

# MARKETING GEMS OF THE UNCONVENTIONAL ENTREPRENEUR

## INTERVIEW WITH BRETT McFALL JUNE 2005

**Sabrina:** So who is this guy Brett McFall that we're talking about today?

Brett's been writing ads pretty much since the day he left school in 1988 which is not so long ago. He's written well over 8,800 ads for huge companies, small and medium sized businesses, all sorts of fields, software developers, curtain manufacturers, worm farmers, air conditioning, entertainment, butchers, mail order businesses, and so on and so forth, 150 industries.

Brett's a professional direct response copywriter and internet marketer and he says he's studied over 80 books and courses on advertising, most of which he's read more than 7 times each.

He regularly speaks in front of audiences in Australia, USA and, more recently, the UK. Brett provides Australia's most proven information on marketing and wealth creation through a monthly newsletter called "The McFall Report", (we'll talk a bit more about that later) and a 180 page advertising course called "Inside Secrets of Advertising" and a beginner's guide to marketing called "The Lazy Way to Advertising Riches".

Brett lives in New South Wales in the Blue Mountains and he's variously known throughout the industry, very affectionately, as "the guy with not a lot of hair".

**Brett:** Hey!

[laughing]

**Sabrina:** Does that sound very cruel? We might leave that bit out.

[laughing]

**Victoria:** So just to give us a bit of background about your copywriting, did you choose this niche or did it choose you?

**Brett:** I think I chose it. After I'd left school, I actually wanted to become a psychologist, but I didn't get enough marks to get into university to study it, so I had a few months to think about what I was going to do and, in the meantime, I ended up getting a job as an advertising junior which means a "gopher", go for this and go for that, and I got to see around this advertising department of Dick Smith Electronics. Actually it was their head office and I got to see what everyone was doing, the designers, the media buyers & the copywriters. Copywriting really took my interest, and that's when I chose it, "Gee, I think I might like to do that for a career." There was just something about it that really

excited me and that's when the actual writer agreed to take me, and he showed me a few things and I went away and practised. The first ad I wrote, I took it back to him and said, "Hey, check this out", and he just got a big, red, fat red pen and just drew a big X through the whole thing and said, "This is ridiculous. This is terrible", so I thought, "Okay, well, there is a bit to this, maybe there's a bit more I need to learn", and I really enjoyed it and kept on practicing. There was no real secret to where or how I sort of ended up in that. I just worked and did so many ads over and over and over again until I learned it, sort of the hard way I would say.

**Victoria:** How long did it kind of take you before you realised that, "Yeah, hey, I can do this"?

**Brett:** I would think about 4 years. I wasn't confident until about 4 years into it where I knew I could just take any product, any service and bang, whack it, whack out an ad which I knew the type of market for that ad would get excited over it and want to respond to, and that's the real key. I mean, anybody can write an ad. You can go to the local Trading Post and put a local ad in for your lounge suite, but it's writing it so that for the people who read it, it stands out when they see it and they feel like, "Wow, I've really got to either buy it or I've got to have some more information about it", and that's the key, being able to do that.

**Victoria:** Well, you're known as actually going into real businesses. All the testimonials speak about how you extract the nuggets that catapult them into success. When you look at those different businesses, what are you looking for that will make that difference for them?

**Brett:** Well, at the start I don't really know, but here's the thing. What I do know is that business owners are usually sitting on a gold mine and they have all this fantastic information about their business, whether it's a product or whether it's a service, and they know all about their whole business, but they're so close to it, that it just blends in. They don't know what's the most important thing. I simply go along and listen, and just ask questions. I get them to tell me about their business, and nearly every business owner who loves their business loves to talk about it. I just sit back and listen and take notes. Or I record it.

All the little gems just come oozing out and the business owner doesn't usually know about it until I actually point them out to them afterwards. So it's just a matter of listening. What I want you to do if you want to find these sort of gems in your own business is to talk them into a recorder or hire yourself a copywriter. Tell them all your stuff and have them put it into a meaty sort of an ad. They can look at it like a customer might. The way you look at it as a business owner is totally different than from a customer. If you're not good at getting out of your own shoes then it's better to have someone else do it. It's a matter of finding out

- what do all of these things that you do in your business

- or all these things that your product has,
- all these benefits,
- what do they really mean to the customer?

So that's what I used to do. I actually don't have clients very much anymore now. I find it very hard to find time to have clients, but when I do; it's a matter of sitting down and finding out detail after detail. Most often, just those details alone are enough to create a competitive advantage. So many businesses don't know how to market. By pointing out the benefits of your business, you can often just crush your competition by doing that alone. Most business owners don't realise how simple that is until I show them. Then the light turns on and they think, "Wow, I didn't realise it would be that simple". In some cases, if you've got some really tough competition, we have to dig deeper, and we have to find what's called the unique selling proposition, a USP for short.

**Victoria:** And you have a great little way of doing that. How do you find your USP?

**Brett:** I do. I do, I do, I do. I actually have a few ways, but probably the best way is this. Grab a piece of paper and draw a line right down the middle from top to bottom so the page is divided evenly into 2. On the left hand side, write at the top, "What we do is", and underneath that, in that column, write all the things you do in your business. You know, "what we do is we get up at 5am to cook our pies, we import the best beef, you know, we do this, we do that". All the things you do.

