



Nick: Hey guys, Nick Nanton here. And for this month's one-on-one call, it's actually a one-on-two call, because Travis and Jimmy are both here. I'm interviewing two of my favorite marketers, Jimmy Vee and Travis Miller from Gravitational Marketing. They're authors, TV stars, and everything-you-ever-wanted-in-marketers. But, most importantly, they're great guys who know their stuff. So guys, welcome to the call!

Jimmy: Maybe we can touch some people out in the audience today with some brilliance and some knowledge about marketing.

Travis: Where are you going to find that?

Nick: We'll find it one way or other, but its great to have you on the program. Alright, so let's talk a little bit about your concepts at Gravitational Marketing. I know you have your book, Gravitational Marketing recommended by Dan Kennedy and everyone else under the sun. Where can they get that? ...On Amazon, Barnes & Noble, all the big dot coms, basically?

Travis: Yeah, but Amazon.com's always got the best price. So that's where we buy them from.

Nick: We like that. Cool! So let's just talk about some basics, So what do you think an entrepreneur has to do in regards to marketing in order to avoid becoming a part of the high business failure rate? I often have people asking me, "Hey I want to start a business but I'm really scared. The economy sucks. What do I need to do?"

Travis: Yeah, that's really an interesting question and it's funny because over the last few years, ... really starting in 2008, we started having this conversation about the economy and the recession. And here we are, like three years later, and we're still having the same basic conversation about the economy being bad.

Well, in the New Economy, if you want to call it that, you have to stop saying, "When the economy picks up... When things get better." You have to embrace what it is right now and say, "How do I kill it right now?" So think about this, if the majority of businesses fail in their first year, common sense dictates then that you should do something different, because if you follow the masses, failure is virtually guaranteed. Jimmy Vee coined a phrase years ago, and this is the one brilliant idea that Jimmy's ever had in his life. You need to understand that these words actually have the power to change everything...

Jimmy: ***Same is lame!*** And that's it. You got to think of your business and everything you do in your business, every piece of marketing that you put out, every system you put in place, every interaction with the customer. You got to ask yourself, "Is it same?" And if it's the same, then it's lame.

Travis: We don't just see this in startups . We see this in new clients that come to us who have been in business for 20 years, and last week it was a business that's been around a hundred years. And what's their big problem? ***Same is lame.***

Because they're not just copying what others are doing, they're copying what they used to be doing. What you or other people used to do doesn't work anymore.

Hey Nick, have you read the book, it's a good book called *Built to Sell*?

Jimmy: It's by John Warrillow, W-A-R-R-I-L-L-O-W.

Travis: Yeah. So anyway, the main character of the book has a business site he wants to sell. The character in the book goes away to this beach house for a couple of days of reflection. He has to answer some big questions that basically need to get sorted out before he's able to sell the business. What do I think this business is really worth? What would I be willing to take? So, get away from the business and do some self-reflection. These are two important questions, but the first question that's got to be answered is this, why should somebody choose your business over others? And if you can't wake up in the middle of a dead sleep and answer this without thinking about it, then you don't have it right. So really, answering this question is the way to combat the same is lame phenomenon.

Nick: I think that another problem has been that sales people who are pushy lack value or don't try educating the client.

Travis: That's a really good point.

Jimmy: That's actually a very good point Nick made. But it's about the sales person who has to transcend just being a pusher of product to become someone who can guide their prospect rather than push their prospect. And guiding that prospect through value-providing, through education, through information, through building trust and motivating them today to action. Let's face it, one of the biggest problems we have in America is the lack of action. We always choose the easiest route, which is... do nothing!

Travis: But a good pushy salesman does it this way, because you nailed it Nick, when you said it's all about value, right? When the value proposition's there, then the first question's answered -- which is, 'why should somebody choose this option over all the other options?' And the second question that I mentioned earlier, which is, 'Why should somebody choose you over others?'

But here, the real key though, is questioning, good questioning. When I listen to the most successful guys, what I hear is questions. When

they are saying, "Wow, that's amazing. So what are your plans for this year? What are you doing to differentiate yourself this year? What's your plan for growth this year?" Simple questions like that will cause them to say...

Jimmy: "Maybe my plan ain't so good."

Travis: Yeah.

