

Why People Fail

A series of No B.S. Articles from Dan Kennedy

Now Is The Time To Do It Differently **“Help! – I Can’t Get Out Of The Box I Put Myself In!”**



Dan Kennedy, The
“Millionaire Maker”

The fast food industry got the idea for drive-in windows *from banks*. I guess there was a McDonalds executive sitting at the bank drive-through one day who thought, “I don’t think we can fit the milkshakes in these tubes, but...” Netjets, the leader in fractional jet ownership, now owned by Warren Buffet, owes its birth to the vacation time-share industry. The microwave in your kitchen was not originally intended to go there; its original manufacturer, Litton, believed no consumer would buy it and built them only for restaurants. When was the last time you heard of Litton? What does this tell you? That successful businesses live or die by cross-industry ‘borrowing’ of ideas, that inspiration more often comes from outside the box than from within. Ordinary businesses stay ordinary, their owners eking out only ordinary incomes – and working too hard for them – as long as those owners foolishly and stubbornly, mentally stay in their own tiny backyard. Breakthroughs come from bringing fresh ideas found outside one’s own business in and applying them in new ways. **You choose to limit or expand your income** by the way you reject or embrace ideas found far afield from your present modus operandi and industry norms.

The vast majority of ordinary businesspeople with ordinary incomes and never-ending ordinary complaints about how hard they work but how little they gain, about being unable to compete with the bigger and cheaper...have this in common: they get their hands on powerful information like that in this very publication and waste their time and energy in the *non-creative* activity of finding all the ways it *can’t* and *doesn’t* apply to them. Some people have such teeny, tiny, calcified, crippled imaginations they can only appreciate an example precisely matched to them – *oh, that won’t work for me because her place sells pizza and I sell Chinese food, and hers is in a medium sized city and I’m in a small town, and it rains a lot where she is but it’s sunny here; you have to show me an example from a Chinese restaurant in a small town where it’s hot and dry*. Fools stay stuck in the very limiting “But My Business Is Different” box, thereby negating the value of 99% of every successful strategy, example, model they see or are presented with.

My client list is, fortunately, chock full of people who think in very opposite ways. They get rich by finding the *non-obvious* opportunities. Living creatively. Adapting tried-and-true winning strategies from somewhere else to where they are. They attack each issue of my newsletter, each book I suggest to them, with yellow highlighter and bias for action, not closed mind. They are willing, even eager to “re-imagine” their businesses while others have Bilbo Baggins’ (The Hobbit) attitude: not interested in *adventures* – they make you late for dinner. Space here does not permit telling you such client stories, but I’d invite you to get a peek, viewing the half-hour TV show at www.In12Months.com, free of charge.

One of the most successful marketing strategies of all time is called ‘gift with appointment.’ Today, it brings new patients into dentists’ offices, affluent investors to financial advisors’ seminars, new home buyers to developments and resort communities, and is in play in hundreds of fields, helping to create millions of sales appointments every week. To the best of my knowledge, it came from a woman named Estee Lauder. I wonder how many people from how many different fields ignored it for how long, because: “Nothing having to do with selling lipsticks and perfumes could possibly apply to MY business. MY business is different.”

The WHY PEOPLE FAIL articles are provided by Dan S. Kennedy, serial entrepreneur, from-scratch multi-millionaire, speaker, consultant, coach, author of 13 books including the No B.S. series (www.NoBSBooks.com), and editor of The No B.S. Marketing Letter.

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The Price of Negligence



Dan Kennedy, The
"Millionaire Maker"

In my relentless search for I don't know what, I found an article in the December 1, 2008 edition of Nation's Restaurant News, the trade journal of the restaurant industry, headlined: "Operators Bank On Profit And Loss Scrutiny To Stay Afloat." It made me laugh out loud. The article states that "maximizing the profit and loss statement has become a mantra for restaurant operators *during the current economic downturn.*" This is then presented as some sort of horrific torture imposed on the owners by a vicious economy. What is *not* said, but should be, is that maximizing profit shouldn't be paid attention to only after dire economic conditions occur, to be given temporary priority, only until 'things get better.' **It's supposed to be what anybody responsible for operating a business does everyday.** Including what's then described in the article: ferreting out and cutting wasteful spending, controlling labor and administrative costs; creating products, offers and price propositions customers really want. Any business owner complaining about having to attend to these priorities because of a recession is a moron, and any trade-journal writer taking them seriously is dumber than a sandbox.

