

Special Report

Invincible Marketing

The 7 Principles of Success in Business

By Dr. Joe Vitale

www.mrfire.com

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Invincible Marketing Teleseminar by Dr. Joe Vitale

Being Interviewed by Jeff Chavez 02-23-06

Joe: Okay everybody, welcome! This is Joe Vitale of www.MrFire.com. I appreciate your patience! We are starting ten minutes late because of technological issues, which is the same thing that happened last night. It's very frustrating! We live in the wonderful age of magic and miracles with high technology making our lives SO much easier, until it breaks down and then we are back to the world of frustration. But, we are back in business!

I know hundreds, if not thousands of people are trying to call in. I called the teleseminar service and had them open up the line so that even more people can get on so that you don't miss this call.

I'm also recording this. So, if you step away or called in late or have to leave or whatever, you can listen to this later, because I will put up the access code to it and I'll send it out to everybody on my list. The people on this call should be the people on my list at www.MrFire.com, because this is a FREE call. It's an information rich hour or so that I am GIVING as a GIFT to everybody on my list just as a way to say. "Thank you."

Tonight we are going to be talking about what I call “Invincible Marketing.”

Now, “invincible marketing” is a term I just created. I made it up because I thought it sounded good and I thought it would get people to come and listen to this call. But I also believe in it because it’s a type of marketing, it’s a philosophy, it’s a psychology and a practical tool that we all need to be doing in order to survive in this highly competitive world. So, that’s what we are going to talk about tonight with Invincible Marketing.

I know that some people are still calling in. Those beeps you hear are more people calling in. We’ll probably hear that throughout, so every time that you hear a “beep,” just smile and think, “More friends have come aboard this train.” So, enjoy it!

Now, I have invited a dear friend, one of my business partners, a guy who has started and founded several companies to be my interviewer on this and to keep me “on track,” so that I can give you the best bang for the buck so to speak, to give you all the HIGHEST information possible. I’m talking about Jeff Chavez. Jeff, are you there?

Jeff: I am here, Joe, great to be on with you tonight.

Joe: I know. You were trying to get on. You were one of those...one of the frustrated herd that could not get on the call...how disappointing!

Jeff: Yeah, no...we are here. It was not an issue.

But, I'm really looking forward to it. I think keeping you on track is not going to be difficult to do. You are organized and clear, but maybe I'll be able to pose some questions as an entrepreneur that might help to pull out some additional thought from the points that you are going to talk about tonight.

Joe: Well, that's what I'm counting on. I know that when I was calling in earlier, a couple of people had been on hold for 45 minutes.

Jeff: Wow!

Joe: That's how important it is to them that they listen to all of this call. They KNEW that they wanted to be on this call. They got up earlier if they were in another country or they just stopped what they were doing, they made the phone call and they've been on hold for 45 minutes. That's not counting the people who called in on time and STILL had to wait because they could not get in.

So, what I want to do is just shoot the gun and get the horses running out of the gate and just start talking about this.

Jeff: Alright.

Joe: Now, to give you an introduction, I have Seven Principles that I want to communicate on this 45 minutes or an hour, whatever we are going to take here, all about Invincible Marketing.

So, you might want to get a piece of paper, a pad, notebook, or turn on your computer and start taking some notes. You'll be able to listen to this again later, because as I said, "I am recording it and I'll send out the link a little later."

So, I have seven principles behind invincible marketing.

I probably should say that this is based on a lifetime of marketing in terms of research, in terms of my own personal education, and my own personal experience. Those of you on this call SHOULD know my work. You can go and look at www.mrfire.com if you are NOT familiar with my work. You can go to Amazon, type in my name, "Joe Vitale" and see all the books that come up that I've written. You can go and "Google" me and stand back, because there will be millions of hits that will show up. If you

are into audio material, you can go into www.Nightingale.com, search my name and you'll see an audio program I did years ago that is STILL a best seller with that company called *The Power of Outrageous Marketing*.

I've been involved in all kinds of marketing from: infomercials to obviously internet marketing; to publicity oriented marketing; to direct marketing; on just about every facet from the copywriting parts of it; to script writing for shows; to being in infomercials; to being authors of them; to promoting all kinds of people and products. I've been doing this for 25, if not 30, years.

So, these seven principles, when I say that this has come from my experience, is something that you should take note of, because my experience is pretty varied and pretty deep!

So, these are the seven principles behind invincible marketing. Jeff, are you ready?

Jeff: I'm ready to go.

Joe: Alright. [Chuckling]

Jeff: I'm ready to go.

Joe: **Well, the very first one, I call, “Persistent Marketing.”** What I mean by that is you need to be doing marketing every day.

Now, that doesn't mean that you have to spend all day doing marketing, but it does mean that every day you have to be doing one, two, three, four, five things:

- maybe it's sending out a news release
- maybe it's making a phone call
- maybe it's writing an article
- maybe it's drafting an ad
- maybe it's networking
- maybe it's going to a meeting
- maybe it's being in a program that teaches you more about marketing
- maybe it's brainstorming with other people.

You **MUST DO** marketing every day!

The tendency for people is not to do it, especially when times are good.

When you've got business coming in you think, “Oh, I don't need to do marketing right now, because I've got plenty of business. I'm making a lot of money or the sales are coming in or you are comfortable, which is a real

dangerous place; because you can get lazy and you don't do your marketing!

Well, I learned probably about twenty-something years ago, that you MUST do marketing every day. The times that you need to do it the most is when you are the busiest!! Because if you do not do marketing when you are busy, that business is going to dry up sooner or later and you are going to look around and you are going to say, "What happened to my clients?" or "What happened to my traffic to my website?" "What happened to my business?" Where's the income?"

When you look back and you trace it back like a good detective, you'll find out that you were not persistent in your marketing!

Now, I find this in all areas. For example, earlier this afternoon, I needed to make time to go workout. Now, I went from being the "Buddha of the Internet" to the "Charles Atlas of the Internet." That didn't just happen for me just drinking a special blend of herbs. I had to go work out to make that happen!

This afternoon, I DID NOT WANT TO WORK OUT!! Please understand that!! I was tired. I am involved in numerous projects. I was up late last night doing a teleseminar that we had similar technological problems. I'm

up again tonight doing this technological...[laughter]. I was going to say “technological problem,” but we got past that by doing this seminar. I wanted to take a break!! Well, I did take a break, by working out!! So, I did not WANT to, but I KNEW I HAD TO.

That’s the same kind of mind set that you need to have when you do your marketing that, even when you don’t feel like it or you feel like you can’t make time for it, you MUST do it!

