

**Trevor:**

So I'm not going to introduce John, because out of respect, I've asked Bond to do it, because basically Bond has more shit on him and more dirt. Cheers.

**Bond:**

Don't worry, I'm not doing this out of respect.

Right before the break, he asked if I would introduce John and I was like really?

I spent all lunch trying to think of saying something good to say about him.

Actually to tell you the truth is it's just a matter of narrowing down how special John really is.

As John mentioned, he's known me since I was a young jerk and now that I'm an old jerk, I've known him for a very, very long time.

In fact, I met him when I was 16 years old and he was actually very young for all the copywriters and the people that my father was hanging out with and introducing to me to learn from and stuff like that, and I really...

That's what makes John really special, is when you start learning anything and at a younger age and you start getting really enveloped in it, you have a depth of knowledge that just grows and grows.

If you don't start... stop picking up new tricks. John has definitely done that.

**Bond:**

So he is definitely a master of this and I seek his advice on everything in life, but mostly in marketing and every time he gives me advice, I follow it.

Sometimes you ask 10 people, you get 10 different answers and you decide which to follow, I follow his implicitly and I make it a point to let him know that I did, so that he knows that I appreciate him.

He also has the most unique writing style of all the titanic great copywriters and I think it's... you just can't stop reading his stuff.

I can't think of anybody that if my son said,

"Hey, of all the people that you're around that could teach me how to write copy when you're not around."

I would tell him to go to John. So that's about a big a compliment as I can give. So put a warm round applause together for John Carlton.

**John Carlton:**

All right, thank you very much. That's my talk.

All right, who's about to go to sleep from eating too much?  
Nobody?

Who came here to hear me talk? How many people?

What the hell did the rest of you come here for?

I want to make sure before I start, since everything's about this, does everyone understand what old school means?

Is it just an American phrase? Does it carry over to Singapore and elsewhere?

Nobody has a question? Old school generally means just original gangster, old dog, same thing. So Trevor asked me to give a speech in the middle.

A lot of the guys like Bond will be giving you specifics about copywriting and you should listen to everything they say, but I today am not going to talk about the specifics.

I'm going to talk about a more general attitude and it will become very clear to you when you see this.

### **John Carlton:**

So who the heck is John Carlton and why should you listen to anything that I say?

So here's my story basically.

How many people have heard me tell my story before, seen me talk? Just a couple?

Good. This should be a... Stan, you don't count.

I was at the age of 30, clueless, broke, I had been fired from every normal job I had ever had and I was basically living in Slacker City.

Does that translate well across the...

I had an attitude that I wanted to have fun in life.

I thought earning a living would figure itself out and then suddenly I was 30.

**Drayton Bird 83rd Event: ToeCracker's Surprise**

Does everyone remember the day you all turned 30?

Those of you who are over 30. Kind of a shock wasn't it?

It was like,

"Wait, what was that all about?"

**John Carlton:**

So I had the ultimate wake up call when I was 30...

Well I just turned 30 and I lost my job, my girlfriend and my place to live all within a two month period.

That was a hell of a wake up call.

But even worse, I wind up living in my car for six months.

Anybody here done time in a car?

Really? Oh. Okay. Trevor, you insured me these were all slackers and-

**Trevor:**

Well, they've probably had sex in a car. Nothing slack about that.

**John Carlton:**

That's a bullet to put in your ad for that car later too. Yeah.

All right, so I was living in my car.

So what I did is I had this wake up call that was very important.

The wake up call was I realised I'm in my car, I'm living in my car, I got nothing going on and I realised...

I guess in the back of my mind I thought eventually there'd be someone would save me.

Someone would come along and say,

"John, it's time for you to... X, I don't know join the Marines."

Something and it didn't happen and I realised then...

The big realisation was it wasn't going to happen either.

**If there was going to be any change in my life, I was going to have to be the engine for that change.**

That was a huge discovery.

Have you all had that discovery?

You all had it in your 20s, 30s, 40s, what?

**John Carlton:**

Okay. Good. Yesterday, yes.

So what I did is I started reading a lot of books and I started paying attention.

I had never met a freelance writer before, but I decided I was going to be a freelance copywriter and I would figure it out.

It couldn't be rocket science and I read a couple of books.

I read Think and Grow Rich. Everybody read that?

That gave me the biggest concept in my life, which was goal setting.

Does everybody understand goal setting?

Did you all learn it early? Maybe in the new generations.

When I discovered at the ripe old age of 31 or 32 whenever I discovered that book, that you could actually want something.

*You could make a plan to go get it and then, the big one, you could implement that plan. You could actually go and get what you wanted.*

That blew my freaking mind.

### **John Carlton:**

I grew up with the orders not to get too big for my britches.

Not to want too much, not to desire things and I realised I didn't know what I wanted.

So it took me a while to start getting goals together but goal... creation and the implementation of going after the plan you made for the goals will change anyone's life, no matter what you're doing here.

I used to say after I got my career going that you could drop me naked in the middle of an Iowa cornfield and as long as I could find a pencil and paper, I could start my career again, getting back into things.

So that's all I needed was the skills that I had as a copywriter and a goal to go after.

What was I going to do?

So for 30 freaking years, I made every mistake possible in my career, mostly in the early part of my career.

**John Carlton:**

The truth is I made most mistakes, and my only regret from that only period is that I didn't make every single mistake possible, because that's where I learned all the good lessons.

I'd go out, I'd get my nose bloodied, I'd come back, I'd sit down, figure out what I did wrong and immediately go back out there and do it right.

It's the best teaching process in the world.

So I kept fixing things until they worked like crazy and I took detailed notes along the way.

Okay? Yes, I'm a dinosaur but we still walk the Earth and we still kick major ass.

**John Carlton:**

So in my career, I have written million dollar video sales letters before they were called video sales letters or VSLs.

I was one of the pioneers in launches.

Stan and I actually knew Jeff Walker when he came up with the idea. We did some of the early ones. We did them for clients. We did them for ourselves.

Anybody here been through a launch for their own business or written for a launch?

It's hell on Earth isn't it?

It's a... but it's a brilliant way to get something going. Oops. Okay. Oh well.

I routinely killed it with email campaigns when people weren't quite understanding what email was worth, and it was... as soon as social media came out, I was one of the first to get in there and basically did all of the things that old dogs do, which is discovery opportunity before most people even realise it's happening and make it work.

### **John Carlton:**

Tactics that I used...

Yeah, to confront marketing problems and solve them.

