

Matt:

Actually, I wasn't going to say this but somebody begged me to. They said,

"Caleb O'Dowd, he's got 33 ways to make money, buy a new car to drive to the bar."

Yeah. Just so you know, the Halbert children, our goal is to make our father's friends and family, when they get on stage go,

"Fucking Halberts."

Seriously though, in all seriousness, I have been around with ...

I was actually, I think, his very first protégé. Of all his protégées they all come out with a lot of different talents or focuses on their talents.

Matt:

The one thing that I have to say about Caleb that is absolutely amazing is, I think, most copywriters and marketers really specialise in being able to sell to a prospect.

Some of them can only sell to a niche. Some of them can, the ones with more skill, can usually sell to a prospect of a certain ... somebody fits a certain demographic.

Caleb is the one with the most skill at being able to market to multi-prospects and through multi-channels.

Matt:

I think whatever the next version of Facebook, Instagram or anything else that ever comes along, he's going to go in there

and start crushing it over everybody else because he's just got it.

He's got that magic that was passed on from Gary Halbert, plus he's added his own to it.

I think it's because he's a masterful student.

Being a master student, I think, has led him to now being a master marketer.

Fortunately, I think for everybody, he's also now a master instructor of it.

I can't say enough good things about him, I try to.

He's earned it.

He's somebody who's been used and abused and has absolutely taken every lesson to the nth level.

Matt:

There's no more of a master in the ways of not just Halbert, but of all the big marketing greats. Again, I'm not going to say anything more nice about him because he might figure out that how much I do respect him. Without further ado, here's Caleb O'Dowd.

Caleb O'Dowd:

Thank you very much. Thank you, buddy.

I think his dad said that the reason why I was so good is because I was too dumb to argue with him.

I started out being like a high school dropout.

I never finished high school.

I never went to college or anything.

I ended up living with his dad through a remarkable series of events that maybe I'll get into in a little bit.

Caleb O'Dowd:

How to dominate markets and steal the lion's share of sales and profits?

This is the exact strategy that I've been using to crush it in market after market, channel after channel for actually it's more than 14 years.

We'll say 14 anyway. I'll just quickly move on because this is kind of really where the story starts.

I'm not going to spend a long time talking about me or anything.

I did get my start working with Gary Halbert.

I used to be, as I said, a high school dropout and a carpenter and my brother, John, who sensing that I was going to become an absolute loser for the rest of my life, remortgaged his house and essentially invested in me moving all the way to Miami Beach to live with and work with Gary Halbert.

Caleb O'Dowd:

I was 21 at the time, Gary was 66 and a grumpy old man.

I was like a 21 year old kid that was full of testosterone and a desire to succeed.

I ended up living with him in his house for three years.

During that time, he pretty much taught me everything about marketing and advertising and copywriting and sales and all that kind of good stuff.

He was a really interesting guy in the sense that he could sell anything to anybody under any circumstance.

Caleb O'Dowd:

He was an alchemist, a true alchemist of the game.

He could just figure out how to sell snow to Eskimos.

Where this strategy came from is it came from Gary. The strategy that I'm going to tell you guys came from Gary.

It came from him never being able to say no to a large check. If you sent him money, he would take your money and sometime in the future, you'd get your project done.

As a result, he would just sell anything to anybody.

Caleb O'Dowd:

We could be working on a health supplement one day, the next day it could be a newsletter, the day after that it could be some sort of the sleep gadgets.

The next day after that, we had to launch a coffee company.

The next day after that it was a book that needed to be published. There was nothing specialised about it.

If you sent him a check, he'd take your money. As I said,

sometime in the future, you get your project back.

Caleb O'Dowd:

Remarkably, he had an incredibly high success rate at killing it.

The system that we used that he taught me is what I'm going to share with you guys here today.

It is a repeatable formula for getting into any market, getting into any channel and selling anything that's demonstrated to be a big winner and a kick ass killer product or service to sell.

There are restrictions on it and we can talk about that later on because, I think, it was Bencivenga said when somebody asked him,

"What is the secret to your success?"

He said,

"I pick my battles wisely."

I took that to heart.

Caleb O'Dowd:

I actually never knew the level of sophisticated psychology and marketing and advertising that I was learning because I had nothing to compare it against.

I actually had never even seen a sales letter before I met Gary Halbert.

He couldn't believe it. He looked at me as if I was an alien. He was like,

"You've never actually seen a sales letter?"

I was like,

"I've actually never seen a sales letter."

He attributed that in great part to why I did so well with him is because he didn't have to untrain me a lot.

Caleb O'Dowd:

I also got into direct mail.

The very first thing that I did with Gary was get into direct mail.

I had all of these ideas in my head for what I wanted to do. All of that, I was told to shut up.

I got into direct mail.

My brother John and I went on to pretty much rule the roost in direct mail.

I started out under Gary's tutelage, licking envelopes, writing people's address on them, licking stamps until I started to see purple polka dots on the walls from all the glue that I was consuming.

Caleb O'Dowd:

Eventually, we turn that business into an eight figure business that pretty much dominated six different niches.

It was a hugely successful business and we came from nowhere. Newspaper advertising.

Gary also taught me how to write newspaper ads. He said,

"If you can write a newspaper ad, you can pretty much write any ad you could ever possibly want to write."

The art of writing newspaper ads, I believe, every copywriter should start there because when you have to condense your ideas and make every last word in every sentence pull its power and pull its weight, then you really know how to sell.

Caleb O'Dowd:

Because if you don't know the power of that or the meaning of that, then you're just not really getting what I truly believe to be a hard hitting education on how to write copy.

We went on to become the largest newspaper advertisers in America for several years running according to our media buyers.

We worked with the top three largest newspaper media buyers in America and that's what they all confirmed.

That's where that statement comes from. We were doing it in very large volume for about, I would say, three, four years there, we were pretty much the kings of the hill.

We were kicking ass in large volume in the newspapers, which is still one of the most untapped and most exciting opportunities, I believe, that's still out there in the world today.

Caleb O'Dowd:

We then got into CPA marketing.

We ran an info publishing business that generated between 3 and 5 million a month.

We went from a standing start to 3 million a month in about three or four months.

