

Pauline:

Ladies and gentlemen, boys and girls, you get to choose who you are.

It gives me great pleasure to introduce our next speaker, and our final speaker for this event. I met this young man back in 2012, and he actually changed my life.

I was going through a fairly dark time. I was looking for someone to take me seriously, and he was the only one who ever did it.

Trevor started copywriting in about 2001, and he took to it like a house on fire.

How much did you charge, 25K, for your first ever copywriting job?

Trevor Crook:

Not quite, but it was \$10,000.

Pauline:

10,000, big brass balls. He has not shrunk his balls ever since then. They just keep growing.

Trevor Crook:

I just drain them.

Pauline:

But they're not ginger or [inaudible 00:00:59].

Trevor Crook:

No.

Pauline:

No. All right. What I would like everyone to do though, because Trevor is the creator of this event.

He's also the host of this event. Without him... Yesterday, I said,

"It's not about what you know, it's who you know. But it's also who knows you."

Trevor is so revered and respected in this industry.

He's got a control with International Living.

He also was the copy chief of Agora International.

Pauline:

That only happened because he's so well-known and well respected.

All of the speakers at the back of the room, the caliber of the speakers that he got here is not because of what he knows or who he knows.

It's because of who knows him.

I'd like everyone to get on your feet, and give a man a great big rousing round of applause, Trevor Crook.

Trevor Crook:

Thank you, everybody. Well, it's finally happening.

One more hour of my bullshit, maybe 90 minutes. Has everybody melted their credit cards? If so, I might as well leave.

No, joking, I'm not making you an offer that's going to cost you any money, yet. I'll try and do this with my left hand.

Of course, you see I like shoes. Brian actually bought me these ones from Bangkok.

My usual shoemakers just weren't going to get me a new pair in time.

I got him to get me some knock-offs. I do love my shoes, and they do hurt.

Trevor Crook:

A little bit of my background for those of you who don't know me.

I was a banker wanker for literally 15 years in paid banking jobs, half of that time in commercial lending. Where I literally interviewed at least 10,000 business owners, and pulled at least 35,000 set of financials apart.

You saw that absolutely massive decision tree that Nik had yesterday. That reminded me of some of the companies I dealt with, where you had the central company, and I had to do all the spinoffs and pull their financials apart.

Trevor Crook:

I learned a lot of my banking days. Then I was a broker for five years. I saw a lead generation advert, a newspaper ad, direct response offering this free report.

Which I now know is a glorified bloody sales letter. I got the letter, and I bought. It was \$597 I think, Australia dollars. It was a box of marketing crap, basically, cassettes and manuals from the States.

That was my first introduction to Gary Halbert and Dan Kennedy, et cetera.

Trevor Crook:

I was brokering to business owners in those days. I'd broker clients between banks, only business deals.

Some of the information I was learning, due to my fascination with marketing, I was applying to my clients.

I was getting results, so much so that it was a testimonial from one client from a seven second marketing lesson, that I didn't create, that earned me the name ToeCracker.

I turned their daily cashflow around from a \$900,000 hardcore overdraft to three quarters of a million in the bank, from that seven second marketing tip.

Would you like some free money?

Would you like me to share that with you?

Speaker 3:

Yes.

Trevor Crook:

It's basically this. If you increase your prices 10% overnight, 95% of people won't bat an eyelid.

They won't be pissed off.

Imagine what you're doing with you own business now, and you increase your price. That's going straight to your bottom line.

It's pure cream, because there's no additional expenses in there. That was all I did, apart from kicking them up the ass verbally. That's how I got the name. As Pauline said, I charged \$10,000 my first ever sales letter.

Trevor Crook:

How that came about, the guy I bought the initial package from had then bought a year later the Australasian non-exclusive rights to every single Dan Kennedy product and book at the time.

It was an investment of \$25,000.

Now, having gone through the, I divorced the first dragon, I mean the first ex-wife. I didn't have 25,000 left.

I was 130,000 in the hole, yet I still managed to keep my platinum Amex.

I called Mel up the next day, and I was like,

"I was at your event last night I'm not sure what I want to do when I grow up. Can I see you for a couple of hours?"

Trevor Crook:

He said,

"Sure, bring a check for \$750."

That was the best fucking \$750 I've ever spent in my life.

It was from those two hours that I bought the 25K package, put it on the Amex and hoped like shit I'd have the money in 30 days then the bill came.

Of course, it was going to take about seven to 10 days for the master set to arrive.

How many days have I got left?

I've got about 20 days left to pull in 25 grand. I'm reading the Sunday paper, and here's a fricking advert for a business and franchising expo. I called them up.

Trevor Crook:

It was on like in two weeks.

"Do you have a booth?"

"Yeah, sure, three and a half grand."

"You take Amex? Okay."

I'm owing 28 and a half thousand. By the time that trade show

came around, I'd put about 30 grand onto that platinum Amex.

I cleared the fucking bill before it was due.

I followed everything Dan Kennedy said about direct mail, how to do a trade show.

That was where I picked up my first ever client. I sold packages enough to clear the 30,000.

Then he wanted to know if I'd write a sales letter for him. I said,

"Sure."

Trevor Crook:

I was also asked to look at some copy that somebody else had previously written, that was so bad he refused to run it, but he still paid them. He made a mistake.

He told me how much he paid them. Going on from what Caleb said about guarantees and shit like that, I was like, well, I think I can reverse engineer some of Dan's sales letters.

Put something together that's going to out-perform the stuff that, anything you've done before, and also the other stuff. I kept a straight face, and I said,

"\$10,000."

He paid it.

Trevor Crook:

For you guys that know, obviously you've done old school direct mail, if you get your timing wrong it can do your ass. In Australia,

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over December-January, you shouldn't be mailing because it's a major school holiday. I told him,

"Do not mail this letter until mid-January at least, or the third week in January."

I get a call saying, in mid-January,

"Your letter bombed."

I'm going fuck, I've got to give him his 10 grand back.

I actually gave him a money back guarantee on that.

I said, "What do you mean my letter bombed?"

Trevor Crook:

He said,

"Oh, I mailed 38,000 letters."

I said,

"You didn't fucking listen to my instructions. Mail again, I'm not changing a word."