That's the biggest thing I started doing in my career. I have the oldest marketing blog out there, I'm pretty sure.

I started in 2004 or three. We had the... Stan and I had the first coaching program for copywriting and actually, I had a couple before Stan came onboard with me.

Gary Halbert and I invented the marketing seminar as it's being... held now.

This kind of format, people sitting here doing this, it just wasn't being done back then.

It was mostly Gary's idea through Jay Abraham but hot seats didn't exist, the idea of putting speakers out there and starting to share a lot of stuff.

There's just nothing available, so we had to create a lot of stuff from scratch. Just to show that dinosaurs are still relevant, just a

couple weeks ago, I wrote an ad in two days that murdered an A-list control.

**John Carlton:**

So basically, does old school work?

Duh.

I'm still getting monthly royalty checks for 30 year old ads.

Those ads started as direct mail.

They were changed ever so softly to be three and four page ads in very expensive magazines.

A lot of those were the golf ads you might have seen of mine, and that was in the 90s when the web came along, they were changed to web pages and then with very little changes, they were made into VSLs, video sales letters and they exist to this day.

I'm still getting checks off of ads that I wrote in 1992.

Is old school relevant today? Bite me.

**John Carlton:**

A lot of the stuff I wrote was around before AOL existed.

Bond was talking about having an AOL thing. So just to give you an idea, anybody here know Rich... Okay. He's well known.

He gave me this testimonial some years ago after listening to John for less than an hour and my mind caught fire and everything fell into place.

## Drayton Bird 83rd Event: ToeCracker's Surprise

Immediately produced my first sales letter and brought in 287 thousand dollars in the first week.

So actually, I have a call going into Rich when I get back. This was the famous quote that Frank Kern gave me quite a while ago.

They cornered me for advice and in a few minutes, I provided... or he, me, provided such clarity.

The fog melted away and I was finally able to write the pitch that brought in over 10 million dollars in one day. He made his entire current career from that particular... launch that they were doing.

### **John Carlton:**

So this is the guy that I wrote the golf ads for.

This is the part of the quote I like.

"He consistently hits home runs for us. A 20 to 1 return in profit is not unusual."

That's what we were used to getting back in those heady days in the 90s.

Has everybody seen the golf ads that I wrote?

That's probably what I'm most known for. I think the first one was the amazing secrets of the one legged golfer, allows you to hit further and straighter than every before.

Whatever that was. Those were... there was nothing like that out in the magazines and we started putting those ads in and at first, the salesman at the magazine tried to talk my client out of running the ad, because the ad was going to cost them 100 grand.

It was going to take over a month to hit the newsstands and these are three page ads with just copy in the headline, and they begged them.

They said,

"This is not going to work. This is embarrassing. It's nonsense."

And my clients had promised to run everything I wrote for them, that's how they got me to write for them in the first place.

**John Carlton:**

So they ran it and it worked and by the third and fourth time they started inserting the ad into the magazine, then the salesmen got pissed off and the editorial staff started positioning the ad farther and farther back in the magazine trying to kill it, because they thought it ruined the look of the magazine.

Now if you go there, the entire magazine has kind of changed because there's a lot more direct response in there than there was before. So we were actually changing markets.

Tripling...

I love this, I'm on her Christmas gift list for life for tripling response and that was just a hook.

That was the power of hooks.

Conversion quadruple, these are not unusual results that we get from old school stuff.

**John Carlton:**

And by us, old school of course, I'm talking about I...

When I first got started, I found those books I mentioned, Think and Grow Rich.

There was Tested Advertisement Methods by John Caples, and that was pretty much my arsenal at the time.

That and... Dale Carnegie's book, How to Win Friends and Influence People.

Has everybody here read that? Has anybody not read that? Raise your hand. You've all read it? Good. Great.

It's a... used to be called the salesmen's bible. Just with those things, that... and then I got into Claude Hopkins, which was written in the 20s.

Claude Hopkins was a secret handshake that we had back then.

That's how I got to see Jay Abraham, through Jay Abraham I met Gary Halbert.

Through Jim Rutts and a lot of the other guys that became my mentors over the years, so it was all old school and Claude Hopkins, you've all read that right?

My Life in Advertising and Scientific Advertising?

**John Carlton:**

Was out of print actually for a short time back then, so not only was he not being listened to, he wasn't even being read by advertising men out there.

So as part of the old school process, we talked about the old stuff and we started to use it and we became very successful and for

the people who weren't paying attention, they didn't understand that we were using...

We were channeling old school tactics into modern marketing.

This is my favourite testimony for a while.

**John Carlton:**

Hell yeah I can vouch for Carlton's mastery of the old school style, and for how well it works.

Over the years I've spent well over 300 thousand dollars on A-list writers, thousands of them trying to find a control for a few intense and high competitive markets, and they all failed miserably.

Then one night while drinking with Carlton, he casually told me to just give him a couple of days to take a crack at what no one else had been able to do.

He sent me a killer piece that absolutely demolished everything else we tried, including a very expensive piece of copy by someone who is supposed to be the expert copywriter in the field.

All Carlton did was apply the old school salesmanship he mastered decades before... decades before the web was even a twinkle in any marketer's eye.

He didn't want to see what other writers had done for that niche, he just chatted with me for a bit, went off to quickly work his magic.

**John Carlton:**

Again, hundreds of thousands wasted with modern writers over period of years and along comes Carlton who casually knocks it

out of the park in a couple of days.

I don't think he spent more than a few hours total on the piece.

The real secret to writing controls, old school salesmanship channeled through experience and an attitude that only Carlton himself can adequately explain.

That was written by Caleb, sitting right back there. He'll be speaking to you tomorrow.

**John Carlton:**

So, what are we going to talk about today? I'm only going to talk about one tenth of 1% of what I could share with you if you give me enough time.

If Trevor had had the awareness about him to give me the entire two days to talk, but he didn't. He's only giving me a short time, so blame him.

**Trevor:**

That's the next event, John.

**John Carlton:**

Huh?

**Trevor:**

Next event.

**John Carlton:**

Yeah right. This is the best... however, this is the key here.

What I'm going to be telling you right now, even though it pisses off people, this is the best advice I've given entrepreneurs freelancers, veteran business owners, and folks desperate who were desperate to finally taste real success.

This is how old school dudes do it.

Proven reality tested, no bull shit, delusion free. Again, not specific tactics, it's mostly about attitude and when I say it's going to piss people off...