Again, I am not saying that you spend all day doing your marketing, you MUST do something every day! This is that FIRST SECRET ingredient to Invincible Marketing. I call it Persistent Marketing.

Jeff: Hey, Joe. You talked about you are going to have seven things that we are going to talk about tonight. This strikes me that you put Persistent Marketing first.

Joe: Yes.

Jeff: As somebody who has built these companies, I just...I know that there is a method to the way that you present things. I’m just wondering if you could maybe shed maybe a little more light on, “Why of all things would you

mention to the group tonight that persistence and this, I guess in a way, tenacity is such an important TOP point to bring out?”

Joe: Yes. Well, that’s a fascinating question! I didn’t know that you would ask that, but I LOVE that you did!!

I didn’t consciously think about the ORDER of these things, but when I DO stop and I look at okay, “Why would I say Persistent Marketing has to be first?” I think it’s because I’m setting the stage for everything else.

If you do not have the MIND SET that says, “I must do this no matter what! I’m going to succeed by doing whatever it takes...that I have to do marketing every day!”

If you don’t have that mind set, then you might want to fudge on some of these other secrets that I am going to be revealing for the Invincible Marketing.

So, I am kind of clearing your mind in positioning your mind set, so to speak, to ACCEPT that you have to do marketing and THEN I’m leading you to the actual practical things that you must do.

So, the FIRST step is, you’ve got to do marketing!

These next steps are some of the things that you WILL be doing. So, I think that's what I was thinking when I brought that up.

Jeff: Yeah, I think that's great. I think that's a GREAT point, because sometimes in the excitement of doing something or marketing something new and getting going you know, a week or two or a month or three pass by and sometimes it can become easy maybe to take the eye off the ball and let some time go by.

I think that it's true that in the consistency and the persistence is where the most successful marketers end up being able to point back and say, "That's one of the KEY reasons that I had so much success."

Joe: Exactly!

Jeff: So, take us to point two. We are interested to know where this goes from here.

Joe: Yeah. I can probably spend DAYS talking about every one of these. Maybe at some point I'll do a longer seminar, I don't know. The idea is that I want to run through these seven, but give you enough that you KNOW what these are and you can ACTUALLY start using them tonight!

So, number two...I call it “Obvious Marketing.” Now,

Obvious Marketing to me is as simple as carrying business cards.

I am ASTONISHED by the number of times that I will go to a convention or a seminar or a speaking engagement or a dinner or a lunch or a business meeting or a brainstorming session and I’ll meet somebody and I’ll say, “Can I have your card?” What do they say? “I don’t have one,” or “I don’t have one with me.”

Jeff: [Laughter]

Joe: It blows my mind!! I’m thinking, “This is Marketing 101! HOW in the world, can you not have a business card?”

VistaPrint.com will print them, I think, for free or for five bucks for shipping or something like that. I mean, it’s ridiculous!

[Skipping on audio]...what I call Obvious Marketing. Now, it’s NOT just business cards. I do believe that everybody should have business cards.

I don’t even see all that many people these days, because I am so internet driven, but I am making new business cards right now! My virtual

assistant was sending me over some designs earlier this afternoon. I'm looking at them on one of my computer screens right!

So, even I am making new business cards. I've already got a lot of business cards!

I think that everybody should have a MEMORABLE business card. That to me is OBVIOUS.

We can talk about business cards and what should be on them. I mean, they should be HYPNOTIC. I think you should use BOTH sides of your business card. Most people don't use the blank side and that's actually advertising space! That's marketing space!! You can put something there, maybe your USP (which is your Unique Selling Proposition) or maybe it's your special offer. Maybe it's...I don't know what, but you need to use SOMETHING there because that's valuable space that you can be making money with!!

So, I think that that's obvious. Obvious Marketing is a business card. Having a WEBSITE...I am amazed at the people who don't have websites! I am of the belief that everybody needs to have one. Even if you don't have one that's actually designed to pull in direct business, you MIGHT want one that's actually designed to build relationships.

For example, I put up a blog, within the last couple of months, for myself. I've had a pretty skeptical, even negative attitude towards blogs. I always thought that they were self-indulgent, trivial, that they read like diaries and that the only person that should be interested in a blog is the person that WROTE the blog because there isn't much else in it for anybody else!

Well, I finally put a BLOG up. What I've LEARNED is that people get to know me better personally through this blog. So, the blog isn't designed to sell anything directly, but it's a RELATIONSHIP builder. A fundamental truth in marketing is that people will buy from people that they KNOW they LIKE and they RESPECT.

So, having a website up is a marketing tool to sell something you should do. If you don't have a product right now, for example, you might want to have one up just on a personal level. I actually have websites up for my gym. I think it's at www.gladiatorgym.com. I have a website up for my "catarium," which is something that we invented to house our cats. It's very expensive and very elaborate. If you go to www.catarium.com, you'll be able to see it. But, all of these are individual websites that are relationship builders or are information sources. Obviously, you should have a website.

So, this is Obvious Marketing. Flyers might fall into this category.

Depending on what kind of work you do, maybe a yellow page ad would be obvious for you.

So, I don't know what it is in your case, but probably when you look around, you'll say to yourself:

- “Oh, yeah. I don't have business cards,” or
- “Oh, yeah, I don't have a website yet,” or
- “Oh, yeah, I don't have a flyer or a brochure or some sort of promotional item I can hand out,” or
- “No, I'm not writing articles for the local newspaper,” or
- “No, I'm not writing articles that I can be distributing online,” which is a great promotional tool.

All of these and so many more fall under the category of “Obvious Marketing” and that's the second one, Jeff.

Jeff: Sure, you know, Joe, it comes to my attention one of the other things that I would interject is that in MY history, I've raised a whole lot of money for businesses for venture capitalists and other investors. It's taught me to be always prepared to give a very quick answer for what it is that I do or what my concept is or what my business is. I think that's another thing that I think that individuals should BE PREPARED for!

Joe: Ah!

Jeff: It's kind of an obvious thing that, "Exactly what I am I going to say to somebody when they ask, 'What is it that you are trying to sell or what is it that you are trying to do?'"

Joe: Beautiful.

Jeff: That's one that I can allow people to capitalize on opportunity in a moment's notice, because you never know when opportunities come up. I think that my question for you on this one is: "How often, over time, do you think you've had opportunities jump up when least expected where these Obvious tools were of use to you?"

Joe: That's a great question, because they happen all the time! I'm a great believer in what I call "synchronicity" and that's that term that instead of something a situation appearing to be a coincidence, it actually has meaning behind it and it ends up being a "synchronistic experience." That happens to me all of the time. I find "being prepared," the old Boy Scout motto that I learned when I was a teenager in the Boy Scouts is still true today in marketing. It's everything from having the business card in my

pocket to having an answer for a question, much like you just asked me a question and I'm able to give an answer to it.