Then in the right column put, “What our competitors do?” Then start writing down the points about all the things they do in their business, you know, perhaps they have average service, perhaps they’re not that keen on giving you exactly what you want, maybe they’re a bit tough with their restrictions on their staff and the staff haven’t got flexibility to make decisions on the spot, and you write that down and it becomes obvious what makes you unique.

So that’s a good way to find a USP, just by pointing out the differences. What you do is put that into a sentence and you put it into a sentence like this, “You know how”, and then you write down your competitors flaw, “well, what we do is”, and that becomes the phrase. “You know how”, and then in that section you put in what your competitor does, it might be “You know how you can never find more than 10 flavours of meat pie at your local pie store. Well, what we do is, we have a personal chef, a professional chef on hand who’s created 23 different flavours, 10 of which you cannot find anywhere else in Australia”. Now, can you see how powerful that would be? I’ve created an example on the spot there about a pie shop, but it’s just taking what your competitors do and what you do, and what it forces you to do as well, let’s say that you don’t really find that you’re doing anything that’s that special, which can happen, it forces you to think about what you could do that is special and will mean something to your customers. For instance, Victoria, let’s just take you for an example, I bet you there’s a place that you go to, a restaurant or a café, more than any other. Would I be right?

[audio blank]

**Brett:** Okay. Very quickly, tell me why do you got there?

**Victoria:** It's because they know my name and they know the coffee that I have.

**Brett:** Okay, inside a split second, bang, you're right back at me with, "They know your name and they serve the coffee you like", and I would challenge that business owner whether they actually know that, right, but the fact is they're doing something right and you're going back there again and again. These little gems are in the business, that is their USP for you, okay, and that's what makes that business special for you. Why I give that lesson is, if that's what's drawing you back to a café or a restaurant more than any other, there's a reason, a strong reason, and what we need to do as business owners is find out what that reason is for our customers, plug it in, and suddenly everybody knows about it and everybody comes for that reason as well.

**Victoria:** Well, I'm curious, Brett, about some people who are actually starting out brand new, in business for the first time for themselves, how would they create that in their business if they haven't already had it?

**Brett:** They actually have an advantage because they can sit back and see what the market is not getting. If they do have competitors, they can say, "Well, what are these guys offering?", and then, let's say, let's just take say a clothes

store, a women's clothes store, for example, and if that was the sort of business, because we all know what that sort of store is like so we use it as an example, if you saw what your competitors were offering and you couldn't find something that was really bad about them, let's say you had some really tough competition, you thought they were really good, and you were sitting back thinking, "Well, I want to start my own business here. What am I going to do?" Well, let's just say, it's the worst case scenario, so you cannot find a flaw in your competition, because if you can find a flaw then you simply go through that exercise I just gave you, but say you can't, what you then need to do is learn some marketing principles which is the area that I really am sort of specialising in the most. Whereas you if you can't beat them on the product or the service, what you can do is beat them in the marketing. For example, you could do things like change your offer and make your offers more irresistible than your competitors.

You need to think about this. If you're a business owner, you need to think, "How can I possibly make this decision a **yes**, so that anybody who doesn't take up my offer would feel absolutely stupid?" That's what your goal is, OK? That's when you need to get a bit creative and start thinking, "Well, what could I do, what do they want, how could I spice this up?" Well, for instance, what you could do is actually go to non-competing businesses. If we have a clothes store, there's nothing stopping you from going to local gyms, local video stores, local spa and saunas, let's say, there's 3 types of different businesses. Go to them and say, "Tell you what. I'm starting a brand new business and I'd like to create some sort of competitive difference between me and my competitors, and here's

what I'd like to do. I'd like to promote your business, absolutely free. Let's face it, you're probably advertising in newspapers, Mr Business Owner, and you're probably wasting a fair bit of money like most of us are. How about if I advertise your business, at no cost up front? All I ask you for is to give me a special offer, a 50% off discount voucher or a 2 for 1 voucher; some really knock out offer, please. When people come into my clothes store, I'd like to give that to them from you, so it will cost you nothing up front to actually advertise it; I'll do that for you, when people come in. I'll give them the voucher, and when they come into your store it's not going to cost you anything because if you give me a 50% off discount voucher or a 2 for 1 voucher, or something really, really strong, people are going to be paying you anyway, so, in fact, Mr Business Owner, you're going to get paid to be advertised. Does that make sense, Mr Business Owner?"

What that does for you is that if you had 3 really good offers from a gym, a video store, a cinema or a spa and sauna, and gave that to your customers, here's the difference. Someone comes in to buy a dress at your clothes store and they get not only the dress they want to buy, plus a special little voucher booklet which could be valued at over \$100, if you add up all the savings, maybe up to \$200. But if they go to your competitor's clothes store, they get the dress and that's it. Suddenly doing business with your clothes store is so much more irresistible. They get the actual dress and all the bonuses which is costing them absolutely nothing and are real savings.

**Victoria:** Basically you've got to step into their shoes and see what that they might be attracted to, if you're looking for other business?

**Brett:** That's right.

**Victoria:** So look at it from the customer's point of view?

**Brett:** It's all about questions. Questions are so powerful. Chances are, if your marketing is not working right now or you don't know how to properly market your business, you're not asking the right questions. One of those questions should be, "How can I possibly make this offer irresistible?" and like you're pointing out there, too, "What would my customers really want? What sort of other things do they really like?" Once you can answer those questions, bang, the ideas come forward. That's when marketing gives you, basically, an unfair advantage because your competitors aren't even asking those questions. They don't even know what the questions are.