I give versions of this advice in almost every first coaching call I do when people buy a series of coaching calls from me.

They often get very, very angry because they think they're doing this. So I want you to pay attention, if any of these slides come up and you think,

"I'm already doing that."

Double check it and I'll try to make that clear to you.

You're going to hate me for rattling your cage like this. So leave now if you'd rather remain deluded, no shame... actually there's a ton of shame, but you can...

**John Carlton:**

Okay, and the trick for veteran seminar goers is that usually you come away with one good identifies.

Be thankful for that and keep moving forward.

Anything you've heard before but you still aren't using your life as a red flag, so don't kill yourself taking notes, but if something clicks, you'll know it because... your brain will rebel a little bit.

So first of all, the dirtiest word in most people's lives, anyone want to give a shot of what they think it is?

Work?

Anybody else? Think? Anybody else? What?

Duty? No.

**John Carlton:**

It's discipline. When I bring up discipline to people, they think,

"I'm disciplined enough."

No you're not.

How many people made their bed this morning before they came down here?

Yeah, the people that were in the Army and that's about it.

So this was huge for me, because like I said, I was in Slacker City, so I was not only not making my bed, I wasn't even sure what bed I was going to wake up in the next day, and I made this seismic change in my attitude, which was very simple and a cliché, business before pleasure.

So what that meant was when the weekend came around, it wasn't -

"I'll party and if I have time on Saturday after I've had my fun and gotten over my hangover, maybe I'll read a book on business or do something to further my career."

I just flipped it.

When I had done everything I needed to do to further my career, then if there was time left, I would go out and have fun.

**John Carlton:**

Anybody who has read my stuff before, can you quote to me the professionals code that I've been talking about for a couple of decades?

You're all fucking slackers. You're worthless and weak.

Be where you said you'd be when you said you'd be there, having done what you said you'd do.

Or as a slight change, being ready to do what you promised to do.

This seems like a cliché right?

How many people practice this in their daily lives all the time?  
Raise your hand if you practice this all the time.

Okay good for you. Just a few smattering of hands raised.

So this will change your life, believe it or not because a lot of copywriters that marketers hire and they complain to me about this show up late, not having done what they said they'd do.

**John Carlton:**

They think it's okay. I don't know where this comes from and it's not a knock on millennials, this across generation, across multiple generations.

It's just people who aren't disciplined enough to understand how deadlines work.

That was something that Bond had mentioned. What I also tell people who come to me for coaching is to make messes... what did I post?

I posted something on Facebook just the other day, it was a post about if you're going to fail, fail spectacularly.

So don't fail meekly, if you're going to go out and do something and maybe you're going to fail, just make it the biggest blow up in your life.

So make messes, clean them up... do better next time, but there's a key to this.

It's not just promise to do better next time, don't vow, do. That's a big difference.

### **John Carlton:**

So a lot of people will say,

"I screwed up. My bad, I'll do better next time."

Then they're next step is what?

Absolutely nothing.

So the thing you should do is you have to deconstruct everything.

What did you do that screwed up?

What is lacking in your life?

Either your skillset, your mindset, your... it could be physical, mental, emotional, whatever's lacking, you go out and you fill that up.

You go find the answer for that. If you need more skills, if you need to get in better shape, whatever it is you need to do, you go do that and then win and if that situation comes up, you will do better because now you're practiced.

You filled up the empty spots that actually created the problem in the first place.

That make sense to everybody? This pisses people off more than almost anything else, because people get away with a lot of shit in their lives by promising things.

Promising something is a borrowing money from somebody with no intention of ever paying them back. Except you're doing it to yourself.

### **John Carlton:**

So this next slide is pretty interesting, this, I call it the four stages of awareness.

This was taught to me by a Navy Seal.

I was doing some training with a Navy Seal and we were talking about being aware and I thought this was great.

This was something that copywriters and marketers could take. So there are four states of awareness.

There's the white state, which is a buzz state, a static state.

That's like... the way the Navy Seal described, if you're walking down a street, you're not even aware of what street you're on or how many people are on the street with you. You're just kind of existing in a very low existence mode.

**John Carlton:**

Then there's a yellow state where you are awake and you're aware, but you're not hyper aware.

So you need to be... at least in this state...

I will tell you that, god 90% of the population out there is walking around in a white state.

Anybody take a walk out here in this middle street when it was crowded? Did anybody stop in the middle of the street and back up into you, or walk sideways into you because they weren't paying attention, that happen?

Raise your hand if that happened. Happened to everybody.

Those are people in a white state of awareness.

The yellow state is you doing the dodge thing and running around.

**John Carlton:**

Then the next state is the red state and that's all senses are alert.

That is the state you want to get to when you're marketing, when you're thinking about marketing, when you're writing, when

you're brainstorming, when you're putting business plans together.

This is the kind of alertness... okay, everybody look at me, what colour is the hair of the person sitting to your right? Do you know without looking?

Well there's a lot of blondes in here.

So being in that red state of awareness, you start to actually pay attention to something.

How many people are behind me. How many people are sitting behind you?

No, directly behind you. In the row behind you, how many people are sitting behind you?

Five.

So it's little things like that when you're hyper aware, you start to look for those things that everyone else is missing.

The biggest problem in a really competitive market... how many people right now market where there's no competition whatsoever and you're just going to waltz through to a billion dollars?

### **John Carlton:**

Okay, if you have any competition at all, you have to approach this as war kind of.

You have to approach this as a confrontational battle type scene where you've got to be better than them.

How are you going to do that? You're going to be more aware.

You're going to discover the things.... you're going to see the things they don't see. You're going to hear the things they don't hear.

You're going to do the things they're not doing.

That's a red state and you should be in that state as much as possible?

How many people feel they have the red state down? Okay, it takes awhile.

You can start practicing it.

Ray, I'm sure you know it and Ray, you probably know this next state, which is the fourth state the Navy Seal told me, which is the black state, which is you kill anything that moves.

So I don't recommend that for copywriting. There's a lot of unnecessary blood shed in copywriting as there is right now. So let's keep that down.

### **John Carlton:**

This awareness thing also tends to piss off wannabes and rookies, because they... one of the things I run into when I'm trying to coach people is got to knock their ego down.

When I do my own seminars, the first thing I do... has anybody been to one of my seminars?

Just a few.

I always have people take a scrap of paper before we begin. They write down my ego, and then they crumple it up and I have

somebody come up here and hold a trashcan and they throw the paper and it's symbolic.