So, you are kind of thinking ahead and you are rehearsing in your own mind, "How will I answer these questions that come up from people when they ask me, 'What do I do?'" You want to say it in a way that intrigues them! It doesn't sound like bragging, but it sounds like something that they would be interested in.

Again, this is another one of my psychological mottos. I tell people, "Get out of YOUR ego and get into the other person's ego." When you do that, you can build relationships, you can make more sales. This whole experience of synchronicity happens all of the time. This is part of my whole *The Attractor Factor* concept, which we'll talk about a little bit more if I don't waste time talking about any one thing here. [Laughter] So, Obvious Marketing is the second step. Are you ready for the third?

Jeff: We are ready. Bring us to number three.

Joe: Alright. I know we could keep going on any one of these, but I want to make sure I give enough meat that you can chew on this and then get the value out of it and make it work for you.

The third one is Cross Promotion Marketing. This is such a win-win. I see it all the time on-line. I don't see it as much off line, but it works in both places. On my Nightingale-Conant program *The Power of Outrageous Marketing* I really walk people through this pretty detailed so they can figure out how to do it for themselves.

But, for example, imagine that you go to pick up a pizza tonight and you go to the pizza place or they even might bring it to you, whatever the case, but on the pizza is a coupon. Now, obviously they'll have another coupon on there for your next pizza which is just good business for them, but they might have a coupon on there that says, "Five dollars off your next oil change," or "Three dollars off your next dry cleaning," or "Two dollars off, or five dollars off, your next movie ticket," or something along those lines. Now, those coupons...where did they come from? The other business made an arrangement with the pizza people saying, "Deliver our coupons when you deliver a pizza." Now, what's in it for the pizza people? The pizza people are looking good. They are creating value. It doesn't cost them any thing to deliver a piece of paper, a coupon, on top of a pizza that is already being paid for and delivered. Now, the pizza people have also made an arrangement with these other places, whether it's the movie theater or the oil change or the dry cleaning place, all those places at their place of business will have a coupon that says, "Five dollars off your next pizza."

So, this is “Cross Promotion.” This is done not enough offline, because it doesn’t cost anything but making a few phone calls figuring out what the win-win is. It’s done quite a bit online, but I think that a lot of people are shy about taking action on it. I would bet that even if there are hundreds of thousands of people on this call or thousands end up listening to the recording of this call, I would bet that 99% of them don’t do Cross Promotion. They don’t do it off line. They don’t do it online. It’s very easy to do!

Now one of the things that I explain as a quick exercise (because I don’t want to spend a whole lot of time on any one of these) is to take a sheet of paper and in the center of it write your business name or whatever the product or the service is that you are delivering. Then around it, draw some lines stemming outwards from the center circle and write down names of non-competing businesses that serve the SAME customers or clients that you do.

So, for example, I’m just making this up, we’ll say that you are a massage therapist. So in the center of the paper you are “Massage Therapy,” you give massages. Outside of that, you start thinking, “Okay, who else serves my same clients?” Well obviously, the dry cleaner probably does, the movie theater probably does, the auto mechanic probably does, an

accounting firm probably does, the local grocery store probably does, the health food market probably does...I mean, I can go on and on and you can go on and on with this and just have a wonderful brainstorming exercise. You never once wrote down a competing massage therapist as another person who serves the same clients as you. You wrote down non-competing businesses.

Then, the next step after this is to go to these non-competing businesses and say, "Will you give out a certificate to my massage service? In exchange, I will give to my customers a certificate to YOUR service (whatever it happens to be.)" It's as easy as that!

Not all of them will agree to it and the only reason that I can think of that is that they will just be limited minded and very conservative. That's fine! You just move on to the next one. All you are looking for are the ones who will do it for you.

So again, this doesn't cost you...almost nothing! What it costs is printing up those coupons, which you probably can do yourself on your own printer, depending on how many that you needed. But the concept is Cross Promotion Marketing. That's the one that I am real excited about, Jeff.

Jeff: Oh, you know, it's funny. It's that I think that I see it as the difference from going straight through the front door. When you go through the front door and try to sell a new service or product and you don't have relationships or secret paths to the buyers side entry door, you end up taking a lot longer to get whatever you are doing to market.

Joe: Yes.

Jeff: I have always had huge success in learning by creative ways to get through that side door into the back door. Often times, if you can already find somebody who is already involved with selling to the people that you want to sell with, I can't even begin to estimate how much time you cut out of the cycle and the stuff that...

Joe: Yeah.

Jeff: ...and the heavy lifting that you have to do to introduce yourself for the first time to somebody who might not want to meet you, but when their buddy brings you in, it cuts down such a huge amount of time and effort along the way.

Joe: Yeah. This is powerful!

Jeff: It's a PROVEN tool. I think that you are right, Joe, that a lot of people just overlook it. They get so excited about selling what they have got to sell, that they just go headlong straight into the wind and there is an easier way!

Joe: In some ways, this whole cross promotion marketing falls under the category of Obvious Marketing to me because to me it is OVIIOUS, but to those listening, you may have never thought of this before. So, PLEASE, consider Cross Promotion Marketing. In fact, DON'T consider it, ACT ON IT, on whatever level you can take, ACT ON IT!

“Money likes speed” is one of the things that I've been saying for awhile.

“Money likes speed.” So, with one of these ideas or more of them, connect with you, JUMP! Jump on it tonight!

Jeff: You know, Joe, one thing that I thought that you should also share with the group also from your perspective, I think that some people might be sometimes hesitant or reticent to approach others who might be able to benefit them in some way or to create a Joint Venture. I know that you are often approached by individuals and sometimes things are interesting to you and sometimes they are not. But, overall, how do you feel when people approach you? I assume it is something that doesn't either offend you or...?

Joe: Right. Well, I'm glad that you brought that up, because it's worth mentioning. I am VERY open to hearing new ideas and meeting new people.

I was interviewed the other day by another best selling author. We both agreed that we eagerly are awaiting the next person with an idea that we haven't thought of or a product we haven't seen before so that we can BE JOINED with them to promote it to the world! We WANT that! We want that! Now, we don't want to hear something that's already been done 200 times, unless you've found a new spin on it and in some way have made it new and different and so the marketplace might want it!