It was an absolute rocket ride. We eventually got out of it because that game turned bad real quick.

I went from writing copy and running a business to being on the phone with my lawyer 24/7 practically.

All of the bloggers, they came into the business and they just started making ridiculous claims.

Hey, take this pill and it'll cure your cancer in 24 hours.

Buy this program and your hair is going to grow back in like seven minutes and stuff.

Caleb O'Dowd:

We just couldn't control it. We couldn't control it so we got out of it.

We literally switched off the lights. We just turn the lights off and walked out of a business that size.

Webinars, I've pretty much become known for creating some of the most profitable webinars in the history of the internet, per, again, my JV broker, my traffic guys, and what many of my partners have said about me.

I wish that I remembered what you said there today, Matt, was it I'm an anomaly or something? Yeah, I did remember.

Caleb O'Dowd:

I have really figured out how to create webinars.

Some of you guys like Steven there and some others have promoted my webinars and done really, really well.

Drayton Bird 83rd Event: ToeCracker's Surprise

My JV broker, his name is Andy Hassan, has been doing this for 14 years and has openly admitted that he's never seen any webinars convert as high as my webinars.

Video sales letters, I've created dozens of video sales letters that have generated sales in the millions. Coaching programs, I've created systems, really, for putting an awful lot of people into coaching programs ranging from everything from like \$18,000 to \$80,000.

Caleb O'Dowd:

While everybody in the whole mastermind community is like interested in searching to get like 20, 30, 40, 50 people into their groups, I am flooding groups with hundreds of people.

In Facebook groups, I got into Facebook groups about two and a half, three years ago.

Wow, Facebook groups, I think, are absolutely amazing and incredible.

We're doing hundreds of thousands of dollars every single month with Facebook groups.

What I'm most known for is really getting into different markets, getting into different channels and just crushing it.

Caleb O'Dowd:

Matt said to me last night,

"I've been in this game for like forever,"

and he's like,

"You just fucking came out of nowhere, dude."

That is my whole thing. I know how to come out of nowhere and fucking set up shop and take over.

There are reasons for that.

What Halbert taught me, when I went to hang out with him for the very first time, I won't get into all of the crazy stories, they've all been said before.

The very first thing actually, he taught me was after the shock of meeting him, he was like,

"Hey, listen, let's get into the car and I'm going to take you to the bookstore. I'm going to teach you the fastest way to become a millionaire in this game."

Caleb O'Dowd:

I was like,

"All right. This is awesome. Absolutely. Let's get in the car and go."

We went to the car, we got into the car, went out to Barnes and Noble bookstore on Biscayne Boulevard in Aventura Mall in Miami.

Walked in the door and immediately as we walked in the door, he backhands me into the chest and he's like,

"Stop."

"Jesus, what?"

He's like,

"Tell me what you see."

I was like,

"What?"

He's like,

"Tell me what you see."

I was like,

"Books."

He's like,

"Come on, come on."

I'm like,

"Books, people, coffee. I don't know, more books, more people, more coffee, I don't know."

Caleb O'Dowd:

He's like,

"Look," he said,

"A bookstore is a very spiritual place for advertisers."

His whole thing was there is billions of dollars' worth of tested advertising, proven headlines, proven concepts, selling arguments.

I mean, it just goes on and on and on in the bookstore. We spent forever in bookstores.

Every time, still to this day, I walk into a bookstore I get like

butterflies in my stomach.

I feel like I'm in church or something.

It's like a spiritual place where I'm just consumed with an infinite number of potential headlines and hooks and concepts and email subject lines and products that I could create and all of that kind of good stuff. We spent forever there.

Caleb O'Dowd:

We headed straight to the magazine stand. We picked up a whole bunch of magazines.

We headed to the coffee area, grabbed a coffee, sat down, and we started skimming through the magazines.

We found ads. I think the first one that we found was like a bodybuilding ad.

It was like,

"Hey, take these supplements and your muscles will explode out of your shirt."

It's probably one of the ads that John wrote.

Caleb O'Dowd:

He said,

"Hey, do you see this ad?"

I said,

"Yeah."

He's like,

"Okay, so here we have an ad. Here we have a product. Here we have a magazine."

He's like,

"If you were to buy all of the back issues of this magazine, and you were to find that this ad ran several times in the magazine, what would that tell you?"

I said,

"It would be a successful ad."

Caleb O'Dowd:

He's like,

"Yeah, but way more than that. You have a successful ad, you have a successful product and you have a successful audience.

You have a template for success.

You have everything you need, in terms of replicating a successful business right here right now.

All you have to do is create a better ad, create a better product and run it head to head with that ad in the same magazine to the same audience.

Because your ad was better, and because your product was better, and because you're advertising to the same audience, your likelihood of hitting a home run is extraordinarily high."

Caleb O'Dowd:

I remember thinking that is really simple stuff. It's not. I asked him,

"Okay, I get the idea. That's amazing. How do you create a better product? How do you create a better ad?"

He said,

"That's what we're going to spend a long time talking about."

Little did I know that pretty much for the next three years, that's what I was going to do every single day. That's what I did.

The secret formula for cracking every market is to do what the best is doing but do it better.

Caleb O'Dowd:

If you can allow that to sink into the DNA in your body, I cannot think of something that would make you more money than that.

I cannot think of a single tip tactic strategy, concept, principle that you could ever learn in your entire life in this game that would be more profitable than that.

Do what the best is doing, just do it better.

If you can do a better job of what the best people in your market are doing, you will become the dominating force in your market.

Caleb O'Dowd:

It all starts out with you identifying the target in your niche.

I learned through Gary to be a relentless spy on my competitors.

I still do this to this day all the time. That it all starts with

identifying who the number one, two and three player is in your niche.

If you do not know exactly who your number one, two and three player is in your niche, you're really just fucking around.

You're really just fucking around. You're not on top of your game. You're not playing the game properly. You're really just playing in the sand.

Caleb O'Dowd:

You have to identify who the number one player is in your niche and pay very close attention to number two and number three.

Then, you got to find all of their advertising. You got to find out where they're advertising.

You got to buy all of their products, reverse engineer everything they're doing, identify their weaknesses.

