

Day Two: Orange Beetle presents....

‘Morning class, are we all here?! ’

Who can tell us one thing that they learnt yesterday?

Ali: the use of pre-headlines, and implementing them,

Bernadette: Staccato copy.

Ali: Mindset, and the importance of.

Alan: Stop studying and take action! Don’t read everything!!!

Copywriting is just about communicating, like a conversation.

Bernadette: Using keywords i.e. ‘at last and if and then.’

Alan: In a sales letter, the best-proven letter:

I.e. ‘If you are anything like me...’

Janine: Niche market, and use a different headline for a different niche and keep breaking it right down.

James: Can you use this skill set in a lot of different areas, i.e. in vertical markets?

Alan: Yep, that’s possible.

Marie: The use of three words i.e. not, not, net or yes, yes, yes.

Alan: Yes, very powerful.

Val: Tell them a story and get them involved.

Alan: Beetle, blankets, it’s very powerful. People like listening to a story.

Janine: Personalising the headline, it gets their attention.

Alan: Yep it has increased some people’s response rate by 30.

Alan: I have never tested it myself.

Alan: At our megamasterclass, I will be giving away a 1999 Bug that was imported from Germany. It will be a two-day event with five hot speakers from around the world. You can come along for free; the first one will be in July in San Francisco. You can come along and come in the draw for free. Everyone will go in the draw and someone will be going away with a Beetle.

Class member: Can you get some furry dice?

Alan: I will get some furry dice!

Alan: So, if anyone of you wants to come to San Francisco, all you will need to do is to sort out the accommodation and the flight.

Each time I run a 'megamasterclass,' I will be giving away a free car.

www.hairee.com/Salon-column-builder.htm

= a collection of tips and ideas I have collected and hundreds of letters, ideas and reports.

Go in a download them and tweak them to any local salon.

Start off: I'm a hairdressing salon specialist, if I increase your business by 50% what would that be worth?

= simply strategies and ideas = a business in a box.

There are lots of different ways to get into the salon.

I.e. I specialise in advertising, I'd like to. if I increase your salon profits by, what would you give me – i.e. 50% in six months?

The downloads have an insider perspective.

I.e. gives you a report on reception, as most salons do not have a reception and having one can increase your salon business by 1000's of pounds in a week.

Most salon's are lazy. At reception says: "Hang on a minute, I'm running the ship, if there are 8 slots, I'm filling them!"

Hairdressers in business rarely know anything about advertising.

This is a FREE BUSINESS IN A BOX = A NO-BRAINER.

Alan's life:

At 15 left school with no qualification, and go into landscaping, window-cleaning, did some alterations on a sewing machine. Then I got into cutting my mates hair, and dying it which naturally made me make the progression into hairdressing. I got qualified, and got my own salon. I had a salon for 16 years and it drove me mad the stress of it.

People taking drugs in the back room, people letting me down etc.

I started to do our own advertising for the salon and people started to notice. A few clients were noticing and then a guy called and asked me who wrote our ads! I did not understand it at first but then when I looked at the maths, I eventually moved from working predominantly in the salon to working on the advertising.

Shortly after, the net revolution happened and I thought this would be cool to do this online, so I set up www.hairee.com it was my first venture online.

Then I started getting emails from Jay Abraham, and I emailed the company saying that I thought their ad was really bad and that I'm willing to re-write it for free if I can meet him in 2003, and they said yes!

First, this:

“How I made £30K in 60 mins.”

At the event, for Jay Abraham, there were about 250 people there and it was a bit scary and I was a bit nervous. I was fairly scruffy compared to them and as ever over the top!

I just lifted a load of information from a book and at the time I was not quite sure what I was talking about and I got £30K of business.

I researched and read on a ‘need to know,’ basis and got the information and then I delivered.

I look at really famous ads and I just copied them and tailored them towards the clients.

- You can imagine how I felt after that!

“How I got three new clients to give me a cheque for £50K in 90mins.

Aw, the ecstasy and the pain of it!

At the start of the event, I said that I was going to offer a consultancy ticket at the event for £25K but then it became a bet and I decided to offer one for £50K.

So what I did was I targeted exactly who I thought would have the money. When I am speaking events I always meet everyone and I get to know them and I start picking up targets.

When you are looking for people to work with, as good partner, I talk to them and find out what they are up to.

I targeted, in this instance, a guy four rows from the back and did my talk and build it around what he was doing- slightly!

And the end of the talk I said: "I've got one ticket, and one ticket only and three people came up to me to offer the cheque there and then afterwards. I got the cheque on the day.

'How I got five new clients, begging me to talk to them and \$5,000 after a 90mins talk.'

Point to learn from here is that I know how I think, and how certain individuals think and no-one at the event was offering 6 hours for £5,000 with dinner! I mentioned that I was flying back the next day and that there was only one place. I said that I would spend a day with them and tell them everything I knew about building a business.

One guy, a Greek guy, flew me to Melbourne and put me in a glass-hotel and it was pretty incredible. This guy he spoilt me to death. The biggest population outside of Greece live in Melbourne and his family owned a restaurant that used to be an Old Post Office.

He asked me what I wanted to do tomorrow and I said I'd like to visit Ayres Rocks, see a kangaroo, koala. He took me to Melbourne zoo!

'How I made £10,479.00 with one single email, in three hours.'

Remember the importance of the build up i.e. this course remember: 'tickets not available yet...' and people kept emailing me for the tickets, and asking me if they could have a ticket! Pestering me when then could buy one and how!

I modelled the launch of this event around the launch of a rock gig.
I.e. kids call up at 9am for a ticket for the Chilli's and they have sold out!

After the build up, I put the tickets live and in three hours I got £10K/

Through the emails, I had built up their anticipation.
I.e. Barnum- remember.

I.e. 'I'm coming... and kept building it up!'

How can I now make cash on tap?

How one JV / one client will make me at least £100,000 this May?

When you get into bartering, you are the weak party.

I only really want to spend...
I know someone who can do this = they control this.

Try never to get into bartering. You need to know what you want first.

This guy putting on the millionaire mind event asked if I would be interested in becoming involved. I said that I would not charge him but I would want 15% of the turnover of the event.

= clear on what I wanted= you can go in high!

I estimated that they can turn over a million and the event, so I wanted 15%
= £150,000.

Here, you are looking to take them on as a JV partner and I am spending my time on writing the copy, the systems, the email etc. It is about 3-4 weeks of work involved. I have had to nip down to London to do a few live events.