But, I always am looking for something like that!! I pride myself on being a guy who finds, almost like a good scout, finding something my list has never heard of before and being one of the first to bring it to them. It doesn't mean that I created the thing that I found, it means that somebody called me up or emailed me or in some way found me and said, "Joe, this is what I have would you be interested?" If I am and I get excited about it, yes, I tell my list like a good evangelist. I'm like a cheer leader and I just start getting passionate about things. So, yes, I would say that I and others are very approachable. They are looking for ideas. We are!

Jeff: Yep. Yep. That's right.

Joe: Let me jump to number four here.

Jeff: Yep.

Joe: **Number four is Publicity Marketing.**

Now, I personally LOVE Publicity Marketing. You can NOT BELIEVE how hungry the media is for stories! The radio shows, the newspapers, the syndicates, the news bureaus.... I just goes on and on, and all the new sites online. These people are just TRULY starving and they are never, ever satisfied. They are ALWAYS looking for a new story. Now, the KEY here is to GIVE THEM A STORY. That's the million dollar secret when it comes to publicity, because too many people send out a disguised ad or a thinly disguised ad!

They'll say, "Oh, I have a new book or I have a new product and here it is." THAT'S NOT A STORY! There MAY end up being a story there, but you want to FIND the story and FEED it to the publicity machine that is out there, because they'll feed you TRAFFIC!

I learned this from P.T. Barnum, who I of course wrote a book about. The revised, expanded version of that book will be out in April. It's called *There's a Customer Born Every Minute*. P.T. Barnum believed that there

was a customer born every minute. He never said, “There’s a sucker born every minute.” He didn’t think that or act like that or ever write that. That was not his mentality. He said five days before he died, on his death bed, that he owed the GREAT WEALTH...and he was a multi-millionaire, the first in America...to the newspapers of his time. Of course, he did not have radio, TV, the internet, or any of the technological things that we take for granted or that we get frustrated by. He just had the newspapers and HE USED THEM.

I do the same thing. I don’t think enough people are DOING this! I do it for so many things, it isn’t funny! I mentioned my blog earlier. Well, I put up my blog. I told my list about it. I got some people to go look at it. But, I thought, “You know, I wonder just how many people I can get to look at this blog.” I wrote a very simple news release. In this case, it’s not even the best kind of example because it was kind of egotistic and self-serving! I said, “Internet skeptic finally opens his first blog!” Then I went on to quote myself and to say how I had a bad attitude towards blogs and like I said earlier, I thought they were self-indulgent and a great majority of them are; they were boring and a great majority of them are; but, I was going to try to do something different and start a new trend and make mine much more interesting. At least that was my plan and my hope. So, I wrote a simple one page news release giving that story and I sent it out over

www.PRwebdirect.com. I think it cost me \$100 to send it out, which was next to nothing considering what came back! Now, what came back?

I sent out a news release. “It’s all about Joe Vitale putting up his first blog. If you haven’t seen my blog just go to www.mrfire.com, look on the left and you’ll see a link to the blog.” Alright, over night 3000 people went to my blog. Three thousand new people who had never known about my blog and possibly had never known about me before. This was from a news release!!

So, I think that news releases can be used by just about everybody. You have to think like a reporter. You have to look for the story within your business or your own internet site or in your own life or you have to create the story! You can even make your publicity bigger than just a news release.

You can actually create a stunt. Let me confess something right now that’s going to be the first time exposed anywhere! Two or three days ago, in Nebraska, the largest lotto in American history was won by somebody, but we didn’t know who until today. One person stood up during that time of when we didn’t know who the REAL winner was and pretended he was the real winner. He pulled an elaborate hoax and said, “I am the winner of the Nebraska Supper Lotto,” and I think it was \$365,000,000 – an

astonishingly amount of money! Of course the newspapers covered it because they didn't know that it was a hoax! They covered it. They did interviews with him. He did a news show and 60 some people went there with...60 reporters, not just people...60 reporters and different magazines and different newspapers. The whole story was on *Good Morning America* the other day. Well, here's the punch line. I financed that!!!

I hired those guys to pull that publicity stunt. Why? First, once they revealed that the whole thing was a fun-loving hoax in the nature of P.T. Barnum, they used my name and said, "Why did we do the stunt?" Well, "It's to promote Joe Vitale and his books."

Well, now the reporters are calling me! They are saying, "Tell us more about your books. Tell us more about your website." The radio shows are calling me and saying, "Hey, we'd like to have you on the show and they openly say, 'You can plug whatever you want.'"

Not only this, but all this experience is being taped and it's going to end up on a DVD that I will be selling and trying to market and license to theaters. I'll be offering it to my list and everybody on this call, and it will be called, *The Great Lotto Hoax*. The whole story of the publicity behind this, everything that was done, why it was done, and how we pulled this Barnum-like effect JUST in order to give some fun out there in the world,

but to bring some attention to my work. This is...on a big scale, this is Publicity Marketing. You do NOT have to jump into the DEEP end, like I did with that one, but you CAN jump into the SHALLOW end! The water is still good there and send out a news release about your business. This is Publicity Marketing. That's number four, Jeff.

Jeff: Joe, there was a time when you were new at all of this and you hadn't done the things that you've done today.

Joe: [Laughter]

Jeff: I think about this recent one and I think, "Man! That takes a lot... lot of gusto, a lot of guts to go ahead and do that."

Joe: Right.

Jeff: So, I just wonder if there are people out there who lack either the confidence or the belief that they'll be able to capture the same amount of attention. You know, like I'd said, "There was a time when you started doing these for the first time." Can you shed some light on, kind of...

Joe: Yeah.

Jeff: ...what does it take as far as developing the personal confidence to believe that other people can make a “splash” with promotional activities like this?

Joe: Oh, God! That IS an INSIGHTFUL question. I’m so glad that you asked that and I mean that on the SINCEREST level because I can relate...

Jeff: Yeah.

Joe: ...to those first times of sending out those news releases when I might just get a phone call from a reporter and how nervous I would be...let alone, pulling something like a national publicity event, which has been on *Good Morning America*! I mean, where do you start?

Jeff: Right!

Joe: So, the first I want to say is just last night I did an interview with Pete Siegel about confidence.

If people feel like confidence is an issue, I would go to his website, which is www.AmazingConfidence.com. The guy is TRULY amazing! The interview is up on...oh, I’ll send out the link a little bit later to everybody on this call a little later. It’s on my Podcast right now. If you go to

www.mrfire.com, look on the left. You'll see a link to the Podcast, right beside the one to the blog, so my interview with Pete Siegel on Confidence is there. He does a long session on that interview where he helps people instill confidence within themselves right there, on the interview! So, that's a place to start.

Then I also want to point out, you know, in my research of Barnum and my research of some people who have done some pretty wild publicity oriented things, I've found out that when they first did their events they were nervous wrecks.