But *this* is why so many businesses fail. When you turn on the news to see insurance giants exposed as valueless houses of cards, venerable auto companies as manufacturers of nothing but debt, retail and restaurant chains announcing massive store closings, make no mistake: their managements can point their fingers at the recession all they like, but it's a lie. All the tough economy has done is expose the failures of the people at the helms. Businesses never fail. People fail to run them profitably. Much of that is pure and simple negligence. To be clear, negligence is, by definition, the failure to act with the care a prudent person would exercise. So, when Mort Zuckerman loses 30-million or 300-million of his charity's dollars by having it all invested with Bernie Madoff for three years, claiming he didn't even know the money was invested there by somebody he delegated its management to, he is obviously negligent. If you leave a rake pointy side up on your front porch steps, with the lights burnt out, and the pizza delivery guy steps on it and falls and breaks his leg, you are negligent, will be successfully sued, and see your insurance rates go up. There is a price for negligence, and there's supposed to be. In business, failure to closely and constantly monitor all the important numbers and benchmarks and predictive indicators (as detailed in Chapter 43 of my book *'No B.S. Ruthless Management of People and Profits'*) is negligence of the highest order. Its bill may go unnoticed in boom times when money flows easily and everyone does well, but when the warm breezes change to bitter cold wind, and the accumulated tab for such negligence is presented and payment demanded, much pain occurs, much hand-wringing and whining and crying about the mean 'n nasty recession is heard, and fools commiserate with each other, sharing the misery of their own sins of negligence.

If you own a business, by gum, run the darned thing. Maximize profits every way you can, and never stop trying to find new and better ways to do so, from every valid source of input, ideas and information you can get your hands on or get connected with. At day's end, ask: what do I know now (about maximizing profits) that I didn't know this morning? And: what am I going to do tomorrow as a result of what I've learned?

Anything less is negligence.

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How To Get Rich In 'Un-Rich Times'



Dan Kennedy, The
"Millionaire Maker"

In the Renegade Millionaire System, I dispense this advice: #1: BE the Wizard, #2: BEWARE the Wizard. Wizards are very powerful, so it is better to be one than to be influenced by one.

Everybody welcomes the convincing Mystic. *People so desperately wish to Believe.* That there is a long lost, ancient or a revolutionary new Something: cure, elixir, formula for easy riches or happy relationships or better sex or children that mind or growing 12 foot high tomato plants; a gizmo that turns corn into fuel or tree bark into gold doubloons; an Answer Man, Seer, Keeper of Secrets. And in dark times, this desire intensifies. In dark times even kings subjugate themselves to the Mystics – which you know if you've studied

history. People really don't want rational explanations for how you do what you do, they prefer Believing that you possess Mystical Powers and Magical Secrets that you will use for their benefit. To underestimate the power of secrets and secret powers is to ignore how humanity has been manipulated, controlled and ruled since its beginnings.

In these times, you can rise to greater heights of influence and power than at any other time, by turning up the wattage on your mysticism. In the dark, you glow. Doesn't matter if you dispense investment advice or lawn care advice, are a dog whisperer or a presidential candidate, or a tax attorney or a mattress manufacturer – now, more than ever, is the time to speak of secret techniques and magic ingredients and unique abilities. To offer absolute certainty in an uncertain world. To declare unique and profound importance.

I'm speaking now about how you present yourself to the world.

If you sell a particular kind of mattress, you must present it as THE – emphasis on key word: THE – first, best, only "magic," based on top secret technology invented for NASA and Olympic athletes – that relieves all back pain, delivers 10,000 more REMs per night, lets cellular structure rejuvenate thus slowing aging, helps you lose weight while you sleep; is THE secret to eternal youth and vitality. It must be THE GREATEST discovery in medical science of this century. And you, as its spokesperson, must be the Grand Mystic of Sleep Science. You need an arsenal of Amazing Facts at your disposal. You need practiced language and Profound Statements. You must convincingly promise THE Cure. For whatever ails them, economically, emotionally, physically. To advance your education, I strongly suggest getting and reading the book *CHARLATAN*. It reads like a novel but is non-fiction. Not that you should be a charlatan; I presume you deliver legitimate value in whatever you sell or do. But that you should use the techniques of the master-charlatans of the ages. Nothing less will do.