Another set of brass balls on that one. He agreed.

The very first time he used the letter correctly, which I got a call about three weeks later, saying,

"Can I buy you dinner?"

I think, the letter must have worked. He pulled in \$558,000 in that letter in the first two seminars he did. That letter has gone

on to, he's sold in excess... Okay, this figure was four or five years ago, so it's probably more.

Trevor Crook:

He's sold in excess of 4,000 units of a three and a half thousand dollar package. That was my first ever letter. Now, if I look at that letter now, and I was to critique it, I would obviously improve it.

But he's used the letter for that long. That was my first ever copywriting client.

Those of you in the room who haven't charged \$10,000 yet, you can do it.

You've just got to back your ability.

It was risky, but it's paid off for me. I've done the work. That's where that came about.

Trevor Crook:

Then as Pauline said, for a stint last year I was Agora International's copy chief.

They hunted me down. We had some conversations about me being back in the corporate world after 22 years is not quite a good fit.

That's a little bit about my background. Of course, most of you know that's me. This is my business card, the International Lifestyle.

Trevor Crook:

Since 2006, I've been traveling the world. I've lived in various countries, obviously including here. Last year, the longest I slept in the same bed in a row was 22 nights.

The previous year was 21.

I've thankfully slowed down a bit this year. I've been able to mentor my clients, write copy, generate sales, while constantly traveling.

It's the lifestyle that I want.

This was the view from my old apartment in Malta when I lived there. My favourite tee shirt that I had.

Of course, most of you know who that guy is, Richard Branson.

Trevor Crook:

I had just done a three day event, the Canada Marketing Summit.

I get a call from the promoter of another event in Calgary, asking me to come to Calgary to do something I will never, ever do again.

I don't care how much money you're going to fucking pay me.

He wanted me to listen to every speaker, which included

the Dalai Lama,
Branson,
Eben Pagan,
Les Brown,

former South African President F.W. de Klerk, and so on.

As they gave their presentation, I had to turn what they were saying into bullet points to write the sales letter.

Trevor Crook:

I was wiped out from a three day event, so I basically told him to go fuck himself. I had been thinking, though, of going to the event as a VIP, because I wanted the private dinner with Branson.

That's where that picture came from. The private rock concert with Bryan Adams, and lunch with the Dalai Lama.

He was a persuasive guy.

I threw a stupid figure at him, and he agreed to pay it and cover all my costs. I said,

"Well, on top of that, I want the VIP bonuses."

I couldn't get the lunch with the Dalai Lama, which wasn't a major problem, but I got the rest.

Trevor Crook:

Now, that picture alone, because it's not the usual picture like that, that earns me a lot of business, just through credibility.

Again, imagine one of your copywriters here taking notes on every speaker as they speak it, to turn it into a sales letter.

Basically, have a shell. You can't take a piss. You can't do anything. It's fricking hard.

But that's how that picture came about. You all know that guy,

Antonio Banderas? Yeah, we were both wandering the streets of Rome one night, so we had a bit of a conversation.

Trevor Crook:

You all know the movie, The Secret?

There's one guy on there from Australia. If you have seen the movie, he always finds a car park. He sort of manifests a car park.

I think The Secret's bullshit mostly, but still, he's my client that I wrote the first ever sales letter for.

He generated so much money, he went from being literally bankrupt two years before I wrote that copy, to making millions upon millions upon millions.

Trevor Crook:

Now, please everyone give me the salute. It's part of my trademark. Okay, so you can read all that, right?

Your learning doesn't occur until you change your behaviour.

As long as you know something intellectually, but you haven't put it into practice, then you've not learned anything at all. Which means your knowledge is wasted.

Now, with this event, I mean it's an absolute, a lot of information is shared with you. You won't retain most of it, but the stuff that you have really learned from, where you've taken notes on, you've got to act on it.

Trevor Crook:

If you don't, it's a waste of time. There's how to contact me. I have a free group, Beers, Bourbon and Business.

Some of you are in it. It's quite an active group, with a lot of content in there.

And IG, International Lifestyle, and of course I have a writing course.

As I said, I'm not offering you anything, but I would definitely suggest that you join my Beers, Bourbon and Business group. For those of you who are in it, it's a good group, right? Yeah.

Trevor Crook:

Ever since a caveman first literally dragged his woman off into the cave for sex, it's words.

Words determine, whether written or verbal, your whole life.

Buy, sell, the words you put together will determine the outcome.

Ever since you were conceived and I was conceived, our mothers started to tell us stories. It hasn't stopped.

When you're born, they tell you stories. When you go to kindergarten, they tell you stories. When you're old enough to tell your own, you do it. When you go to the pub, you tell stories.

You want to get good at storytelling, in your copy and everything that you do.

Trevor Crook:

I mean, John Paul and Jamie, these guys from Costa Rica are having beers. Someone said something, and it was like,

"I can turn that into a story and make money from it. I do it all the time."

Don't underestimate the power of telling stories.

Now, when everyone's been drinking, have you been telling stories or listening to stories? I'm sure that there's many things that have happened at this event that you could use to create some sort of blog post about, some sort of Facebook post, and segue it into the call of action that you want somebody to take.

You want to get good at telling stories.

Trevor Crook:

Who knows the movie, Walk the Line? There's a section in that movie quite early on, when Cash is in the recording studio, and he's trying to get a record deal.

They're playing their normal songs. The producer basically pulls him and says,

"Stop. You're playing the same shit that everybody else is playing, gospel songs."

He said to Cash,

"If you were to walk outside tonight and be hit by a truck, and you're dead, what song would you want to be remembered for?"

Instantly, he had a song in mind. His guitar players didn't know it. It was Folsom Prison.

Trevor Crook:

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I watched this movie on a flight to Australia to London, I was going to speak at an event at the time. I thought, well I can take that, just that one snippet, and write a blog post about it. Write an email post about it, and sell a shit load of product. And I did.

Again, all around you, something happens every fucking day.

Whether it be personal, something you witness, something you see online that you can use as a story.

I will say the word Drayton doesn't like for content, but really you're trying to sell shit. Start to put your mind into practice about being aware of events that happen that you could use to turn into a story, write email copy about, and generate sales.