It is about putting yourself in the position, so that they can see the value of you.

How you cover your time?

I wouldn't do it until I get £10K in the bank.

I request that they don't contact me, and just leave the work to me.

When the money comes over, I will make a start.
With one client, they sent me £1K, and then £4K.

Alan: I don't really do contracts, as I think that they do not really work. I am picky who I work with.

James: You don't have a contract? How do you know how much they will sell?

Alan: Everything I control, i.e. Paypal etc, everything is set up for that project. It can go wrong, but that's my fault. I take the blame for that.

Steve: Even when you start, there's no reason you can demand what you want, you have just got to be willing to take it, if they say no.

Look at the business, do they have long-term relationships? I work only with people with a good reputation; you have got to work out these things. I did it. You can't let them have anything. And at the time, it didn't work out and I have learnt my lesson i.e. re: attending to a problem client.

Alan: With brand new business, don't deal with them. Let them get a chance to establish themselves and then approach them.

Do a good job on a piece and it is likely to lead to more work

Look for people already in business. They will know that giving a copywriter £10,000 could earn them £100,000.

I.e. I am a marketing person; I can increase your business by 100%. I'd like at least £25,000; you would need to check them out first.

Do your consultation with them first, who they are, where they are and what they are doing and then go in with a deal.

Pat: With the millionaire mind thing, what if they say, we control it/

Alan: If they start hassling me, I have had £10K for my time.

I have done work and I have had to get a refund, and I'd done work and not been paid.

You can have 10 clients each paying you £1k and each be a pain, or one client paying your £10K who would really know what they are up to and they'll be willing to pay for your services.

- At the high end of business, you will get less grief as they will understand the concept.

Raj: When you quote your fee, and someone's not agreeing with you, ask what else can you use from them that is not cash- i.e. a database.

I was approached to do some £10K copy and I explained what it will take for me to do some copy –i.e. £10K upfront.

And they sent me £1500, £2000. I just emailed back saying this is what I do, and this is what I want.

This went on for a while and I just kept saying, this is what I do and this is what I want

In the end, he gave me the £10K and I said look I'm busy now; I'll have to think about it.

Now, I have identified that he's got the cash, and now he's chasing me and I'm running away!

The power of public speaking:

It is extremely powerful!

Steve: When you put the psychology of what Alan was talking about in print, it is very powerful.

I.e. if you qualify, you can have this. You're not selling; they're having to earn what you're offering on the page.

- look at the Orange Beetle website and see how Alan does it.

I.e. "I'm not for hire now." – I get a ton of emails.

** Watchpoint: If you can't deliver, it will haunt you, big time!

When I did my job for Jay Abraham, I had never done any copy before, for anyone.

Now, with hairee.com I am getting £3K a month.

I just keep adding information, videos, audios, newsletter. Now I have built it, people keep coming back to it.

= It is exclusively just for hairdresser's only. If you are not a hair and beauty salon owner then don't subscribe.

I can make \$1500 a day, just by selling the \$167 e-book, which is the highest-responding price = it makes me money on tap and it goes straight into my Paypal account. This is very useful as if I want to buy something from eBay- i.e. my son Christian wanted a festival ticket for Leeds, and asked me to call up at 7.30 am and it was sold out so I went on eBay and I paid £250 a ticket, but it was there because of this.

Alan: one thing I have learnt is that there is cash out there; you just have got to tap into it. It's about identifying the individuals who have it = a big secret.

First you have to know exactly what you want and be specific enough about it.

I.e. I don't £1million in the bank, I want a decent car.

I want to know that when I want I can go online and make a purchase.

= It's really about knowing exactly what you want, and then working out how to get it and about keeping going until you get it!

Be a realist too, though! Go to have a single-track mind.

I'll keep ongoing despite being knocked down, trodden down, people requesting a refund, people hating my copy etc.

There have been moments when I have thought, where's those scissors!

Then, suddenly, I get a home run and the right job comes in!

Be realistic, don't over-expect!

Some people want 9-5 jobs, but if you want to control your life instead of having life control you, you have to do something different.

Tips that I have used that have exploded my business.

1. Write great ads, when they start seeing your work, people will take notice and approach you.
2. Copy someone you admire- i.e. I adore David Ogilvy and how he writes. He was a Scotsman who moved to NYC in the 40's and he used to be a chef before he was a copywriter.
To get his name out there super fast he decided to produce a little read book called: "Confessions of a copywriter." He gave this out to everyone.

When you have got your name on a book, people take you more seriously.

His business exploded in months and took him to the number one ad agency on the planet.

Don't lift his work word for word, but mould yourself into his way of thinking.

When you find a mentor, you have to understand them!

I.e. Richard Branson, got a train, i.e. I'll get a train = work out how he ticks.

I.e. the Apprentice- i.e. Trump only shakes hand when the deal is done and not before. - This lets you into his mind.

Find someone you admire and you can copy!

Bernadette: have you had people copy your work Alan and if so how have you dealt with it?

Alan: When I was in Malaysia, this guy had copied my BMW picture and put his head on it, instead of mine! I emailed him and told him to take it down or he's dead! He then phoned me up and apologised that he had upset me and then tried to negotiate with me. I told him to take it down or I'll sue the ass off him and he took it down after a few weeks.

The second guy ripped off the whole site. He was from Australia, from Perth and he ripped off my hairee.com site and he actually did a better job, his site looked so much nicer!

There's a real drought in Australia for education so the market was ripe for his work. In the end, I called him up and now we are doing an event in Australia this year for hairdressing salon owners.

= * copy someone you admire, but don't blatantly rip the off!

3. Use technology.

Everything is now done by email or msn nowadays, my phone rarely rings.

You can now advertise on four corners of the planet.

Suddenly, it is easy to take a local market and turn it global.
You have to research it but it is possible.

I.e. Sheile here, who has already been established in a certain area, and has a site full of articles to prove that she is an expert, Go to prweb.com- and they even give you a template and it's free to register.

Write a press release that tunes into a national news item.

I.e. Says there's a drought in the theatre business and actors can't make any money i.e. 'Actors making income stream.' = as a headline.

- Got to be newsworthy.

Video: it can take me a day to edit it, as it is a time-consuming process. But you can do it online or buy a decent camera- i.e. £1500 for a Sony one.

Even with web cam, they are effective as it lets people know that you are real!

You can send the video out on disc, but will they play it?

= Don't spend a fortune.