It's a metaphor forgetting your ego, and it reminds people and it's funny because one time, I had 40 people that had done this exercise, we're talking and a guy came in late. I actually knew who the guy was, but he wasn't an arrogant bastard, but he sat down and the next thing out of my mouth, he challenged.

He actually said something. He started to challenge me on it.

I said,

"Oh yeah, we forgot. You brought your ego in here."

I made him write it down. He says,

"Yeah, yeah. I get it."

"No, write it down. I'll throw you out of the room if you don't do it."

### **John Carlton:**

So he wrote down my ego and then we got the trashcan and he threw it there. He said,

"I get it. I realise it."

He had brought his ego in. You don't learn.... what's your ego done for you lately?

All your ego does is get you in trouble and screw things up.

So part of the states of awareness is getting your ego out of that, and the best part about this is that... Gary Halbert and I were

both big fans of detective novels.

How many people read detective novels?

They're really fun because they take a crime, they break it down, they do things, but we get to pretend we're like detectives.

Or we're solving big problems.

I call it being a sales detective when you're looking for the big hook, because you are.

It can be boring if you think marketing and advertising and making a lot of money is boring.

You see how I did that? That was the black state of awareness. There we go.

**Speaker 4:**

Everything's darkest before.

**John Carlton:**

Yeah. What happened was they traded me out for a clone.

I'm outside having a cup of coffee. This is not me when the room went dark.

It's fun thinking of yourself as a detective winding your way through the dark streets of some arcane marketing niche, and finding the gold hidden, which would be the best audiences, the right appeal, the hooks, all of that stuff. You really are a detective.

**John Carlton:**

Okay, have I got you all to promise you're not going to go into the black state unless absolutely necessary.

You'll hear this probably a few more times, but it's true.

We never say it enough. Hand copy great ads. Hunter S. Thompson. Anybody like Hunter?

And Hemingway. Hunter S. Thompson copied... I forget which book it was, but he copied an entire book of Hemingway, because he wanted to feel what it was like to write like that. There was a visceral awareness to it.

The test I used to do, I'm not going to do it to you guys, but the test I used to do was I'd put a sentence up here, then I'd take a...

I'd ask people to look at it, memorise it, wouldn't be that long of a sentence. I'd turn it off and I ask them to write down the sentence exactly as I had written it and not a single person in the room would write it down the same way it was written. They would reverse words, change structure, put in extra commas, do all kinds of things. So the act of copying ads can let you know what it's like to do that, because your hand will struggle.

**John Carlton:**

No, I want to change words in there. I would do a different word.

Need to get your ego out of there and just get that feel for what it's like.

You don't need to do this forever, but doing it a little bit is pretty cool and you're not doing it to mimic someone.

You don't... I actually made a career out of learning how to ghost write for... I ghost wrote for Rutts. I did small things for Gary [inaudible 00:31:29] and for Gary Halbert.

I wrote many ads that many people think Gary wrote. Older ads, not the more recent ones. It's for influence that you want to do this. You want to understand what it's really like to want to do this.

### **John Carlton:**

Kind of like... any musicians in the room?

A lot of the better copywriters are also musicians and they understand the metaphor of what it takes to be a good guitarist.

On your own, you can kind of do it with videos now that are available.

It's a lot easier than it was, but the best way to do is to sit down and play with somebody and see how they do it. See how they use their fingers, how they use both hands.

The plucking hand and the chord structure and all of that, but you don't need to copy them exactly. So you add experience to this, and that's how you get killer authentic copy.

So I was a ghost writer. I could write like those guys, but when I stopped writing for them or the job didn't require for me to write for them.

I wasn't strictly ghost writing, then I wrote my own stuff. My own style came out of this rather heavy duty boot camp, let's call it.

**John Carlton:**

So this is the fun part. This is they psychological part.

You have one job as a copywriter or as a marketer, and that's to move ethical good products that actually help people.

How many people have an unethical product that doesn't do anything? Just a few in the back. What?

It can be tough when you're beginning, when you're a rookie especially, but as you move through your career, one of the first things you can established is you will not work for cons and crooks, okay?

You won't do that.

So that will limit your availability of clients quite a bit.

But you have to understand how to deal with your fellow beasts in order to tell who are the bad players where you are.

So your clients, your colleagues, your mentors, customers, sharks, haters, nut balls and freaks, they're all crazy. Some just hide it better.

**John Carlton:**

So never trust what people say they'll do, but study what they actually do.

A big key to staying relevant as a copywriter is to love them anyway.

The best copywriters around are the adults in the room and you have to think about this, if you're not the adult in the room when you're dealing with a client or even a customer, then you're not

anywhere near becoming a top copywriter because a top copywriter comes in, sits down says,

"Shut up, sit down. Let's get down to business."

The A-listers are actually consultants who will tell the client,

"Look, your offer sucks. Let's try to rejigger it. Are you sure you want to use this price point?"

And they will... so they are consultants who also provide the copy. That's when you know you've broken into the big time.

### **John Carlton:**

By studying what people actually do, you will discover what?

Anybody want to venture a guess?

Huh? Well what works, but what's the big surprise by studying what people do rather than what they say?

Very different.

It will tell you who they are, absolutely. Now, I think everybody in the room here's been burned in love or in business or something.

Somebody presenting themselves as something other than what they were, and it didn't go well. As you move up the ranks either as a marketer or copywriter, it just gets more jungle like.

So you have to understand, spend a lot of time looking at what people actually do.

Does anybody have a question about what it means to be the adult in the room?

That means you're on top of everything. You understand where the meeting should go, or where the ad should go, where the marketing should go.

You understand the ways that you can get there, and you are prepared to implement the things that need to be done to get a successful resolution.

**John Carlton:**

This is the essence of all great salesmanship.

Again, murder your ego, embrace reality and study people like a spy.

That makes it fun. Okay?

When you're just in the room here, study what people are doing.

Try to predict what the person next to you, who've you've been sitting to for a while is going to do next. What they're doing. Look at what they're writing. If anybody saw what I was writing, it's all doodles and stuff.

They think I'm writing down some deep thought. No, I'm just drawing some weird monster. I'm still listening, but I'm doodling.

**John Carlton:**

So this is the key to breakthrough copy is understanding people.

Anybody feel like they have trouble with the psychology of the human race?

Yes. If you're honest, a lot of you should be raising your hand. I have a degree in psychology, I got it a long time ago and approximately 1% of what I learned is still viable in the modern

world, but it gave me a love of trying to figure out what people are doing when they're with... what top salesmen do when they work their magic.