Robert Allen, for example, is the real estate guy. I think his first publicity stunt was the one where he said, "Take away my wallet...."

Jeff: Right.

Joe: "...Leave me with a one hundred dollars and my driver's license. Drop me off in L.A. or any big city and I'll have property within 72 hours," or something like that.

Jeff: Yep.

Joe: I heard him tell this story and I heard him say, “Do you think I was nervous?” He said, “I sweated bullets for days before announcing it.” He said, “I could not sleep and I had diarrhea,” and he ALL these physical symptoms. It was NOT easy!

Now let me ALSO admit, “When I chose to pull the trigger on this Lotto Hoax, do you think *I* was nervous?” Oh my God! It took me TWO weeks to decide to do it! I knew I WANTED to, but I was TERRIFIED that I might look like an idiot. Now, I might still end up looking like an idiot. But, I’m OKAY with that – which is all part of a self-confidence thing here.

You get to the point where you are okay whether it works and you are okay if it doesn’t work! You are STILL FINE! You are still ALIVE! Life moves on!

Jeff: Right.

Joe: Let me also bring up one story. In the early days, when I first started testing publicity, way back in my Houston days and I was trying it as a freelance writer and a consultant. When I was helping a lot of people get their books in print, I was becoming pretty much “the book expert.”

I sent out a news release and I think it was to *The Houston Chronicle*, one of the big papers that was there. It may still be there or it may not. I don't know now.

My news release was just something about helping people get in print, becoming the book specialist. I sent out the news release. It was one sheet of paper and nothing happened! The phone didn't ring, the fax didn't go off, nobody emailed me and I thought, "Well, you know, sometimes publicity works and sometimes it doesn't."

One year later...one YEAR later, I got a phone call from the reporter who received it the year before at *The Chronicle* saying, "I have your news release in my hand and I'd like to interview you." My first question was, "Did you JUST get it?" [Laughter]

Jeff: [Laughter]

Joe: He said, "No. I got it a year ago, but I SAVED it!" These reporters DO save stories and experts and leads. They'll use them whenever it's appropriate. He said, "The timing is right. I am interested. I want to do the story." He interviewed over the phone.

Now, I confess, the first question he asked me was probably what my name was, but I was so nervous I couldn't answer it. He joked with me a little bit. I loosened up and then I was as free wheeling as I could be. I went through all of the questions. I ended up on the FRONT page of the Business section!

So, you never know where these things are going to go. But you HAVE to take some kind of action, even it's a tiny little one to say, "This is my business, this is what I do in this area, and you send in the facts to your local media."

You don't have to jump and do something as big as a Lotto Hoax, but Publicity Marketing is overlooked!! It costs next to nothing to do it!! So, that's the fourth one in our Invincible Marketing set of seven. Let's try to get through these next few real fast. Are you ready, Jeff?

Jeff: Ready to go.

Joe: [Chuckling] Alright!

Number five I am calling Prolific Marketing. Now, Prolific Marketing means you continuously create new products. Now, of course, I am in the info-marketing business. I create information products. Most of

the people who know me know that I have a lot of eBooks. I've got *Hypnotic Writing, Advanced Hypnotic Writing, Hypnotic Selling Stories...* I've got a home study course, *Hypnotic Selling Secrets*, which I think is described in *Hypnotic Marketing Formula*. It's all on www.mrfire.com. I've got DVDs, courses...I've got so many things I can't even remember them all! I have published books. I have eBooks. I have audio books. I have online courses. I have a mentoring program. I have SO many different things, but I DON'T STOP!!!

Now, some people have jokingly said, "Joe, you need to switch to decaf!"

Jeff: [Laughter]

Joe: But, I find that I'm having a BLAST, which I think is one secret to success is that I am just enjoying myself. I'm following my PASSIONS. I am producing at a very prolific rate, but this Prolific Marketing is creating more and more passive income streams. They are probably not literally passive, because I have to create them, but they are RESIDUAL INCOME streams! Meaning, that once I create the product and I get it out there, it makes money while I'm on this call, while I'm sleeping tonight, while I go to a convention this weekend, money is being made!!! It's being made while I do other things!! Why? Because, of this Prolific Marketing!

Now, I believe that ideas are everywhere and most people don't appreciate the own value of their life experience!!!! So, let me quickly tell a story here.

One person who came to me probably a year and half, it might even have been two to three years ago at this point, was a young woman out of Austin, because she had heard of me and she was close by and she had known Nerissa through email, we invited her to come over. She came over to the house. We visited. I really like her. She asked question after question.

Obviously, she had heard that people can make money on the internet. She'd heard there was GOLD in Cyber Space, but she wasn't making a dime! She had NO CLUE how to do it. She didn't see that she had any VALUE in her life and in her experience and in her education AND, she was broke!!!

Well, I kind of took her under my wing and I mentored her a little bit. I asked questions like, "What do you like to do? What have you done in your past?" She said, "Well, she had lost weight. She was into food, recipes and cooking. She had also taught herself how to play the guitar."

Well, a little light bulb went off in my head. I said, “Well, tell me about the guitar one.” She said, “Well, I taught myself how to play the guitar in two days.” I thought, “Wait a minute! You taught yourself how to play the guitar in two days?” She said, “Yes!” Now, she did NOT think this was valuable. She did NOT think that it was important. She did NOT think that it was in any way something to applaud.

Well, I, who sometimes play the guitar, was in AWE! I said, “Could you teach other people how to play the guitar in two days?” She said, “Yeah, it’s a very simple method. I can just tell them what I did.” I encouraged her to write an ebook. She drug her feet a little bit, but I encouraged her. She finally wrote this ebook. She put it up. She used my *Hypnotic Writing* different books and software. I think she even had *Hypnotic Wizard* in my software. She wrote this whole thing and she started selling it.

Now, you’ve got to imagine. This woman is broke. I think she was borrowing money off of her father. I think she was unemployed, so she barely had any money for coffee and was BARELY surviving! She managed to put together this ebook after realizing with a little help from me, that there was some VALUE in her experience. She started selling it.

Now, here’s the punch line! Somebody SAW her ebook and said, “I would like to buy it FROM you and sell it FOR you!” Now, this person could

have just become an affiliate, meaning they could have been a salesperson for that book, sold it, and got a commission. He offered her \$10,000!

Now, I asked her, “Find out if he’s for real, because that doesn’t happen every day.” Turns out he WAS for real. He had real money. It was a real offer. He wanted to buy the book! Well, she thought about it, and she finally did it.

This woman went from zero to \$10,000 in the bank mostly by having somebody GUIDE her a little bit and realizing that she had some value, realizing that her own personal experience was powerful and useful, and she took action and she turned it into something!!

