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Outrageous Offers with Trevor Toecracker Crook - Part 2

Trevor "Toecracker" Crook's offers are almost too crazy for comfort, but they sell, because of his experience and direct response marketing skills.



Trevor "Toecracker" Crook

James: James Schramko here. Welcome back to SuperFastBusiness.com. This is episode 913. And today, we're having a chat with Toecracker, again. Welcome back.

A guest worth having back

Trevor: Good to be back, James. Yeah, appreciate it, three times in what, about 10 months? So I know you've no shortage of guests. So it's a privilege to be back again.

James: It's partly a testimony to your marketing ability. But for the most part, it's the quality of the content. Every time we publish a podcast, I'm getting a great reaction. But even beyond that, I'm actually using this stuff in my own work. So for example, I've been adding a lot of S's to words, since episode, what is it, 843, we did together, [A Truckload of Ahas](#). That one, I got a universal reaction of aha from my audience when it went live.

So what I really want to do is stay consistent with delivering value for my audience and bringing back guests who they resonate with. It should be said too that, throughout these recordings, I've never had an affiliation with you, I don't earn any commission or anything from this.

I really just bring you in, because I like talking to you, and you've got great information that's very useful for my audience. So I want to say I appreciate you coming and sharing your valuable time with us, because I know you can charge a lot for it.

Trevor: No, I'm really happy to share, and I've enjoyed being on, obviously, your podcast, and the audience, because I get people, a guy joined the group the other day on Facebook, he's like, Yeah, I loved your episode on James's podcast. So it's good to get that sort of feedback. And, you know, we'll probably do some sort of affiliation down the track with a bit of luck.

Getting the all-important offer right

James: That sounds pretty good. So we wanted to go back and address these [outrageous offers](#) again, and part two. We started off with episode 804 on this topic. And I still think it's like, if there was an 80:20 or 64:4 of online marketing, for the most part, as a coach, the area that people struggle the most with, that also is the most important thing to be able to get right, to be successful, is the offer.

I wouldn't be out of line if I said that, you know, 20 or 30 percent of the people I work with could be fixed up if they just tuned their offer. Because all the rest of it, you actually get money to buy things like team, you get money to buy things like tools to grow your business, and you also get money to put into reserves and to invest and become wealthy with.

Nothing happens without the offer. And unfortunately, people don't have, you know, they start off with, I guess, where I started and maybe you did, too, it's like, you know, which copywriting books should I read. It's a long journey to get halfway decent. You're going to have to put in time, energy, money, effort, and you'll also have to, or you can buy someone who's already skilled with this, but it's not cheap if they're very good.

Quite often, the very, very good copywriters are not even procurable. I know one of them just made over a million dollars last month, just in his copywriting profession. So, you know, there's a scale, there's a level of scale where people are at on that sort of ability to come and help you with your offer.

But if we could learn a couple of tips that we can incorporate into our business today in terms of offers, or to get some juices flowing and ideas that we could work with, I think that will be a great outcome for this episode.

Trevor: Sounds good to me.

James: I do also, by the way, I love your microphone. It's improved the sound quality over the last couple of episodes we've done, and it also partially hides your face which is, you know, it adds an element of mystery and intrigue to the show.

Trevor: Well you know, I do have that face for radio, and actually a friend of mine, she's an Australian, she lives here in Tuscany. She said, the other week, she does these drawings of people without eyes. And it was like creepy but cool, I was literally, well I was waiting for us to get on the podcast you send it through. I was like, Yeah, all I said was creepy, cool. Thanks. Yeah, I think it's a metal look.

James: Nice. Oh well, we'll get the content out there regardless of how it looks, but we want it to sound good. So where do you want to start off with this outrageous offers part two episode? Have you seen something that is on your mind that you think would be a great share?

Trevor: Like I've got several, you know? I always prep for podcast interviews, and I was like, I went back through the other two podcasts to see what I'd gone through. And then I stopped at 15 different sort of topics on outrageous offers, but there's a few gems in there.

And what's interesting from my perspective, because I'm sure some people think this as well, if myself or anyone else is talking about something that I did a long time ago, as in, does it still work? Or can you still produce that sort of results today? So I've got some old stuff, but I've got a new one, which is just a classic as well, which I'll go through in number two.



But you know, what was interesting, and when I look back on some of this stuff that I've done for clients, and again, it's the offer, you know, they hire you as the copywriter. But if the offer is weak, your copy is going to suck for the most part. Or it might do okay, but it's not going to have that frickin' Babe Ruth home run, right, that you want it to have.

So myself, as a copywriter, I always want to get the offer to the best of my ability, right, whether that's changing the bonuses, putting the pricing up, obviously, presenting it in a better way, giving the product a different title, even, can make all the difference.

From 75K high-ticket to a quarter of a million

So the first story I want to share with you, and obviously your audience, was a property consulting company, they were property managers. They would find people that had a lot of cash equity or property equity, and wanted to get on the property game, whether it be a small flip of a house up to major construction of units or big subdivisions.

And they wanted to get more clients. The angle for them was you get them in front of the owner of the business, and he will close them, because you've got to understand the angle of a copy and make sure the offer you present does that job, right? My copy wasn't selling, wasn't closing the deal. It was probably 90 percent closing it, he just had to do the final bit.

And now this guy was flamboyant, you know, gay, which is nothing, no problem for me. But he would always wear about a million dollars' worth of golden diamonds when the customer would come in, because usually husband and wife. And of course she's looking at the gold and the diamonds, and he would just go, if you want some of this, love, sign up type scenario. But he had no guarantee in place. Right?