**Sabrina:** Brett, you talk about irresistible offers, do you have any tried and true methods of making irresistible offers? What's worked?

**Brett:** Yes I have. Here's one that's never failed. This can actually increase your sales by over 400% almost instantly. I'll give you an example of what I did for a lawn mowing company, because, we all know that sort of business and I want you to know that everything I'm saying here can be transferred to any

business. Don't think because I've mentioned a pie store or a clothes store and now a lawn mowing business that it doesn't apply to you. You need to think more laterally. Think "Well, what can I apply from that example to my business?" that's what you need to be asking. With this example, there was a lawn mowing client who actually got 4 clients the whole year from the Yellow Pages. So, from his Yellow Pages ad, he's struggling. He came to me for placing his second ad and said, "Is there a chance for me? Should I just pull out perhaps and start a new business or should we go for it?", and I said, "We should go for it" right, so all I did with this offer was, I made it irresistible.

He was in his regular ad. Go through any Yellow Pages and look for an ad on lawn mowing and you'll find this offer. You know the basics. It'll have the logo at the top; it'll say, "Good Rates, We come to you, Free quote", blah, blah, blah, blah, blah", right, so what I said is, "Okay, let's just change the rules completely". We changed it to the headline saying, "Your First Lawn Mowed Free". That was the headline, "Your First Lawn Mowed Free".

It was only a small ad, so they had maybe a paragraph of words that I call copy. Copy is industry term for text, so what it said in that paragraph was, "Look, you don't know me, but I am a really good businessman and a really good lawn mower. I want you to try me out before you pay me a cent, so I'll prove to you that I'm really good and I'll do a fantastic job on your house, so I'll tell you what, the first one's on me, call this number right now and I'll come and mow your lawn for free. If you like what I do, then you can perhaps book me in for

later on”. That was the ad, so instantly, within the first 7 weeks, he had 17 clients. From 4 in one year to the next year, in the first 7 weeks alone, he had 17 brand new clients. All of them went on to become full paying clients.

The secret in that is that people want to get paid. Business owners want to get paid for everything they do, but what I say is, “You’re going to spend money on advertising anyway, whether it be in newspapers or Yellow Pages, so why not invest some money in the best asset you have which is your product or your service? So, in fact, you’re not giving it away free, really. You’re actually using that asset as part of your advertising budget. Instead of my client getting paid for his first ad, he was putting forth his service and investing in himself, paying for lawn mower fuel and all the rest of it and his own sweat and everything, his own effort. He was giving that to his customer so that becomes part of his advertising. That alone allowed people to try him risk-free, to get an irresistible offer. He comes out, with no pressure or obligation afterwards, to mow the lawn. He impressed them; he showed them what he could do and people said, “Great, finally I found someone who actually loves what they do and is proud of it”. They’ll hire him, and as a little ending to that story as well, he’s had to sell 40% of that business off because he can’t cope with the business.

**Sabrina:** Okay, Brett, that’s a free service. How do people make the transition to go from free to fee? In a service type industry.

**Brett:** Okay, so shall I use that example still?

**Sabrina:** Yeah.

**Brett:** Okay. Well, here's the deal. A good way to do it is this. Let's say that in that service he gave the first lawn mowing experience for free. In fact he did a lot more than that, he actually gave people cups of coffee as well when he went there. He took along a flask of coffee and a biscuit and he let them have their drink while he did their lawn. So he really was out there to impress. It's a fantastic lesson to learn. At the end he said "Look, I'll tell you what. Obviously you're happy with what I've done because you've called me out and I've done your lawn for you, and what I'd like to do for you is to offer you something special. I'd like to see if I could lock you in for the next 6 lawn mowing sessions at a **special rate**. So, I usually do this at \$80 a lawn. What I'd like to do is lock you in for \$50 a week or \$50 per time, but lock you in for 6 weeks. How does that sound, Mr House Owner?" What he was doing there was discounting his regular price. The customer was happy, but he was locking them in for 6 sessions. Instantly he had cash flow coming in. He gave away one free lawn mowing and then instantly got another 6 bookings within an hour.

**Victoria:** This looks at the life time value of the customer, too, doesn't it, not just the one off transaction?

**Brett:** Exactly. Exactly where I was going. That's right. What he's done is invested in the customer first up by doing it for free, then gets him onto a

special offer program. After that, within the 6 weeks, he starts to create the relationship and the relationship is all about trust. After that he'll give his client a special deal. He won't do it for the \$50; he'll maybe do it for between the \$50 and the \$90. Somewhere in between there puts him in at a member rate and, gives him a special card and generally he'll do it for a year. He says, "I'll mow your lawn for you at this rate and after that we can negotiate." Something like that, but it can be very, very simple.

Your goal is to constantly make it a win-win so that you win. You're happy to get the business at a good rate, but the customer feels like they're getting a good deal as well. It's all about the good deal, no matter what you're selling. If you want to go from free to fee, make sure the fee is still of enormous value and here's the genius. I'm not sure if you've picked this up, but the genius in his offer was that, yes, the first lawn was mowed free, but then I told you, he gave them coffee and a biscuit as well so he **surprised** the customer, **added value**. What he also did was he took along a scratch lottery ticket and gave that to them as well, so he paid the \$2.20 for a scratch lottery ticket, gave it to them and, again, blew them away. No-one had ever done this before. Here's the deal. Not only was the customer excited, happy, satisfied and ready to book him in, but what do you think those people said to their neighbours and friends about what had just happened to them in that experience? All this advertising happens without it costing him a cent, just by people talking about it, because it just blows them away.