Again, I do it all the time.

Trevor Crook:

This one is probably of my favorites.

Everyone knows the DEA, Drug Enforcement Agency?

I've never done cocaine, by the way.

I was lying on the couch in my apartment in Vancouver, not Vancouver, Toronto in 2008, hungover as shit surprisingly from the night before.

I'm channel surfing, and this show comes on. I watch the first guy get taken down for drugs.

Let's say Bond Halbert, he gets arrested for drugs.

They tell him, they go,

"Bond, you know what? If you don't give up your supplier, you're going to go away for at least 25 years, and maybe life."

Trevor Crook:

Hopefully, he hasn't wet himself or done something else. He's handcuffed. The main cop says,

"However, if you make a call and set up a sting with your supplier, we'll make this look like a fricking parking ticket."

Then he said,

"You've got 60 seconds to decide."

In terms of marketing, what has this copper done?

He's made a fucking offer, and a limited time takeaway sell.

Bond goes, "Shit yeah, I'll... John Calvin."

Trevor Crook:

He calls up John, acts normal.

"Yeah, I want to order like three bricks of coke."

What do you think happens?

Same thing happens. John gets taken down. He has pissed himself.

He gets made the same offer, so he has a choice.

Does he go to jail for 25 years, or does he call his supplier?

Have a guess who his supplier was?

Speaker 3:

Caleb-

Trevor Crook:

Caleb O'Dowd. He acts normal, calls up, and Caleb goes down.

Doing all direct response and offline shit, and takeaway selling and shit, it's like, I can make money from this. Again, I wrote a blog post, emailed my list, and sold a shit load of courses and other stuff from that, copy jobs.

How many people, before I told you that story, or if you didn't know it, would watch the same show and get what I saw? I trained my brain to fucking do it.

Trevor Crook:

There's so much content in here, what I've heard over the last couple of days, make a fortune from.

Again, start to really get in tune with that. You might see some bad service in a restaurant, or some great service.

You can use it to your advantage. Just bear that in mind. We did that yesterday. That was me with hair.

That was the guy that proposed to his girlfriend that I spoke about yesterday, the love letter stuff. Make sure you finish that love letter. What a handsome dude.

Trevor Crook:

I want you to look at these two adverts. For the people that know them, that know the answer, don't give it away.

You've got two ads there, they're identical, advert A, advert B.

This was the model from an advert one of Dan Kennedy's clients had done.

They're exactly the same, right?

I want you to look at advert B, and think about where you can add one single letter. Not a word, one single letter to the headline in advert B.

See if it makes a difference.

Speaker 3:

S.

Trevor Crook:

Yeah.

"Put sex in your life, call me now."

As opposed to,

"Puts sex in your life."

Why do you think adding the S would get a better response?

It's an implied benefit. All they have to do is pick up the phone,

and it's done for me basically.

Now, the original advert was,

"Put music in your life."

It was a company offering guitar lessons.

When they tested advert B,

"Puts music in your life,"

the response went up 300%.

You can make little tweaks to your copy, and use certain words that change the fucking meaning into more benefit.

You could change a line of copy in an offer, and it will go that way, it will go to shit, right? Again, think of stuff like that.

Trevor Crook:

There's a lot of words that you can add one letter to, completely changes the meaning. There's three adverts there. I did not write these. These are one of Dan Kennedy's chiropractic clients. Have a look at the three of them.

They're all quite similar, all offering free reports, all with a call to action. These are lead generation adverts. Once you've read all three, if you think advert A pulled the best response, stand up.

No one thinks A was the best one?

Trevor Crook:

It says,

"Free report. Do you make these mistakes when treating your migraine headaches," with a call to action.

Who thinks B might have been better?

"Free report. They all laugh when I called a chiropractor, until my migraine headaches went away," stand up.

Okay, sit down. So the rest of you must think it was example C.

"Who else wants migraine headache relief?"

Stand up if you think that was the best one. What a bunch of losers.

Trevor Crook:

This one, B, pulled in a 1,700% increase in response from this one that failed dismally.

Who here has had a headache just since the event, after all the drinking? Of course, Eddie, keep your...

Now, when you've got a headache, do you want relief?

That's a massage, right? Or do you want your headache to go away?

You want it to go away.

This being said, 700-800% better response than this, and A was 500% better than the one that failed.

Again, you can be so close in your marketing, but you want to start testing your headlines and various things.

Trevor Crook:

At the time, this chiropractor had not written his free report. He tested the marketplace, got the result, then wrote his report.

Does that make sense? Are there any questions on that? I mean, and I'll get to some of this shit in a minute.

You can literally tweak a headline, and get a 300% response increase, or 500%, or stupid money, by simply doing a couple of changes, when you understand what you're doing.

This is Drayton Bird, Orgies Organised. Most of you, your business cards suck, if you have them.

Trevor Crook:

Who has got a business card in the room? Most of them, you put your name, and you're a copywriter, whatever. No one gives a fuck about that.

My business cards were simply, I offered a free report, toll-free number, testimonials, contact details down in the bottom.

I would pick up a lot of business out of that. If you're doing stuff like that, think about the benefit that people get from doing business with you, and offer some sort of lead generation.

Your business card should still be lead generation, in my view.

Trevor Crook:

Now, back in 2011, I was flown to this company in the weight loss space, weight loss/diet.

They were already doing 125 million a year. They were doing, they were buying traffic, they were doing email, and they had a 30 minute infomercial.

They flew me in, and said,

"We want to hire you to be our control."

I'm thinking, shit, good fee and royalty.

They refused to pay a royalty deal, but what they paid me was still decent, quite a decent amount of money, upfront. I had never written an infomercial before, of course. Most people haven't.

John, have you written an infomercial?

John:

Yeah.

Trevor Crook:

Yeah, they're not easy, right?

This was like, yeah, I'll give that one a crack.

I obviously did my research. Bond spoke heavily about research.

Sent them the copy, and that was their result. It increased their sales to over \$400 million a year, two years later.

It wasn't bad increase in response. I'm still pissed off at my rookie mistake. Even a quarter percent royalty would have been a

million bucks a year. But that's the power of copy.