And they had a few different levels, and the lowest-level client was the biggest pains in the ass for them, you know, the mom and dad might buy back then, you know, a property for 60, 70, 100 grand, do a bit of a run and flip it, make 25, 30 grand, right? And they were charging them \$5,000 back then, right, to basically sort of project-manage the whole thing.

They had a \$25,000 level. And the upper echelon was a 75k level. By the time I did my research, probed all their team, right, spoke to him, this is what I came up with. I write a 15-page, free report/glorified sales letter to sell the appointment, you know, lead generation ad, toll free recorded message, send the report out, normal sort of old school direct mail.

For the time I put the offer together, the \$5,000 fee, I put up to 25,000. From 25 to 38, the 75 grand to 120,000. And I didn't tell him about this new level until I presented the copy. I put an upper level, again, a quarter of a million, these are all upfront fees. Because I, from talking to them and looking at their own numbers, I said, people that were paying the 75 will pay the 120. You've got the runs on the board, you got the proof, you got the case studies.

But there'll be a smaller element in there, who's got much bigger equity, who will happily pay you a quarter of a million upfront. And it was easy. The royalties on that, it went for higher royalties, shorter period. And it was a nice payday, right?

But it came down to the offer. Looking at what they had going, well, you're not charging enough. Your \$5,000 clients are really a pain. You've got to either get rid of them or you charge more. And then there's that small group who will pay this. And it just worked like gangbusters for him.

Should you actually be charging more?

James: Few takeaways from that. So one is, it's pretty common for people to undercharge. And two is that there's usually always a percentage of your audience who would pay quite a lot more. I like that 10 percent 10 times more metric, seems to have worked out for me and also for my clients.

It works through. I've got a few cohorts in my own sphere, I've got about 10 partners, and I've got 20 legacy SilverCircle members, and I've got hundreds of SuperFastBusiness members, of which they're broken into two levels. And the numbers work through on the price point versus volume. So an easy win from this conversation is, firstly, just revise where your pricing is at, compared to what the market might bear.

And also, taking into account, you said a very, it's a throwaway line almost, runs on the board, you've got the runs on the board. We will translate this podcast into English, by the way, it'll be up there on Episode 913, on SuperFastBusiness.com. So if you're struggling to hear Trevor's English mixed into that Australian accent, the runs on the board, what Trevor was saying was, this customer had proven they can get results, and maybe hadn't reevaluated their prices since that point.

So once they've proven that they can get the results, the price can come up, and it can sustain, because it can be justified. And there's that little word, because, in there. So there's the two main things I took from that, reviewing your prices, and sometimes, it takes an external party, certainly that's the role I play a lot of the time, to let someone know, Hey, you know, you're outrageously cheap here.

Like, actually steering people away, who would have purchased had it been more, because they're concerned that it's too cheap. So there must be therefore something wrong with it. And the second thing is, could you just come along and put a product on top of your highest-level product? It's one of my favorite tools in the toolkit for coaching.

What could you sell for a whole lot more to a fraction of your current existing paying customers who know, like, trust you and want a deeper relationship? What can you offer those people?



Trevor: Yeah, it's, I enjoy doing that as well. For me, just going into any business looking at their offer and going, I'm not going to write your copy, but here's the offer, this will sell, trust me, I'll get my writer to do it for you. And all I have to do is copychief it. Because yeah, the external eyes can see what you can't see as the business owner.

I was talking to a potential new client, only late last week. Actually, that wasn't late last week, I've lost my days. It was Tuesday this week.

James: Had to be the Tuscany effect.

Trevor: It is, yeah. And he went down that normal spiel of people, Oh, you know, sort of my business is different and I have to compete on price. And I just let him go on and I just called bullsh*t on that. I said, That's because you're doing a free quote. You need to be charging for a quote, stuff we discussed in the past, you know, call it a whatever report, you know, position it better, put a price on it, get your proof together, the decent proposal, and they'll pay you more. You could just see the cogs ticking in his brain as I'm rattling this off. But he'd never thought of it.

The essentials of Trevor's go-to campaign

James: Well, you've mentioned two funnels here that I think would be good. The first one was the direct response funnel. And then you've just mentioned this one. What's your go-to checklist?

So if we were to put out a pen, all the copywriters love this one, you handwrite, what will be, like, the essential things we're going to have in our little campaign? What's Trevor's go-to campaign to roll out to the green customer who's never experienced this direct response? You've rattled them off before, direct response mail, a call number, etc., etc.

Trevor: Yeah. Well, yeah, if it was direct response, because I think it's forgotten millions. Right? Well, everyone wants that instant gratification. Right? The direct response is delayed gratification, saying I'm going to look at it and go right, well, we can test the various offline direct sort of marketing tools, but there's going to be some sort of free report, there's going to be some sort of lead generation ad, and toll-free recorded messages still work.

And I explained to them that the free report is a glorified sales letter. And then there's going to be a three-step direct mail sequence over 30 days, wrapped around that sort of direct mail package.

James: And so it's a paid report?

Trevor: Well, it can be.

James: Or the free report. So you've got a free report, you run ads to the free report, they can call in a number, and then what happens next?

Trevor: They call on the number, they listen to generally a 90-second script, right? Now, the reason that I've followed that 90-second model is, you can say a lot in 90 seconds, run a smaller advert or reduce your advertising costs, run a really kickass LGA (lead generation advert), just designed to get them to call the toll free record a message, and get more punch and benefits and reasons why they should leave the details into the 90-second script.

They request the information, out it goes. So if that free report is actually the sales letter to sell the product or service or to sell the appointment, then that part is free today.

James: So if it's to sell the appointment, then it's a phone call sales pitch.