Then, you got to exploit them.

This is a formula for ridiculous success. Then, you need to engineer a better business model, a better product, a better ad, a better offer and then you need to compete head-to-head with them.

Caleb O'Dowd:

If you know who the number one guy is, what they're selling, where they're selling, how they're selling it, and you know what their weaknesses are.

You can engineer a better business model, a better product, a better ad, a better offer, and you can compete head-to-head with them.

You will be unstoppable.

Everyone will be wondering where the fuck did this guy come out of?

This is all I did. Here's how I did it in direct mail.

Caleb O'Dowd:

The reason why I showed this example is just because it's a really good example. Does anybody know who wrote this? No. Okay.

Speaker 3:

You?

Caleb O'Dowd:

No. You guys should know this stuff. I suppose maybe not.

This was written by Clayton Makepeace. Who knows Clayton?

That guy is an alchemist. He is an absolute genius of the game.

This is for a company called Health Resources. The reason why I want to show this one is because this changed the game. In the health supplement space, the minute this thing came along, it changed everything, all ads started looking like this the minute this came out.

Caleb O'Dowd:

This was quite possibly the most successful direct mail magalogue in the health supplement space in recent times.

This thing just blew the hinges off the doors, so to speak. It sells

a health supplement called EDTA.

EDTA is essentially an amino acid, it goes into your body, it latches on to calcium plaque in your arteries, it dissolves them, and you essentially pee out artery blockages.

It just took over. This thing was absolutely massive. This became my target.

Caleb O'Dowd:

The minute I saw this I went, whoa.

These guys were killing it.

I bought this, reverse engineered this, I broke this thing down sentence by sentence.

I bought like five or six different times over the phone to get all of the various different options, the up-sells, down-sells.

I reverse engineered everything that was going on with these guys. I started to find weaknesses, there were not many. I had been trained to find weaknesses even in things that were extraordinarily strong.

Caleb O'Dowd:

This is what they were selling. They were selling an oral chelation pill.

This copy is some of the very best health supplement copy that has ever been written ever in the whole genre of health supplement copy.

Clayton Makepeace is an absolute demon. He is one of the monsters in this space and this is his guarantee though.

This was his guarantee. This is what I thought was pretty weak, especially coming from the Halbert school of training.

Caleb O'Dowd:

This is just essentially a boiler place, run of the mill, nothing fancy about it.

Hey, if you're not happy, I'll give you your money back. That's it.

This is like the price point. It's like a full year, it's like 339 bucks, six months for 189 bucks, three months for 99 and you get a 30 day supply for 40 bucks or whatever.

This is what their offer was.

I had been doing research on that product. I wanted a chelation product.

Why? Because it was the hottest, hottest thing.

Caleb O'Dowd:

There was chelation at the time and then there was everything else.

Even when you rolled everything else up together, it still didn't equate to the kind of volume that was going on in the chelation space.

It was massive, massive, massive, massive so I wanted a chelation product. Essentially, what I wanted to do, I wanted a better ad, I wanted a better product, I wanted a better offer, I wanted a better guarantee. I wanted everything to be better than this.

Caleb O'Dowd:

In my head, I was thinking, if I don't tick off all the boxes, you know what I mean?

If I shoot for the stars and land in the moon, I'll still be really happy.

I went to work. I started calling every supplement manufacturer in America.

It took me weeks and weeks and weeks of tracking all of this stuff down. Eventually, I found remarkably, I found an incredible product. It was a cream. It was a chelation cream that was being used in Haiti on young kids.

Caleb O'Dowd:

Because in Haiti, at the time, there was a huge problem with lead poisoning in the homes.

They'd painted all the homes with paint that had led and all of the kids were having terrible lead poisoning. Chelation therapy, which is an IV chelation was too expensive so they invented a suppository, but strangely enough, the kids didn't enjoy it.

They wanted to create something that would really help these kids so they created this cream.

Caleb O'Dowd:

Millions of dollars were put into the creation of this cream. What ended up happening was as the cream was just about to be rolled out, the company that was funding it went bankrupt.

The cream was in nowhere land. We got the rights to the cream. That sounds like we just stole something from the kids in Haiti but it's not.

Drayton Bird 83rd Event: ToeCracker's Surprise

There was a whole lot of activity that went on there and apparently they've resolved that problem. I ended up getting the cream.

What made the cream so cool is that the cream delivered 1200% more EDTA into your veins than the supplements did.

Caleb O'Dowd:

You just rub it on the inside of your thighs twice a day. It breaks the blood barrier and it delivers 1200% more EDTA into your veins.

I was like,

"Oh my god."

I went out, got the cream. We put everything together. This was the package.

This was the package.

We came out all guns blazing. Think of this in comparison to the other one. Let me just switch back here for a second.

The 23 cent lifesaver heart surgeons never tell you about. Let's just take a look at that. The astonishing health miracle 1.5 million grateful patients swear by.

Caleb O'Dowd:

Now, let's look at that one. This has a before and after.

We've got speed based claims.

We've got a double your money back guarantee.

We're hitting heart exclusively with the bull's-eye hit being that this thing unclogs your arteries.

If you were to bet your money on this working in comparison to the other one working, what would you bet?

I actually have no idea. I don't know. I was not privy to the conversions or anything like that of Clayton Makepeace.

Caleb O'Dowd:

By the way, far be it for me to ever say that I would in any way be able to write copy better than Clayton Makepeace.

I think that I wouldn't bet my own ass on that if I had to.

This was really strong, really killer, really hard hitting straight for the jugular copy. There was no dancing around with this. We went straight for the jugular.

Everything about this was just super hard hitting copy. This is what we had. We had a chelation cream that was 1200% more absorbable than oral chelation supplements.

Caleb O'Dowd:

I just want to point out what this did to the niche. This devastated the health supplement EDTA guys. This was a bad day for these guys.

When this thing came out, they were not happy because if you were to compare a pill versus the cream and the cream delivers 1200% more into the body than the pills do, what are you going to go for?

Are you going to go for the pill or the cream? It turns out that a lot of people went for the cream.

Caleb O'Dowd:

This is what we did. These are just like snapshots of things.