What customers do when they're causing headaches, or they're making bizarre decisions.

We call it street level salesmanship is basically understanding human psychology at the most basic, fundamental level where they might tell you,

"Yeah, I'm going to buy that."

They have no intention of buying it. They may even believe they're going to buy it, and this goes across all situations in life.

**John Carlton:**

They will tell you that when you're discussing relationship. When there's not consequences to the matter at hand. They will still... some will lie outright to you.

Others will lie and not realise they're lying and others just have no idea what they're talking about. So basically, shame on you all.

Serious, shame on you. You have one job. Your job either as a writer or marketer is to what?

Get your good ethical high quality product or service into the hands of the people who's lives it will make better.

**John Carlton:**

So to do that, you want to be ethical, but you want to use the nasty stuff. Has anybody here dealt with a sociopath in their life?

So a sociopath treats people like furniture when they are of utility to him.

They're usually a him too. They will be your best friend.

When you no longer are of utility, they will turn their back on you and they will steal from you, and they have no sense of remorse.

So by using the nasty stuff, I and most of the top writers that I work with study con men. We study what the sociopaths do, because the most charming guy in any room is probably the sociopath, if you're not sure who it is.

He's the one everybody will think is just a wonderful human being, because he looks very... they're usually very smart and they will and they'll say,

"Oh, people respond positive. You smile, if you agree with them, if you do all this stuff."

### **John Carlton:**

But most people go in, they just try to be themselves and they're surly, or they're argumentative and they're stunned when they don't make the sale, or get the advancement in the job or whatever.

So the sociopaths are getting rich using this stuff and you're not, because why?

Because came from con men. The only thing that con men did... and I want you to study all the old headlines.

Everybody here going to look up old World Weekly News headlines? No? I think it's out of print now, isn't it Caleb?

**Speaker 5:**

Yeah. I mean, there's resources for getting-

**John Carlton:**

You can get it, but it's not actually still being published. National Inquirer is still out there.

It's a little weaker than it used to be, but find older versions of this and what these guys knew how to do...

PT Barnum, everybody here read about PT Barnum?

He was the guy who invented Goat Boy, which became Bat Boy in the World Weekly News, study those things because con men got a split after they make a sale.

So they got to make a sale immediately. They have to bond immediately. They have to get their point across. They got to have money exchange hands, because they got a split. Now an ethical marketer takes the same tactics, adds a legitimate guarantee, has an ethical product in the first place, so he's not conning anybody, and is around afterwards for customer service and things like that.

But you still have to get over the same skepticism, reluctance to believe anything that people have.

**John Carlton:**

You can't just say,

"I have the best product out there and it's 45 bucks."

You know? Then hold your hand out. It's not going to make the

sale. You have to get through the psychological maze that people have in their head to be able to get from... yeah, it's really easy to get someone to say,

"Yeah, that's a pretty good product and maybe some time down the line, I'm going to buy that."

That's really easy to do in advertising. To get them to actually say,

"Wait a minute, stop. Here's my money, give me it right now."

To get them to that point, that's the difference between a winning... a losing campaign and a losing campaign, and the difference between a top copywriter and a rookie.

### **John Carlton:**

Anybody got questions about con men? Sometimes when I bring that up, they get all worried like,

"I don't want to be a con man."

No. The tactics aren't evil. The tactics are just, they're persuasion tactics. There's nothing inherently evil about them.

It's just the first people that start using them and making bank off of them were the sociopaths. So let's put them back in their place.

### **John Carlton:**

Okay, this is huge. Reality checks versus belief systems. So... reality is what is actually happening. How many people in the population do you think actually realise what is really happening to them at any given moment?

What do you think?

How many people here are feel they are completely immersed in the reality of who they are and what's going on?

Raise your hand if you think you are. You're all taking the blue pill?

So the thing is, most people live their lives thinking that life should be a certain way, or things ought to be a certain way, or certain things ought to happen.

When it doesn't, they get upset because they have a belief system. They believe that things should happen in a certain way.

**John Carlton:**

Salesmen lead better lives because they know that is complete and utter bullshit.

So you need to question authority at all times if you're going to raise up a few levels as either a copywriter or a marketer.

You have to question your own bad self all the time. That's where the ego comes in, because how many belief systems do you have about the way marketing should be?

I can't tell you how many clients I've had where they say,

"People should be gobbling up this product. I don't get it, they're not buying it."

It's because they're not presenting the sales right.

They think it's a great product and somebody, they should buy it. You have to test viciously and always, because one of the worst things you can do is to say,

"I think this is way this product should be sold and this is the way we're going to do it."

That's a huge mistake.

So let the market tell you what's going to happen.

**John Carlton:**

I say this multiple times, salesmen lead better lives.

They... except for the clothing they wear, which is often atrocious. They just live in reality.

They understand people at a level where they're not expecting them to do something rational. They know that people are irrational.

That people have belief systems. That people are walking around in a white awareness daze, and they're able to deal with that. You don't hate people because of that, you help them if you can and often if you have a good ethical product that will make their lives better.

That's your job is to help them come through the maze of nonsense, clogging up their brain.

**John Carlton:**

All right.

Copywriters mind set number one. Every problem can be solved.

This... you throw any marketing problem at all in front of a top writer and they'll say,

"Okay, well let's just figure out how to do it."

Now, it may not be worth solving, but we'll figure it out.

This is the trick, it's almost never what the client thinks it is, the problem and the solution.

You can't bullshit your way to a winning ad.

You need to break it down, solve each part whether it's a problem, a challenge or sales copy. This is the essence of what I do on consultation calls. I don't need to prepare.

I very rarely prepare when I go on a consultation call. It's just,

"Tell me what your problem is."

I'll actually have to stop them sometimes, because they're not really describing a problem, or they're describing the wrong problem, we'll get them down to the problem.

That's half of the service I do. Then we start breaking it down.

### **John Carlton:**

How many people as a writer have had clients just tell you they want more sales. That's what we need is more sales.

Right? A lot of heads nodding. That's the most common thing, but it's almost never just more sales.

If you look at them, you start breaking downs the problems.

You'll find that they have huge leaks in their funnel.

Refunds are huge, because their customer service sucks.

All kinds of things are going on. Product quality is down, the price and the offer don't match the markets, the competition has come along and screwed with them.

Their positioning is all wrong in the market. They're positioning themselves as the best choice when clearly they're not.