Trevor: Yeah. Or in person. If it's guys like business to consumer, like various of my landscaping clients, where they're getting the leads come in, well, then we're coming up with the free report. Or just give it a title report, put a value on it and charge for it. So a lot of our landscaping clients are charging 297 pounds to do a free garden assessment report. Whereas before, they were just doing a free quote, in the hope of getting the business.

The impact of direct mail marketing

And I actually got some numbers from two partners this week, literally, because, you know, I know they're doing this new thing that we came up with. So since the last episode, we launched some done-for-you templates and stuff for our higher-level clients. And part of it is we produced a 20-page high-resolution, printable and digital version, Gardening magazine called Dream Garden Digest.

They all get the same, we write the inside cover story. Our graphic designer just puts in their name. It looks like it's theirs, you know, white label. But we came up with the neighborhood farming letters. So I've taught them when they're on a project, just drop 15, maybe 20 around with a copy of the magazine, and offering seven free garden assessments valued at 297.

James: Again, just a little throwaway there, you know, when they're doing a job, just chuck it, chuck it next door or whatever. For the last three or four years, I've had a lovely lady cleaning my place. And then she started cleaning other places of mine, all because she put a flyer in my letterbox. I won't say her name, but it was such and such honest cleaning. And it had some bullets. And I called her up, she came, and that's it.

So over the years, that's thousands and thousands of dollars. And when I talked to her, I say, How's business or whatever? Occasionally she'll say, Oh, a couple of customers have moved or whatever. I'm like, You should do the flyers again. That's how I found you. She's, Ah, yes, you did. Sometimes we even forget to do the things that work. That's a classic. But I know for a fact as a consumer, that's been effective for me for home services.

Trevor: Yeah, look, it's big. And, you know, so I've done it for so many different industries as well, followed the same formula. Sort of my direct mail formula that I've learned from others and adapted, and it works every single time, as long as they do what I say to do. That's it.

That's the hard part, though. It's easy to say. People get their own preconceived ideas and oh, that didn't work. And I was like, What did you do? Oh, I know you said to do it this way, but I did that. Well, there's your problem.

James: Yeah, we talked about that before and that people pay you for advice, you give it to them, and then they ignore it. And then they get upset about it, which is classic. I imagine SMS and messaging might be part of a good channel too. This wall behind me is going to be a bookshelf, this entire wall.

And where I am now, it's hard to get a cabinet maker to actually answer the phone. I call the phone, and I get an instant message. And it says, If you're calling about cabinetry, we're booked out till next year, till the end of January. So if you're still interested, send a message. I'm like, seriously, it can't be possible that there is unemployment in Australia, because I can tell you this, that is months away from when I wanted the thing, and there's no supply, absolutely none.

It's the same for everything for people, for people who hang TV stands through to, like, pretty much every trade. And as soon as the swell comes, the waves come, everything stops, all the tradies stop, all the work. So I think it's really a massive opportunity.

So I think, you know, a good marketing company could get a whole lot of services and trades and grow that into an empire, which is clearly what you guys do, you and your partner Barry, I read your newsletters you send. Thank you very much. And it must be a real shock to the culture, someone who's out there with, like, a shovel and a rake and potting plants and stuff. This whole direct response world would be alien to them.

Trevor: Yeah, look, for the most part, they've dabbled in various attempts. But of course, their offer sucks. And so usual stuff, you know, business name at the top and logo and that sort of stuff. No call to action, you name it, right? So with what we're teaching our guys, where they have all these done-for-you, three-step direct mail sequence, neighborhood farming letters, right?

And so Neil and Ainslie, I asked them the other day, I said, Look, I'm doing this podcast. I know you guys have had a bit of success. But can you give me an update? Now that's selling effectively high-ticket items, landscaping. But they've dropped 40 magazines with the letter, one neighborhood farming letter. So far.

They've pulled in 55,808 pounds on those 40 letters, a breakup of, they've got five people respond, so that's a 12 and a half percent response rate. They converted 60 percent of those to design fees, which was the 5,808, and one of those just closed at 50,000 pounds, and they go, so far. But the numbers are brilliant in terms of direct mail, you know, like, I put each cost at three pounds, allowed 50 pound for hand delivery.

Cost of \$4.25 per magazine. Each lead was worth 11,161 pound. For every letter dropped, every single letter was worth 1,395 pound and 20P.

James: Love it.

Trevor: You know, how many do you want to send? And they've only just done letter one, they've done no follow up to letter two. Because I said to them, as I said, Go think of the better projects you've done in the last 12 months, and take this, and drop it to those houses as well. And that's where the 50,000 pound came from. And they also wanted to pay the design fee.

So you know, this stuff still works today. The brain hasn't changed. And it's just a simple offer. It's no longer doing the free quote, you know? We designed the actual free garden assessment report for them. All they had to do was take it to the printer, go to print it off. And just follow us. These guys don't even go out and do that anymore. They send the designer out. So, learning to leverage their time.

But it's a simple offer, but it's outrageous enough to work in that industry. And they've got the magazine is the lead generation selling tool.

James: Right. It's the vehicle to get it there. We used to print a magazine at the Mercedes-Benz dealership for our clients. I did a localized one for just the dealership, and I would get extra print runs done, you know, an extra 10,000, and then I would pay someone to drop them into letterboxes in all the wealthiest suburbs around our dealership prime market area.

And they would do it for, I think the rate, it was ridiculous, like \$60 per 1000. And most suburbs had two to 3000 houses. We didn't worry about units, didn't worry about commercial, just houses in really wealthy suburbs around the dealership. And by saturating them, I think four times a year we just built up that recognition of, this is the place, and we'd put in little hooks and stories and specials.