We sold heavily and relentlessly against the supplements. I'm going to get into this a little bit later on because I don't think anybody truly understands to the depth that I feel that I understand the power of selling against your competition.

I think everybody kind of knows it like it's,

"Yeah, I know that kind of stuff."

Very few people really go after that. If anybody studies my webinars, I spend a ridiculous amount of time on my webinars, selling against everything that everybody is doing.

Caleb O'Dowd:

What I call it is compare, contrast and prove superiority. I try to label that as good as I could, but when I was learning it from Gary, he was just like,

"Just shut up and do it."

It's compare, contrast and prove superiority.

Compare what my product is to what everybody else is offering. Draw the contrast and then prove, show how it's different.

Then, go and prove how my product is better than everyone else's product because what you end up doing is you park the prospect at a place where like they either have to give up on pursuing a solution or buy your solution, because everyone else's solution is inferior.

Caleb O'Dowd:

That's a remarkable place to park your prospect in any sales message where they either realise, okay, I've got an option here I can just fucking give up and forget about pursuing this as a solution at all.

Or else I got to buy Caleb's product because everything else is garbage in comparison. When you can park your prospect in a place like that, that's the realm of breakthrough advertising because your solution is the only path forward.

You've got two options, go home or buy my product.

Caleb O'Dowd:

This was my guarantee. This was a balls to the wall straight for the jugular. You don't have to read it all.

Essentially, what it says is, I'm going to give you the product free for 30 days.

Then, after 30 days, if you try it and you're not blown away with the results, I'll give you double your money back. I combined two Halbert tactics into one.

This in comparison to, hey, if you're not happy, I'll give you your money back. It's like, hey, take this thing for free. Try it out.

Use it if you like it, you love it, keep it and if you're not happy with it after a period of time, I'll give you double your money back.

Caleb O'Dowd:

This was absolutely explosive. The interesting thing about this, Gary told me all the time, he's like,

"You know that double your money back guarantee?"

He's like,

"Use it freely. No one will ever rip you off because no one understands it. This thing killed us in the mail time and time again, it was in everyone's mailbox day after day, week after week, month after month, year after year and no one ripped it off. It was just absolutely dominating everything. It was just sweep in the floor. This control went on for four years.

Caleb O'Dowd:

Back in the day, the mail for health supplement offers, you want to talk about competitive, you're getting in the mail every single day 20 of these things, and you just have to sift through them one after the other.

Every single day, you're getting 20, 30 of these things in the mail. To have one of these things last four years, every single day of every single year for four years isn't freaking miracle.

This thing was just an absolute freight train and it did really, really well.

Caleb O'Dowd:

The interesting thing by the way, about this whole thing and I don't know if it's going to mean anything to anybody. I was constantly paranoid that this thing was going to stop because it was so freaking profitable.

What I would do is like, I would get mail and I would put every one of the pieces down in the ground, and I would stack them one in front of the other.

I would just be like, how do I get this thing to stand out? How do I get it to pop?

Drayton Bird 83rd Event: ToeCracker's Surprise

I noticed after a while, it was probably much longer than what it should have taken that they were all four coloured, multi-coloured magalogues.

I decided, I wonder if I just told the printer just print it black and white, what would happen?

We printed it black and white and the printer was like,

"I don't know if this is going to come out, right."

I was like,

"Just do it. Just no colour. Just black and white."

We did it.

Caleb O'Dowd:

This is exactly what happened. It bumped response by 30%. I have to fucking say it again though.

It bumped response by 30%, and it cut costs. It cut printing costs by about 27, 28%. When you're mailing millions of these things that effectively transform the entire business.

It was like we were already making great money now we're fucking getting rich.

Now we're loaded. That's how much of a big impact that made to this package. The other thing was this was our offer, \$579 for the best value, 359, 207 and 80 bucks.

Caleb O'Dowd:

The reason why our prices were effectively double is because I was reading a lot of Jay Abraham at the time.

I forget what his exact quote was, but it was something like,

"I never lost by doubling my prices."

What I've learned about doubling prices is you can get away with it in certain instances, you can't in others.

Usually, you can get away with it if your reason for doubling the price is logical enough. If you can give people a believable logical reason why this freaking thing cost an absolute fortune people are happy to pay for it.

Caleb O'Dowd:

Now the reality was this thing was way more expensive than a supplement. There was a tremendous amount of science behind this and it really was more expensive.

What I did better?

I found a better product.

I created a more compelling promise.

I developed a stronger position in the marketplace.

I created a more appealing offer.

I created a less risky offer.

I created a stronger guarantee and I had a higher average order value.

What did I do when I had all of that? I mail it to exactly the same lists that Health Resources were mailing their offer to.

Caleb O'Dowd:

What was the result? That sales letter generated over \$35 million. I got to remove threes from everything I say from this point forward.

That sales letter generated over \$35 million, just that one sales letter because we took it into different channels, and we did different things, and there was different variations of it.

We essentially became one of the powerhouses in that niche and no one could compete with us. No one.

Caleb O'Dowd:

We had more names to mail because we were earning more money. Everything about that was superior and that's how we dominated the heart niche in direct mail.

Here's how I did it in the newspapers.

Again, I identified the target. Anybody seen a pattern here about developing?

I identified the target, I found out where they were advertising. I found out what they were advertising.

I found out how they were advertising. I broke down the elements that made them successful. I identified their weaknesses and I engineered a better campaign.

Caleb O'Dowd:

I'm just going to show you some newspaper stuff, then I'm going to move on because I know that this will get repetitive after a little bit.

This was a diet ad. By the way, what I'm showing you here is a very, very limited. We only have so much time, but I've been

doing this maybe about four projects per year for about 14, 15 years now.

Whatever that is, four a year times 15 years, what is it, 60?

We're getting a really limited understanding here of the scope of work that I've done in terms of applying this strategy. Essentially, this was my mark.

Caleb O'Dowd:

The reason why I showed you this one is because there was actually nobody advertising in the newspapers, in the heart space, nobody.

The idea became, okay, if there's nobody doing it, who's the savviest guy out there that's closest to me?