Getting the offers right, and going through everything all the other speakers have taught you. That's probably one of my biggest successes.

Trevor Crook:

This is the start of the sales letter that I had the control with International Living magazine for three years.

Now, it doesn't really matter about it as such, but when I was doing my research, this is for the Australian market. I did my research, and I found out that the Australian government was paying out pension retirement money to Australians to the tune of \$770 million a year.

In other words, they weren't even living in Australia anymore.

Trevor Crook:

They're living in a cheaper country, tripling the value of their money, and still getting paid. That was the hook that I uncovered, and did that sales letter. It's only just in the last three to six months that I've stopped getting royalty checks on it, but still.

I did the research, which Bond spoke about. I got quite well paid for it. I hit on the conversation that was already going on in their prospect's mind. Which is something I think you really have to grasp.

Trevor Crook:

I knew, being Australian, why their existing control sucked, as

soon as I read it. I was like, I need to do my research and find what this hook is, what this angle is.

I read 18 months of back issues of their magazines, which were about 45 pages each.

Hand-write my notes, then start going to Google and doing various searches.

Until I found something that I thought was the hook and big idea.

Then of course I had to get their permission to run the copy, which was another challenge, but it happened.

Trevor Crook:

This year is the start of basically a two page letter which I had modelled of something else I'd done for a bricklayer, two completely different industries.

This particular company had mailed their own list. They'd done direct mail, they'd done TV, they'd done radio, trying to general \$4 million to float on the Australian stock exchange. I was asked if I could write a two page letter, not to get the sale.

Trevor Crook:

Because you've got to understand the angle of the copy you're writing for yourself or for your client.

In this case, the angle of my copy was to get their own investor list, which they had mailed to, by the way, and drew a blank. To get that same investor list to pick up the phone, make an appointment.

They over-subscribed the \$4 million. That was a two page letter.

Trevor Crook:

Now, you see there's rule 11 and rule 12. You don't need the first 10 right now, because I had to cut my presentation down.

Who here knows Ted Nicholas, in the room?

In 2007, I was doing an event in York in the UK. It was a live three and a half day workshop, where people paid \$5,000 to attend.

They came in with notepad and pen. They were not allowed to use a laptop to do a sales letter.

I went through my entire copywriting process step-by-step. They write the whole fucking thing out by hand. Then on the last day, put it together.

Trevor Crook:

They were allowed to type it up and email it to me for a critique.

Ted Nicholas heard about this event, and offered to come along.

Up until then, I was only writing an average of about 50 headlines for every sales letter. He said,

"No, it's not enough."

He suggests at least 150.

Who here does 10 headlines every time they write copy, or 20?

30? 40?

I mean, the old pros don't need to do that many, but this is how I got good to be where I am now.

Just going through that shit, and maybe changing a word, which segues off into something else, and getting all that information.

Trevor Crook:

Your headline, the only job of your fucking copy is to get that headline read, and then to get the next sentence read.

If your headline sucks, and people aren't going to read the rest of your copy, what's the fucking point?

Then when they read the next sentence, again, your copy's got to get them to the next sentence, or the next sentence.

If they're scrolling through the copy, up or down, and they pull back in somewhere and they read that sentence, again, your copy's got to get them to basically buy your shit.

Trevor Crook:

I used to spend a lot of time in doing that. Humble pie, this was a real estate agent, that I literally shoved a pie in their face.

My girlfriend at the time, after I had just gone through the second divorce, had had a house on the market for... Is this the advert you ripped off, Nik?

Nik:

I did, but I told you about it.

Trevor Crook:

Yeah, I didn't see any money though. Asshole. Yeah, her apartment had been on the market for a year, in a flat market, just no offers.

There's a new agent comes on, trying to get the business. I said,

"Look, don't tell her what I do. Tell her you'll only give her the contract to sell if she allows you,"

meaning me,

"to write the adverts."

The female real estate agent wasn't very pleased about that, but agreed. My then girlfriend's apartment was massive.

Trevor Crook:

It was a massive two bedroom apartment, big kitchen, as in full dining set, dining table inside the kitchen, big patio, all that sort of shit.

Most new apartments, you can't even swing a fucking cat in, right? Small bedrooms, small this, I'd hurt my arm turning around in most of those fucking things.

I came up with a line which said,

"Big enough to swing an elephant in."

That conjures up an image. Then rather than saying,

"It's two bedroom, dining, kitchen, patio,"

I got descriptive. People reading that ad had the full visual of what that apartment looked like.

Trevor Crook:

Sent the ads off to the agent. I said,

"They're not going to like these. They going to fucking hate these."

Of course, that was the result.

She still, to her credit, she put the listing up. On the very first day that it went up on realestate.com.au, it had 11 inspections, and four people fighting over the contract, that no other agent could sell in 12 months prior.

By coming up with the right copy, and really the right offer.

Trevor Crook:

Then about two years later, another girlfriend, fucking hell.

She was in Denver, in America, and she wanted to break her lease. She was in a massive studio, which compared to most one bedroom apartments was bigger.

What do you think I did?

I put an ad on Craig's List.

I used my same headline for the copy in Craig's List, descriptive.

Not only was she able to find somebody else to take over her lease, I had nine more people to hand to the leasing agent.

Why?

Because the fricking copy was spot on.

Trevor Crook:

Again, real estate agent happily accepted her commission, but she literally had humble pie. I said,

"Look, if you knock off even anything remotely like my ads, I'm going to sue your fricking ass till you're bankrupt."

You will understand what that means in a minute. Now, when I was in my banking days and when I was brokering, and I'm brokering generally deals of around a million dollars to five or \$10 million.

I was very good at what I did.

Trevor Crook:

I would get about 95% either refinanced with a new bank at a much better interest rate, or I could screw their existing bank down like you wouldn't believe. I understood the full process.

Of course, for the first four years, I didn't charge a fucking thing for that. It was like, well I know what I'm doing. They'll agree for me to get refinanced, do the proposal, I'll pay them a commission.

Then I had a brainwave, and it was like, why don't I charge for this?

Trevor Crook:

I would look at their financials, look at their assets and liabilities, look at their line statements. Work out how much they were being ripped off by their bank.