**Sabrina:** From that sort of opportunity and those sorts of deals, Brett, what kind of carry-on effect could someone expect from their marketing?

**Brett:** They could expect huge returns. Huge! The stats are, on average, a good experience, people will tell 9 other people about that experience, and that's just a good experience. That's just getting good customer service, but I'm not even saying that. I'm saying, "**Blow your customer away with added value**", that's when I think it could even double.

It's all about the experience and once you get emotion into it, people get excited. They become evangelists and raving fans! Now, we can't measure this, we can't come back with a statistic and say how far it would spread, but it's absolute common sense that you do that and your business can do nothing but succeed. I will argue anyone on that. **Your business can do nothing but succeed if you blow customers away.** If you offer so much value that your customers would feel silly if they didn't take you up on it, you cannot fail, and that's a really hard concept for business owners to accept, when they're in the trenches right now struggling to pay the bills, struggling to cover their costs, struggling to get return back from their advertising dollar, and it's a big chain for them. But once they get the message and they see the results, bam, it's a whole different ball game.

**Sabrina:** Then you have different problems to deal with, which are pleasant in a way; such as how do you deal with all the customers you have and how do you deal with the staff that you perhaps going to need to employ?

**Brett:** Yeah, you're right on the money. I'll tell you what happens. People actually get scared and stop their advertising because they're afraid of success! They're afraid of not being able to address all their customers at once, not being able to keep the service up because they're offering so much value, but, really, and when it comes to problems, that's the better problem to have than how am I going to pay the bills this week. ...[laughing]

**Sabrina:** Great problem to have, isn't it? It's a problem we all wish for, isn't it?

**Victoria:** Brett, I'm just curious about how you made the transition yourself from being say an employed copywriter to being self-employed. How did you find that transition?

**Brett:** Okay, that was a good challenge for me because it was a question of what do you do? Do you just leave your job and hope for the best and hope you'll get some clients? I just didn't like the whole feel of that, so here's what I did. I think it's almost a recipe for total success. If you want to do this and go in a similar fields to myself (and it doesn't even have to be a similar field, but just this process that I use I think is safe) it's virtually risk-free and it's almost guaranteed. I say almost because there's always someone who will botch it up, but I'll give you my plan. Here's how it works. Simply this.

I had skills in writing advertising and was working for an advertising agency helping clients make tens of thousands of dollars at the very least. It was a very valuable skill, but what it takes for you to realise what you really can do and that you're not just getting paid to do a job, you're actually. It's the value in the skill which makes you something special; how you can add value to other people's lives because of it. I knew that if I could write for customers personally, I could get paid more for it because I was helping them make tens of thousands. But I was only getting paid hundreds, but by my employer. I always wanted to move up and say, "Okay, well, I want to even this up a little bit because I'm creating so much value", and I thought, "How about I start helping people while I'm working?" You can use your job as a **place to learn, not to earn**, but to learn. I was using all those skills. Then I started up a monthly newsletter where I would give away information. There it is again, right, giving something away, giving away value. I would write 8 pages a month for business owners on how they could improve their advertising. All my ideas, techniques and examples. I charged people \$127 a year for a 12 month subscription. It wasn't a huge fee, but it paid for itself. It meant that it wasn't costing me anything to do, all it was costing me was the time to write it, then to print it and mail it out to my customers.

I did that for one year and that was self-funding. It didn't make a lot of money, just funded itself, right. Then what happened after that is that people started to tell other people; same effect. They were blown away by what I was offering and were telling other people. People were phoning me personally saying, "Well,

you know what? I know you're trying to show me how to do all this stuff, but you're so good at it, I think I'd rather just have you write for me.”

That's how I started to build up a following. Once I learned the value of the internet, I was able to put up a website where I put that newsletter. Suddenly I wasn't having to mail out the newsletter. I wasn't mailing to people just within Australia. Suddenly there were people in America and England and South Africa and New Zealand hearing about it and wanting to come in and get the information. **I found the more I gave away, the more people wanted me to write for them.** Then I'd give more away and more people want me to write for them. I was able to increase my fees and I simply saved up enough money, a year's salary, from my job doing that part-time, I saved up that money, had it in the bank. Then I said, “Well, I can last for a year. Technically, I can last for a year even if I don't get another copywriting client for that whole year”. Once I had that security, it's an easy transition. It's like you go in to your boss and say, “You know what? I think it's time for me to leave”, and you do it without any fear because you're backed up, you have proven skills, you've had some experience, you've got some money there, it's a lovely, easy transition. Then what happens, once you leave and you start working in your business, 5 days a week, 6 days a week, whatever, and it's your own business and you're really excited about it, nothing can stop you! Then it just went through the roof. That was my little plan. It was brilliant in the end, but very, very simple.

**Sabrina:** Brett, you talked there about putting frames around things, about how you get yourself into the frame of mind to start writing copy? Do you have a ritual?