They shouldn't be saying they are, because they're not. But that's okay, so be the cheaper choice or be the most expensive choice, the quality choice.

So help them find out where they fit in there.

**John Carlton:**

All right. Anybody want to guess what the second dirtiest D word in becoming successful is?

I want you to use it. I want you to own it. I want you to embrace it and I want you to never, ever miss one.

As Bond first talked about, make your own deadlines.

Make deadlines for everything.

I usually... the way I work, I have soft deadlines and hard deadlines.

So when I take on a client, the first soft deadline is the check arrives.

Before the check arrives, nothing else happens, because I want to get money first.

That's a soft deadline.

They'll say,

"Have you started writing?"

You say,

"No, your check hasn't arrived."

Actually, it has to clear the bank too.

**John Carlton:**

The next soft deadline would be getting me all the information I asked for.

I asked you for all your sales information, all your past ads.

I asked you for an interview with the VP and sales and blah, blah, blah.

They say,

"Yeah, yeah, yeah. We'll get that to you."

Okay, but you just missed your first deadline, so we're now going to start over.

I mean, you have to be the adult in the room.

You have to treat clients like stubborn eight year olds.

How many people have eight year olds at home? Or have? It's tough isn't it?

**John Carlton:**

You can use these deadlines to help you, especially setting soft deadlines.

It can be harrowing to accept a large check to write say an ad as a freelancer, or to agree as a consultant to help somebody with a marketing plan, and then have the deadline be the end of the month.

Then you're looking at the end of the month, you've got to do all this work and then you try... if you break it down into chunks, you say by the end of the first week, I'm going to have X.

I'm going to have interviewed everybody and figured out what the main problems are. By the end of the second week, I'll have the big idea of how to solve this and et cetera.

So that by the end of the month, this is what top writers do.

**John Carlton:**

Now, a lot of top writers and I've been guilty of this myself will ask for a month leeway to write an ad. So I want the check to arrive, and then at the end of the month, I will...

And then I want the information I want up here, then at the end of the month, I will deliver the copy, but I won't do anything for the three weeks in between, I'll just goof off and let things settle in my head and actually do all night writing sessions for the night before the copy.

But if you know how to do that, that's okay because that's part of my style. I just told you guys how to ruin your careers.

**John Carlton:**

Okay Bond talked about it, Trevor talked about it, so who here suffers from writer's block?

Raise your hand. Be serious about it.

Okay, writer's block the way I describe it is very, very, very simple.

It doesn't exist.

If you sit down and you don't know what to write. If the blank page scares you, you just haven't done enough preparation to sit down to write.

You haven't done the research as Bond said. You haven't... gotten through whatever is stubbornly holding you back as Trevor took you through that exercise.

So I'm just telling you as a professional writer, writer's block doesn't exist.

**John Carlton:**

In Hollywood, any writer who suffers writer's block doesn't have a job.

It's that simple, because they have to meet deadlines to be able to get shows on television, to meet deadlines in very expensive

blockbuster movies and in the business world, it's absurd to sit down and not know what to write.

If you're the business owner, you own the damn business. You know about the product.

Just prepare.

What do you want to say? What are things going on? Top writers...

I never write top to bottom. I don't sit down dear friend and then write through and then finish with PS, and then bang and it's done. That's not how you write. You write in chunks. I write the bullets first, if there's going to be bullets in the ad.

### **John Carlton:**

The bullets will not only help me describe the product.

It will often give me the headline and will point out one of the hooks that I can use.

So I write bullets first, pages of them.

I'll use 20% of the bullets I write down often.

Then I'll go back and maybe write the headline, maybe the opening paragraph, and then I'll go do the offer and I'll bounce around.

So you don't need to write top to bottom, that's very important.

One of the reason people have problems with writer's block is because they sit down, they think they got to start with a killer

opening line and then the next line, and then the next line, and that'll just kill you. That'll waste you away very slowly. Most writer's don't work that way.

**John Carlton:**

So someone actually talked about this a bit today. I think it was Nick actually.

The most amazing marketing secret most entrepreneurs ignore, anybody want to take a guess? No guesses?

There's the first sale... and then there's the magic. The magic is the back end.

Once you've broken through in a market. You've got somebody to raise their hand and say,

"I want that product. Here's my credit card, let's get going."

When's the best time to hit them up for a further sale? Anybody?

Immediately, because what you have done is broken through that blockade of trust. They trust you.

Now, they may trust you beforehand, but letting you have their credit card information and knowing they bought something and something's coming in, that is huge.

**John Carlton:**

So you go from a first date status to being married for 20 years almost immediately.

All of the top money is going to be in the backend. Now, this is kind of cool. How to tell if you're a real entrepreneur or not.

Step one, get good.

This is whether you're freelancer or entrepreneur.

I actually consider freelancers entrepreneurs. Step one, get good.

Step two, notice what happens.

What happens when you get good as a freelancer? Anybody here have that experience? What happens?

You get a job offer. Client will ask you to come on board with them and be their only client. So you ask yourself,

"How does that feel?"

So I have had it as same as going freelance.

I originally wrote this slide for entrepreneurs, but it's the same with entrepreneurs. If you have a business going, someone will ask you to go into business with them.

Someone will ask you to come on board and take over their marketing, all this stuff happens.

### **John Carlton:**

So how does that make you feel? There's no shame in a writer saying,

"You know what? I want the security of having a job I can go to. Maybe an office that's a real job, it's not even remote and I'm going to get healthcare and get all that stuff."

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There's no shame in that.

All that meant was you taking the job offer was you're not an actual entrepreneur. You were just trying something out.

I know what I did when I got my first offer to come onboard, no freaking way Jack.

I didn't have health insurance, but I had freedom. I didn't have a lot of money, I was just beginning but I had freedom. I could work whenever I wanted to. I didn't own a tie. I was having fun.

I got to meet interesting people and the big thing, I think Nick talked about... did you talk about fuck you money? Or... no, it was Ray. Sorry Nick, not confusing you with Ray. Got the same hairstyle.

### **John Carlton:**

It's a crude term, but it goes way back. Fuck you money merely means that you have... usually it starts with three months money, that you can make three months of your expenses socked away somewhere.

You don't invest it, you get in cash, you put it in a safe deposit box or you put it in a can and you bury it in the backyard.

What that money does is give you the freedom to tell a client what? Fuck off. So you are now psychologically capable of saying,

"I'm not taking this job. If you're going to talk to me like that. If you're going to renege on your promises. If you're going to act unethically, I am out of here."