An adult version of the Happy Meal

And I noticed I could really track the sales to it, because we'd do things like Father's Day, we would prompt things like selling Mercedes-Benz umbrellas. And our parts department would sell out, like, as many as we could stock would sell out. So they were coming only from that channel.

Trevor: Nice. So yeah, there's opportunity, but you saw the opportunity, and you did something about it.

James: Yeah, once I saw that, I'm like okay, these things are hot. So I'm putting them on eBay. We were selling them off to West Australia and to other states. Like, we were doing a roaring trade in umbrellas, which is silly when you think about it. But they were super high margin. We could get unlimited supply of them. And no one else was focusing on the easy win.

But an umbrella is the kind of merchandise or anchor that people are very conscious about - when they flip that thing up at a sporting game or they're walking around, and you know, having that Mercedes-Benz star on it really started to give them that brand association. And it's most definitely, I would argue, are going to influence their awareness of the brand if they keep seeing this thing every time it rains, and they're aware of that, you know, if they don't have one, they want a Mercedes-Benz.

Trevor: Yeah. I like it.

James: It's like the Happy Meal.

Trevor: Yeah. The kids want the Happy Meal. Yeah.

So yeah, you know, Barry's here in Tuscany. We're having, like, a partnership sort of three days together and working our plan out for next year. It's like, we've got direct mail happening for his new book, which has come out, going to landscapers.

And we're going to do postcard direct mail, three step postcards, you know, stuff like that. So it's just, all I'm going to be focusing on predominantly, is getting direct mail down and testing that. It's going to be a lot of fun.

Ever consider an audio ad?

James: An unknown sort of one or not talked about much, especially in Australia, is buying remnant radio ad space in the US for community stations. It's so cheap, and you can get quite a lot of ears for a short amount, if you put a decent offer in your ad. Have you had any success with audio ads on media platforms?

Trevor: Long, long time ago, Radio 4BC in Brisbane, recording me to have my own sort of weekly radio show. And of course, that's not free, you know, you've got to pay a bit of money first and do a couple of rounds. And yeah, and it was interesting, because I'm not a fan of radio generally, but it's, people are driving along.

But you know, the ads were done. And it was designed to offer the free report, but they had to call the toll free number. And I did get business out of it. But after I've done the second round, the guy that I was dealing with said, I'm just going to prove to you in three or four hours this afternoon, I can ring 30, 40 people that are running their own newspaper ads and make more money than I've pulled in from this.

And so, he said, Really? I go, Yeah, I'll tell you the stats. And so I just got the local free community newspaper, around 35 businesses. Thirty said yes, to send out the report. And I sold, I think I sold 10 at a grant, you know, not bad for a few hours' work, you know, but the radio waves were, yes, they were just offering the free report. But they had to call the toll free number to be able to get it.

And it did work. I can't remember the exact numbers on it. But it definitely does work. The remnant radio space, someone asked me about remnant newspaper space, literally any other week in Facebook group, because I didn't really know too much about how it worked. So like, it is, you do it, bang, bang, bang, bang bang. But the remnant radio, that's interesting.

What really makes an offer stand out?

James: Well, okay, we've talked a little bit about some of the mechanisms and how an offer might be communicated, or a prospect could become aware of it and some of the steps. So what are we actually putting in the offer that makes it so compelling that is different to all the pedestrian blah, blah, blah that's out there in the marketplace?

Trevor: Good question. Plenty of answers. Well, I mean, in any case, when you do the research, and as long as your client really understands who's buying from them, then you can just put the right copy together to enter that conversation going on the mind, which, you know, anyone that does anything about marketing or copywriting, they get the concept, but you still got to be able to do it. Right?



So I look at various things and you know, thing that sucks the most for me when I see people's advertising, well, they say, Oh, you know, since 1995, or I've been in business 20 years, you can trust us. No one gives a sh*t about that. Right? It's how many products or how many services have you provided in that time, and what's the satisfaction rate, because then you've got specific numbers, you've got specific outcome.

So I mean, one of the things that I was going to go through was about some adverts I did for a domestic cleaning company in Australia. And talking to them, I think they were in business since 1991, or something like that. And I was like, yeah, don't care about that. I said, I want to know how many houses you've cleaned since 1991, and how many came back more than once? What's your satisfaction rate?

And see that I probably can't even tell you when he started, because we didn't have good records. But he said, I can get you the results for the last 12 months. Exact numbers, 884,000 services in one year.

James: What?

Trevor: Yeah, with a 99 percent satisfaction rate. So when I wrote the ad, I pulled that just under, I put out 883,974. But you know, I wrapped an ad using, Yes, puts housework on autopilot.

You know, Attention, ladies, puts housework on autopilot. And then this was the short ad, the cleaning company you choose can greatly affect how clean your house is when it's finished. When you want to come home from work, shopping, or after spending quality time with your family, loved ones and friends, and know that your home is fresh as a mountain dew, spotless, even your washing and ironing done by a cleaning company that has carried out 883,974 services in X year with a 99 percent satisfaction rate, you need to call us now. Right?

So it's hitting all those results and solutions and backing it up with specifics as opposed to, we do cleaning services. Who cares?

James: It's also got that emotion there, you know, they're out there shopping with the family, getting little baby chinos and the kids doing the ride in the pirate ship or whatever, and then they come home with the bags, and the kids are exhausted. They just want, they want that, aaah, you know, like, you hear music in the background?

Ah, my brand new house.

