a few YouTube videos is worse than throwing darts at a stock chart!

The point of Problem – Agitate – Solve is to smash people in the mouth with their problem, make the pain of that problem severe and immediate, and then swoop in and save the day. By eliminating their alternatives at just the right time in the sales process, you destroy the lifeline of hope they consciously or subconsciously think they can grab. When all hope for any other solution is gone, you leave them with no alternative but to take your new opportunity right then and there.

# Marketing Secrets

## “The Off Ramp”

by **RUSSELL BRUNSON**

I wanted to show you a simple strategy that anyone can implement in a few minutes, which has added an extra 7+ figures a year to my bottom line, every year since I started doing it.

Normally when someone joins your email list, you take them through a strategic, step-by-step campaign to build a relationship with you, and to offer them the products and services that you sell in logical sequential order. We call this a “soap opera sequence.”

A Soap Opera Sequence is a set of emails that are sent to a new subscriber immediately after they join

your list, with a few goals:




- To give them immediate value
- To build rapport
- To get them to keep opening (and looking forward to) your emails
- To build the perceived value of the thing you are trying to sell over a multi-email sequence

For example, when you join my “Marketing Secrets” email list, they first get four emails, each one pushing to videos inside of a funnel, where I tell my story and build up the perceived value of funnels and explain why they need one in their business.


**Not Sure Where To Get Started?**

Not sure the best way to get started? Follow these simple steps to hit the ground running.

**Step #1 - Get The “Secrets” Books:**




<b>DotCom Secrets</b>  <a href="#">Learn More &gt;</a>	<b>Expert Secrets</b>  <a href="#">Learn More &gt;&gt;</a>	<b>Traffic Secrets</b>  <a href="#">Learn More &gt;&gt;</a>
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**Step #2 - Watch The “Secret Funnel Strategy” Web Class Here:**



[Register For Webclass Now >>](#)

**Step #3 - Join A Live Experience:**

<b>OFA Challenge</b>  <a href="#">Learn More &gt;</a>	<b>2CC LIVE</b>  <a href="#">Learn More &gt;&gt;</a>	<b>FunnelHacking LIVE</b>  <a href="#">Learn More &gt;&gt;</a>
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The email footer-offer that has made Russell Brunson a small fortune.





I would then send them emails offering them a copy of my book *DotComSecrets* that teaches them more about funnels. Later in the email sequence I'd offer them Click-Funnels, and then maybe one of our live events, or our high-ticket coaching or mastermind programs.

### The Off-Ramp

Not all of your subscribers need to be warmed up and moved through a value ladder. Many of them are excited and ready to buy now. Because of that, I want to offer an off-ramp that they can use to get direct access to the part of the value ladder that they are ready for.

You can see what the footer for almost all of my emails looks like in the image to the left.

It allows people who love books to skip directly to the one that they are interested in now, but they can also register for my webclass...or jump into our challenge funnels...or our virtual or live events!

Over the years, this footer in our emails has made me a small fortune, even though it has nothing to do with the actual content of the emails. Those who haven't clicked by the time they hit the footer are able to get access to the thing they need right now.

## “Hill's Golden Rule”

by **NAPOLEON HILL**

Republished from the September 1919 issue of Hill's Golden Rule magazine.

### Desire

In every normal mind a sleeping genius lies, waiting for the gentle touch of strong **desire** to arouse it and put it into action! Listen, you sorrow-laden brothers who are groping for the pathway which leads out of the darkness of failure into the light of achievement—there is hope for you.

It makes no difference how many are the failures you have undergone or how low you may have fallen, you can get on your feet again! The person who said that opportunity never knocks but once was woefully mistaken. Opportunity stands at your door day and night. True, she does not hammer at your door or try to break in the panels, but she is nonetheless there.

What if you have undergone failure after failure? Every failure is but a blessing in disguise—a blessing that has tempered your metal and prepared you for the next test! If you have never undergone failure, you are to be pitied, for you have missed one of Nature's great processes of true education. What if you have erred in the past? Who of us has not done the same? Find the person who has never erred and you will find also a person who has never done anything worth mentioning.

The distance from where you now are to the place where you wish to be is but a hop, skip, and jump! Possibly you have become a victim of habit and, like many another, you have become enmeshed in a mediocre life-work. Take courage—there is a way out! Perhaps fortune has passed you by and poverty has you within its grip. Take courage—there is a pathway to all that you can use intelligently and for your own good, and the chart of that pathway is so simple that we seriously doubt that you will make use of it. If you do, however, you are sure to be rewarded.

The forerunner to all human accomplishment is **desire**! So powerful is the human mind that it can produce the

wealth you desire, the position you covet, the friendship you need, the qualities which are necessary for achievement in any worthwhile undertaking.