Nick: Got that. However, it's something you've got to learn how to do and you have to become, and what I loved hearing is that you've got to become the trusted advisor, maybe even the *Celebrity Expert* insert trademark, registered symbol here. But I love it.

Jimmy: I think adding *Celebrity* to everything we just said truly does kick it up to another level, which goes beyond just being a trusted advisor. It goes beyond being somebody who you want to do business with simply because they have a level of a celebrity -- and we have an infinity of celebrities in our culture.

Nick: Let's talk about another story. I know you guys started your first company with just a few hundred dollars. Then a few years later, you started another company with even less. And within the first six months you earned your first million dollars. That's obviously great. I love hearing stories like that. You got any secrets you can share with the audience on how to, whether or not they're starting a new business?

Travis: Well, there's a great book in the bookstores and on Amazon that was a huge help to us, *Gravitational Marketing*. The interesting thing, and you know this Nick, but the interesting thing about that other business we started with even less and had a million dollars in six months and several million dollars after the first year and then the second year.

Nick: Yes, and...

Travis: An even bigger story, I think, is the story of the Phoenix rising from the ashes, which is that now we got another business that does a few million dollars a year even after the last one evaporated. And we went through a couple years of turmoil and difficulty trying to make it as entrepreneurs. Then, the first time that we really started to get a break and really make it, I thought, "I'm learning a set of skills, a duplicatable process that I could use in the future to do this again." That was the important thing we found out, it's almost like we developed muscle memory on how to get

the first million. And that is really useful, because the first time you do it it seems so hard, but doing it again and again is kind of like riding a bike.

Jimmy: ...Million dollar businesses are going to evaporate.

Travis: ...dragging around Jimmy Vee for years... Yeah million dollar businesses are going to evaporate. One of the other big secrets that we found is that you've got to leave money for marketing. So many businesses, when you're looking at their business plan in the beginning, what you find is they've got three months worth of rent and three months worth of payroll stacked away. Maybe. I'm being generous here. But there's no money allocated for marketing, or maybe \$150 bucks.

I remember my first job out of college was a radio rep here in Orlando. And I went down to meet with this chiropractic group who actually was a call-in lead. So when I went down there, I found out that their advertising budget for the year was \$500, and we had commercials that sold for \$350 bucks.

Jimmy: And those single commercials aren't doing any business, any significant business...

Travis: Well they wanted to find out, "what can we do for the radio station with \$500 bucks? And I said, "You can buy a nicer radio."

Now think about your own business. Do you know how much you spend in marketing to get a client or a customer? Do you know how much you are willing to spend? Here, there's a really interesting paradigm shift, if you recall, same is lame. So instead of looking at how can I spend less in marketing to get a client, start asking yourself what can I do to spend more on marketing to get a client?

You go, "Well that doesn't make sense." Look, what if we could be more valuable? What if we could give more? What if we could charge more money? And if I did spend more to acquire a customer, would it make me stronger, bigger, better, faster than my competition?

Nick: Right, or would they be a better customer?

Travis: Now the Celebrity Expert thing ties into this perfectly because as a Celebrity Expert what you've got to do is go out there and say, first of all, "Who's my target audience? Who are the customers that I want to do business with more than others?" The answer is not anybody and

everybody. So choose who it is that you're going to work with, okay? And then that gives you your sort of blueprint information to go back and say, "Now I'm going to become a Celebrity Expert." Well first let's become an expert in actually giving them what they want. So I'm the expert in giving this group of people what they want. That's when it sizzles.

That's when it all works, and of course as we all know, making that *celebrity* part happen is what takes some horsepower. Now the other thing, if you want more, is, "Alright, how am I going to put myself in the media?" And that's where the marketing comes in.

Nick: Yep. And that's way more fun. I do way more of that because you and I both know, there's just not a lot that the 18 year old in the newsroom thinks is important news. So I much prefer to create my own news. I call it the Oprah Effect. Oprah wanted to be on TV shows and she wanted to be on the cover of someone else's magazine so she created her own. She wanted to be in a blockbuster movie so she paid for it and did it herself. And you know what? That's good advice.