It was usually quite substantial. I thought, well maybe I can charge for this. In my banking days, I'd get multimillion dollar deals across my desk, and they'd usually be paid by a major accounting firm, like Price Waterhouse.

Those wankers wouldn't have a clue how to write a fucking loan proposal. They're accountants, they're bean counters.

Trevor Crook:

I had some clients paying five, seven and a half, 10 grand for this fucking loan proposal.

I thought, why don't I change my letter, and call it a finance investigation report, and put a value on it?

I put a value of \$750 on it, and people started to pay it. Then of course when I'd give them the report, and they had to make a decision,

"Yes, I want to stay off my bank, because I'm an idiot, but can you get me a better deal?"

Well they left the bank, then they paid me a success fee.

Trevor Crook:

After two weeks, I thought, this is too low. The information's quite valuable. I doubled the price.

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What do you think happened to the take-up rate? It went up.

Then after two weeks, I thought, I reckon I can double it again.

So I did.

I went from literally first of July charging zero, by the 30th of July charging 3,000, for the same thing I was doing for free basically 30 days before.

Of course, getting the success fees. When I put it to 3,000, the response was even better. Why do you think that is? Any ideas?

Audience:

[inaudible 00:37:23] valuable [inaudible 00:37:26], it wouldn't be that good?

Trevor Crook:

Yeah, yeah. They're thinking, how can you put a multimillion deal together for me, and you're only charging me 750 bucks?

Understand the value of what you provide.

I spoke at the Canada Marketing Summit in 2009. I had a three hour slot. It must have been about a week later, one of the speakers and I were having lunch and a couple of beers. He said,

"Loved your presentation, however, you lost credibility with me."

I said,

"All right, give it to me."

Trevor Crook:

He said,

"Well, all the case studies and examples you gave, the proof about what you've done," he said,

"They're all real, right?" I said,

"Yeah."

He said,

"You're not charging enough."

I was at \$750 an hour back then, if I was mentoring somebody. He said, "Corporate companies would pay, like Fortune 500, bigger companies, would pay you at least five grand an hour."

I was like, that's a few more beers. I didn't want to deal with the big corporates, but I put my fee up to \$2,000 an hour that day.

Trevor Crook:

Again, what do you think happened when I offered my mentoring services, et cetera? Yeah, huge, and... When you're only getting 750 bucks an hour, those clients are a pain in the fucking ass.

Now, it's two and a half. I earn it for the people that know my mentoring. Again, that was someone looking at me and going,

"You're undercharging."

Trevor Crook:

From your own perspective, and I know I'm getting a bit tired, whatever you may be charging now, there's a good chance you want to charge more.

But you don't have the fricking balls to do it. If you get your proofing elements in play, and you can back up why you're worth something, you should be looking at putting your prices up right away. That was 1999, the first one.

Trevor Crook:

Then the heat leaking inspection report was a client in good old Ireland. He was in the heating and insulation business.

He had the typical double page adverts of a wanker. He had his business name at the top, and his fucking logo.

Two-thirds of the ad was pictures of his trucks. We had a quite direct conversation. Well, I did, he listened. I asked him his process. I said,

"I want to know from when you get inside that homeowner's home, what you do. Don't leave anything out."

Trevor Crook:

He told me his full process. He said something at a million miles an hour. He was like,

"Yeah, in every home I go into, I find at least nine areas where the heat escapes from, which causes their bills to go up."

He just kept talking like it was water off a duck's back. I was like,

"Wind it up. Go back."

We went back to the conversation, he repeated it, and he wanted to talk again. I was like,

"Shut the fuck up right now."

I said,

"Do all your competitors do the same thing?"

He said,

"Yeah."

Trevor Crook:

I said,

"Let me guess. You give them a piece of paper, a quote form, and an amount."

He's like,

"Yeah."

I said,

"All right. From now on, you are going to change all your paperwork. It's no longer a quote. You're going to call it a heat leakage and inspection report. The value is 97 Euro."

I said,

"Two things. It shows value, it gives perceived value over and above the other quotes they're likely to get from your competitors. Which is a piece of paper with a quote on it."

Trevor Crook:

Exploded his business. What's he really done differently?

Nothing, really.

I said,

"We'll change your form a bit, put a few tick boxes so they actually see you. Leaks there, leaks there, leaks here, and your recommendations in the report."

Conversions went through the roof.

Trevor Crook:

The same thing for the pool guy. Now, this was my pool guy when I was still living in Australia. I said,

"Len, all the homes in our area, I mean pretty much, 98% had a pool."

But they're all mansions that are a little bit older, so some of the pool equipment likely needs to be fixed up or replaced.

I said,

"Just like with my pool, the very first time you go and check someone's equipment, do you find something that needs updating?"

He goes,

"Every time."

Trevor Crook:

Modeling from the finance investigation report, I created a sales letter around offering a pool order.

With a guarantee on it, risk reversal, all sorts of shit. To the tune of like,

"If you think I'm full of shit, I'll pay for you to go to some other pool company, let them look at your pool."

Changed his business. Think about your offers and what you can do.

Trevor Crook:

There's a postcard there, right? 2009, I had spoken at Ted Nicholas' event in Tampa, Florida.

Ted was no longer taking on copy clients, and I was the only one that he would recommend.

Even though Bob Bly was in the room, and Matt Furey, and guys like that. Anyway, this particular client was in the travel club space.

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They would target people around Tampa, Florida, within their demographic to get them into a 45 minute presentation, which was free.

Targeting people that were being ripped off by the timeshare industry, and offer their travel club as an alternative.

Trevor Crook:

They were mailing 30,000 postcards a week. That's quite a lot. This was back 2009.

Basically, they knew their numbers. If you came into the presentation, and even if you didn't buy their offer, they would give you... Apart from some food vouchers at restaurants, they would give you a free cruise with Carnival Cruises, Royal Caribbean, five nights, six days, valued at 1,100.

Now, Tampa is a cruise port. All those people knew the value of that cruise was a genuine \$1,100.

Trevor Crook:

A bit like Matt's offer before, is of course they had to pay the tax. They were selling an offer from between I think 5,000 to nine and a half.