Anybody know the name Rodney Napier? If you guys do not know Rodney Napier, I would advise you all to write his name down and go and track down all of his advertising.

I think Rodney Napier is one of the most profound copywriters and advertisers that may have ever lived which is a huge statement.

Caleb O'Dowd:

This guy has been the only guy that I've ever seen bring something radically new to the game of copywriting.

His entire ads are based exclusively around social proof. They're just brilliant. They're brilliant.

He's in the numismatics, is that's how you pronounce it MarKov?

A very interesting story, he used to have that business cashed out

for something like five or \$600 million, cashed out to pursue his hobby of being a policeman. From what I hear, he is the richest policeman in America.

He cashed out of his business with five or \$600 million to fulfill his lifelong dream of being a policeman.

Caleb O'Dowd:

This is some of the most amazing copy that I have ever read. The minute I read this, my whole life changed.

I started tracking down everything this guy was doing, reverse engineering it, all breaking down every sentence, every trigger, the whole lot.

This is a style of advertising that actually originated with Halbert, the furthest back person that I can think of, who actually developed this style of advertising was Gary Halbert.

However this guy took it to like the moon and back. This idea of writing a newspaper ad like it is an article in a newspaper. He just took that to the moon and back.

Caleb O'Dowd:

I reverse engineered this whole thing.

Broke it all down, broke it down sentence by sentence and mimic some of it.

As you'll see, my ad was remarkably different.

Even the image like everything, there's so much social proof here, there's so much credibility, there's so much believability, this thing and all of his money ads.

This guy is a genius. This guy went out and bought sheets of \$2 bills. He'd have like five or six \$2 bills in a sheet and he'd sell them for like 120 bucks.

Who the fuck would think of that? This guy sold like hundreds of millions of dollars' worth of this stuff all via newspaper ads. Brilliant.

Caleb O'Dowd:

He's got ads for just like, they're wheeling out the money on a tray, and like there's like guys with guns and everything protecting the sheets of \$2 bills.

It is stunning. See, this guy is a genius. An alchemists of the highest order.

I learned everything about this style of advertising from this guy.

Again, I would pick up the phone, I would order everything, I just reverse engineer the whole thing.

It took me several months to figure out as much as I could possibly figure out about this guy and his ads and how he was doing things.

Caleb O'Dowd:

Then, I went and created my own ad. This ad went absolutely batshit crazy.

I had never written anything like this using that style before.

Essentially, I employed a tremendous amount of Halbert tactics and strategies and principles and concepts here on how to amp things up and how to sell on a much more powerful, much more engaging scale.

I did have all of this ammo in place from direct mail where I was already crushing it. I had 48-hour deadlines, I have free trials, I had killer USPs, I had social proof headlines.

I had a demonstrative image.

Caleb O'Dowd:

This image in the newspapers, just like Facebook ads, it's like 70% of the success of your ad is actually your image.

Apart of what I have learned. I've heard other people say the opposite. I have been one of the kings of newspaper advertising for many years.

I've relentlessly tested this stuff. I think that anybody who says that that's not the case really hasn't done enough split testing. This ad went nuts.

Caleb O'Dowd:

What did I do better? I had a more credible headline.

I had a more credible image. If you saw the image, the doctor on like, here's the connection, this is the breakthrough formula. The headline said top doctors now recommending new skin cream to heart patients.

What was the doctor doing?

Handing the cream to the patient.

Caleb O'Dowd:

In other words, I created an inarguable reality in the mind of the prospect.

I created an inarguable reality.

I created instantaneous belief in the promise that I made.

If you can do that, you can generate breakthrough advertising. If you can orchestrate an instantaneous belief around the promise that you're making, you will generate breakthrough advertising and that was a breakthrough.

I had a bull's eye promise for the market. I had a more appealing offer.

I had stronger risk reversal.

I had a higher average order value. What was the result? That ad generated \$800,000 to a million dollars a month, month after month, after month, after month.

Caleb O'Dowd:

I have just been doing this stuff all the time. I've been doing it with VSLs after VSL.

I've been doing it with webinar after webinar. This is a webinar. This thing did \$8 million before we just switched it off.

We were just tired of teaching the whole thing.

This thing did 8 million in front end sales. We just switched it off.

It just wasn't something we wanted to continue doing, webinar after webinar.

Massive hit after massive hit. This is coming up on \$10 million. It's targeting beginners. This did about \$10 million. This is the one, I think, Matt and Steve promoted.

Caleb O'Dowd:

I've been doing this with Facebook groups.

I just keep applying this stuff to everything.

I find my target, my mark. I reverse engineer everything they're doing and I do it all better. This was never intended to be something that I actually wanted to do.

This is a group and it's called Daily Keto Meals. It has about 200,000 members in the group. I modeled it after a guy out there, his name is Harlan Kilstein. Harlan Kilstein has Facebook groups in the keto space that are crushing this.

This is more of a case study. It's not anything to write home about. This thing makes \$1,000 a day literally on autopilot with no expenses associated with it at all.

Caleb O'Dowd:

Again, it's just a further example of just finding a mark and replicating it, but doing it better in every way. This is another Facebook group.

This one generates about half a million a month, every single month. This is a launch group.

What I do is I put people into this group for 12 to 19 days.

I've taken one of my webinars, I broke it down into different videos, and I've created a little launch in there.

My call to action is get on the phone with my sales team and we sell people into high ticket training programs. This one generates about half a million a month.

Caleb O'Dowd:

Just so everybody knows, because I think it's a really important thing to know, we spend about 22 to \$25,000 a month on traffic for this. I'm not aware of anybody that's getting those kinds of returns on ad spend.

This is a new one, maybe you guys, some of you know this one. I just started hitting this one up. I've been modelling a guy out there whose name is James Schramko, a really smart, genius guy. I just went live with this recently.

It's a small tiny group. The very first hit I did to this group generated 21 grand a month. Probably by Christmas or January, I'll probably have this one up to about 100 grand a month in personal income with practically no expenses associated with it at all.

Caleb O'Dowd:

This is the power of this concept.

The secret to dominating markets is to do what the best they're doing but just do it better.

Anybody have any questions about that before I move on?