When a group becomes lost and frightened in a dark cave, the man with the only flashlight automatically becomes their leader. Key word: only. It's time to present yourself as the person with THE ONLY flashlight.

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If Your Income's Not Where You Want It, There's A Reason



Dan Kennedy, The
"Millionaire Maker"

One of my earliest mentors had his office walls adorned top to bottom, side to side, with big, handwritten signs intended as cautions to others as well as reminders for himself. If you've ever been in a direct sales environment, you've probably seen such a place. Two of the biggest signs read "Thumb-Suckers Not Welcome Here" and "You Can Hire Spellers For Minimum Wage".

He was a millionaire, and in one company, held a commission record at the time of slightly over \$1-million earned in 37 months. But he could not spell. And flaunted it. He said that, since you could hire perfect spellers for minimum wage, he preferred learning and thinking about more important things, things it was not so easy to pay cheaply for. He was talking about the concept of value. **Value is**

fundamental. In boom times or tough times, in big business or small business or any kind of business, even in any occupation or career, the person who makes himself most valuable and creates the most value for others (as they perceive it and are willing to pay for it) always prospers. **If your income isn't where you'd like it to be, you're not creating enough value.** His advice to me, said less elegantly than this, was to find and master something so valuable to enough other people that they will cheerfully pay just about anything for it, and devote *all* your time and energy to selling and doing that. Most people who fail to achieve their aspirations in business do the exact opposite. They let themselves be consumed doing things of low value, then are surprised to discover they reap small harvests. To be fair, getting yourself organized and disciplined to be relentlessly focused on creating value by making yourself more valuable – daily – by always learning more, acquiring and processing more information, running more experiments, making more useful contacts; and by doing the most valuable things you can do is not an easy task. I've written four different books that reveal different paths converging at this same point. Association with others working on this same skill is helpful. Dis-association from those not dedicated to this premise is also helpful.

Which brings me to the other sign. He had zero tolerance for adults still sucking their thumbs. If you wanted to whine and cry like a baby when something didn't go your way, you were told to go home, stick a pacifier in your mouth and hug your blankie. At the time I'm writing this, the economy's a bit tough and bruising and I hear too many adults who sound like babies. Actually, it's just one of those times that the entire economy woke up on the wrong side of the bed grumpy and is telling everybody: thumb-suckers not welcome here. And this must be your personal policy, if you are to prosper and thrive while most others do not. Which is, incidentally, all the time; fewer than 5% have 95% of the wealth flow to them all the time; the disparity is just more stark, the judgment of the critical marketplace more harsh and quick and visible at some times than others. You need zero tolerance for thumb-sucking, personally, or by anybody you permit in your world: staff, associates, vendors, even customers, friends, neighbors, media voices you listen to, authors you read. The power of association is an enormously powerful, irresistible force, for good or evil, for gain or loss, for growth or regression. You dare not discount or underestimate it. You can and should strategically use it for advantage.

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If You Want More, Make Yourself More Valuable



Dan Kennedy, The
"Millionaire Maker"

The mayor of a small town once wrote to Benjamin Franklin asking for a donation so the town could buy a bell for its town square. Franklin sent money with a note suggesting they forego the bell in favor of buying books for the town library. It is at the library we might find an answer to why so few succeed and why most fail – at anything, at everything.

Most people do not apply themselves to acquiring know-how nor apply the know-how they acquire. In short, they have the attention span of a gnat, the diligence of an idle, random breeze. They certainly don't *study*.