What do you think, and I know a few people know this, so please don't say it, what do you think they had to pay for those cruises?

Audience:

[inaudible 00:44:27]

Trevor Crook:

How much? Anyone else want to have a guess?

Audience:

One dollar.

Trevor Crook:

Nope, \$27. You're pretty close. Why do you think that is? Where do cruise companies make their money? It's not on the room.

Audience:

It's on the food.

Trevor Crook:

It's on the booze, it's on the gambling, it's on the shore trips.

What were they selling?

Audience:

[inaudible 00:44:54]

Trevor Crook:

Well, no, my clients. Perceived value. When you look at your own offers and your own bonuses, you want to be looking at what you can do in terms of perceived value.

Let's say, this is a \$33 bottle of wine. I'm going to give it away.

It's only ever worth \$33, right?

But what if you spent \$33 on something that your market knows is worth a 1,000 bucks?

Do you think that's going to increase your offer, increase your sales, increase your conversions?

It will.

Trevor Crook:

Now, with their postcard, they had hired me, PayPal'd me the money. I was flying back to Vancouver, where I was living at the time. The general manager came in and said, "Look, we're doing a postcard run tomorrow.

Can you look at the postcard, and see if you can do any changes?"

I was like,

"Well, you know, copy is a Picasso to me. I don't really want to look at it and rush it, because you're going to spend money."

He was like,

"Look, it's no problem."

I spent 10 minutes on the postcard. I changed the headline.

Trevor Crook:

On the back of a postcard, you don't have much room. I got description, put in a limited number takeaway sell, expiry date.

They went from \$20,000 the previous week to \$76,400 the next, and maintained about a 55,000 increase for six months.

I didn't do much, really. I simply looked at what they were doing, understood the market. Understood that as long as we can get a better response on the postcard and put more people in the room, they'll make more money. It's basically free money for them.

Trevor Crook:

This guy, he's a classic. I had a guy somewhere in the early 2000s who wanted to doing a Valentine's promotion. Now, if anyone's ever taken their partner for Valentine's for a dinner, usually it's the same sort of offer, a glass of wine, this or that.

Everybody's making Valentine's offers. His restaurant, which was Italian, was in the western suburbs of Sidney bordering an industrial area. Not exactly the ideal place to take your loved one for Valentine's Day.

I said to him,

"What's your offer?"

Trevor Crook:

It was \$45 per person for a three course meal and a glass of wine. I started to probe him. I said,

"Well, do you know anybody like a massage therapist, or a florist that can do some sort of deal, and offer some perceived value?"

He said,

"Yeah. I've got a friend who's a wholesale florist, a whole nursery."

I said,

"Call him up, and see what you can buy one dozen long-stemmed red roses for."

What's the cost in the state for a dozen long-stemmed red roses over Valentine's? Any idea? Expensive, right?

Trevor Crook:

Australia is still quite expensive, and most countries it's expensive.

He was paying \$14 for a dozen long-stemmed red roses. Now, in Australia at the time, they were around \$100 for long stems, on Valentine's.

What did I do? I added \$14 to each side of the \$45, I had it at \$59 per person, and wrote my copy around that.

Free roses on Valentine's Day.

Now, from a guy's perspective, it's like,

"Shit. Just take her there. I don't have to spend a hundred bucks on roses, and she gets roses anyway."

Trevor Crook:

Well, he didn't track his numbers, but he said from the response from the flyer and the phone calls, he probably could have filled it four times that night.

Then about three months later, he came back to me to see if I could help him again. Sunday nights were his quietest night of the week. He was thinking of closing on Sunday nights. I go,

"Oh, fuck that shit."

Trevor Crook:

Went through the process, asked him questions. I said,

"Can you still get flowers again from your guy?"

He said,

"I'm sure I can."

I said,

"Ring up and see what this bunch is going to cost you."

I think it was about five, six bucks.

If you go to buy those same flowers, it's around 50. What I did was then modelled a Dan Kennedy letter, which is in his Magnetic Marketing kit copyright free.

I modelled that, and we mailed it out.

Trevor Crook:

You can see that... This is needling the guy. This was a direct, copyright free. I used it, changed it around. Basically what I did, oops, was made every Sunday night Mother's Day.

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It was only available on that night. If you as a family, like husband and wife, two kids, went along, the waiter or waitress would take those kids out the back, and they would walk back and give the mother a bunch of flowers.

This went out in a pink envelope, with that written on the top.

"Confidential letter to the dad of the household."

Trevor Crook:

Who do you think opened that letter? Who do you think got a kick in the nuts?

It just smashed it.

Again, think about stuff like that, that you can apply to your own business.

You want to really get a good grip of perceived value. In other words, you spend it for this, the market knows it's this. I did it when I first started selling direct mail packages.

I found a company in Australia that would, I think Ben used this a bit as well. You could buy a holiday booklet with 14 nights accommodation free for two people. Valued at \$1,500, and they had a year to use it.

Trevor Crook:

I was paying \$35 for those at the time.

My sales letter was about 32-34 pages long. The only place I mentioned this was in the second PS. I was like,

"If you're one of the first 27 who invest in the Gold Package, in brackets, full payment only, I'll also give you 14 nights free accommodation for two people valued at X. You must do it before the expiration date."

Trevor Crook:

That closed \$1,000 package brilliantly. To the point where, one time a dentist calls me, and he's like,

"I was away. The offer's expired. Do you think you might give me a little bit longer to have a look? I'm quite interested."

I was like,

"I'll give you two days."

He calls back, signs up. I still gave him the holiday. Then he became a high paying client. All I was doing is selling perceived value. In this case, it was only offered, they only saw it in the PS, nowhere else. Again, think about how you can apply that in your own market.

Trevor Crook:

Another one, win free shoes for a year. This client was in the, where was she from, Lismore.

You know where Lismore is, not exactly a thriving metropolis. Not the place you would have a boutique shoe store, which would normally be in Sidney's Darling Harbour.

But that's what she had. She hired me to rewrite everything.

Create a full offline and online marketing campaign, so full direct response and online. So I did that, and then she said,

"I want to spend \$2,000 on some radio advertising and some newspaper ads."

Trevor Crook:

I was like, not doing radio at all. After knowing what her costs were... I mean, a lot of women in the room. You like shoes, right?