It's a pretty simple concept. If you allow it to fly over your head, you'll really miss out on what I believe to be the greatest secret of all.

This is all I did with Halbert, all day, every day.

Speaker 4:

If you're going after and you're playing against the competition in

your packages, do you spend less time on the actual product?

Convincing for the need for the product?

Caleb O'Dowd:

No, you have to sell.

Speaker 4:

The same?

Caleb O'Dowd:

Yeah. Yeah, yeah. See, this is the other thing as well, like writer's block.

Someone was talking about writer's block. How could you possibly have writer's block when you're employing a model like this?

I never know what I'm going to say. I never even know how I'm going to advertise.

I don't have a style. My style is whatever the style is that's kicking ass right now. That's my style. That's my style for that project.

I don't have a style.

I just go where the money is going.

I identify the mark.

Find the heavy hitter.

Find out who is kicking ass, reverse engineer everything they're doing, build up a better version of it and compete head to head.

It's not knocking people off, because if you were to compare my stuff to everybody else's stuff, it's radically different.

Caleb O'Dowd:

Halbert used to say to me,

"I can rip someone off without them ever even knowing that we modelled them,"

and that's what we're doing here. We're following a proven model for success but we're just doing a better job of it, than what everybody else is doing.

This is how I've been able to crush this direct mail, newspapers. We didn't talk about radio or magazines, online.

Caleb O'Dowd:

Everywhere I choose to dig for oil, I end up striking it.

I won't say 100% of the time but I would say that my batting average for when I actually want to go and do that is extraordinarily high.

I would say way higher, because even if you don't become the number one player, you'll usually land in the top five. If you mess it up, you'd probably still be successful.

Caleb O'Dowd:

This is vastly different to how everybody else does it. Everybody else starts out with their own ideas, with their own products. I

start out with nothing. I don't have my own product.

I don't have my own business.

I don't have the desire. I call it being intelligently stupid. I'm so smart, I don't bring my own baggage to the table.

I just find out what's kicking ass, what's rocking and rolling and then that becomes the mark, that becomes my target, that's who I got to go after. That's the guy who's going to be wondering where the fuck I came out of.

Caleb O'Dowd:

Ten more ways to dominate markets and crush your competition. Number 10, this is so simple, create valuable advertising.

Give me a moment because this is some of the biggest game changers I have ever had.

If you create a killer webinar, you can spin that thing into five or six or seven different campaigns. If you create a webinar, and it's a really cool, awesome webinar, you can turn that into a VSL, you can turn that into a launch, you can turn that into a direct mail package, you can turn that into a livenar. Anybody know what a livenar?

Caleb O'Dowd:

A livenar is essentially one of the hottest new trending forms of advertising in the world today.

It is a webinar done on a Facebook page via a Facebook Live and what you get is an ad that you can advertise on Facebook like a Facebook ad.

You can drive traffic straight to it. Because it's a video, because

Drayton Bird 83rd Event: ToeCracker's Surprise

it's a Facebook Live, because you're not taking traffic off of Facebook, Facebook will give you traffic for pennies on the dollar.

You can also do with it already, a book offer where it's like,

"Hey, I've got this book. I want to give it to you for free. All you got to do is like pay for shipping and handling."

You pay like \$4.95 for shipping and handling. Then immediately after they sign up for that you take them to a VSL that sells them into whatever you're selling.

Then, the package goes out the door and it's a direct mail sales letter. Now, you got the name. Now, you can hit them up with direct mail packages from that point forward.

Caleb O'Dowd:

I can keep going with this because there's so many more but you have one, two, three, four, five, six.

You have one offer, you create one offer that can be turned into six different offers like that real quick, superfast.

Matt, you might like this and everybody who's attempting to convert cold traffic might like this.

Here's what I've learned. This has been my experience.

People who sign up for webinars are kind of webinar guys.

People who sign up to watch VSLs, they're kind of VSL guys.

Now, there is some crossover, no doubt about it. You will get some people who will watch your webinar and your VSL but there is some crossover essentially.

I would guess that 90% of people who sign up for your webinar would probably pay no attention to your VSL offer.

Caleb O'Dowd:

If you have six different offers, this has been my experience. If you have six different offers, there is crossover, but it's so small that it's insignificant.

Here's what you can do. You can essentially take one offer convert it into six and advertise each one back-to-back, week-after-week.

Here's what else is amazing, all you got to do is change the headline, change the hook and then, you can launch another six the following week.

You can essentially take one offer and turn it into like a 12-week funnel, where you're just hitting the same prospects up with different offers via different channels, via different promotions for different reasons and it's selling exactly the same thing.

Caleb O'Dowd:

Anybody stuck for a back end? Anybody stuck for like a way to like make cold traffic work? This is a really good way for you to do that. It all comes from creating one valuable killer piece of information.

I have been doing that time and time and time again and it has blown up my business.

Make mafia offers.

Everybody knows what a mafia offer is, right?

It's an offer that you can't refuse. So many people don't really

understand the power of making really killer offers.

People think that like,

"Hey, if I add some free reports there that that's really what makes a killer offer."

It's just not really the truth. It's a very limited understanding of what an offer really is.

Caleb O'Dowd:

An offer is made up of a variety of different things, positioning.

Positioning, being the most important really.

Positioning, value, risk reversal.

Halbert used to always say that like, so many people underestimate just how much fear there is associated with ordering.

If you just focus on that, if you just chose to specialise on coming up with ways to reduce risk in ordering, you can explode your sales.

I'm not suggesting anybody do this, but it's a really good reason why giving people like what Gary used to call a 30-day hold which is, hey, we won't charge your current for 30 days.

That's a really good reason why that generates three times more sales. Why? Because it removes the risk, it removes the fear.

Caleb O'Dowd:

If you chose to just specialise in that for a while and really go out there and start researching and seeing how really smart guys are

doing that and coming up with really clever ways.

Halbert had this great idea and what he would do is, he would go and rent an office next to the Elm Street Police Station.

Then, in his offers he'd be like,

"Yeah. Listen, my office is located in 123 Elm Street. That's right next to the Elm Street Police Station. If you're ever in town, stop by for a cup of coffee."

That is fucking genius. Genius. Why? Because he just takes the fear out of things.