Trevor: Yeah, so you know, but it's looking at those specific, the numbers. And, you know, it's interesting when you bring this subject up with a client the first time, because I've never, just never thought of it before, that it's anything important. How could it be relevant? But it is.

James: Well, it's like, they're parroting, you know, since whatever, since you know, 1904 or whatever. I think if it's really old, I think sometimes that does help me. If I was drinking an apple cider and the company's been making apple cider for 200 years, I'll think okay, there's something to that. But if it's not that interesting number, then I guess it doesn't really matter.

I mean, there's plenty of disruptive new companies that work a lot harder, like remember that AVIS slogan about you know, we're number two, we try harder?

Trevor: We try harder. Yup.

The huge importance of proof

James: You know, you see all these things like Airtasker popping up, and you can get people to do just about anything who've really just gone and bought a vacuum cleaner and started yesterday. With the social media rankings and Google reviews and stuff now, that's part of my buying selection.

My shortlist for any trade will be to check reviews. So I would say putting reviews or statistics about your views in your offer sounds like a very good idea for a trade, because that's really the one thing we're most fearful of, as a consumer, is getting ripped off. Paying money and not getting the results is a pretty common complaint with trades.

And I've continually experienced a variety of good and bad services, but by focusing on people who only have good reviews, it's certainly limited my negative experiences.

Trevor: Yeah, and then also too, what you can do is, you know, if you understand the snapshot case studies that I've spoken about before, you take those reviews, and you turn them into snapshot case studies. So you can put the reviews in your marketing and your snapshot case studies, you're getting, like, a double whammy on the proof, even now it's effectively the same person, same business, same company.



But you know, most of the time it's just getting that emotional side of it, letting that prospect know what your services make possible for them.

James: Yup.

Trevor: All right, James, what would getting your house cleaned make possible for you and your wife and your kids, or what would getting your lawn mowed make possible for you? And you know, with that cleaning ad, I mean, I modeled that for my lawn care client a few years later, I just swapped the variables about coming home from, driveways and sideways edge borders trimmed, all the list, you know, grass blown off, leaving your lawn looking immaculate, blah, blah, blah, blah, blah, put his stats in there.

And you know, that particular client started his business when he was 12. But he had his numbers, interestingly. And his numbers were 392,000 lawn mowing services since 1982 with a 93 percent satisfaction rate. Now again, which business are you going to call? His, with that sort of great headline, great offer, statistics, specifics, or, Yeah, we mow lawns, no job too big or no job too small? You know which one you're going to call.

James: There's another service you can't get any supply for at the moment, with the big wet coming, and things just grow so quickly. I was watching a news article about lawn mowing being in short supply across the whole of Eastern Australia at the moment.

Trevor: Oh, wow.

Have you got the capacity for what's coming?

James: So it's interesting. I imagine you encounter this a fair bit. But I'm thinking that once you do your work on the offer, the business will very quickly have other problems in terms of capacity. Do you actually prepare your business owner? I know this would be a great offer, actually, like don't hire us unless you can handle 10 times the business, because otherwise, you're going to just cause a negative reputation with your audience, because you can't get to them quickly enough.

So do you prepare them for the onslaught or the wave or tsunami of business that's about to head their way so that they can provide a great experience?

Trevor: Yeah, I mean, you sort of preempt them that, you know, let's test this first, right? Let's test it and see how it goes. And then based on that test, you know, you might have to prepare for additional staff, this or that, right? Because you know as well as I do, you can implode a business that don't have the operations and procedures and systems in place, but bringing in too much business on the front end.

James: That's why I prepare my guests. When the podcast is going live, we let them know. And because there is some small effect of people making inquiries and coming on board after every published episode goes for any service provider. For book authors, they see a surge in sales. I wish I had the same Pat Flynn effect that happens when you go on Pat Flynn's podcast, because he can literally just blow up anything he talks about in our space. And it's such a wonderful phenomenon to be able to create.

The Tim Ferris effect - part of the backstory of how I ended up with my team in the Philippines is because I read Tim Ferris's book, and like everyone else who read the book, I applied for a Your Man in India VA, and they were just basically wiped out for the next year. And so I ended up telling my friend about this. And he said, Oh, you should try the Philippines.

And so that was how we switched countries, because of the Timothy Ferris effect. Anything he talks about is just going to.... And I imagine Joe Rogan has a similar effect on the market when it comes to his own sort of discussions and experiences as well.

Trevor: Yeah, well, I have my friend Jason, who is, you know, Barry, and I just started doing our own podcast, and Jason does production of that. But he's the audio engineer for the Jordan Harbinger show. 1113 million downloads a month.

James: That's amazing, isn't it?

Trevor: Imagine being on there, right?

James: I mean, such a tremendous amount of awe for those publishers who get that amount of downloads. It makes me want to do better podcasts. And I imagine we've got this fellow to thank for your fantastic microphone as well.

Trevor: Oh yeah. Well, actually, he's just putting out little videos. One was on the microphones. And then it was, he did something else the other day. And he was like, he's quite funny. It's like, eclectic videos. But yeah, I'll tag you. I think you'll enjoy it. But you know, it's just, we just do what he says to do. And we're getting better with the way we're doing things.

And when Jordan was on the Art of Charm, he actually invited me to apply for the show. I was like, I'm not ready for this. Now, I want to get on it. So I said, Jason, next couple years, get me on. But yeah, you sort of got to prepare them, and the beauty of what I teach him is, always put that limited number in there, the expiration date, because you can always, if you get too many inquiries, too much business, you can say, Sorry, you were number 48, and we've had 47, or the expiration date, you know. You can stop yourself getting caught out.

James: I'm a huge fan of dates versus numbers.