I have become quite rich and somewhat celebrated, reaching the pinnacle of success in not one but three different fields. At each required skill-set, I once sucked. For me, there has always been a crawl to competence, then a fast rise to superiority. Part of the process is getting through of a lot of information in a hurry but also continuously. For nearly 25 years, I read a book a day plus newspapers, trade journals, newsletters, visited the public library weekly; took on a needed skill and so thoroughly and intensely studied it as to become a world class expert. When I was teaching myself to be an advertising copywriter, for example, I studied no less than an hour every day, listened to recorded material on the subject constantly, sought out and got to know the top people in the field, and when one told me to take great direct-response ads and write them out longhand 21 times each, to teach my subconscious the rhythm of such writing, I did that with 100 ads. I collected over 200 books on the subject and immersed myself in them. I built organized files of samples that fill a room. I traced one master back to his teachers, they to theirs, thus even knowing the genealogy of the field. When I am asked by fledgling or journeymen copywriters how they, too, might have clients waiting in line to pay them \$100,000.00 fees when there are thousands of copywriters advertising their availability for 1/10th that or less, and I tell them this answer, they reject it. **They seek rewards out of kilter with their value and are unwilling to do what is necessary to build up their value.**

The same answer could be given by the top earners in insurance, real estate, retail store ownership, dentistry – name the business or profession. The answer is the same.

I am told by people all the time that they simply do not have time to read and listen to all the material they have purchased or subscribed to. But time is democratic and just. Everyone has the same amount. When I choose to read with my mid-morning coffee break and you choose to blather about trivia with friends; when I choose to study for an hour sitting on my backyard deck at day's end but you choose to watch a TIVO'd American Idol episode, we reveal much. When someone says he does not have the time to apply himself to acquiring the know-how required to create sufficient value for his stated desires, he is a farmer surrounded by ripe fruit and vegetables, whole grains and a herd of cattle on his own property who dies of starvation, unable to organize his time and discipline himself to eat.

Incidentally, success in every business, including yours, depends on *mastery* of a handful of critical competencies (one of which is always marketing). The individual who sets out earnestly and diligently to acquire a wealth of know-how in each winds up with wealth in his bank account. All others watch with envy and cry in their soup, two activities they do seem *to* find time for.

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What Will You Accept?

**“He Smashed His Head Bloody Pounding It On
His Locker Door – And Broke Off Two Teeth Biting On It.”**



Dan Kennedy, The
“Millionaire Maker”

You may recall a story like that from Dan Jenkins’ football novel, *Semi-Tough*. (Made into an okay movie.) The story is reportedly based on actual behavior of Howie Long when he was playing for the Oakland Raiders. You now see a mild-mannered, pleasant Howie on the Sunday morning football show on FOX. That is not the Howie teammates and opponents saw on the field. There, they saw and encountered a man who hated to lose. In his newest novel, about the LPGA, *The Franchise Babe*, Jenkins again talks about the hate-to-lose element.

I find fewer and fewer people exhibiting this. In pro sports. In business. Most are all too willing to accept losing and losses, to shrug them off, to end days without productive accomplishment, to miss sales, to let revenue escape, to let customers disappear, to bank excuses instead of money. And as I said last week, you get what you accept.

I have always hated not doing well. Hate is, or is supposed to be a very strong word. Hate is dark and violent and intense. I mean it that way. I hate not doing well. People interfering with my ability to do well, through negligence, incompetence, stupidity, have seen and felt my wrath. Like Howie, I have actually, physically injured myself – smashing fist into wall, steel file cabinet; kicking car fender repeatedly; etc. - in unchecked rage after screwing up badly.

When I set out in the A.M. with a To-Do List, I resist with every fiber of being, carrying an item on it over to the next day. I hate that. When advertising, marketing or sales campaigns are slowed or sabotaged by peoples’ sloppy or careless implementation, I immediately begin scheming to rid my life of the culprits. I hate people who don’t hate things being f’d up. I approve of the Oriental tradition of falling on one’s own sword when performing badly. By normal standards, I suppose I am emotionally unstable or dysfunctional, and might be diagnosed as mentally ill, but then normal standards lead to normal results, which suck. By the way, every doctor always expects me to have high blood pressure. I do not. I *cause* high blood pressure, I don’t have it. Seems to me, if you don’t care deeply, passionately about getting whatever you’re doing right, done fast and on time, done in the way that produces best results, you ought to find something worth caring about to do – or find a way to do nothing at all. If I had a team, I’d much rather have a Howie Long, and have to pry the damaged locker door from his hands and talk him out of the depths of rage, despair and depression over losing, than have a modern-day, laissez-faire, shit happens, we’ll try to do better next time wimpus and struggle to talk him into performing. When I look around the ranks of the rich, I see people like me who hate losing. When I look around everywhere else, I see loads of good losers.