Yeah?

I said,

"Well, why don't you do a win free shoes for a year competition, valued at \$1,200?"

Now, that was really one pair of shoes a month, at \$100. Her costs were \$43.

Realistically, I pulled a \$2,000 marketing budget down to let's call it \$50 a month. I spread \$600 out over a year, and created my whole campaign around the win free shoes for a year.

The very first time we mailed the letter direct mail, she had people driving from Brisbane, which is about 300 kilometres, Nik?

Trevor Crook:

Yeah, okay. I got the offer right, there's definitely perceived value.

If you learn something from that, it's simple shit. I didn't come up with it originally. I read it somewhere else and thought, I can apply it to another business.

Free flowers, the same thing with the flowers.

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These guys, they're an interesting, I say old couple now, but I'm the same age now. They're a young couple, they had a picture framing business.

They were running a yellow page ad, spending \$14,000 on the advert, generally breaking even.

Trevor Crook:

They had also been running a newspaper ad every two weeks on a free, well free paper, but about a similar cost.

They got zero responses from that advert. Along comes me, and I write them a letter.

The offer scared the shit out of them so much, they refused to run it. The offer was this.

It was basically, we sent out a letter, and this was something else I modelled from Dan Kennedy as well.

We sent out a letter with basically a \$50 credit available with the letter.

Trevor Crook:

If you're one of the first 67 people I think it was, if you brought the letter in by the expiration date, you could walk into that business and take anything you wanted to the value of \$50, and walk out.

Their concern was that the letter was going out to almost 1,800 people on their mailing list, that they'd never mailed to, by the way.

Typical business owner. They were like,

"What if all 1,800 bring in the letter? We're going to lose all this money."

I go,

"No. First, we've got an expiration date and a limited number."

Trevor Crook:

Now, 167 people end up bringing that letter in. That's a direct response rate of 9.4% on letter one.

Nobody ripped them off, everybody spent money. They made \$43,200 net profit on that one campaign. By getting the offer right, and giving an offer that it seemed almost too good to be true, but they backed it up.

I had run a yellow pages advert in the telemarketing section of the Brisbane yellow pages at the time. I'm not a telemarketer, but I knew people looking for telemarketers want to generate more sales.

Trevor Crook:

I get a call from this company, and basically they're a property management company. They would target people who had the equity and/or the cash, but had no experience in property.

They would either go and buy them, find a place for them to flip, or do a subdivision, or do a six-pack unit. It didn't really matter. They wanted to increase obviously their revenue.

Trevor Crook:

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They had at the time, their lowest fee was \$5,000 for the typical mom and dad that buy a property for 50-60,000, do a quick reno, and make maybe 10-20,000 grand on it.

Up to, the next level was 25,000, then they had a 75,000 level. By asking all their questions, and again, found out the 5,000 client was the biggest pain in the ass. I did all my research, and asked them all their process, and got all my data. I changed their offers from this. 5,000 went to 38,000, 25 went to I think 50, 75 went to 100 grand.

Trevor Crook:

I said,

"If you've got people that are already paying you 75,000 upfront, I reckon people will pay you a quarter of a million dollars upfront."

Guess what? They did. Now, interestingly enough, this guy was flamboyantly gay. Tight black tee shirt, stovepipe pants. My job, actually again, my angle was not to get the sale.

My angle was to get the appointment, because he could close. He understood his closing ratio. I did a full offline advert, drove them to a toll-free recorded message, three step letter sequence out over 30 days, just to schedule the appointment.

Trevor Crook:

Now, I've only really got two hands to do this. He would sit in that office, waiting for his new clients. It was usually a husband and wife, or a couple. He was always wearing at least \$1 million in gold and diamonds.

What do you think happens when, all the ladies, do you like gold,

do you like diamonds? They want what he's wearing. He would just say,

"If you want it, love, just sign up."

Trevor Crook:

My royalty checks from that were huge. I mean, I invented the \$250,000 upfront offer, and put everything else up.

Again, look at what you're offering yourself, and with the right copy and maybe tweaking your offer, how much more money can you make? Again, think about this, and act on it.

Trevor Crook:

Last one on that shit. Same event, 2009, of Ted Nicholas'.

I had this guy there approach me to see if I could write some direct mail copy for him to increase his lawnmower business.

He'd had his lawn mowing business since he was 12. Basically, the copy I wrote made him the largest lawn care service in all of Colorado. Mailing out a million pieces of direct mail a year.

Again, just by getting the offer right, perceived value, and of course he's got a good service. That sort of stuff is possible, and I've done it so many times.

Trevor Crook:

Who knows the Wall Street Journal letter?

Everyone should know that, right?

Do you know it was a knockoff? Does anybody not know it was

knocked off from a 1918 advert? And that one.

Originally, it was knocked off from a 1919 advert, which was knocked off from a 1918 advert.

This is how the Wall Street Journal letter came about. What was the result like? \$1.4 billion and something, before they could be at the control.

Trevor Crook:

One of the guys, I'm not sure if it was Caleb or Bond, someone was saying about like really studying the old adverts. This is why. There's an absolute bunch of gold in there. I mean you guys have received my proposal format. I'm not sure whether, you've got it, right?

Audience:

Your proposal?

Trevor Crook:

Yeah, yeah. I've always done proposals for copy. I changed my proposal format in 2011, based on an advert that was in a book called The Hundred Greatest Advertisements:

Who Wrote Them, and What Made Them Pay, by Julian Watkins. The advert that I modelled from was started in I think 1912 or 1924. By the time this advertising agency shut its doors, it was generating \$12 million a year in fees based on this advert.

Now, that figure today is about \$138 million a year. I took certain elements of that, and changed my proposal format. My proposal

for mentor and converts are around 90%, and my copywriting about 95%. Modeling old shit definitely works.

Trevor Crook:

Who's that old fart? A couple testimonials. That was the first testimonial from Drayton.

"Trevor Crook has a great down-to-earth no poncing-around-approach, like a lot of Aussies I know. He has a real understanding of the prodigious power of simple words. A lot of big advertisers could learn a ton from him."