Trevor: Yeah, I like both.

James: I think if you're dealing with a product or service that has infinite scale, like electronics, like an information product, I think it dates fantastic. I've coached several people who wanted to open a digital membership, for example. And they put a hard limit of 100 people. And I said, like, Please, let's get rid of the 100 limit. It's unfair anyway, the others don't know where they are in the queue, there's no transparency, just put a date.

And in one case, they sold nearly 500 memberships, and no real extra cost of fulfillment or serviceability. And I'm like, Thank God, we changed it to the date. Now, if you're selling a personal service, like for example, my partnerships, where I'm partnering with businesses, I really only have a finite capacity for that, it's the right number for me to still be able to surf every day, and for them to have enough attention and to get a great result. I've got my number.

So that is a serious case of valid scarcity, and makes it very appealing for the people who are in, and they know they're in a good spot, and it won't get saturated or blown out. So I think, yeah, it could depend on capacity to deliver.

Trevor: And what's being offered.

James: Yeah, the business coach in me really wants to think about, make sure if you're going to go out there, tweaking your offers and making them outrageous, that you can actually deal with the onslaught of business that they may bring.

Is loyalty more important than satisfaction?

So just a quick recap, we've talked about different modalities, we've talked about increasing capacity, we've given some indications as to how you might have a better offer, so giving specifics about how many people you've served, and how happy they are.

It's interesting you used the term satisfaction. And I always, we got sort of taught the difference between satisfaction and loyalty, and why loyalty is of a more important metric. But I'm sure that's probably not relevant to the offer component. But just from an education perspective, I thought it'd be interesting to share, if you're listening to this.

You can have a satisfied customer who's not loyal. And you can have a dissatisfied customer who is loyal. So they say, certainly in the current history, because you have a long buying cycle and high-value items, what you really want is that loyalty. And your satisfaction is a secondary measure to loyalty.

I think if you were to show, say for example, I mentioned a metric, the average client in SuperFastBusiness has been there for 48 months. So that's a loyalty metric. And obviously, on a month-to-month subscription, people are not going to stay for four years, if they're not getting a result of some kind.

One thing I've learned is it can be a different result for different people. So it's worth doing that research. Again, another little throwaway, Trevor says, you know, after you've done your research, well, hang on a minute, always nobody does any research ever. So that's such a huge win right there. Would you say that if you just did your research, you're already ahead of the market?

Trevor: By a country mile. And again, depending on the type of business, and I might say, well how long have those clients stayed with you or the repeat service? And so if they'd had been with us for a year or six months or eight months or whatever, then that'll go on to the copy as well. It just sort of beefs up those statistics and proof element. But yeah, I love the take on the satisfaction versus loyalty.

You know, it's just come to me to think about, but even with, like, the limited number, obviously, I got your [Work Less, Make More](#) book, and I said to my business partner, you've got to get this, and he already just devoured it. And so we've been even changing our business model. And, you know, we've doubled one level, we've tripled the other. And it's like, we can, we know our capacity limit.

We're a 10 between us. And then after that, if you're number 11, you won't get us. We've been very clear on that. And once we even get to X number of actual members, then you and the 10 in that low level will be some other coaches, we're not doing it. We're already positioning them. And it's not a lot of BS numbers, like, you know, I'm taking Friday's off. He's taking Monday's off. We're only doing these on a Wednesday. We're doing at this time that suits us, not when it suits you.

James: I think it's two main levels of the business game. One is, before you have a [great offer](#) and then second one is after you have a great offer. And the offer is really the big differentiator as to what sort of problems you're solving.

Pushing the comfort limits of the customer

When you were doing your research and going about your process of crafting a good offer, I've experienced this before, someone who's wise with copywriting is usually going to ask the business owner to make the most outrageous offer possible that will push the comfort levels of the business owner. What sort of things do you like to ask for if they don't already have it?

Trevor: Well, again, when I've got the numbers out of them, right, how many they've sold, you know, whether they're getting called out for poor service, or they've got a good loyalty rate, as you say, or satisfaction rate, or many people are happy to give them money, and few people are pissed off, and then I'll look at how much I can stretch the friendship between myself and them on the guarantee.

And if they don't have one in place, I'm going to get really outrageous on that. And I'll just see, what could be offered as some sort of perceived value even, to get the prospect to say yes. Now, on the [first podcast](#), I spoke about the picture-framing clients, you know, where we just sent a letter out, modeling a letter that was copyright free, with a \$50 voucher on it.

And you know, in their eyes, they will, oh, there's going to be almost 1800 letters go out at \$50, they're thinking it's 90 grand. I'm like, well, it was a limited number to begin with. Your costs are 45 percent. So let's call it 50 percent, it's really only 25, there's a limited number, so it's not going to bite you on your backside.

But you need to run it, you can't play safe. This is a calculated risk, not a crazy risk. And what I've found, though, James, every time I come up with that sort of offering, though, really, like, ridiculous guarantee in their eyes, and they're hesitant to run it, it's always, always a winner.

James: Isn't that interesting? Two side aspects to that. Previous guests that I had was talking about this concept where you can insure against someone winning the odds of a big payoff or something. And the second aspect was that there have been historically some major flops where people ran outrageous offers that did sink them, because they didn't look at all the gotchas or whatever.

Like, you know, mostly they're corporate people doing stuff with big corporations, making offers that made no commercial sense and that customers were very keen to take them up on it, and then drown them out. I think they're sort of written up in marketing classes, textbook case studies of silly behavior in a marketing role.

If the numbers are correct, it usually works

So how do you run this sort of filter to protect against the possible negative outcomes? Of course, what I'm doing here is seasoning a business owner, to give them some capacity to make a judgment as to whether this is ludicrous risk or not.