The worry, he takes to concern,

"Oh, my goodness. They're right next to the one the Elm Street Police Station."

Caleb O'Dowd:

Making mafia offer is huge.

One of the biggest offers that has been kicking ass for me in terms of the information publishing side of things is a mentorship loan.

Anybody know what a mentorship loan is?

Essentially, what I say is,

"Look, this thing costs \$5,000 but I'm going to give you a mentorship loan of \$3,000, which means you can get it for \$2,000. Then, when you get the results that I promised you, you're going to send me a check for the remaining \$3,000."

That's called a mentorship loan. That thing fucking exploded

response for me.

Caleb O'Dowd:

You need to pay attention to offers. You need to come up with mafia offers because very few things will send your response through the roof more than playing around with offers.

In the newspaper space, just one second, in the newspaper space, I actually ... this is how sensitive the offer is.

You can change a single sentence in the actual offer and it can murder response or explode response.

A single sentence, that's how delicate that area of your sales message is. Anything there that you tinker with can wildly swing response.

It's an area that you should put a tremendous amount of time, energy and effort into. The best place to go for that is to just study the alchemists in our space.

Speaker 5:

I just have some question. You were talking there about positioning the offer, is that what you meant by that positioning the offer?

Caleb O'Dowd:

That would be an example of how to position it, yes. Yes. Thank you for that. That mentorship loan is an example of how to position an offer. Very few people are latching on to that stuff.

Very few people understand the power of that. Everybody thinks that, like,

"Oh, I should just do what everybody else is doing."

It's kind of like the fucking blind leading the blind.

You have to be anything that's kind of everybody is doing.

You have to stay away from that. You kind of have to move on, at least as you're talking. All of this is in the context of dominating markets.

Caleb O'Dowd:

When you're doing your back end stuff, all of this intensity may not be needed.

Sell against your competition a lot.

It is my belief that this is one of the most under-utilised, explosive response boosting strategy that's out there. It's nothing new.

I just feel that in the modern world, it is so much more necessary.

Why?

Because you're dealing with people who are window shopping.

If you don't think that your prospects in the modern world are window shoppers, you're really missing the mark entirely.

They are absolutely window shopping. You're not the only person in their email box. You're not the only person that they're interested in learning from.

Caleb O'Dowd:

Drayton Bird 83rd Event: ToeCracker's Surprise

They've got a wide variety of people in front of them that they are interested in giving their money to.

Your job is to isolate yourself and your solution as the only option on the table.

Don't be an asshole and go after people by name. Go after the topics.

Go after the solutions.

Don't go after individuals because that's just being an idiot or don't go after people, go after solutions.

In any of my webinars, the Facebook group webinar, I spend a ton of time talking about how this is not about building websites.

This is not about email marketing. This is not about buying traffic. This is not about this. It's not about that. It's not about the other.

Caleb O'Dowd:

Then, I let them know everything that it's not.

Then, I let them know all the reasons why this is so much better than everything else so that I park them in that beautiful, beautiful place where they either give up and go home, or they buy my product because it's so superior to everything else that's out there.

If you do not sell against your competition, you are not going to be generating the kind of results that you want.

I had a blood pressure health supplement that I had to sell and I'm supposed to be Captain Cool in the newspapers.

Drayton Bird 83rd Event: ToeCracker's Surprise

I wrote a newspaper ad and it bombed. It just bombed. I was like,

"Whoa, all right. Wake up call."

Caleb O'Dowd:

One bombed effort after another after another after another.

Now, I'm like a trembling weakling.

I'm like,

"Oh my god, I thought I was good. I'm not really good at all."

Even my team was like,

"Hey, maybe you should just fucking give that up. Let's just move on. There's other things we can do."

I couldn't let it go. What ended up happening was, my dad had diabetes and like all of the ads were essentially saying the same things that all the pills were saying, which was,

"Hey, this thing will lower your blood sugar and yada, yada, yada."

Caleb O'Dowd:

We went home to Ireland. I was hanging out with my dad and he was like, just before his dinner, took a pill and I was like,

"How are you doing with the pills?"

He's like,

"Oh, they're great."

I was like,

"Why?"

He was like,

"Sure. They cost pennies and they lower my blood sugar."

I was like,

"Oh my god, I'm trying to sell a natural pill for like 60 bucks that doesn't work as fast and costs 10 times more."

Caleb O'Dowd:

I started to look at the pills. I was like,

"Shit, okay. What do the pills not do?"

What the pills don't do is they don't protect you from vision loss.

They don't help men with their sexual issues, because that's a huge problem for men with diabetes.

They don't get rid of nerve pain.

I went out, developed a pill that assisted with those three things and that went on to be a huge success and hence, the power of selling against your competition.

Sell expensive products and services. This is a market domination strategy. All things being equal the person who's transacting the most amount of money, wins, right?

Caleb O'Dowd:

I'm all for selling low priced stuff, as long as it all ends up with a big ticket sale and there's a few reasons for that.

Number one, it's just infinitely more profitable.

It also helps you convert cold traffic, because there's an inevitable reality or an inescapable reality and that inescapable reality is the traffic is never getting cheaper.

It's never getting cheaper. I'm sure some geniuses like Matt know how some massive ninja stuff. I mean, essentially, it's a losing battle.

Caleb O'Dowd:

Traffic is always going to increase in cost. Mostly, conversions have been going down and will continue to go down.

The guys that are not selling the expensive stuff are going to get weeded out, is my belief.

Others might disagree, but that's my belief. The minute I started selling high ticket stuff, I started converting cold traffic at a much more pleasant level.

Caleb O'Dowd:

Sell over the phone.

This was massive. The minute I started selling over the phone that's when income started to explode. That's when income started to explode.

I'll just really leave that off and let that stand because it's my belief that if you're really not selling over the phone, or if you're not selling high ticket stuff, and you're not selling it over the phone, you're really not milking your business for everything it's

worth.

I'm such a believer in this that I just actually would not ever get into a market these days, that didn't allow me to have a high ticket back end that I could sell over the phone.

I just wouldn't bother wasting my time with it. That's me personally. Others would have a different perspective on that.