She’s gone on to produce some other stuff and that’s what it takes is realizing your own value, looking for it in your own experience, and then BEING PROLIFIC, being fast, but being prolific!! Don’t just create the one product, create more products!!!

I heard recently that one of the best ways to create an audience for a book is to title your first book, whatever it’s called just title it “Volume One.”

Jeff: [Laughter]

Joe: Whatever comes out after that, people will be waiting for it! In fact, I thought, “Why didn’t I think of that when I came out with *The Attractor Factor*? I could have said *The Attractor Factor, Volume One*. [Laughing] Now, all these people who love the book would be saying, “Joe, when are you coming out with Volume Two?”

So, Prolific Marketing is the fifth in the Invincible Marketing strategy and process.

Jeff: You know, I am often amazed at the amount of information that you can churn out and put a sales letter out or a piece of copy. Other marketers that are really good at this, I’m amazed that they are able to do it. I’m just wondering what it takes to develop that. I think about I’m an endurance athlete. I just did a marathon and some things and there was a time when the THOUGHT of running more than three or four miles was extremely ominous to me.

Joe: Yeah!

Jeff: Now, to go out for 12, 15, or 20 miles is something that I’ve learned to enjoy doing...

Joe: Yeah.

Jeff: ...as weird as it is. [Laughter]

Joe: [Laughter]

Jeff: But, to put out interesting, thoughtful, and creative material, I've got to think takes some kind of similar discipline and practice. Can you shed any light on that?

Joe: I think that I'm addicted to the RUSH of doing it.

Jeff: Yeah.

Joe: What I mean by that and maybe that makes sense to you for your endurance athletic abilities.

Jeff: It does.

Joe: What I've seen is that once you start doing this....I think a couple of things are going on. Once I start writing and I am enjoying the process of writing, and of course, I'm writing from my passion and I'm sharing my enthusiasm for doing something, because that's just the way that Joe does it. I think that's the way that all of us should be doing it is coming from

our hearts and our passion! Once I start doing that, I find I REALLY LIKE IT!! It's a GOOD feeling. So, I get it out and what am I wanting to do next, but feel that feeling again. So the next time that it starts to bubble, like I get a nudge for a project or a special report or a book, well, I want to ACT ON IT, because I want that RUSH again!! Of course, there's the follow-up rush, once you get this out there and you're practicing Prolific Marketing and its WORKING, you get the rush of MONEY COMING IN!!

There's NOTHING like having the orders come in by email saying, "Hey, you just sold another book," or "You just sold another SLEW of books!" That's a rush in itself! On one level, it's like at the end of a contest it's pronouncing you as the winner. This was the score card. On another level, you know that it means survival. It means luxury. It means a lot of things to you emotionally.

So, I think there are a lot of different things going on. I also think that you tell your brain that this is what you want more of. I'm a great believer of this. This will tie into the next point that we'll talk about in a second. But, under this Prolific Marketing, when I am honoring the ideas that come up from my mind, I'm also telling my mind that I want MORE of these. So, more keep coming. Sometimes, I admit, I want to turn it off, so that I can take a break.

Jeff: Sure!

Joe: But at the same time, it IS a GENUINE endorphin type of rush. I'm enjoying the process of these things. I mean I LOVE my books. I LOVE the fact that people comment and appreciate them.

I've got a book coming out on March 7th. I've got my Barnum book coming out in April. I have another book coming out in August. I have *Hypnotic Writing* coming out in print in September or October. The paperback version of *Attractor Factor* will come out later in October or November or something like that and I've got many other projects in the work that I don't even have time to even EXPLAIN right now.

But, they all have a JOYFUL process that I'm addicted to in some ways. I mean that as in a POSITIVE addiction, not a negative one. There's actually a book out there called *Positive Addiction*. You can be positively addicted to athletics, to working out, to running, to writing, to any of these things that are actually good for you! So, I would say those are the kinds of things going on. But Prolific Marketing is number five and it's another secret to success to be invincible with marketing!

Jeff: I think it's a vital truth. You mentioned that this leads us to your next point. Tell us what that's about.

Joe: **Well, number six I call Intentional Marketing.** Now, Intentional Marketing ties into *The Attractor Factor*. So, hopefully everybody on the call has read *The Attractor Factor*. If not, get to the bookstore or get over to Amazon and pick up a copy. It's called *The Attractor Factor: Five Easy Steps for Creating Wealth or Anything Else from the Inside Out*. Now, I won't take the time to explain all five steps here, but let me talk about ONE of them.

There is a rule in psychology that says you get MORE of WHATEVER you focus on.

Now, the vast majority of people focus on their problems, their debts, their pain, their aches, they're gossiping and as they do all of that they are stuck on that level and from *The Attractor Factor* standpoint they just attract more of it. They don't know it because they haven't read *The Attractor Factor* or they are unconscious to the process. I mean we've all been there. I'm not saying that I'm any better than anybody else. I still fall into that category from time to time, but I have people, mentors, or partners, or friends that can help pop me out of that just by hanging around them.

Well, this ties into marketing, too.

Intentional Marketing means what is your goal for your marketing? It means declaring an intention or an outcome that you want to obtain with your marketing. That could be as simple as making, I don't know, \$5000 a month selling your new ebook or it could mean selling \$500,000 a month of something or other. It could mean you want to sell out a business! It could mean that you are looking for a partner. It could mean a number of things.

The essence of the Intentional Marketing aspect of this is KNOWING with the utmost clarity what it is that you want to achieve, because that is the TARGET that will direct your mind and body to go towards. This is *The Attractor Factor* at work!

The clearer you can be about the outcome that you want, the faster that you will go towards it. Now, this again, is very psychological. I'm into psychology. I'm into metaphysics. I'm looking at the inner and the outer person. When you state an intention, not only does your body and mind get into an alignment to in the direction of that intention, but you also send an invisible signal [this is like a magnetic signal, like a vibrational signal] to the Universe and that Universe, whatever you want to call this big ball of energy that we are all part of, starts to rearrange itself to make your

intensions happen. But NONE of it happens unless you have a clear intention.

So again, intentional marketing is for YOU to KNOW WHAT you want to achieve. You may never tell your customers or clients this! This may be the PRIVATE thing that is within you, but it is the target that you are programming yourself to achieve. So, that's number six, Intentional Marketing.

Jeff: Are there any points that you might share with us in regards to, I guess, how we can get clear about some of what we are intending to have occur? Are there any exercises or processes that can help us really understand how clear that you are talking about here?

Joe: Yeah! That's a great question!