4. Use other people:

I.e. build a referral business- i.e. I'll give you 25% if you send me two new clients.

If you work it right, it can be amazingly effective.

- Ref: in the salon with did this and it was all strictly time-scaled
- I.e. 'do you want your next haircut 50% off... then bring one of your mates for 50% of, within a week.'

Direct Mail: find one individual, who you really want to work with, and set up a strategy i.e. what is it going to take for them to work with you?

I.e. David (please insert the name) Wanted to work with Rolls Royce, and he did a campaign for them, did he make any money out of them? No, but everyone knew them and when he broke them into America, suddenly everybody wanted to work with him.

- Have a target and chase them!

5. Niching:

Break them down, and down even further.

Did one ad for a prestige garage up north, all higher end cars. Did a direct mail campaign. They sent one out to 10,000 on their database and did not sell any cars!

So, I got their database and broke it down into areas –i.e. VW, Audi, etc
Then we did a campaign and he sold 18 Audi TT's.

I did for them to customise one of my Beetles.

- It's about meeting the right people

You can spend £5K on an ad, or £300 and go to an event.

6. Going to an event – not a cost, but an investment.

I'll travel 1000 miles to meet the right people.

If you prove yourselves an expert, they will take you along.

7. Get testimonials off superstars- i.e. webstars- i.e. Marlon Sanders.
I hassled him to death, as I wanted to write some copy for him in return for a testimonial from him= it was a mega test.

Last week, I was interviewed on his site.

- He asked if he could interview me for his site = good, good positioning.

8. Get controversial!

That I am giving away a Beetle, at the megamasterclass- people think I am mad! Being controversial, gets your attention, it's a viral thing.

Most copywriters are all saying exactly the same thing.
I.e. are producing a cloned 14 step sales letter.

It's rubbish!

I could not care less if it is controversial, it gets you noticed.

9. Look for opportunities or holes to be developed.

I.e. When you have chosen a specialist field, i.e. you are only going to write copy for movie ads, or for laptops, you then become a specialist, and if it is a good ad then people will come to you!

I.e. You get an accountant approaching you, and you say, no, I only do doctors.

= Develop a twist on something you already have i.e. Beetle Ads- just customised Beetle- instead Beetle that Swim!

10... Don't make a promise you cannot keep!

I.e. When approaching- i.e. a hairdresser's don't go to Tony & Guy, they do their own, got to one that is 4-8 that have a stylist and then organise a meeting as you have got to get the right situation going.

I.e. If I wanted to someone and they were based in Rome, then I would go to Rome to visit them. I.e. I would phone them up, email them and say:
"I love what you are doing online and then leave it at that."

"They might response, thanks very much."

And then keep sending them some quick-fire emails-i.e. I really enjoyed your book.

Once I did this to a guy named Dave, who I wanted to work with and I had an email back saying that today had been the worst day of his life and that that email had just lifted him.

= just little bits = building rapport.

I.e. I will fly to America if necessary! Could say: I will fly to here, put you up in a hotel, have a meeting and if nothing comes of it, so what.

An investment of £1000, would be worth it.

Simple stuff is more effective.

It takes endurance not to give up.

It's easy to give this stuff up!

I want to know the mindset of the client.

11. The power of framing.

Would you get a Picasso painting and surround it with pictures from local school children? No.

Say a young kid had done really well at University, and his paintings were really good and people were contacting him saying that they would be willing to pay him £5K-10K., but the thing is that he is still underground and nobody has heard of him.

Then, this guy picks him out and takes one of his paintings to the Tate Gallery where they own some of the best paintings in the world. He would be then surrounded or *framed* by some of the best artists in the world and it suddenly elevates his status!

So, all of a sudden people want to know who he is! People will be making the assumption that he is brilliant because of the framing.

People will notice this. In the UK, not seeing anyone as the enemy is hard for us to swallow, unlike say in the States. But it is possible to work together.

Dave: with my website: ww.stagejobspro.com I have had people contact me and ask me out for lunch to see if we could work together as they saw what I was doing, and we're interested in some kind of collaboration.

Alan: Look at my site and you see me surrounded by other names.

If I have associated with these names, then I'll put them on my site.

You get instant fame via association.

I.e. Chantelle wants to go to Premiere i.e. gets framed with people i.e. as she will be surrounded by people with a reputation i.e. next to Harrison Ford, so do you know Harrison Ford?

So, Dave try and do this with your site, so try and get some of the top theatres people on your site.

Dave: I have got a top theatre director interested, from the Mask.

Alan: Great, you just have to maximise this.

Stella McCartney sent her sunglasses when they came out to famous models so that they were framed by them. The models got the sunglasses and she got the publicity.

Having your picture taken with key people, gives you instant fame by association.

Positioning:

A position of strength- you choose your level and you never go below it. Never, never, go below it.

I.e. no copy work it. When people say can you do some work, you say: "I can do it now, as I won't be free for 6 weeks, and people think 'blimey!'"

This technique can pull them in quick.

You can say too: "Listen, I have got some brilliant news, someone's just cancelled, and I can fit you in, are you interested?"

Branding: get one that is easily remembered= i.e. Orange Beetle.

I.e. V-bug stories.

I copied this idea from a hotel who had when the copier was busy, a mouse coming out of the wall and typing a letter to his list.

I.e. Hi I'm fed up... Alan's not here today....'

= and I have got a great response from the V-Bug instalments.

Your brand, your position.

I.e. There's MP3 and then there's Ipod.

Why want an Ipod = cos they are cool.

99.9% of copywriters are dead set against brands= as they don't understand them and most hate branding of any description.

I don't think that at all.

I.e. Ben & Jerry's build a great brand = associations = amazing!

With Orange Beetle people have sent me pictures of Orange Beetles from all over the world!!

Once when I did some work for an accountants, and I pulled up and they all have jags, beemers etc and he I come in a noisy Orange Beetle and then I got known as the 'Orange Beetle guy.'

= Made a statement = doing something different.

And I have generated business from that.

= you have to build a business and an identify.

The BMW guy, he now doesn't work for anyone else, as he's making millions just working for BMW.

Are you the only person going to be doing something>

Need to start building a business around it- i.e. make it snappy.

You must be and have amazing copy!

Work close to the edge, get a bit edgy.

As most copywriters, just copy each other and behave like each other, and hang out in the same places!

I hang out on a car forum!!

Get clear about what you want. I change my site quite often instead of keeping it static all the time.

I don't have a business card as everyone has one.