**Brett:** No, I don't have a ritual. No I don't. Basically, my mind is all the time switched on to copywriting terms. You'll notice even when I'm talking right now, I'm always trying to turn it around from your point of view so that you can see what's happening as I'm giving you examples. Well, I've trained myself to think like a copywriter. That's how you need to think. You always think about how your customers need to accept the information, how they're learning. Try to make it easy. It actually becomes a part of my life. It affects how I talk, which is probably handy because it's a very good style of communication. It makes it easy to listen to and easy to learn from and it's very considerate as well. If you choose to think like a copywriter, you become more considerate and think of others because you're constantly thinking, "What's it going to take to help this person understand what I mean?" That's a really good question to be asking, so I don't have a ritual. My only ritual would be this. If I write for a client and if anybody at home is writing for a client or writing for themselves, it's to grab a pen and a piece of paper and physically write down, in bullet points, all the benefits and features of the product or service. I've had people send me their video programs, audio programs, manuals, and I write a big sales letter to sell that program which might retail for 3 or 4 or 5 thousand dollars. Or they might want me to sell their seminar tickets at 5 grand. I would listen to their CD's all the way through and write down point after point after point after point about

what's on those CD's. So after I've done my work over one or two days really, about 80% of the advertising is actually written. I need to put it into a formula that I use, and that's it. Basically, just taking down the points, getting the good information out and putting in the benefits. That's something I do constantly, so you might consider that a ritual. I would consider that writing bullet points is a really good habit for anyone writing advertising. Just little short points about all the things that are good and bad, but mainly the benefits and features of their business.

**Victoria:** What's the difference between benefits and features, Brett?

**Brett:** Okay. **A feature is what it is and a benefit is what it does**, and so a mobile phone has a lighted, or a lit, backlit keypad. That's the feature, and the benefit of that is that you can actually see the numbers when it's dark. That's the benefit, and so a feature is what it is, the physical thing of what it is, and **the benefit is what it does for the customer**. I'll tell you a little trick here as well... if you're ever struggling to find the benefit of a feature (so if you you're writing down all the things that you do in your business, "I'm really fast at what I do, I wake early, I give good customer service") just insert these two words at the end of that sentence - "which means". Just those 2 words, "which means", and they will automatically make you think in benefits instantly. "That's right, my mobile phone has a backlit keypad which means my customer can actually phone or see the numbers at night. That's how you go through it.

**Sabrina:** Brett, you also talked about a formula you've developed. Would you like to tell us a bit more about that?

**Brett:** Sure I can. I've constantly been searching for something to make it easy for beginners to write advertising. It took so long because I was searching for someone else who had done it. I saw about 3 people, you know, really good copywriters from American, who'd made up these formulas and they were hard to remember. They were too long and there were too many steps. So I sat down and went, "Okay, what am I really doing when I write an ad?", and I broke it down and found there were 7 things I was doing. So I created a formula around that. In fact, I turned it into an anagram and it's called BURPIES. B-U-R-P-I-E-S, BURPIES, right, that's easy to remember! Each one of those letters stands for another part of the formula. Would you like me to run through that formula very quickly?

**Sabrina:** Thanks, Brett.

**Brett:** Okay. Let's just take the word BURPIES, if you're at home right now, you should write this word down, B-U-R-P-I-E-S, and the B stands for **Big Promise** and that is where your **headline** comes in because we all need to have a headline on our ads. Not your logo! I'll say that again; not your logo because your logo is not a headline and the only person who cares about your logo is ...

**Sabrina:** You.[laughing]

**Brett:** That's right, yourself, and it's very, very true. So, your logo goes down the bottom of the ad if we have to, but a headline at the top, a big promise, and when you think about irresistible offers, sometimes that can really just write the headline for you. I'll just give you a simple template headline that you could plug in. "Seven Great Reasons to Call Me Right Now for XYZ", and the XYZ might be for carpet cleaning, for accounting, for your next doctor's appointment, whatever, but that little headline can just plug in. That's a promise, you know, "Seven Good Reasons to Call Me Now", and instead of saying how great you are, you know, "The Best in the Business, The Best in the West", whatever, it simply says here's why you should read my ad, it's got some promise in it about what you're going to get from it, seven good reasons why you should come to my doctor's surgery, so that's a very simple example of the **big promise**.

Next letter is **U** and it stands for **Use Imagination** because our brains are what really sell us. We buy something, we think about it, we **imagine** what it's going to be like to own it, we can't wait to get it, can't wait to try that dress on when we get home and see if it still looks as good as it did in the store, right? The thing is, when you're a business owner, you tend to assume your customer knows what you do and understands the value, understands all the benefits. You just cannot make that assumption. Your job is to **use their imagination** as in what it's going to be like to use your service. "When you come into my accountant's office, what's going to happen is you're going to meet my secretary, Sarah, and she's going to take your details, you'll sit down and she'll grab you a cup of tea, and

I'll be out in a jiffy to see you. You'll come into my office, we'll have a chat about your business, it's going to cost you nothing, but I'm going to talk all about your business and I'll tell you some tips on the spot. I'll give you 3 secrets about how to save on tax this year. I guarantee you don't know these secrets, not many people do. We'll have a nice chat and see if we can help you out with the tax".

Now, do you see what I just did there? I just used your imagination about what it's going to be like to come into my accountant's office. Inside a paragraph, you have that experience and you can see what it's going to be like. So using your imagination is power.