Direct marketing-wise, some people may or may not understand direct marketing. Dan Kennedy, who we all know very well, said when he goes to horse racing, I got to go around the track twice, so I might as well win. And one of the things he talks about in business is, "Look you got to work every day. You might as well do well. There's a distinct formula for building million dollar businesses and the bottom-line, and a couple of secrets that I'd love to share. They are: 'pick niches and go serve them.' If you're not the absolute expert in dental marketing when you go approach dentists, they're not going to hire you. They want somebody who's a dental marketing expert.

And then on top of that, you got to have something that will scale beyond you. So you got to find a system where you can put the pieces in place and anyone can do the rest. That's just bottom-line. There's only so much time for any of us who want to have quality of life along with the revenue.

Travis: Well that's a great point Nick, and when I think back to what we went through in the early days of our business compared to where we ultimately got, the difference is that in the first year, we did everything in the business. If we got a new client, it was like, "Yee-haw, we got a new client!" Oh no, now we actually have to go do the work associated with it. And we realized that model was...

Nick: *Oh yeah we got a new client! ...Oh no we got a new client!* Love that. And so, just to wrap up, why don't we talk about a couple of direct marketing principles – about the difference between brand advertising and direct marketing. I think it's really important for people to understand the difference. If you want to start really growing your business and you want to use direct marketing, where can you start?

Travis: Well let me go on record to say that brand building and having a brand is very important. We usually recommend personal branding. But having a brand for your business, for yourself, is part of the thing that can help people choose you over others. The problem really comes in when people want to spend money in paid media to promote that brand.

Jimmy: Well that's also the problem, and I think the problem stems from a lack of information about what good marketing is. A lack of information of what brand advertising actually is. I heard from a guy I'm mentoring who said to me one day, "I want to do this whole thing without ever running any ads, because I don't want to be looked upon as the guy who had to advertise." Like it's a bad thing.

Travis: He had the 'balls' to say that to you?

Jimmy: And branding isn't bad, but if we don't understand what it is and what direct marketing is and the differences, we get fooled into thinking it's something that it's actually not.

Travis: Right. So, the basic idea here is when you spend money on marketing or advertising you should have a plan in place, a spreadsheet in place to be able to count the number of responses, the number of leads, the number of clients those dollars generated and plug it into that spreadsheet. That way, you can constantly monitor your return on investment. If you're going to do something that you can't monitor ROI, then it might be time to consider not doing that.

Nick: Amen. And one of the smartest things I heard was that brand advertising without direct response, direct marketing in it, is wasteful suicide. But direct marketing without branding is just a waste of money because you're already spending the time to get people to take action. You might as well build a solid brand on the back.

Travis: That's just like going around to the track two times, you might as well win. If you're going to play, if you're going to pay money to run ads, you might as well stick your picture up there and have a

brand together so that you'll get that benefit as well.

Jimmy: In your words and terms Nick, and similar to what we teach, though I've never really said it or explained it this way, just thinking on the phone with you made me think of it. It's like you got to do direct marketing at the same time, and make a celebrity out yourself.

Nick: Right. Why wouldn't you?

Jimmy: It's the branding. Branding is the word that most people don't understand, don't really know what is the concept of a brand, what a brand does – an emotional feeling tied to a company, a corporate image (which is basically what a brand is). It's very hard to create for a small business owner with a small marketing budget or even a medium-sized business with a medium-sized marketing budget. It's a lot easier to do the same exact thing through using direct marketing, but then attaching it to your person individually to create celebrity.

Nick: Right. People connect with people so much easier than a logo or something like that.

Jimmy: So it's a lot more cost-effective and effective to do direct response and create celebrity as an adjunct, than to try to create a brand as adjunct. So it's almost a disservice for us to say, and we've said in the past, get branding as a side effect, build celebrity as a side effect. It's probably the more accurate and profitable thing to do.

Nick: Well I certainly will run with that one. I love it. Alright guys. Awesome. If people want to find out more obviously they can go and buy Gravitational Marketing at Amazon, like you said the best price is there. Now while you do this, check out the book on Amazon.com, Gravitational Marketing, and then any website training or anywhere else you want to direct people to if they got more questions; what if you want to learn more?

Jimmy: Sure. There's tons and tons of free resources over at GravitationalMarketing.com.

Nick: Excellent. So remember GravitationalMarketing.com. Jimmy Vee, Travis Miller always a pleasure, thank you, guys! Look forward to seeing you again soon and thanks for being on the call.

Travis: Thank you Nick.

Jimmy: Thank you. ★