Initially you will need a business card.

If they want me, they have to come and get me = making self harder to get!

People often when they meet me, want me to give my opinion etc. and I say that I will meet them but I will charge for my time, as my time is money.

When they ask over the phone, I say that you will have to pay for my time. I.e. I'll come and meet you if you pay for my travel.

= If they want you, not you wanting them = them chasing you and a brand.

You have to get close to the edge.

Be a bit controversial.

Say the opposite thing to what other people are saying.

Take a few risks!

I.e. £10K guy and then making him run around the houses- i.e. I may do.

And it worked!

Develop a strategy, do something different to stand out.

People think- well who's that! I.e. I remember you!

Got to be a bit different!

When I started off the email campaign for this masterclass, people immediately emailed me saying that they wanted a ticket... and I just said no and kept on building and building it, until I let the tickets go on sale.

High value= when you need five clients, increase your prices by 10% right now, you might lose a few clients.

Look how else you can increase pricing?

I.e. 20% Tues, 30% wed and full price the rest of the week.

Have a double column on Saturday and instead of £2K on Saturday we took £4K.

How do you know people are getting booked in?

Hire a receptionist.

I.e. some foils etc = their wage covered.

All about building it up!

Get controversial!

We did a 'big breakfast club,' at the salon, where we offered a haircut with a twist, a daft little twist, with breakfast alongside the haircut and it worked.

- We cut hair on the street too!

= it had the whole town talking about us!

- You need to do something a bit different and a bit controversial.

Can you become instantly recognisable?

= Orange Beetle- unmissable!

= success begins with a dream...

I.e. My Orange Beetle videos... cue... Alan leaving the barn... getting into the V-bug... and driving along a country lane...then... reading a paper!!

Gives the visual that he is living his dream!!! = Proof!

It also, is rather abstract... in that it has nothing to do with copywriting!! But, it generates interest and people loved them and it got them talking!!

Why show a video?

It sends out the message of the brand Orange Beetle, and people don't care what I doing, they know it is fun and that it has Orange Beetle in it!

Goal: you have got to do something a little bit different- this is a very powerful tool if you do it!

You need to think a little bit differently about your company.

Move away from a 'me too,' business approach.

I.e. if you don't have £5K upfront, don't call me. = this is pre-qualifying your targets.

As people under that price are a complete nightmare!

And it means that you get sales enquiries straight away, as people think...

He must be good! And be able to deliver!

Also, mess me around and you are fired!!

There was a twist on the £50K story, and I ended up firing the guy and giving him his money back. The guy was a total loser, he did not want to listen to anything I was saying and wanted to still do it his own way! I returned the money and then told him never to phone me ever again. I made the mistake of focussing too much on the £50K and not thorough enough on pre-qualifying him before I shook his hand. I told him never to phone me again.

The Melbourne £10 guy is now bringing in £10K a month.

When I work with someone, I tell them to leave me alone and listen to me, or I'll fire you and you won't get your £5K back= and so the onus is on me to deliver!

Sheila: I signed up too, Alan as you included a no-money back guarantee, which is about if you are really interested they come and apply the stuff, if not *don't come! And if you come along, NO REFUND!*

Alan: At the last masterclass, there was a lady and she took a note of everything, and a few days later she asked for a refund, and I knew she would, but then Brett reminded me that in the guarantee it outlined that we would only refund *if attendees applied the information and sent us some copy, they we would check and if that copy does not work, THEN we would refund the money, but she sent NO EMAILS = NO REFUND!! In the end, that was what happened we got not emails from her so she got no refund!*

Message if it doesn't work, we'll give you the money back!

= the message here is that I don't want to be messing around and you've got amazing value out of the event!

Also, everybody always offers a 'guarantee,' and people were saying that I was mad not offering one and saying that they'd come if I offered a guarantee. People were saying I was mad doing it over Easter week-end as

they were busy and going away! I could have had 100+ people in the room, had I changed the date.

My reputation is the guarantee. Also, if you, the attendees, can't make this work, don't come!! This is putting the responsibility on the attendees to apply the information.

Once you have written some copy, then send them us to check over, and then tells us about the results you are getting!

- These seminars are not magic pills, they just start off a process when you take the first steps and apply the techniques taught in them!

I first started doing this in 2003 and within 18 months I was writing for Jay Abraham!

I wrote letters online for one of the biggest guru's as a ghost writer and I later got further business from him. I never tell people I was ghost writer. Now, I do writing for them by name.

- The power of framing:

On my site you will see photographs and testimonials:

Alan & Armand Morin, Stephen Pierce, Kurt Christenson, Marlon Sanders, Jay Abraham = proof!!

You need to proof it. I.e. If I said I had written for Jay etc I need to prove that I have written for them and the pictures are a powerful way of doing that!!

= *by ASSOCIATION YOU BECOME A STAR!*

THINK OF BIG BROTHER AND CHANTELLE!

IMAGINE... A FAMOUS ACTOR GOING ON TO PARKY AND CHANTELLE BEING THERE... SHE'S NOT DONE ANYTHING...! I WOULD NOT GO ON THE SHOW!!

IE Janine, you've got to fill your website with famous models.

And Ali, you need photos on the site with big stars = that's how framing works. I.e. motorbikes- you need motor bike star to be featured on your site.

Alan: it's sly but it works. You need to think differently.

Become a consultant not just a copywriter.

Copywriters are now common place and many of them are being taken for a ride! The emergence of elance.com people can hire copywriters for £50 to do a piece of copy as the explosion of the economy has given rise to many in Malaysia an India, amongst others to be jumping on the internet train!

In Malaysia, with their current Ruggets, it is suddenly they can very easily and cheaply get online with a superfast wireless connection and launch their own web adventure.

So, now gangs of them Malaysians, in particular, are chipping away at the market and building their own computer empire, so there is fierce competition for copywriting now.

When you do copy you can say that you are happy to do it, but point out that they have some holes in their marketing strategy and you know what is needed. I.e. that they are wasting £5K on an unresponsive website.

I get my techie to do a site, and for £200 he will bang up a webpage.

Get some postcards made: from Royal Mail site, Visa Print- they have loads of templates that are really really easy to organise.

You can get 1000 postcards made, and take them to the Post Office, where they will frank them!

What you need to do, is to develop a marketing brain= become more than just a copywriter.

This is what I normally do... Preview. and it costs £1000...

Want to save £x... how many people do you convert from... prospects to clients?

Why not do a teleconference? Save time and convert more people.