The **R** in BURPIES, the third letter now (hope you're keeping up with this) **stands for rarity**, which means 'what is rare about what you offer?' We talked about the unique selling proposition before, the USP... the one thing that makes you king. You've got to find what makes you rare. When we did the exercise about finding something unique, you would maybe insert some copy there about how competitors do this, this and this, well, what we do is this, this and that, and that can simply be all you need in the rarity section. Honestly, that's as simple as it needs to be, to find something which makes you rare. Okay?

The **Points** is what the **P** stands for, the fourth letter, P. I already talked about writing bullet points. When I work for clients, I write page after page of bullet points about their business, their product, their service and all the benefits. The points are really what people want to read very quickly. Let's just pretend we

have a Yellow Pages ad and we have that headline, “Seven Good Reasons to Call Me First for XYZ”. Well, you want to put down seven points, basically. Or it might be nine or ten points, whatever. The number’s not important, but the fact that you have numbers beside them is. So you write down seven of your most important points, and it might be, “We’re open 7 days which means you can come and see us anytime you need us, you can get the medicine you want at our chemist, even if it’s 11 o’ clock on a Sunday night, you can get the medicine you need”. Okay? So that’s the sort of points, just seven points down the ad with features and benefits, your most powerful points. That allows your customer to just check you out very, very quickly, breeze through the points and off they go.

Okay, next stop is the **I**, in **BURPIES**, stands for **Irresistible Offer**, and I think we’ve covered that in detail already.

E, the second last letter here is **E**, stands for **Evidence** because guess what happens? If your ad sounds too good to be true, what do we tend to think it might be?

[audio blank] then [laughing]

**Brett:** Okay. That’s right and that’s a natural response and everybody thinks the same. So if you know this little secret about human nature, why not try and counteract it? That’s where we put in, a number of tools. We could **use a guarantee.**

A guarantee's a very good way to assure customers that their purchase is going to be safe. A guarantee example might be, "Look, your money is absolutely safe when you purchase it, when you use it with us. We have a 100% no-risk money back guarantee. If you're not happy, you won't pay a cent, in fact, we'd be embarrassed to keep your money", and you might maybe underneath that put some conditions or some terms. I don't recommend you put many conditions, I think you make it as open as possible and say, "You know what? If you're not happy with how it looks, not happy with how it fits, not happy with how it works, if you think we've lied in any way, call us, please, we want to give your money back", and because no-one really puts those guarantees these days. Usually they'll say at the bottom or somewhere in the ad, "Money Back Guaranteed", and that's it. They don't want to push it too far in case someone takes advantage of them.

Well, how about this? How about if your returns increased by 300%, but your sales also increased by 300%? Now, I have it on good authority that the **average return rate of any product or service is roundabout 2%**, and if you've got a good business and you know what you're doing, your return rate is going to be about that, hopefully, less. Well, **if it was suddenly 6%, but your sales had increased by 300%**, can you see the mathematics? You don't want to run your business around those folks (the minority of folks) who might take advantage of you, perhaps wrongly or perhaps rightfully. You don't want to base your business philosophy around that small percentage when the other 90% of folks love your service, want it and will happily give you more money anyway. For guarantees,

make sure you're running a good business and then, damn it, get in there and tell them, "It's risk-free". Be confident of what you do, so that's a great way to give evidence of what you're saying is true.

Another technique would be to use **testimonials** which is when other people, a third party, or your customers write a testimonial. Very, very short, but use their full name and suburb and it's them saying how great you are, not you. It's a fantastic technique. I've used that to increase sales by over a 100 to 200%, just by adding in testimonials. Okay, it depends on the size of the ad, but as many as you possibly can.

I'll give you another use for testimonials which a lot of people don't take advantage of. Sure, put them in your ads, your letters, wherever you can, but also use them around the store. If you have a physical store, they should be up on the walls. If you have a website, they should be all over your website. That's what you want to do because people always believe what other people say about you first before they'll believe what you say about you, because you've got a vested interest in yourself, right, whereas customers don't. So their words always ring true. Look, this is all about trust. We all watch TV at night, you know, A Current Affair shows, 60 Minutes, and occasionally we see people getting ripped off, do we not? .....[audio blank]

**Brett:** Okay, that breeds scepticism in our society, right? You feel it, I feel it and our customers feel it. You're constantly battling against that, so you want to

do whatever you possibly can to eliminate that scepticism. Sometimes what I do is put phone numbers of my customers on my website. You'll actually see phone numbers beside some of the testimonials where my clients have agreed to take calls and tell whatever you want about me. That really proves to people that I know what I'm talking about. The same would happen for you.....

...which brings us to the last point, **the S in BURPIES, is a Sign-off**. All that means is you've got to **tell people to take action**. A lot of people like to tell all about their product or service; tell them the price and the offer. And they hate to say, "Order Now". Well, I'm telling you, **you've got to say, "Order Now"**, okay, whether it says on the internet, "Click this button to order now", or, "Get this offer right now", you've got to say that. **You've got to take the lead** because people are silently begging to be led. Once you take that leadership throughout your ad with the headline, with the seven reasons why you should call us, with some sort of irresistible offer, you're taking the lead the whole way, don't give that lead up right at the end. Simply say, "To get this special offer and these amazing bonuses, you must call right now", or, "You must call before January the 15", whatever the date might be, "to take advantage of it". Then put your number or your order link, (whichever response mechanism you're using) but don't be afraid to tell people, "Look, here's what you need to do", and that, in a very, very simple way, is **the BURPIES formula** and that will get you out of trouble more often than not.