Well, in *The Attractor Factor*, step three is even called "Getting Clear," because you want to be totally clear about what you want and you want to be totally clear about any sort of self-sabotage that could be in you unconsciously that could trip up getting what you want.

But in terms of your question about being clear, I think that MOST people don't tell the truth to themselves and I mean this very BLUNTLY. I mean

this in such a way that I'll even use the words, "It's BENEFICIAL to be RUTHLESSLY HONEST with yourself when you start to go after your Intentional Marketing approach."

What I mean by that is there are people on the call right now who are first saying, "I DON'T KNOW what I want." I know it because I run into it all of the time. There are people that are actually in business and they'll say, "I don't know what I want."

My first response to them is "You are lying. You are lying to me and you are lying to yourself. You KNOW what you want. The TRUTH is you are afraid to admit it. You are afraid to admit it, because as soon as you admit it you have to take responsibility for either doing it or not doing it, but then you've got responsibility in your hands and that doesn't feel very good unless you are mature about it and you start to think, "Oh, yeah, I CAN take responsibility. I CAN take action. I am an adult. I can handle this." But, most people don't even know what they want because they don't admit it to themselves. So, the first step is to be ruthlessly honest with your self.

To the people listening...? I can't hear what you want. You can say it out loud right now. WHAT do you WANT? If I or anybody could give it to you...if I could wave a magic wand and say, "I will GIVE YOU exactly

what you want, but you have to tell me exactly what it is in order to get it because if you are vague, if you say, “I want a new car.” Well, I can tow a car in tomorrow that doesn’t have an engine and doesn’t RUN, but it’ll be a new car to you! So, you have to be very specific! What KIND of new car? What color? What make? What model? Blah, blah, blah...all the details that you can get.

One example that I give is that if you were going to go to Sears or Penney’s or whatever the department stores is that might be popular and near you and you were going in there to get a jacket. You wouldn’t just walk in and say, “Give me a jacket.” You’d walk in there and say, “I need a size large, leather...I want the tan color. It needs to have a side zipper.” Blah, blah, blah. You wouldn’t know what you want, you would have the details.

You need to be that specific when you are doing this Intentional Marketing, because the order that you are placing is with the Universe. But, if you don’t want to go in that direction, just say it’s the order that you are placing with your own mind. Your mind is going to direct you to the fulfillment of this thing that you say that you want. So, the clearer that you can be, the more detailed you can be, the more honest you can be...RUTHLESSLY HONEST you can be, the better your results will be.

Jeff: That's phenomenal! I just think that there's no question that we have this tendency to avoid the truth and the reality of certain things. So....

Joe: It's understandable. We are afraid! We are afraid of failure AND we are afraid of success.

Jeff: Yeah. I don't think that sometimes that we, the general population (myself included), realize that second part that sometimes we are fearful of the success in that way.

Joe: Well, yeah. We should look at that for a second since it's come up. In case anybody is thinking at that or worried about that. There is the fear of failure and there is fear of success. Awhile back I was with a very famous direct marketing legend. He's elderly. He's been around. He's been in numerous businesses. He's made about a billion some dollars through direct marketing. He openly said that he has failed numerous times, filed bankruptcy, he tried things that didn't work – thought they were totally embarrassing. He said that he learned something from all of those failures!

I thought that what he learned was profound! He said, "Nothing bad ever happens to you!" I always remember that! "Nothing bad ever happens to you." You can fail. You can go bankrupt. You can try something like a big lotto hoax that may or may not be beneficial to me in the long run. I don't

know because the jury is not in yet. But, even if it fails, my life will go on.

“Nothing bad will happen to you!”

Now, the other spectrum is the fear of success. That’s one that I had to look at, especially when I started years ago to get to the point that I was making more money than anybody that I knew, including everybody in my family, including my parents. Well, you start to bump up against unconscious feelings! Mental beliefs about deserving this and about how much that you think that you should be getting! So, I had to look at that and say, “Okay, I do want more! I want more cars. I want more houses. I want to make a difference in the world. I also started to realize that, you know, the more successful I am the more successful everybody around me becomes.”

Part of that is, it’s from *The Attractor Factor* they are rubbing off on my energy and they are getting caught up in my momentum, but part of that is the more wealth I bring in, the more that I distribute it! I have helped my family. I have started causes that have helped different groups.

In fact, I can mention one. I didn’t know it until Kevin Hogan pointed it out to me a year ago, that little babies six weeks old have sometimes had strokes. Now, this is a stroke that we hear about the elderly having, but babies have had them! Nobody was doing anything about this that we

could see, so Kevin Hogan and I started and funded an organization to help these babies who are born and then have a stroke.

Now, I was able to do that, because of success that I've been experiencing in my life! Now, that's only one example. Of course I can indulge myself with a new car or a luxurious trip or a new jacket or whatever it happens to be, but the more successful I AM, the more successful that I can make the WORLD, because I can distribute that wealth. I can put it into good causes. The point of all of this IS I wrestled with it so that my mindset is, "I WELCOME SUCCESS. I AM NOT AFRAID OF SUCCESS. I AM NOT AFRAID OF FAILURE." Which puts me in this wonderful place of [tape faded out] of being in a neutral spot and I simply do whatever is next for me to do. So that's a great question, but that's my answer.

Jeff: Sure. No.

Joe: So, let's quickly go to number seven, so we wrap up here in a few minutes, because I don't want to keep people past the hour I told them about. We did start late, so we can go on for a little bit longer.

I am talking about the Seven Principles of Invincible Marketing.

1. Persistent Marketing.
2. Obvious Marketing.

3. Cross-Promotion Marketing.
4. Publicity Marketing.
5. Prolific Marketing
6. Intentional Marketing
7. Guided Marketing.

The seventh and last is Guided Marketing. Now, what is Guided Marketing? I have mentioned from time to time throughout this hour, this call, this interview, that I have helped some people. Whether it was the woman who played guitar I mentored her a little bit or I have gone and gotten help for myself. For example, the elaborate publicity hoax under Publicity Marketing that I've got going, the Lotto Hoax. I'm not doing that. I've got people who have got 50 years of experience behind them doing that. They are mentoring me in how to do this.

I know about publicity on a smaller scale, like I know how to promote my websites; I know how to promote my blog; I know how to create stories; I know how to get people on radio and TV. I've had three of my clients get on *Opera*. I can DO all of that! But once you start doing something bigger or something that you haven't done before or something that might be out of your comfort zone, that's when I think that you need a mentor! I get mentors. I have mentored people.

So, I think that number seven is Guided Marketing. It is realizing that you don't know it all. You don't know everything about marketing. You don't know everything about publicity. You don't know everything about any particular ONE subject! I mean, it would be an ego trip to say that you do!