You're not in that situation where you're going,

"How am I going to pay the rent?"

No, you got the money.

**John Carlton:**

You win by the way when you never touch that fuck you money in your entire career.

It just ages with you. It doesn't collect interest, because it's cash. It has to be cash and it's psychological.

When I talk about mindsets, this is huge, it just changes everything.

It changes all of the dynamics and now you are the adult in the room to the point of saying,

"We're done."

There's nothing more like that freedom.

You can't do that when you take a job with somebody. Suddenly you're invested. You're getting the healthcare, you're tied in. How many people have had a regular job in the world? Had.

How many people are entrepreneurs now and absolutely unemployable in that old world? There you go. There you go.

**John Carlton:**

The proudest moment of my life is when I realised I am unemployable now.

I won't put up with anything from anybody.

Oh okay, this is pretty good. There's no magic involved folks, it's

always been this way.

It's the list or the audience we're now calling it, which I don't know. Got to change terms again god damn it. Offer, then what?

And then what? Vehicle.

You're going to do it online, direct mail, print? Good copy to the right audience at the right price. That's pretty much marketing in a nutshell right there.

Now, this... pisses off a lot of writers because they think their list would be copy is number one, then maybe offer comes in. They got it all backwards.

No ego, however bad copy to a great list will sell a lot. Good copy to the wrong list will sell bupkiss. Decent copy to a decent list, you can make a career out of that.

### **John Carlton:**

This is something I like to get out of the way. Forget the pet rock theory of doofus marketing, how many people believe if you create a better mousetrap, the world will beat a path to your door?

That's the worst piece of advice that's been given out and yet, the great throngs out there believe it.

In fact, I've heard it quoted on business shows. Marketing graveyard is filled with excellent superior products that no one figured out how to sell.

You must keep this in mind. My example in Kick ass Marketing Secrets of a Marketing Rebel was it Beta versus VHS. I think Beta was a much better product, they just didn't market it and it fell

by the wayside and we lived for 30 years with inferior videos because of that.

**John Carlton:**

This is pretty important. You should use common sense to communicate, but you should never believe common sense yourself.

This is a cognitive dissonance that copywriters have. You know how to communicate because a lot of people have a belief system where well it's just common sense that we would blah, blah, blah.

This is a way a product should act, and you should know otherwise, because often... actually almost always, common sense is wrong, or wrong in the most important situations.

The reason it's common sense is because people want to believe it's common sense. They want to believe that's the answer.

Everyone should love everyone. That's never been the case in the history of the world and if you base your marketing, or even your life on that, you're going to be sorely disappointed.

**John Carlton:**

Now people are going to call me a nihilist. And again, salesmen just lead better lives. They know how to persuade people. They know how to get what they want. They know how to understand what they want... okay.

The best thing is they understand the psychology, street level psychology, child psychology. Some of my first winning ads, I just used child psychology. I'd explain the most bitching product in the universe and then say,

"But you can't have it."

That works like gang busters sometimes.

**John Carlton:**

So this is... the key to classic salesmen, this is what... remember that testimonial by Frank Curan where he said I sat down with him and told him something and he did the 20 million?

This is what I told him. They asked me to write the ad.

I said,

"I'm not going to write the ad because I'm lazy."

"But I'll tell you what you need to know to write it yourself."

And this was all I told him. You want to have the ad, here's who I am.

Here's what I've got for you. Here's why it's going to change your life or how it's going to change your life and this is the most important part of direct response, here's what you need to do right now.

That's the basis of classic direct response. Now I get to turn this over. Anybody here heard that before? Yeah. Well it should always be attributed to me and if it's not, hurt them.

**John Carlton:**

So this is something, do all of you marketers have stick strategies?

Do you all know what a stick strategy is? If you sell something,

you want the sale to stick. If it doesn't stick, it's a refund or a charge back or other nasty things.

So good marketers always have a stick strategy. Bad marketers don't even know what the term's about.

So what you want basically as a writer to write something as a stick strategy... excuse me.

Or as a marketer to lay it out, you want to have... you want to give your customer short memorable language burst that he can use to convince his spouse or his or her spouse, the asshole brother in law, whose the know it all neighbour, and the jerk in his head saying,

"You shouldn't have bought that, what are you doing?"

You need to give him the tools and the language to counteract these things.

"No, it really is a good product because it's made in Bulgaria only in two weeks during the summer when the weeds grow on the side of a certain mountain."

**John Carlton:**

"No, this is the best product made. They've been working on this for 20 years and are using NASA technology. No, this is a really good bargain, you can't touch this kind of stuff for less than blah in the market."

Things like that, because otherwise, they won't know. They don't remember everything they read.

Reading an ad or watching a video is a passive behaviour.

What you guys are doing right now is largely a passive behaviour.

That's why I like to have you raise your hands and think, because that makes it a little bit interactive.

But for someone's who reading the best ads, you put people in a state.

I think Bond, did you mention that you're going to... no, you're talking about flow state for writing. You want the same thing with your prospect whether reading, watching, or encountering your ad.

**John Carlton:**

They go into a state and it's like a grease slide as we call it. They got on at the hook or the headline and they zoom down, there's no stops.

It's very smooth and at the end, they're sitting there with their wallet open and their credit card smoking and they're not quite sure what happened.

Now you're going to tell lies about me about what a sociopath I am.

Again, it's your job to put the good ethical products into the hands of people who need them to make their lives better.

So when you do this, you need to help them stick with the sale.

So if anybody here is suffering either as a writer or as an entrepreneur suffering high refunds, just find out why people are returning.

Go down and... be sure you're talking to customer service a lot.

Find out what people are seeing when they're returning it and a lot of this is going to be some version of my wife told me to send

it back. Or I've had second thoughts, it's too expensive or whatever.

So just get ahead of that game. Again, you're doing a good thing here. You're putting an ethical product into the hands of someone who needs it.

**John Carlton:**

The jerk in his head of course is the... everybody has multiple voices.

I did a podcast... anybody here listen to the... what's the name of my podcast?

Anybody [inaudible 01:03:49] Psyche Insights for Modern Marketers.

I did it with Kevin Rogers for about six years, and we did a whole one. I have this theory about everybody has a... it's almost like Star Trek. You have a control room in your brain, and for most people, there's a number of creatures in there.

There's you, there's your child, you, there's your scolding parent in there, there's an animal in there from you amygdala, and they're all vying for control.