Trevor: Yeah, well, okay. So let's say, it's all foreign, this outrageous offer, putting it back, even putting some sort of bolted guarantee, and then it scares them. I just reinforced that, you're giving me these numbers. You said this about your business or your process. So as long as that's correct, then you really do have a limited risk on this. Right?

You've got to humor me and test it. But we test small, right? We test small. If for some reason, it's wrong, well, then you've only done that small test. You haven't gone all out and found out it's blowing up in your face and you're going to go under, or you're going to get a lot of complaints or you can't handle the capacity and all that sort of stuff.

So I throw the numbers back on there. And it's not like passing the buck back. I want them to understand that this is the information they've given me. I'm basing it on that. And therefore, if your information is correct, then this won't bite you.

James: So it's a hypothesis based on a spreadsheet, basically, of numbers that can be confirmed and validated.

Trevor: Yes.

James: Nice.

Trevor: And even now, it still scares some people, don't get me wrong.

James: Well, we've all seen that, you know, the supermarket chain that puts out a special offer, that's way too cheap, and then they have brawls in the shop, people fighting over the limited supply, you know? And often when you go and visit a store, they've got a sign out the front, saying, you know, we apologize, we no longer have stock of this or that the price in the catalog, this is a classic one, was a misprint, and it's not in fact \$9.99, it's \$99.99, and they have to apologize and retract their mistake where they clearly, you know, the market is very quick to penetrate vulnerabilities in a price catalog that will drive consumers into a frenzy.

The skip bin scenario

Trevor: Yeah, exactly. And then part of the process, when someone's talking about what they offer, and let's say, in this case, the example I'm going to give you was a skip bin company in Melbourne. Now, I know in the construction game, they're losing money if that skip bin doesn't turn up on time, let alone getting picked up and all that sort of stuff.

Now, when I was talking to these guys, they hired me to write some advertising for the yellow pages at the time and some newspaper stuff. They only focused on one part of West Melbourne, and you know, again, during the conversation, which was sort of nothing to them, it was like, Yeah, we can deliver to anybody within two hours, guaranteed.

And I was like, does that guarantee mean, make that the outrageous offer? That yeah, you know, you're not going to drop your panties and lose sleep over it, you're actually going to be able to deliver? And they're like, Yes. So you know, I created the adverts, I called out just to that specific part of Melbourne that they wanted to do business in.

And I erred on the side of caution and said let's make it three hours. Right? But you know, even though I'm talking to Barry here and what a lot of the landscapers go through, that skips never turn up on time, so they're losing money. And it's like, any skip bin company you can actually deliver in a certain time period can own the market.

James: It's interesting, that's another sort of capacity strength, isn't it? Sounds like the big discovery for me on this call is that if you have strong capacity to deliver, if you're actually good at getting results, that should be communicated in your offer. There's a very strong link, because most people can't deliver great results. That's the bottom line.

And if you do deliver great results but you don't let people know about it, then you're no better off than the people who can't deliver great results. In fact, a lot of people who can't deliver great results are actually telling people they deliver great results and don't, but they still win the marketing dollar over you.

Trevor: Yeah, and when you have the capacity like that, and you know you can deliver, you back it up with a guarantee, and you can charge more. Pretty simple.

James: And how did that one go?

Trevor: Smashed it. They came back the next year and wanted me to write an even bigger ad. They came back two more years, but every time the yellow page ad went up. Why? Because of the amount of business they were getting. And you know how hard it is in yellow pages, you're competing with everyone in that category.

So your advert's got to stand out. So I was like, Okay, well you're going to pay for the white background for starters, and we're going to do red spot case, so for those of you who don't know, a red spot is just white background with a newspaper ad, black font, and highlight certain words in red, like it would with a yellow highlighter.

If you put too much red, you lose the effect, it looks horrible. You've just got to get that balance right, but it was red spot adverts, again, so it immediately stood out, right? Called out to exactly the right resident, and it's just a warning style, Skip bin, delivered in three hours or it's free, with five compelling reasons why they should call them first. And again, a bit of a moat, all those, even those five bullet points or five reasons had emotional aspects in there of the copy. And just smashed it.

James: It helps you win the telephone roulette, doesn't it, because the person is sitting there with the - I mean, we're really revealing our age here - sitting there with a phone book, and the push button or rotate dial phone, working their way through the listings. They're going to go for the ones that are the most appealing first. And if they get what they want, they stop.

Trevor: Yeah. Yeah, I mean, it would be nice to know their actual stats on that, because it was such a long time ago, but it's just, like, any skip bin company, again, if they had their sh*t together, could just model that and knock that off and make bank.

James: The big point, if there's something that you can deliver that most of your competitors cannot, that would be a good starting point to put into your offer and highlight for your prospect, no matter what industry or market you're in.

Win free X for a whole year

Trevor: Yeah, and you know, something else that I've done before, and it's about, Win free X for a year, right? Some sort of service. And, you know, I was listening to some audio tape from, I don't know if it was Kennedy or someone, you know, when I first got into this game, and also in the manual is this advert, Win free beer for a year.

It went on to say, Well, imagine there's James's beer shop on the left and Toecracker's beer shop on the right, and you're selling your beer for a carton for 24 bucks, right? My cartons might be 27. But it's, Hey, win free beer for a year. You know, which beer store are you going into? You're probably not going to go into yours, you're going to go into mine for the chance to win.

James: And with that one, are they actually doing the beer, or are they just doing a lottery that's insured against the win, like John Dyer talked about?