**Sabrina:** And it seems so simple.

**Brett:** That's right, and that's what I aim for, you know.

**Sabrina:** Brett, this sounds very persuasive. Are there any fields that you don't write copy for?

**Brett:** There are some people I don't write copy for. [laughing] I tend to stay away from real estate agents, because I've had experience with real estate agents and I find the industry in general is just a whole bunch of sameness. Although they speak the language that they want to be different and think they're being different, not one of them is any different from the other. It's an unfortunate thing, that they just don't want to dig deeper and offer service that is much different. Occasionally, you'll see someone in the real estate industry with something a bit different, but very rarely. So that's an industry I don't gravitate towards, yet they always need my services. It's sort of a conflict.

Look, I've written for professors, for solicitors and doctors. I tell you that because a lot of people think that's not possible and that my techniques won't work for those industries. I tell you what a lot of business people think; they tend to think, "You know what? That's great, Brett, but that won't work for me", no matter what industry they're in. That's their problem, not mine; because it's all about attitude as I'm sure you guys understand. You've got to have the right attitude. A lot of people tend to assume that what I'm saying is to be "hypey" and really "salesmanky" and "showmanship". I'm not saying any of that. I don't

believe I've written a "hypey" ad ever in my life, because if it's "hypey", it means it's BS, right? I've lied. But if I tell you what you're going to get from this product and I'm going to tell you the benefit of it, that's not hype. That's telling you what you need to know to make a decision. That's what I'm all about, and there is no-one..... I'm yet to find a service which doesn't need that injected into their profession.

**Sabrina:** So you're always handing the decision making back to the customer.

**Brett:** Absolutely.

**Sabrina:** When you say "leading", you are leading and you're using some quite persuasive language, but you're actually handing the decision making back to the customer.

**Brett:** Yeah, I want them to make a good decision. Obviously, if you've got a good business, then it is a good decision. Your concern is not whether they have enough money or whether they really like it or what it. Your decision is to paint your business in the best light, because you've offered a good service or a good product. (And if you aren't offering that - get out, go do something else - so you either have a good product or just go do something else!) If you've got a good product or service then you should be proud of it. Tell them, "Here's all the things it's going to give you", because that's got to be the truth, right? We're not

talking about making stuff up. If they want it, then they're going to take it and they're going to take it by bucket loads.

**Sabrina:** Brett, what sort of figures do you have for the direct response industry? When you do something and you write a good ad, a lot of people are confused because they think, "Oh, well, it should get something like 100% or 50% response". What's a realistic response?

**Brett:** That's a really good question because you're right. Most people think, they get disappointed when one in every two people don't buy their product or come into their store. It's so unrealistic! It's unrealistic, because the fact is, we are jumping through hoops and hanging from the ceiling making funny faces when we get a 2% or a 3% response..... [audio blank]

**Brett:** [laughing] Yeah, that's right. That's the reality of it because, you know, people often think their advertising's going to be so much more powerful than it is. We know in reality that about 3% of the population, or 3% of your market are going to buy at any one time. The smart thing to do is to know how to make those numbers work. If you have a business plan, you should base it around those numbers. So if you live in the city and you've got 100,000 people and you think, "Well, I'm going to sell something to all these guys", you're going to be very disappointed. But if you can make the numbers work on 2 to 3 %of those guys and you think your business plan still has potential, then you're going to do very, very well.

What we haven't talked about is that the people you do deal with will then tell others and that increases your sales conversion through the roof. What we're talking about right here is how many people might respond to an ad. That's all we're talking about. With the techniques I've shown you, I've often gone up to 7 and 8%. In fact, for a couple of clients I've got around 13 to 14 %as well.

**Sabrina:** The average direct response ad will get 2 to 3 percent - but if you follow a formula like BURPIES, you can increase that up to 4 or 5 or even 6%?

**Brett:** Absolutely, yes! Yes! Let's just get this straight. A direct response ad is an ad which offers something there and then and gets people or invites them to take action there and then. Not some ad which simply has the logo on it and mentions something beautiful and pretty about the service or whatever it is, some silly statement and your address and phone number. That's not a direct response ad, that's just a business card.

What we're talking about is actually making an offer in the ad, whether it's something for free or something to get them into the store. Whether it's a free report, a free offer, whatever. That's when response goes up. Here's something important too. If we had an offer in an ad and then asked them to spend money, there's going to be less response to that, in general. If we offer something for free, we get a higher response. That's just natural and what you want to have is a backup plan. When you offer something for free, you should always try and get them into your store, onto your website, into your business.

That's when you put them through what might look like a sales funnel. Each person goes lower and lower through the funnel. People are dropping out at every stage, but you're getting more and more qualified customers. It's important to get many people coming into your business, whether it's online or off. Then by offering something for free, you might ask them to spend maybe 5 bucks or 10 bucks. Then increase the cost to 40 or 50. Put them through a process so they start to feel comfortable. There's a whole backend there that people forget about. They say, "I only got 1% response to my ad". I say "Okay, well, how many people did the ad get into your store?" Then "What's the plan for getting more money out of them later on? What else can you offer them?" That's the part we need to balance up as well.