I don't know everything about any one particular subject. I've the Father of Hypnotic Writing and Hypnotic Marketing, but I don't know everything about those subjects! I'm still learning. When I meet somebody who knows more than me, I want to be mentored by them. So, number seven is Guided Marketing.

Now, the good news for everybody listening, in case you didn't know it, is I HAVE a mentoring program. Maybe you know about it, maybe you don't. If you go to www.mrfire.com, my main website and you look on the left, you'll see a link to the Executive Mentoring Program. Click on the "Executive Mentoring Program" and you'll see a complete description of it. <http://www.joe-vitale-executive-mentoring.com/info.html>

Now, Jeff Chavez, who's been interviewing me for the last 45 minutes or an hour knows that program pretty intimately and can probably speak at least a little bit about it. Is that right there, Jeff?

Jeff: Sure, I think one of the reasons that I was being interested in being involved in working with you on a mentoring program is because I have experienced that the benefits having smart people help me figure out things I just didn't know yet, time and time again. In the investment world and as people are involved in the building of companies, there's a group that stands out head and shoulders above the rest, as far as their results.

That's actually the Adventure Capital Community, sometimes known as "Vulture Capitalists" because they are so aggressive with the businesses that they run. But one thing that they do and that they know so well, is that when they come across an entrepreneur with a great business idea and a lot of excitement and enthusiasm and they identify that their idea is a good one, the immediate next step they take is to surround that entrepreneur with the most talented team of executives that they possibly can. In doing so, they dramatically increase this business' odds for success and for making a great wave of success in their market place.

So, I've been through that process first hand and I know how well it allowed my first companies to excel and reach our maximum potential. It's difficult for individual marketers out there to get and to realize that same benefit of having "executive team" looking over their shoulder while they are working out of their home and struggling to write copy, to

identify market research, or to decide how to do creative cross-promotions, or P.R.

So, I was really intrigued when we got sometime together over a year and a half ago and discussed taking your principles and your techniques, selecting a very talented team of trainers and teachers to be your certified mentors to deliver a training program that really serves as kind of the Executive Team for the people who are out there trying to create an additional income marketing a product online or otherwise. So, I just think that you've done a great job, Joe, in leading the process of training the group and creating a curriculum that every day hopeful entrepreneurs and marketers, no different really than you and I, are able to tap into and utilize. So, it's been a great experience to get to know some of these people first hand and to help facilitate part of this process. Really, it's been amazing. We have had some great successes with people who started from scratch and were able to work with your mentor team and really have some great benefits.

So, I would just encourage anybody on the call who finds this of use or interest to go ahead and go to the link. At least read about it because there is some interesting information there. What was the...? How do they get there again, Joe?

Joe: All you have to do is go to my main website, which is www.mrfire.com and you'll see a column on the left. It says browse products, article database, past newsletters, executive mentoring. Click on "executive mentoring." You will immediately be taken to the description for this. <http://www.joe-vitale-executive-mentoring.com/info.html>

Now, I want to point out that if you've been interested or fascinated or actually even hypnotized by what we've been talking about tonight with invincible marketing and these seven principles and you want to know all of them and much more, to take you from where you are to where you want to go, then you might want to consider going into the mentoring program.

In the same breath, I have to point out that we can only take 17 people at a time. We do these in small groups so that everybody gets these personal services here. You get the personal attention, not just thrown into some program. We have to find out where you are at and then develop where you want to go.

We have to use everything from Intentional Marketing and supply you with a lot of my materials, which can all be described to you later. But, I am just pointing out that if you ARE curious or interested, GO look at the

sales letter, read the information there, fill out the application, and then we can talk to you about it.

So, again, go to www.mrfire.com. On the left, click on “executive mentoring” and you can go from there.

So, am I missing anything, Jeff?

Jeff: No, I don't think so. I just think that it's difficult when we are on a call like this. I do think that I represent those, all of us listening and my self included just in really thanking you for what you've shared with us tonight. I think that it's great, valuable information and maybe we can get a little bit of a summary from you as we wrap up. I know you and I wanted to be committed to letting people get on their way in an hour or so and it looks like we are about an hour and five minutes. So...anything that you might share as we wrap up tonight?

Joe: Well, I would say that we have covered a lot of ground. As I reflect on these Seven Principles of Invincible Marketing, all of them are probably worthy of a book each. Each one of these could probably have their own book, because they are that deep.

But, I would say, “Take what you’ve gotten from each one of them and input it and act on it NOW. Take action on it now.” As I was talking about it earlier when I said, “Money likes speed.”

I have found that that’s one of secrets to success. If you doubt things, if you second guess yourself or if you sit and wonder or you sit and worry, the moment AND the opportunity fly by just as fast as any jet can take it.

So, I would say, “Something here has probably caught your fancy. That’s why you are still listening.” I would say, “Take action on whatever that is, whether it’s the publicity or Intentional Marketing. I don’t know...the Guided Marketing. I don’t WHAT it is. But out of these seven, reflect on them, take action, and then more importantly, don’t be afraid to ask for help! Check out the Executive Mentoring Program. Go to www.mrmfire.com, on the left click on Executive Mentoring, read the information there, fill out the application, and then you may be one of the 17 to be accepted into the program!” That’s what I would say.

So, again, I think that a secret to success is: following your passion; believing in yourself; and taking action. Those seem to be the three that I would leave you with if I had to leave you with anything at this moment.

Jeff: Thank you, Joe. It's just been great. I appreciate you allowing me to be involved with you tonight.

I think that my parting shot is to echo what you said. Coming from somebody who is a hardcore entrepreneur and learned it just by doing, there's absolute truth in the principles we've discussed tonight. So we appreciate it.

Joe: Oh, that's huge, Jeff. We've been talking to Jeff Chavez, who has interviewing me.

I'm going to un-mute the call just long enough for everybody to say, "Thank you." If you have been muted yourself, if you did "*6", you can do "*6" to un-mute yourself. I am now going to un-mute the call and I would like everybody just to say, "Thank you!" Scream it out to Jeff.
Thank you, Jeff.

All: Thank you!

Thank you, Jeff.

Thank you, Joe!

Thank you!

Thank you, Joe and Jeff.

Thank you!

Joe: That was WONDERFUL!! It always feels good to know that there's a whole [tape cut out] of people from the world that have been listening.

So, again, "Thank you. Go to www.mrfire.com. Look at the Executive Mentoring Program. Re-listen to this audio when I put this link up. Share it with friends if you like. Take action."

Have a great time everybody! God speed! Love you all!

[Audio ended.]

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