There's one from that Bond Halbert dude. It's quite an impressive for me, from my perspective. This guy here was interesting. He bought my judgment day package, Nik.

You were at that event in 2005. Part of the package was a copy critique.

Trevor Crook:

I mentor a lot of copywriters all over the world, and you review a lot of copy. From my critique, he increased his sales 2.159 million a year. Now Matt Furey. This one I love. Can you all read that?

"You're fucking with my head. I normally have charged about 1,200 for six emails. Now it's 2,100 and I got the go-ahead."

That was from a guy that I started mentoring. Most of the people I mentor in terms of copywriting, they at least double their fees in 90 days.

Trevor Crook:

As Pauline admitted, I'm not sure whether Brian never cried, but

there's a lot of tough love delivered when it needs to be. I enjoy getting stuff like that. Well, just fucking change your prices. Let's get your proof together, justify why you're worth more money. He followed my proposal format, and all of a sudden it's changed his business.

Trevor Crook:

Another guy last year, he increased his conversions, the same number of leads, increased his conversions 400% in three months by following my proposal format. Which I modelled from an advert written, shit, almost a hundred years ago.

Trevor Crook:

What I want to wrap up with is something I call EBAD, Emotional Bank Account Deposit.

I was talking on Mindvalley stage last year when Brian was still there, last minute impromptu presentation to their staff. This one girl said to me,

"What do you think is your biggest key to success?"

It was very simple. It's the relationships that I build with people. I've been building for God knows how long now.

Everyone of you, I've started a relationship, some of you I'll have big relationships with.

Trevor Crook:

You want to look at this event and every person you meet as building an emotional bank account deposit. The sooner you get that through your fricking heads, the sooner your business is going to change.

As Pauline said, if I didn't have the relationships with all these guys down in the back, and girls, and speakers, they wouldn't be here.

A lot of you guys wouldn't be here. Anyone who bought through John's link, or Caleb's link, et cetera, et cetera.

If you didn't have the relationship with him that you do, and trusted him recommending something, there's a good chance you wouldn't be here.

Trevor Crook:

For obviously tonight, and for the rest of the time you're here, just build on the relationships with people that you've already started to have relationships with. If you haven't really connected with somebody yet, do it.

Build on that relationship. I was on a call with Jachim and Hugh last year some time.

I won't name the clients. He was after a certain high-level client for his media buying agency.

While we were on the call, I messaged two big fish, one was spending \$400,000 a month, roughly. Then the US one.

Audience:

2,500.

Trevor Crook:

Yeah, big numbers per month. I messaged both of those in a private Messenger chat while we were on the call. It was like,

"I know you've got media buying teams. You know me well enough, I think you should talk to this guy."

Both of them hired him. How did that come about? The relationship I have with both of those people. Again, don't underestimate the power of those relationships. Where they can lead, not just in terms of business for you. You might be able to recommend somebody.

Trevor Crook:

The amount for times I know someone is looking for a copywriter, or looking for this, or looking for that, I can go,

"Oh yeah, this person can help you. That person can help you."

In reverse, I've picked up a lot of mentoring clients due to Pauline recommending...

"You've been dicked off by that fugly mentor. Talk to ToeCracker."

True? All right. Again, and I'm going to wrap it up, because you're all tired. I am too. Really get through your heads, apart from the knowledge you've picked up here, and the experiences with the speakers, you want to be building on those relationships.

Trevor Crook:

I cannot stress that enough. Any questions on that?

It's all pretty clear, on relationships. This is where the real situation begins, in terms of where you're going to be in a month's time, three month's time, six month's time. A lot of people have already said, they're pissed off at themselves, or they wish they'd been here.

Some people's reasons are valid. There will be people that are going to regret not being at this event probably for many, many, many years to come. You're ahead of them. You can have relationships, every person here.

Trevor Crook:

I was already talking to, I won't say the person's name in the room. I was talking with somebody, he needs a certain type of person. I can supply it for him. I know people.

I've either trained them, or I know who should help him. On that note, I'm going to end my presentation, because I am in fucking pain. As I can't take any pain killers, because I'll be asleep in 20 minutes, it's going to be beer time. Thank you, everybody, for coming.

It's been an honour to get all these speakers here, and to meet people for the first time.

Trevor Crook:

I just want to wrap it up, and say thank you. Let's go and have a fucking good time at Drayton's birthday party.

I'd like to thank Alex and Andy for doing a great job.

Alesia, a wonderful photographer. Down in the back for helping, and the big chipper at the front, Eddie. He helped me a lot, especially after I did this.

You saw all the posts about food, and all sorts of shit. But I want to tell you, to wrap it up, how we met. Who went to the vodka bar since you've been here?

Trevor Crook:

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I'm in the vodka bar one night, it was Monday or Tuesday, a school night. I see this bloke walk in with a girl.

I thought, she's not that hot.

Anyway, they're having a bit of a dance, or whatever. I go and order yet another beer, as he comes to the bar.

He heard my accent.

He goes,

"Where you from, cunt?"

I said,

"Brisbane, you?"

I said,

"You Balmain twat."

Then of course he buys vodka shots for me, him and his date, who was a Tinder surprise. The pictures were a little bit photoshopped, right?

The ass was like this. He still banged her, though, right?

Eddie:

Yeah.

Trevor Crook:

Good man, good man.

Eddie:

It was the right thing to do.

Trevor Crook:

Of course. As we do the cheers, I was like,

"Yeah, up the bum, no babies."

Put the shot glass down. He turns to her and goes,

"I told you that's what we say."

Literally, 30 minutes before, on their hot date, she's saying,

"In Poland we say Nostrovia. What do you say in Australia?"

He's like,

"Up the bum, no babies."

She didn't believe him.

He goes,

"I meet you 30 minutes later."

There you go.

Trevor Crook:

We've become best mates ever since. We talked a lot, maybe we can add each other, worked out what we do.

It's like, yeah, add you on Facebook. We'd already been Facebook

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friends for quite some time. We had 148 or a 150 mutuals at that time. We have a lot of laughs together, and he's a really, really good man. Eddie, thank you, buddy.

Eddie:

Thanks, mate.

Trevor Crook:

You're buying tonight. That's it for me. Thank you, everybody.