How do you fast-track?

= copy the masters!

Modelling what Big Seminar guys are doing i.e. Armand, Brett and WIS guys.

Marlon Sanders too- he's a breath of fresh air!

Emulate what they are doing and apply it!

- Feed from outside industries for ideas.

Hairdressing salon- copied season ticket ideas – i.e. hairdressing four 18 weeks or a year- and this meant that they had to come in every 6 weeks instead of 10 weeks.

Copy what others are doing and look at how you can launch a new business for a movie premiere- i.e. how they launched Star Wars.

- Create a hot video 'rise lord vedo, and the light saber.etc...

= video on hot bits, music = don't sell tickets = yet...

= build it.

The truth is... = only smart copywriters make any money!

= thinking outside the box!!

Think how Star Wars, built up the release of the film... the suspense, the anticipation etc.

- The power of public talking:

It helps you to get into the market.

Do a gig, and position yourself as a brand both in person and online.

What I do, is go around and meet everyone, or at least as many people as I can before I start to talk and get to know them. And say, one person, who I get chatting to says: "I'm into property and I'm doing 10 million a year,"

and I see him as a real prospect, who would be able to afford me, I carefully tailor my talk to him!

I.e. I would say:” If you are turning over 10 million a year, wouldn’t you (Looking at that guy) like to turn over 15 million? Well, I can show you exactly how to do that. It’s really, really easy.
So when you close, you close for that guy.

After you have shown that you are an expert in what you are doing...
And then he writes a check for £50K, and you say I will do whatever it takes to make it work.

- By getting out there and finding out what people in the audience are doing you can find your targets before you start and you can tailor your talk accordingly- i.e. interesting and powerful technique as when I did this for the £50K deal, I had three people come up to me at the end of the session queuing up to work with me.

It’s about building it; Keep on teasing them... and not being available and not selling to them... YET!!

Gotta build the anticipation is everything...

The truth.. only smart copywriters make any dosh! = you gotta think outside the box a little bit...

I’ve seen some really; really shy people do public speaking and do it really well! I.e. Morgan Westman = from ‘interview with god.’

He talks really softly (bless!) .

It’s about putting yourself forward!

**All that you possibly need to know about business is in
“Robert Collier’s letterbook,”
– The blue book.
And the Direct Mail and Sales Letter book. ‘**

When you digest information in this, you will know more than anyone! I.e. it is packed with gems and has many direct mail and sales letters in it.

= fast-tracking way into business.

Use swipe files on the pen drive supplied to bring in that business!

You have to put yourself forward...

I've been through times of drought when I got my dad just to ring the office, as I thought the phone's broke...

That's just about not getting yourself out there enough...

- Look at www.speakingwithjohn.com.- an excellent public speaking resource site.
- Richard J. Hodgson- The greatest direct mail sales letters of all time- all proven letter; some of which have been running for thirty years!

John Childers 101 ways to sell from stage- it's amazing. Expensive but hugely valuable!

I buy my expensive books on eBay.

- You need to capture good data.

Need a good pre-qualified list.

The money is in reputation.

What is the life-time value of your customer, not what is the value of them in a one-off hits.

- Public speaking is a sales letter in audio.

Headline, bullet points and close.

All it is, public speaking, is a sales letter.

Meet the crowd, get to know them first- when you are speaking.

Go to talks with one either one big ticket- i.e. £50K deal, or with lots of products to up-sell to everyone in the room.

I.e. £97... Etc £200, £300.etc.

In 90mins they can find a little bit more about you as an expert.

Get a system together and get going.

Take your card or flyers etc.

Stevo: I have gone to talks i.e. WIS (World Internet Summit) and I have left them at the back and it generated business.

I.e. “How did George generate ... just under ...£2000 in ... a matter of weeks...”

= he hired Alan Forest Smith.

I did some copy for a fax-mailer who took 74 sales in less than 12 hours- and got just under £2K.

You need to make eye contact and be very confident and be factual.

Watch out as there will always be one person in the group who will resent that you up the front talking and not them!

Alan always gets people ask him to do presentation, and many ask him to do it for free and he says me fee is £5000 a day.

I.e. I don't care, I am not free!

Go in at a higher price.

It did this recently- i.e. instead of £25K, I said £50K.

Make an impact = incredible info, presence on stage- i.e. like Stephen Pierce.

He is this huge, black guy, who's very tall and muscular, and has a massive presence on stage and he just walks onto stage and stand there silently....

He creates the anticipation... builds the audience up...

Adolf Hitler... he stood in silence for a while to build the audience's anticipation up = very effective to get their attention!!

- He held them in the power of his own hands.

There's a book I bought in Marks and Spencer's recently called:
"The greatest speeches ever written..." it's amazing-... it needs an audio too!

= you gotta look out of the field!!

Who wants cash on tap?

You can create a product and then utilise your copywriting skills to the max...

I.e. I bought the license to a product- i.e. Sonic Memo \$1110.

I sent it out to my list, and sold 100 the same day, as I did it at knock down price.

Cheeky copy way:

I have this license... I don't have time for the copy, so go to his site, to check it out, and then come back and buy it from here!

Cheeky but it worked...

Do a Joint Venture on a product.

Alan... I'm interested in getting to your list... are they hot buyer? We could do a 50/50 on it for £1000.

Get a deal going, so there is 50/50 cut after cost to create a campaign.

I'll do email copy...

Launch it...

Direct mail... 700 per 1000- higher price tickets...

Email- cost zero per £1000.

Results can look like this:

Create a mini seminar:

Half a day

Hire a Sony camera

Hire a camera man.

103 insider ways to create...

17 fastest ways to ... better...

How to create advertising that works?

Get someone to film it, and get DVD duplication...

- *Need to find list, or someone's list that will put it through though!*

Have a one day or two day event with an expert!

Have a system of pricing...

I.e. like Tony Robbins:

Economy Tickets, Business Tickets, First Class Tickets, VIP tickets.

In San Francisco we will be taking the VIP's around the harbour on a boat we are hiring!

I am creating an event where people pay £10,000 to spend four days with experts to find out about the future of the internet. We will hire out a 65 million dollar yacht and a mansion where we will all stay and hang out for four days!

I.e. only 10 people will be able to come and spend £10 K and spend four days with us all!

- *= an example of a target-specific seminar...!!*

What would you like to write copy about... something you know about and are passion about... i.e. non-smoking and do a little seminar about it...