Trevor: Well, in that particular case, I don't know, because it was a quick snapshot of BS.

James: I guess it doesn't have to matter, right?

Trevor: Right. But then I modeled that for a shoe store client in Lismore. Good old Lismore. And you know where that is, and it's not exactly a place to have a....

James: It's a remote town, for our internationals.

Trevor: Yeah, it's about what, three hours sort of west of Sydney, two and a half hours west of Sydney, and similar from Brisbane down, right? Now, imagine you buy a shoe store there. And you're selling all the high-end boutique shoes, ladies shoes that would normally be sold in Darling Harbor shops.

I came up with advert, obviously, direct mail stuff, direct mail copy. And the whole angle was around, win free shoes for a year. Right? The copy was very emotional, about how women love shoes and etc., etc., etc. And I wanted to give away, I said give away \$2,000 worth of shoes, sort of a pair a month.

She came back and went in at 1200. Her costs, this is in gross value, \$100 pair of shoes cost her less than 50, cost her 43 on average. But that hook, an angle, and what else that went into the copy to get people to respond, just was an absolute smash hit for her. She had women driving from Brisbane to go to the sort of special offer.

James: Well, I've noticed the offers like that, they get shared in social groups these days. If someone finds it, it's going to be shared in a group, and people are going to point it out. So I love this one. I used it to build a 10,000 email list at the Mercedes dealership, was win a weekend in a Mercedes-Benz.

Trevor: Nice.

James: And you know, we checked the lottery laws, and it was a guessing competition, you know, it was like Mercedes B, space, N, Z, and you had to fill in the missing letter, and they had to tick a box to say they're okay with us sending them email updates, and went from zero. And it was just a little flyer that we took everywhere out in the marketplace. And when we did a launch, we collected over 1000 a day when we did a product formula launch in a Mercedes dealership. So that was good.

I've also seen it work well when I did a book launch for my Work Less, Make More book. I had a competition, and that went well. So I'm a huge fan of that. It's a very easy offer to make, especially sometimes, I'll include some coaching or whatever. It's an offer that I can make. It's a limited scarce supply. It's of high value, I can control it.

The important thing is, and I think this is really worth saying, it's important to make the thing that people get for free the thing that they're also interested to buy, not something separate. So the mistake I see people make around this, they offer a free iPad, or something. Like, if I was a piano teacher offering a free iPad, then that's a mismatch because you're not now only targeting people who want to learn piano, you'd rather offer free piano lessons for your child for a term or whatever.

Trevor: Yeah.

James: Oh, by the way, when I was really cutting my teeth on marketing, while I still had a job, I was helping my friend with his acting school. And what I did was, we did an offer, which was, win free acting classes, and we put the flyers in video stores all around the suburb. Because all of wannabe actors are going to the video store hiring videos all the time.

And I said to him, he'll just need to put someone through class for a term for free, you know? And then we also announced it in the local newspaper who the winner was, to get a free ad, like a writeup in the paper with his picture and stuff. So it was a really good opportunity.

And in the Mercedes dealership, we used to give away driver training lessons to learner drivers. So they could go to the track and learn in a safe environment, how to drive these Mercedes-Benz vehicles. We'd give the tickets away, and they'd get written up in the local newspaper.

So you combine some of those techniques, right? Like, imagine the family, they're getting their little flyer four times a year, in their letterbox, a high-quality glossy magazine thing. They see it in the section, the giveaway of the learner driver, you know, looking after the market. They catch a little flyer, they get the idea of winning a Mercedes-Benz, and they're seeing all these Mercedes umbrellas coming around, so it's like, it all stacks on top of each other and crafts the story there of market ownership.

So Trevor, thanks for sharing some of these offers with us today.

Trevor: My pleasure. I could probably do two or three more episodes.

James: You probably should.

Trevor: Just on offers, you know, because there's just so much there. You know, I was literally looking for something on my laptop this morning, trying to find a file, couldn't remember the name, and I see something, holy sh*t, that was good, that was just something that was done a long time ago.

But again, it was another outrageous offer for carpet cleaning clients that have offered, you know, come to do the quotes. I was like, yep, that's pretty good. You know, you look at something you haven't read for a long time. It's like, yep, that's why that worked. You know? So no, I enjoy obviously talking about it, because then I learn from you at the same time, because you throw in what you've done. And everyone that listens to the podcast wins, I think.

James: It's sort of a testimony to, if you have a couple of individuals out there circulating around the world trying different things, it's good when we can have this sort of chat. I know we haven't just rolled out 50 offers for people to go away, but hopefully I think there's some really deep insights in today's discussion.

We should also let people know where to find you, Toecracker. Where can we catch up with your latest and greatest these days?

Trevor: Well, the website is still unlimitedsuccessclub.com. Follow me on Facebook, obviously, under Trevor Toecracker Crook. And if you're so inclined, join Beers, Bourbon and Business, where I don't hold back, you know?

James: I love it. Thank you so much. That's three episodes up. Hopefully, we get a few more, we've got a few more stories to share and some more travels to indulge us with.

Trevor: Let's. It sounds good to me. You know, the first one I did, I was in Costa Rica. Second one, I was in America. This one, I'm in Italy. And maybe the next one, I'll actually be at home in Panama. But who knows?

James: We'll see. We'll find out. The only way to know of course is to stay on board SuperFastBusiness. This is episode 913. We will put a full transcription up there at SuperFastBusiness.com and a few highlights and some insights.

If you enjoyed this episode, then let Trevor know, let me know. Always love your feedback. And if you've got any questions or topics you want us to address in a future episode, then I reckon we'd be down for that.

Trevor: Thanks, James.



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