At the moment, a lot of willing-to-accept-not-doing-well folks have been handed an extra supply of excuses – gas prices, real estate slump, Lehman Brothers’ bankruptcy, etc. – and many are unconsciously delighted to have them. Be careful. *Their* mental illness is contagious.

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The Billionaire's Secrets: OPM, OPR and OPC (You may need them now, more than ever.)



Dan Kennedy, The
"Millionaire Maker"

Up in the air. It's a bird, it's a plane – no, it's SuperDan. By the time you read this, I will have flown to four cities and presented my 'no-fail follow-up seminar' and autographed books for four groups in L.A., Chicago, NYC and Orlando. And boy, are my arms tired. At age 20, this might have been fun. It still beats working for a living in a job. But it is annoying every time I hear politicians, particularly a certain recent presidential candidate, demonizing me for my success and suggesting that the Grand Canyon gap between my high income and others' low incomes is evil and must be narrowed by government theft. In a recent episode of Gene Simmons' show, his daughter ruefully said to him, "I think I'm taking on your work ethic." To which he said, "Good." I'm afraid I'm NOT the kind of Kool-Aid® the no-work-crowd wants to drink. I drive them away from GKIC with this kind of talk. I'm not sorry. And now that an

overly generous economy has turned irritable and more demanding, and businesspeople and salespeople are having to dig in and work, I'm hearing a lot of whining. Most salespeople haven't worked in ages. I was comparing notes about this with a friend last week and neither of us could even remember the last time we were "prospected" by a salesperson, followed up on by a salesperson we've previously bought something from. There's crying in the car business, but no salesman or dealer from whom I've purchased new cars in the past 5 years has contacted me. There's mass exodus of real estate agents in surrender, but none I've purchased a property from has contacted me to sell me another. Retail: from the clothing store in my hometown where I spent \$1800.00 in my first visit two years ago...from the clothing store in my other home city, where I spent \$500.00 on first visit...from a store in Vegas where I spent \$2,000.00 on cowboy boots, no salesman has attempted contact. May they all be fired. May they all starve.

Yes, in my WEALTH ATTRACTION book, I write in-depth about liberating yourself from the Work-Money Link. But I never said: don't work, period. Nor did I suggest resenting it. I talked about injecting leverage into the equation, as many ways as possible: better customer or client selection; premium prices or fees with higher profit margins; better systems, delegation, outsourcing; smart use of media in place of manual labor; smart time management; money wisely invested. But I never suggested any or all of it as a substitute for work. I presented it as an enhancement of work. It would be more accurate, I suppose, to talk about breaking the strict hours for dollars link.

Leverage. So I want to promote my books. To do my four events in four cities in four consecutive days I used a chartered jet costing over \$45,000.00. Sure, I could have flown commercial for a fraction of that cost; if careful and not choosy about routes and time, for as little as \$3,000.00. But not done in a four day window. Done this way to minimize consumption of one of my most valuable assets, my time. Besides, I got InfusionSoft to pay for it. When self-made billionaire W. Clement Stone talked about "OPM" – Other Peoples' Money – I listened very carefully. Plus, I tapped into InfusionSoft's lists, and laid the burden of logistics on them. But this also allowed me to tap into GKIC lists and media in a different way, providing us with a way to serve Members, promote to non-Members, and support our Independent Business Advisors in four major markets at zero out-of-pocket cost. I created "banked leverage" with current or prospective publisher(s) by doing promotion few other authors could or would do. **I hear you:** "but I'm not an author and not interested in promoting books, so this doesn't apply to me." **You wish I would talk about YOUR business – be it selling insurance or installing draperies or blacksmithing.** But this is the way of all Renegade Millionaires: they're masters at creating time efficient promotion for themselves and their businesses, with someone else picking up the tab. OPM, OPR, and OPC: other peoples' money, other peoples' resources and other peoples' customers. But make no mistake: it's not about avoiding work. In those four days, I did four days of hard, high pressure, exhausting work. But I'm leveraging it every way I can.