Create copy specifically for something you are interested in and passionate about...

I.e. coaching, wealth creation.

Think about what does your list really, really want?

There will be something very, very specific...

Give them what they want, film it and sell it like crazy!

Create or buy your seminar.

Do a deal on a seminar... I you could this and someone else could do another bit in a live seminar...

Pat: there are some great venues in Scotland and no-one does them up here, I am always having to fly down! And it is great for golf!

Alan: we're looking into venues at the moment for both Scotland and Ireland.

Approach experts, or people you would like to work with as they just want you to fill the room, and they will come and sell if the people are pre-qualified!

Bernadette's website: www.howtomarketyourworkshop.com

It's embarrassingly easy to do this stuff!

If you can write copy you can fill rooms and deliver.

Yep- £20K for a week-end's work ain't that bad. = a winning ticket.

The Advertising Masterclass... teaches how businesses can sell like crazy!

Ali: I was really impressed with the course as it gives embarrassingly easy way to transform your business.

Brett and Alan show how to dismantle an ad into a space that will sell and a sales letter into one that will sell!

Alan: Yellow pages flog you a £7K ad, but they have not got a clue about the positioning or the copy inside the ad. They pass the design of it to the designer who knows nothing about the mindset of a buyer.

www.directmarketingmasterclass.com

Dave: it was great, so much information! We did a workshop and we had to come up with a direct marketing campaign, and it was really simple! K.I.S.S. You overlook the simple options so much!

Is it going to sell?

We're doing the 'Megamasterclass.com'
This is going to be in San Francisco. And we will record it and make a product.

Just replicate a proven system!

Don't reinvent a seminar or a wheel.

All the seminar are filmed and sold- i.e. 100 sets making £100,000.

You need to be visible, a site, and domain and contact details.

50/50 promos and selling them at £1000 a piece = not bad for passive income.

You could have a seminar tailored to your own niche...

The post-selling on events... is huge in America... there's a huge niche to be developed here in the UK- a huge void to be filled.

Go to www.fleetstreetmarketing.co.uk-

And contact them and say: "listen are you interested in... and send it them ... nicely packaged by a courier... and ask if they'd be interested in selling it and splitting it 50/50.

*smart copywriter's make serious money!

The deal: they get to know you... and the deal has got to sell better for them and not you. I.e. all got to revolve around you...

I.e. £10K around... i.e. an advance of 5-10%.

(Check slide out for more details...)

If you have to slog away like a job at it... = a waste of time!

Got to one section of the community... and focus on making money.

- **Never let the client leads... or you'll be stuffed.**

Take control....

Only do it if you will love it and believe you can do it.

I.e. If client says after the re-write... I like... more in my language... it doesn't sound like me... sack them and say do you sell anything?

What am I doing then?

**Sometimes you have to cut your losses and move on...
You have to stay in control...**

Be happy to find the right client and never negotiate with the clients...

**I.e. know what you want and don't want.
Tweak it where necessary... but always make it sound like they are in control...**

= you need to be a leader!

Clients will lie.. I.e. Pride... don't be mislead!

How to kick-start your copying business.

Buy a local paper = a real treasure trove of ads.

I.e. Alan loves the Sunday papers with the ads in the back!! I.e. if a company has a full page... continuously repeated... they are doing well!

Big key: LOOK FOR SOMETHING THAT INTERESTS YOU!

**COPY GOOD ADS AND COPY OUT IN YOUR OWN
HANDWRITING OUT... OPEN THE PAPER AND TAKE A LOOK!**

Get writing and work on improving them...

Read them out loud. They need to sound conversational... and like you are going to be helping them to solve their problems, and provide them the solutions that they are looking for!!

Think from a buyer's perspective... re-write ads in paper from the buyer's viewpoint...

Look at the local example about a (guess what...!) a Volkswagen...
And they have listed technical info about it... that just bore you to death!!

Those details... just are dull, boring and with no personality... unlike a Beetle.

Jason re-did the copy to capture the personality of the Beetle, after doing extensive research.

In the 60's and 70's they used to do 'Beetle-swimming,' and would race them in the sea! And he told a story about it that captured the personality of them! Stories are great at capturing the interest and personality is the signature of a Beetle!

Just re-write good ads that have worked!

- Think about tapping into the mindset of the customer.

Look at niche magazine... there are 100's of ways...

Look at the car mags... ie VW, Golf GTI... etc Hairdressing mags...
The ads in the back of the VW mag... loads of potential clients.

When people are fanatical about things – i.e. Beetles they want to know everything about them... = a captive audience.

You could even put, in a niche mag of your choice, put in an ad: "write out 101 different ways to increase your sales for free, and follow up..." = easy money.

** Fanatics buy everything = easy to be an expert!
= easy as it will be highly targeted.

Most ads = are interruption ads= like continuously being interrupted or invaded...

But permission advertising... is different..! = easy focus...

I.e. 'Gerard's hairdressing... - Who cares?! What is in it for you!

He has this ad in a consumer mag and?

- Try selling with a real difference... = to the buyer!

I.e. go through their mindset... what happens when you go into a salon...

= tapping into the mind of a customer and include a call to action at the end.

= the 'left feeling like a superstar ad,' built his business, in fact transformed it!!

And we charged three times more than anyone in our salon and it was always packed!

- Are you thinking about hair colour? – (see PDF) this ad got a strong reception... their structure etc = not just seasonal..

Dell at Easter- seasonal does work- but don't rely on it

I.e. like when you feel ill and take a tablet to feel better- just like a quick fix...

We started to run these ads in 1991-92 and had 10 variations of it and it was still successful!

James: and you can go in and say, if I double your business, what's in it for me? I.e. both immediately and after 12 months.

Raj: How to extend the profit of the ad... you can bicycle the ad to every hairdresser possible, not in that area though

Strategy: do a partial ad re-write and send 10 new headlines and the partial re-write to them – and say to them, what's missing from this ad = a killer ad.

There's tons of business out there. Businesses need to sell their services.

Alan: Direct mail exploded our hairdressing. –

I.e. Ben, do you realise, it's now i.e. 4 weeks since you've been... is your regrowth starting to show. Why are you not on the phone right now... and you'll get 10% off right now... Just quote code.

I.e. this can be applied to any business.

You just need to get them in the loop. We'd a lot of free 1's, just to get them in the door and then train our staff to up-sell very well.

Trained the whole team to convert the free one's or send staff out and target places and give free hairdressing.