Different times in your life, whether you're asleep, when you're dreaming, maybe the actual adult in your head is not in charge anymore.

When you're feeling down, when you're feeling questioned, when your self esteem is low. You got the wrong person at the control room.

So I tell people to anthropomorphise the people in their head.

Name them, realise when you say something or think something or do something, realise who's in charge.

**John Carlton:**

Say,

"That's my child."

You go up there and say,

"Little Susie..."

I don't have little Susie, it'd be little Johnny. I take little Susie and you gently lead her out of the control room into the hallway, and you put her in a closet and you lock the door and you leave her.

She will come back into the control room immediately, but each time you do that, and you do it... you just imagine that, it gets longer and longer before they come back.

For me, it was the scolding parent and the asshole in my head who told me I wasn't good enough. I was getting too big for my britches.

I needed to leave that guy out and do that. You can do that for your customer too, because he's going to have all those competing creatures in his head trying to... are you eating in class? Did you bring enough for everybody?

**John Carlton:**

I don't care. Okay, the media you use matters but not that much. Do not be seduced by shiny objects. Good god is the web a shiny object.

Always coming up with new stuff. You got to remember that a lot

of the tactics and stuff are coming about that you're getting from marketing tactics online and stuff are coming about because there are guys trying to make money, who have become irrelevant because of technology, or competition has taken over and they got to come up with a new niche to position themselves.

So they invent things. I think what Drake said earlier about content marketing... I don't know.

Anybody here interested in content marketing? I don't get it myself. If you have a blog, you got to write stuff, is that content? Okay, call it content. I call it an article or story.

**John Carlton:**

So somebody had to do that. They created stuff out of nothing, so just be careful about that. A lot of shiny objects, more out there now than there ever had been before.

Anybody here been seduced by shiny object and been taken to the cleaners? Yes. No? Your shiny object. Steven, your shiny object didn't take you to... yeah, but you took it down when I said take you to the cleaners.

**Speaker 6:**

Oh sorry, sorry.

**John Carlton:**

Just wanted to make sure because everyone can see you, and I don't want people to think,

"Oh, his shiny object paid off. Therefore what John says is a lie."

**Speaker 6:**

That's for sure.

**John Carlton:**

Good. That's what I wanted to add. I'll pay you the five bucks I owe you later.

**John Carlton:**

Well you... there's a difference between being aware. We're getting back to the awareness thing.

Being aware of the shiny objects is one thing, but boys always be thinking critically about this. I tried to copyright the term critical think, not critical thinking, but critical think. I claim to have the copyright, I really don't but that's the key to a lot of... just look at stuff critically.

Look at everything critically.

The movies you watch.

The conversations you have with the idiots in your life.

The marketing you do, think critically about it.

So the media matters, but like I said, I have ads that I wrote for print and for direct mail that segued very smoothly into VSLs and online sales letters, they're doing just fine.

**John Carlton:**

The best possible attitude that you can have and that is when you're writing or your marketing, fever pitch always.

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Gary Halbert was a big fan about talking to [inaudible 01:08:16] didn't he call it get into a froth?

Or do you remember the term he used? He meant fever pitch.

When you write, you want to be in a fever pitch. When you're selling either face to face or a video or something, you want to be at fever pitch.

My favourite way of describing the conversation I have, by conversation, I mean the copy I write whether it's a script for a VSL or whether it's just copy for an ad, it's just you and me talking.

### **John Carlton:**

What that means is it's just me and one person. I'm not talking to the broad niche that we're talking about. I'm talking about one person at a time.

So it's personable, it's intimate, I'm sharing stuff.

I know they can't share stuff back with me because most of the marketing's not interactive, but I am giving them the impression that I'm sharing with them and if I'm really good at it, I will let them think that,

"Oh, he understands me. He understands the intimate things about my situation too."

The best ads I've written are what I call the urgent whisper.

Have you ever seen someone in a hotel lobby or something and they have chairs pulled face to face, they're leaning forward and they are urgently whispering to each other.

That is an important conversation. That's the conversation you want to have with your prospects. I call it the urgent whisper.

**John Carlton:**

I should have to explain what's going on, but what's going on is they're exchanging a lot of stuff they don't want other people to be involved with.

It's personal, it's intimate, it's important, it's critical. A lot of times there's desperation involved.

Anybody want to guess what the biggest secret of them all is?

Come on, take a guess you cowards. That's right, if I had more time I'd torture you for a few minutes, but don't have time. Get roaring drunk on empathy.

How many people do not know the dictionary definition of empathy?

There's a couple liars in here. Look it up. A lot of people confuse it with sympathy. It is not the same thing at all.

**John Carlton:**

You have to crawl inside his head like an earwig. You have to understand where he's coming like a debate champion.

Early in my college career, I had a rocky college career. I took a class in debate and the teacher took me aside, she says

"I'm not going to give you the side to argue of what you actually believe in."

She always gave me the opposite and I was a politically young

man.

I had a lot of opinions and she gave me the opposite.

At first I was pissed off, then I realised what she was doing. She did me a favour, because then I was able to argue the other side and I won the freaking debates arguing for a side I didn't believe in.

That blew my mind, because I put some passion into it and I had to walk in the shoes for a mile or more the other person. I had to understand them at a visceral cellular level.

### **John Carlton:**

Anybody know Marlon Brando? You ever watched him in movies?

You know what his secret is? You know the school of acting he came from? Nobody?

He was a method actor. That meant from the beginning... from before the beginning of the project, reading the script, working with other... rehearsing through the shooting until the very end, he was whatever character he was playing.

There was a number of guys who do that. It can be exhausting, but you're not doing Apocalypse Now when you're writing a sales letter for new kitty litter, okay?

But you want to do that. You want to mimic the whole thing. Mimic what it takes to be that guy that can make that persuasive argument to sell it to them.

You want to join the chaotic argument already rage in his head and then write to that targeted emotional brouhaha.

**John Carlton:**

So, you chuckle at any of this? Well, this is what the beats even the highest paid A-list writers in the game. All of this stuff I described to you.

You bring that mindset to it, that's what works. And this is old school style. Grabbing their attention, luring them into your world, helping them realise this is what they need and want. Your next best possible step would be stop screwing around.

If any of you are stuck at a level and you want to get a level up, you need to stop screwing around.

Okay, so that's it. I think we're done or questions, no? We're done? I'm fine with being done. These people don't deserve any Q&A.

**Trevor:**

Ask him in the bar. Thanks John, that was brilliant.

**John Carlton:**

Thanks.