There is a difference between “wish” and “desire,” in the sense that we are here referring to it. A **wish** is merely the seed or germ of the thing wished for, while strong **desire** is the germ of the thing desired, plus the necessary fertile soil, the sunshine, and the rain for its development and growth.

Strong **desire** is the mysterious force which arouses that sleeping genius reposing in the human brain and puts it to work in earnest. **Desire** is the spark which bursts forth into a flame in the boiler of human effort and generates the steam with which to produce **action**!

Many and varied are the influences which arouse **desire** and put it to work. Sometimes the death of a friend or relative will do it, while at other times financial reverses will have the right effect. Disappointment, sorrow, and adversities of every nature serve to arouse the human mind and cause it to function through new channels. When you come to understand that failure is only a temporary condition which arouses you to greater action, you will see—as plainly as you can see the sky on a clear day—that failure is a blessing in disguise.

And when you come to look upon adversity and failure in this light, you will begin to come into the greatest power on the face of this earth. You will then actually begin to make capital out of failure instead of allowing it to drag you down.

There is a happy day coming in your life! It is going to arrive when you discover that whatever you aspire to accomplish depends not upon others but upon you! The arrival of this new day will be preceded by your discovery of the strength of **desire**!

Start in now, right today, to create a strong and irrepressible desire for the station in life which you wish to attain. Make that desire so full and complete that it will absorb most of your thoughts. Dwell upon it by day and dream about it by night. Keep your mind focused on it during every spare moment. Write it out on paper and place it where you can see it at all times. Concentrate your every effort towards its realization, and lo! as if in response to the touch of a magic wand, it will materialize itself for you.

If you want to read more of “Hill’s Golden Rules” from Napoleon Hill, go to [SecretsOfSuccess.com](http://SecretsOfSuccess.com).

**LOG IN TO THE MEMBERS AREA  
TO ACCESS ALL OF YOUR BONUSES**

Go to [www.MagneticMarketing.com/login](http://www.MagneticMarketing.com/login)





## Ladder OF Success

**Insiders' Circle** | This TOP-level membership is a high-end group for our Members who want to both learn and EXECUTE proven marketing principles from "Planet Dan." Our Insiders' Circle is a blended program of training, coaching, and implementation. The Insiders' Circle membership includes everything in the Diamond membership, plus access to the Ultimate Marketing Machine (a step-by-step eight-week course that you'll be executing), monthly implementation coaching sessions, quarterly two-day "intensives" to get your marketing projects DONE, the Whole Enchilada (a huge collection of all the most important Dan Kennedy training courses), and the Dan Kennedy "search engine" with the back archives of the many newsletters he has written over the decades!

Join Insiders' Circle at [www.TheInsidersCircle.com/](http://www.TheInsidersCircle.com/).

**Diamond Membership** | You've already learned the principles to market and create a successful business. Now learn how to be an elite entrepreneur! As a Diamond member, you'll get more tools to help you gain momentum in your business, so you can build it faster and faster! You'll receive everything inside the Gold membership, including both the monthly NO B.S. Letter and Behind The Scenes Letter, and a special mMembership area (with the previous three months' newsletters). Additionally, you will have access to a monthly in-depth masterclass, which is a monthly interview with Dan Kennedy discussing different core principles, and a LIVE quarterly "open Q&A" Diamond call with Dan Kennedy, where you can call in and get your questions personally answered by Dan himself.

COMING SOON!

**Gold Membership** | Want to take Dan's tested and proven marketing principles and use them in a cutting-edge way to grow your business online? Inside the Gold membership, you'll get a behind-the-scenes peek at what is working in the marketing industry right NOW! Each month, you'll receive a monthly NO B.S. Letter from Dan Kennedy and a monthly Behind The Scenes Letter from Russell Brunson, both chock-full of with marketing strategies and principles that you can use to explode profits, at will! You'll also get access to the private membership area, where you can access the previous three months' newsletters. No theory, no fluff—just proven examples that you can model for your business, no matter what industry you're in.

Join the Gold membership at [www.NOBSLetter.com](http://www.NOBSLetter.com).

**Read Magnetic Marketing** | Want to learn how to attract a flood of new customers that pay, stay, and refer others? The Magnetic Marketing book has the core frameworks that Dan Kennedy created to help companies in over 136 different niches, business categories, industries, and professions to grow in very untraditional ways. Magnetic Marketing is a radical, dramatically different way to look at business...with no academic theories, no vague "ideas", no fads, and NO B.S. Inside this book, Dan challenges entrepreneurs and business owners to DUMP the boring corporate marketing they are doing that commoditizes them into "sameness" and has them chasing customers and begging for business.

Get the Magnetic Marketing book at [www.MagneticMarketing.com](http://www.MagneticMarketing.com)

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