Come to have hairdressing and we'll do it for free – i.e. take three hours- first visit for free= but over three years = £3K value to us.

Keep copying what works!

You have to offer as much proof as you can too!

Look and look deeper at the books! Look at what people are reading:
I.e. Trash, OK, Nuts mag.

How can you convert it into direct response?

Bullet points? They all do it!

I'll upload stuff online- i.e. and we'll sort out a forum for us all.

At this stage it is about: 'How to start from scratch,' scenario for you all, so I'll put loads of letter on the sticks for you to tweak and use.

After the break you will all take an ad of your choice and re-write the ad for your own business.

You will work in groups and then share your ad afterwards.

Wonderbra Ads:

Alan: The image here, is of a lady who certainly has not recently been pregnant-who they were targeting! After having a baby women don't care what men are thinking, and here you are focusing on that.

: You could do a lot more with the photos. I saw how you wrote out all the benefits of the Wonderbra, but you just need to tune into the ad, and the feeling of the lady who has just had a baby.

Alan: you don't sell wrinkle cream to ladies with images of a lady with a face full of wrinkles!

The ad of the wonderbra picture is a bit in your face for a woman who has just had a baby and who will likely not feel very good about her body.

The copy is very good though.

Steve: they pulled the sales letter straight from my site and started to re-work it, but I think they could make it a bit more exciting and a bit more real.

Pat: A car medic franchise.

Raj: It is good, and at the end 'call us now,' part. Instead I would have: Highlighted, Call Dan now, for a free consultation for...' It makes it more exclusive and personal.

You have got to be really, really specific about what you are offering.

Next one an Orange Beetle getting crushed!

The picture creates all the emotion and saves time!

Hire Wheel's insurance because...

Raj: Include a coupon code on the ad, so that you can track it.

Alan: the pictures... good (he's upset... he loves Orange Beetles!)
Here's three reasons why I insist that...

We share your passion for. "I own a Beetle and I know exactly how you feel..."

Here, people don't care about the price, it is not an issue it about caring for their precious car.

Include: Life-time membership, at no extra cost at the premiere service level.

The picture evokes emotions = fab.

This is what happened to 'Mr Jones,' and these are three reasons why he trusted us.

Alan: You need to have more attention to detail and tell them what satisfaction mean. What does the membership mean? Be specific, give a premium to quote. The picture's a killer though!

Steve: Remember, you can to three different headlines and test them!

Sile and I: Signarama.

Be careful with humour.

Don't need to re-invent the wheel.

Go for sales letters that already work- i.e. copy their format.

Copy other people's structure and tailor it to your market.

Q& A session:

Everyone has to send Alan some homework- i.e. copy that they have written, and tell him exactly what they are going to do after this seminar in exchange for £1000 bonus.

Pat: Being new to all of this information over these two days, what do I do first? Sales letter tweaking or?

Steve: Contact people and practice sales letters. I learnt how to write good copy. Write something and send it to each of us.

Pick a couple of things in areas your want to go into and get a bit of an idea together, a basic plan. Do something you are interested in, familiar with and research the market.

Alan: I.e. Awful ads for hypnosis and smoking, can you write 6 ads with a different headline just to sell anti-smoking techniques.

You need to think- What do I want for these?

Even if not good still 100% than what they already have.

You need to take some action

Identify the market that you are interested in.

While you are writing your ads, you can already try to procure and contact the industry. - I.e. while you are working on the ads, you could have an open morning- i.e. how to market your hypnotherapy business.

I.e. I'm doing this to 'How to increase your business by... in just over 12 weeks....' * Hairdressing same as hypnotherapy.

Marcus, who created the Wealth Creation Conference, he started his conferences with 4-10 people in his house and then as it got bigger he went into a hotel room.

- You can get a hotel room for £100- i.e. a double room and they will take out all of the furniture so that you can have a meeting in it!
- You just could hire a flip chart and voila.

Identify one thing, and then go with it and you can go a long, long way with it.

Once you do the initial work and get your first sales it will help you to get momentum.

Raj: It depends on your level of intensity. I have diary and a note book that each day I record my activity in. I.e. whenever I do some research, send out some letter. I.e. put in it your 'diary of effort,' what you do on a practical basis and it will help you build momentum.

Dave: you mentioned a marketing software that put posts on forum, what is it called?

Alan: I did have it but it has now been banned.

Marie: When you're testing something, what is the rule of thumb for how long you test things for?

Alan: new things, I test for at least a week, and you need at least 100 people respond to see whether it works, i.e. so that it delivers decent stats.

- Be careful re: Google Ads don't let it run away from itself, as it will cost you a lot!

Haden: With the emergence of videos, do you think there is a market for script-writing information over the net?

Alan: Yep, script-writing or direct response ad-writing re: Good Ad Word Copywriting, video-scripting copy-writing.

Can you deliver to the market? JV with marketing.

Alan: Still ask for an advance, even if a friend. Some people I will do it for an advance but someone still messing around I would still want the advance to cover myself.

Jenny: Can you go over testing. –i.e. How many tests etc.

Alan: Anyone can test a page.

Dave: I use Total Business Cart to test: www.1shoppingcart.com.

I.e. via Ad-tracker = a hyperlink.

Either your homepage, that's in a normal Google entry, that is split-tested.

Just change the headline- i.e. Would you, could you, will you- don't try to change too much!

I.e. State staff from Google info to 1shoppingcart and now we have 2/3 squeeze page that came from split-testing. Could test within a day with the right results.

Alan: a quick illustration- 1shoppingcart.com runs the ad-trackers, and they effectively run three ads at the same time and track them so that you can see which one out-pulls the rest, and there will always be one!

What you will have is each of the ads' lists as i.e. www.orangebeetle.com/index1, and ~index2, and ~index3, and at the bottom of the page you would have autocontacter.com- which is how the response to the ad is tracked.

I have even testing where is best to have a link on the page- i.e. where in the banner, in the headline etc.

Using Ad-tracker is a piece of cake as one-shopping cart has video tutorials to explain it al.

Steve: you can test anything= i.e. autopilotriches.com

You can test something by putting up three different headlines on a webpage.

One shopping cart is just automated, and you should test everything!

Alan: I have tested everything on a page from the links, the banner, the structure, different headlines- EVERYTHING! Where to put an image, the graphics, etc.

Have a look at: www.orangebeetle.com/FPC = lots of testing videos there to look at.

Pat: How can I hire your techie?