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Down On The Farm



Dan Kennedy, The
"Millionaire Maker"

One of my earliest consulting clients was in agriculture; a company that sold highly sophisticated soil analysis services to farmers, then taking dirt samples from all over the farm and returning with a color-coded map revealing the different mineral deficiencies and needs for different fertilization to optimize yield. The service paid for itself many times over in increased yield. One of my contributions was identifying all the 'reasons' the farmers had for not buying and crafting effective answers. There were many. Some thought it too 'fancy pants'. Some scoffed at the science. Some balked at price. But most confessed that they weren't even doing all they already knew to do, to improve productivity, so why invest in this? That response is right out of an old joke about the Farm Bureau representative traveling farm to farm, urging the farmers to attend the upcoming

Bureau-sponsored seminar. "You'll learn all sorts of new information and ideas for better farming," enthusiastically gushed the rep – to which one wizened old farmer growled, "Ain't usin' half of what I know now."

A lot of not-very-bright people equate intellectual input to eating food. If the refrigerator's full, they don't need more. If they can't clean their plate, they most assuredly don't want a second helping. That's sensible about food. You don't really want your belly in endless expansion. But the mind? You want all the stimulation it can get, and it is fully capable of expanding to meet it, to sift and sort and organize as much as you can put on the table in front of it. Furthermore, you don't need to fully digest and use everything you read, listen to or watch in order to get ample value from taking it all in. The value isn't in quantity consumed. It's in gems unearthed. Personally, I process information by the pound and am happy to find a few little things I can use profitably.

One such goodie in a year's time justifies my reading a newsletter every month. And value does not even require revelations of brand new things – if the input reminds you of knowledge already in your possession, nudges you into acting on some slow-simmering idea or intention, pushes you past procrastination on just one useful action, counters negative and gloom 'n doom media blather, it earns its keep. If you feel the need to excuse yourself for not acquiring, investing in and processing information, look for a smarter one than (a) I can't use it ALL, or (b) I'm not using everything I already know. That's dumb-farmer-thinking. It is NOT the thinking of exceptionally successful people.

Donald Trump says he gets up every morning at 5:30 – to read. Several daily newspapers, professional newsletters, books. I imagine the overwhelming majority of what he finds he already knows or has little interest in. I'm confident he's smart enough not to care about that, but to be steadfastly hunting for the rare find of something he did not know or a fresh, different perspective that triggers profitable thoughts. I'm fortunate to know a lot of very rich entrepreneurs. I can't think of any who don't have piles of books they're always behind on while buying more, who aren't in constant pursuit of more information and ideas and inspiration.

The playwright Archibald Macleish observed that the only difference between a man and a pig is his mind. Both man and pig must feed their bellies – and do, often with disturbingly similar gusto. Only some men feed their minds as regularly, constantly, continuously and enthusiastically.

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News Flash



Dan Kennedy, The
"Millionaire Maker"

Britney Spears' Mother's Publisher Delays Release Of Her Advice Book, 'Motherhood,' In Light Of Britney's 16 Year Old Sister's Revelation She Is Pregnant

No, in case you missed this, it is a real news item. Incredibly, Britney's mother did have a book of parenting advice and stories from raising Britney coming out, and it was not a "you might be trailer park trash if" joke book. It was intended to be taken seriously, and presumably would be and eventually will be by a media that has become, itself, a bunch of ignorant fools barely able to read teleprompters and in perpetual drool over celebrity. The fact that this is news at all speaks volumes about the sad state of affairs. But here's what's REALLY comical yet also instructive from this three way train wreck – the mother's statement expressing puzzlement at her 16 year old's pregnancy because, quote (honest) "she always came home before curfew."

You may be smarter than a 5th grader or do math better than a chimp,
but are you dumber than Britney's mother?

Laugh. But are you similarly guilty of such stupidity in the operation of your business? Some corollary examples:

Why should I spend all that money sending my customers a monthly newsletter, holiday and birthday cards, postcards every other week and weekly e-mails? They know where we are and what we do.

I gave my front desk person the script and even went over it with her.

She's a good employee who would never steal from me or agree with a customer that my prices are too high and refer them elsewhere or use time at work to shop on the internet. After all, she's always here on time and never misses a day of work.