Caleb O'Dowd:

Your why is critical. I kind of stumbled across this one by accident.

As I started to test it, I was blown away. Why you're offering what you're offering or why you're giving a discount, or just essentially why you're doing what it is that you're doing, is one of the most powerful things that you can focus on.

I'm going to mention this and some of you have bought through this strategy. I don't mean it to be anything other than me sharing something that works that I use across the board.

Caleb O'Dowd:

I don't mean to be like an asshole and be like,

"Hey, this is how I got you."

That's not the case at all. Anybody who comes through my training programs knows that I put my heart into everything.

One of the most successful examples of that in recent times is that my business partner and I have a Keto business. We're doing about \$300,000 a month with these businesses.

Essentially, we wanted to scale. We wanted to scale. We were like,

"Geez, we're only scratching the surface. We want to scale to like maybe 3 million a month."

Caleb O'Dowd:

We realised that, hey, one of the very best ways to get there was to not do 10 times more work, but rather to take on a bunch of people and train them to be our super affiliates and replicate everything that we have been doing.

That was the reason why I put on that offer.

I said,

"Hey, listen, I mean, we're kind of caught between a rock and a hard place and we want to go ... This is what we're doing. This is what we want to do. In order to get there, we have to do this work."

Caleb O'Dowd:

I'm a new dad. I just had a baby. My business partner just got married.

He's no spring chicken and we just don't want to do this.

What we've decided to do is take a bunch of people on board and literally teach them how to replicate our business so that they could become full time affiliates.

Switch that on, we had to switch it off.

It was massive. We thought that we we're probably going to have to hit it for a while, it was like boom.

We just fill that group up instantly breakthrough in response.

Absolute, bonafide breakthrough in response.

Caleb O'Dowd:

I do this stuff all the time coming up with a why for what it is that you do is absolutely critical. Trev, you're pressuring me, man. I'm only joking.

Trev:

All good, 30 minutes.

Caleb O'Dowd:

I had a done-for-you element. Anybody got a high refund rate? I had a high refund rate.

Trev:

If you need more time, we can do it.

Caleb O'Dowd:

Yeah. All right. I actually wasn't going to do this presentation. I had a different one in mind.

Then, when I learned who you guys were, I thought that this would be a better one, so I kind of like slapped this all together and didn't measure how much time it would take.

Anybody get any value so far? Is this any good?

Speaker 7:

Yeah.

Caleb O'Dowd:

I had a done-for-you element.

I had a 30% refund rate and I was really pissed off and upset because it was a killer thing.

I ended up doing the research and I figured out that most of the people never even logged into the training.

Most of the guys who are refunding never even logged into the training and the remaining bunch of assholes who never logged in, never even made it past the first step.

Caleb O'Dowd:

What I did was when I figured that out, I took my 30-day refund and I took it down to seven days.

I shortened it to seven days and then, I offered them a done-for-you service.

I would do the first step for you. I would do the first step so that essentially your first engagement with the training is you're already in it and succeeding.

It took my 30% refund rate down to 10% at a done-for-you element. Not only did it cut the refunds, it bumped response. I forgot to mention that.

If you can add any level of done-for-you to begin with in your ads, you can bump up response.

Caleb O'Dowd:

This is how I've made my money, by the way.

This is one of those things, again, like all of the stuff that I kind of know is kind of can fly over people's minds, fly over people's heads but this is just profound stuff.

I got this from Gary. Position your solution is a new unique and exciting system formula or strategy.

Sell a system, sell a formula, sell a strategy.

New unique and exciting is a blueprint for riches. It's a blueprint for riches.

All things being equal.

If you have something new, you have something unique, you have something exciting. People will beg, borrow, or steal to get it because a human brain is just designed to naturally resonate and be attracted to things that are new, unique and exciting. Things they've never seen or heard of before.

Caleb O'Dowd:

Everything I do, I met with a partner of mine and he was like,

"Dude, that webinar you have there,"

he's like,

"You're so lucky."

He's like,

"You really found something that was just so new and cool and unique."

I was like,

"Dude, you don't know the half of this. I fucking made that thing new, unique and exciting. It took me fucking months of strategic planning and blood, sweat and tears to make that thing look new, unique and exciting."

Caleb O'Dowd:

You're responsible for that. It's not something like a bolt of lightning that you get hit with.

You're responsible for creating, positioning, everything that you do as new, unique and exciting.

A system of formula, a strategy like the human brain is designed to go and one systems form as the strategies.

Why?

Because it takes responsibility for the outcome.

It takes a good bit of responsibility for the outcome off your prospect's shoulders.

What it says is,

"Hey, listen, I've got a winning path, I've got a proven path for you to succeed with."

All you got to do is walk down that path and that path will take you there. You have to use this stuff ethically.

Caleb O'Dowd:

All things being equal, if you're competing against someone who doesn't have his solution positioned as a system, a strategy or a

formula, you will essentially wipe the floor with them. Never start with a product in mind.

The minute you start with a product in mind, you box yourself in and you surround yourself with walls and you have to deal with your enclosure.

You should never start with a product in mind. Start with the prospect always.

Start with what's working. Start with what the bull's eye is and work back from it. The product being the last link in the chain.

I learned that from Gary.

Caleb O'Dowd:

We launched all kinds of projects.

We never even had a product.

We would just write the best darn ads that we could possibly write.

If they worked, we went and built the product.

You should never ever, the minute you start with a product in mind, you're limited by the product itself.

It takes a great level of genius to start with a product and for that product to actually be a perfect bull's eye hit for the market. It takes a tremendous level of genius to pull that off and most people, myself included, are just not that smart.

Caleb O'Dowd:

You should never start with a product in mind.

You should start with what will absolutely unquestionably set your prospect's world on fire.

These are not, by the way, ranked even though they're 10 to 1. It's not that 1 is better than 10 or anything. I just numbered them.

Caleb O'Dowd:

Go down on risk reversal.

We've covered that a little bit already but like things like double your money back, renting an office next to the fire station.

All of those things, anything you can do, giving free trials of things.

Anything you can do to just reduce the risk of someone taking action is going to be a massive competitive advantage over anybody you're competing with.

That's it for me.