Alan: Andy, charges £15 per hour and he is great.

www.orangebeetle.com/graphics = Brian is great too.

I.e. Imagine you were starting up a High Street Business, are you going to allow people to walk into an unpretty shop! So why would you have a tacky shop!

Give someone £200 for a template and tell him I sent you and you will get a 10% discount.

Look at pixelsforprofitsite. - Don't be frightened of investing in your site.

The site cannot be a complete mess; they want it to look good.

I.e. Think about how an O'Neil's surf shop look, i.e. has surfboard all over the place and even one sawn in half!

Presentation counts for a lot!

Ben: Re-write the ad, ring the guy and it will only take a second of your time and say:

“I will only take a second of your time, as I know you are busy. I can increase your profits really quickly, based on your current ad, here’s a partial re-write.”

They are only interested in profit.

I have done an ad for someone and this is what we got. Would you be interested in that kind of profit?

- If you want to work with someone, you have got to take the time to tune into what they want, and give them what they want.

You have got to see it from their perspective and be brief to the point.

I.e. How would you like it if I got you 10 new customers each month; I’ve seen your current ads and if I get it what would that be worth to you?

Alan: when you are dealing with a new business, look at <http://forumsitesell.com>= it is a massive forum...

All the time they are asking each other questions- i.e. What do you think of my site- and I used to go in and make a comment, and get business from that.

Go and visit some forums online i.e. Alan Gardine- and his associate programme. Go to his forum and start giving them idea, and this is what I’d do and it will work as you will get notice.

Take one of Alan’s pieces of hairdressing, and say ‘this piece of copy... took a salon from a £60k start to 2.3 millions in 18months, would you like me to do the same for you?

Look what this had done for another, if I work with you, I won’t work with someone else...

Bank on other people’s work.

I.e. At WIS, there was a lady who ran a pizza shop and she offered people a free pizza with an ad she ran, and she got \$450 worth of business from it, as people don’t just have one pizza, they bought another and another!

I interviewed her and put it on CD, and created a piece of writing= sell it to pizza business people - = “I know how to do it,” = authentic and not false!

When you are starting up:

Build a website. But look at how successful copywriters do it, copy their format and add a twist, so that you make it your website and add your personality to it, as most of the sites are formatted, bland and boring!

100% need a site at the start! Get an email attached to the site too, especially if you are aiming to be an email copywriter.

Pizza Business= 1000 manual paid £11 for them on eBay.

Used software and used a template put in my site and domain name.

Call up Alan's template guy- and tell him you want a template for next week and in the meantime you can write your copy- and he will design the template.

Get a Blog! www.blogger.com- they give you everything!!- can put your template into it!

www.typepad.com- even better!

Quickest way, take copy, and say: "I can help you increase your business?"

And they say, is there any risk? And you say. No, there is not any risk- it will cost you £1000 and on acceptance I will expect £400 and then the rest on delivery.

- Dan Kennedy's – Ultimate Sales Letter and 3 Letter systems- look at – very, very good.

Sell yourself first on the strategy.

I.e. Don't be tentative.

Steve: Find friends who have businesses and ask them if you can trial out your ideas with them, in return for a testimonial.

Alan: I hassled Marlon Sanders to death to write some copy for him...

10-20 times as I wanted his testimonial as it was worth more than anything to me..!! In the end he relented.

When you want testimonials, you need to make the first step.

Alan: I do get hassled by a lot of people, and I always reply but the problem mostly is they want something from me in return for nothing and it can be painful, all the time. I ask what are you going to do for me?

What is in it for them? I.e. you have to do something for them?

- Fear holds them back!

How do I approach this first guy?

When your mates in business, say: "Please run this ad..."

I.e. knowing people in business who would be willing to trial out your skills.

Pat: but I need money in my hand!

Alan: The first time you do this, people might tell you to get lost! You just have to keep going! You have to really, really target! You have to go for it and see what happens!

Alan: Remember, the day when I bought my first Beetle how I asked my mum to drive me to Crewe and how I had spied this Beetle on sale for 4-6 weeks and it had not sold and I just thought to myself that this is going to be the right one. How we drove up the M6, A49, or A47 to get from Cheshire to Crewe. As we drove into Crewe, there was a small lake, with ducks and geese on it, with kids on boats and the sun shining on me and my mental mother.

Alan: "Mum, please stay in the car and you will only embarrass me..! Have a fag and I will be back!"

How I walked to the end cottage with the porch on the front of it, with pebble dash on the front and white painted walls and a shared path. I walked up the path past a few cottages and knocked on the door.

The owners were:” We love it (the BEETLE!) we had it from brand new and before that we had a 68 spilt samber before. I was in Germany in 1945, in the army, in the KDF, and everyone had to have a car.”

How the guy ranted and raved over the Volkswagen telling me all his car stories!

How he took me out to the garage, where he pushed up the garage door and how underneath lots of blankets you could see the mould of a Beetle, like a jelly mould of one, and how he gradually revealed it by slowly taking off each of the blankets to reveal a fantastic Beetle, which had only been owned by the. Although it had a vinyl rim and the wings were reddy orange and the rest of it was orange, it was still an amazing car. I was sold.

I took it after doing a deal with him, and I chugged along behind my mum all the way home! It had those kind of breaks that when you touch them, you nearly go through the windscreen, but I coped and made it!

Question: Who would have thought that that Beetle would have led me to become a World Class copywriter who travelled all around the world last year?

I went from a hairdressing salon to writing copy. I am a self-trained copywriter and I have invested £100K into my copywriting so far, I’ve spent a fortune, but I believe it can be done by anyone.

You all need to go away and take some action!

Imagine that is you, in the car, going in your own Orange Beetle for the first time, imagine that. Only 18months after quitting hairdressing I was writing copy for Jay Abraham.

Where will you be on 9th April 2007?

You have to do something before the end of the month!

If you don’t take any action, your notes are not going to jump out at you!
You have simply got to do something!

The smart way of walking away from a seminar is with a big cheque!

People looking are looking at these skills all the time!

Look: This is what you need to do: for hairdressers, train staff on up-selling and four weeks down the road = a brand new business.

Just need to walk away and do something!

Most hairdressers don't understand the market!

I.e. using split-tear pricing.

I.e. if your garage called you up saying:

“Does your car need a winter health check? We normally charge X for this, but we are doing a campaign to reduce damage i.e. we're doing it them from now on every 12 months, if you come in by Friday we doing to do this for free and change all your bulbs too for free.”

= it's not rocket science!!