How many more of these can I list? Hundreds. Of dumb assumptions used as excuses, for being cheap in marketing to past customers, negligent in managing employees, and more. If you can't see the sameness of these and Britney's mother's asinine statement, you're either being deliberately obtuse or you need an I.Q. transplant. Get this. NOTHING really "sticks" anymore.

Nothing. With customers, you re-create relationship (or lose it) DAILY. As assets, they are increasingly perishable. 'Customer loyalty' is a fiction. Your 'story' is forgotten even if told repeatedly. They have other things on their little minds, like *today's* Britney news up-date. There's a book titled, I think, 'Ideas That Stick' – orange cover with duct tape; cute; but I do tend to forget and jumble its title. It definitely contains useful info about trying to make ideas stick, but even using every known strategy, you will only get stickiness, not permanent stuckedness. With staff, the entire job is forgotten every weekend, the relationship with you is inherently adversarial, familiarity and longevity breed contempt, you never get what you don't constantly inspect, your rules are viewed as arbitrary. In Lombardi's day, players wore coats and ties in public because Vince said so. Today, Jimmy Johnson (who exited coaching) says, at the pro level, when the player is paid a fortune, he'll do nothing without being sold on why it ought to be done, micro-policed in order to remind him to do it, and then it's a 50-50 shot. What should be isn't. To prosper you must adopt that as creed and act accordingly. Or you'll be explaining your missed targets, lost profits, lost customers, mess evolved behind your back and even ultimate failure with statements as dumb as Britney's mom's.

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How To Make A Lot More Money, Fast



Dan Kennedy, The
"Millionaire Maker"

Odds are, your business lost a lot of customers last year. There are holes in your bucket. And odds are, you can't say for sure how many you lost, who you lost, why you lost them or where they went and are now. If you do nothing different, I can tell you this same thing next year too. **A great way to make more money is to stop losing customers, beginning with the next one you are about to lose.**

This will require accurately determining what a customer is worth and what cost of replacing a customer really is....so you can decide how much you are willing to invest NOT to lose a customer.

Next, taking that investment and deciding how to apportion it, between preventive measures and rescue and recovery measures. Then designing or re-designing, beefing up and actually implementing both, the "keep 'em" program and the "rescue/recovery" program. Then testing, evaluating, improving, again and again.

We often meet to discuss strategies for our business GKIC. During our last meeting, we spent a lot of time doing exactly this, and we already have low loss/high retention stats and sophisticated, multi-step, multi-faceted "stick" (for new); "keep" (for continuing), and "rescue and recovery" (for lost) programs. (Do *you*?). But now we will add to, experiment with, refine and hopefully improve all three. (Will *you*?) I counted 23 different, specific "adjustments" we agreed on, all to be implemented within the next 90 days; some minor, some major, some simple, some painfully complex. (How many improvements are *you* testing in *your* three programs in the next 3 months?)

Every year, I'm somebody's lost customer. Many don't even realize I'm lost. I guess they think "gee, he hasn't been in, in a while," if they think at all. Every year, national companies and local shops lose me as a customer. I can't recall even one, *ever*, doing anything proactive and significant about their loss.

Okay, so that's one very practical suggestion for making a lot more money fast. Here's another: upgrade customers before you lose 'em. You'll then lose less automatically. You ought to give that a lot of thought.

You ought to HATE – and I mean, HATE – losing customers. The athletes or teams who win a lot hate losing – even more than they like winning. To win races, you've got to hate losing. Winning is not sufficient motivation. You **NEED** to understand the true economics of losing customers. You **NEED** to get yourself highly motivated and passionately committed to invest aggressively in not losing customers. By the way, any nitwit can get customers. Thousands of dot-com nitwits got 'em by the millions with no business model at all. No genius in getting them. But no successful business exists based on its owners' ability to get customers. Successful businesses sustain themselves only by keeping them.

The WHY PEOPLE FAIL articles are provided by Dan S. Kennedy, serial entrepreneur, from-scratch multi-millionaire, speaker, consultant, coach, author of 13 books including the No B.S. series (www.NoBSBooks.com), and editor of The No B.S. Marketing Letter.