**Sabrina:** So, your small customers become medium customers and then become large customers?

**Brett:** Absolutely.

**Sabrina:** Yeah, okay. So that's the funnel?

**Brett:** Yeah, that is the funnel. Get as many people in as possible.

**Sabrina:** And you use that in your own business, Brett?

**Brett:** Yes, I do. In fact, if you go to my website, [www.brettmcfall.com](http://www.brettmcfall.com), you'll have a chance to subscribe to a newsletter, a free newsletter. There we go, right, do you see it already?

**Sabrina:** Yes.

**Brett:** Free newsletter.

**Sabrina:** Yes.

**Brett:** And then once I have your details in my newsletter, in my database, over the period of 2 to 3 months, you'll be made little offers along the way and given stuff for free. Given things you'll be able to choose the value that you're comfortable with in your experience with me. So anybody can take that and use that as a template for their own business, too. It's very, very simple!

At this stage, you don't know me and if you come to my website, well, "it sounds good, this guy sounds like he knows what he's talking about, well, I'll try his free newsletter", and that's the first experience.

After that, you realise I do know what I'm talking about and what I'm telling you can actually make you a lot more money. Then it becomes a lot easier to spend a 100 bucks with me on a program which is going to show you how to make thousands. That's the psychology of it. If you really do want my products and

services, they're there for you, but I let people benefit no matter what. They will **never** lose. They will always get good, free information that will help their business at no charge to them whatsoever.

**Sabrina:** And that increases your reputation?

**Brett:** Sure does. That's right, so it's a win-win.

**Sabrina:** Brett, on average, how often would you contact your client lists?

**Brett:** I try and do it once a month - used to be every 2 to 3 weeks. What's happened, and I'm talking about the internet now, is that a lot more people are out there are talking to my customers, a lot more marketers. Direct marketing has become very, very popular in this country, and so a lot of people are starting to become direct marketers and copywriters and giving marketing advice. I'm now competing against those people who perhaps have learned some techniques from me.

Now, I've got no issue with that at all, but you've got to take stock. If you're a customer of mine, let's say, and you're getting an e-mail from me once a week and an e-mail from someone else once a week and from five other people once a week, suddenly the value of that information goes down a little bit. It's a little bit too much! So I've actually pulled back and let my communication go to once a month, sometimes once every 6 weeks actually. I think that's a little bit too

long. I should probably keep it once a month, so that message stands out and you know when you get it, it's going to be good information.

**Victoria:** There's the rarity.

**Brett:** Yeah, rarity, exactly. You've picked that up, well done.

**Victoria:** Great, and you also run several businesses simultaneously, it's not just copywriting that you do, is it, Brett?

**Brett:** That's right, yeah, I have a lot of products on the internet that sell. I also do seminars, which you guys have been to as well, where I teach people. Let's just have a look at this, there's free information on my website, then there's other products you can buy, manuals and videos and CD's, all to train yourself on how to make tens of thousands of dollars, right? All money back guaranteed.

Then you can invest in yourself to be personally coached, you can invest in yourself to come to seminars and learn live training from not just myself but from other people who I really respect. So the information you're going to get has an edge. And you see that you can do this yourself. It will take you 10 years or you can learn from someone else and do it in 2. You'll make a lot more money if you do it the short way.... I believe in training and learning, so I offer that to my customers as well. What we're talking about is from free service and free information right up to programs where people are paying me \$20,000. That's a

good product or a good business plan for anyone to have if they're wanting to get on the internet, or become a consultant.

**Victoria:** Great, so how do you actually manage all those businesses simultaneously?

**Brett:** Okay, very, very simple. I actually have no staff. So that's my secret! I let the internet do a lot of the work for me. Most of my business, about 80% can be done on autopilot, which is a nice little solution to have in any business. There's a program I use called [autopilotriches.com](http://autopilotriches.com) which sends out e-mails from me, so let me give you an example. If you purchase one of my programs, you'll get an e-mail instantly coming back to you saying, "Thank you very much, it's on its way to you", and there'll be a little message there from me. Well, I'm not writing that every time, I've written it once and got it programmed, so when you buy it, that's the message that you get. You buy another product, you get a different message and so on. Then I use a program where the messages from me are coming out in, you know, one after 10 days, one after 14 days, one after 21 days. Again, I'm not doing those.

**Sabrina:** Well, you do them the first time.

**Brett:** You do them the first time. And then they all happen.

**Sabrina:** You do it once and then it does it automatically. That's why it's autopilot, yeah?

**Brett:** That's why it's a smart way to run your business. With the internet you can do that, so you build your website once. Let me give you a perspective on my website. Basically, a website, or a webpage, is your salesman. (When I say salesman, please don't take me the wrong way, I mean salesperson, saleswoman, whatever), but it's a sales tool for you, and you do that work once, you write the offer or you write the sales letter. Let's say, you design the webpage. You do the work once, and then you just keep on sending people to it and it does all the selling for you so that while you're in bed, while you're out partying, while you at the local cricket game or watching your children play soccer or whatever, your website is still working for you! That's what I mean by a lot of my businesses run on autopilot.

That all happens and suddenly orders come in. You don't know how they came or where they came from. Of course you can find out, but you don't, at that time, you don't know where they've come from. Because your website's working for you! Once you have a system like that, it becomes easy to set up one business, two business, three business, four businesses, all running the same way and all doing the same thing - basically not using you much at all.

**Sabrina:** Brett, how many businesses do you run like that?

**Brett:** Gee, that's a good question. I think I have about 10.

**Sabrina:** And how long did it take you to set those up?

**Brett:** I would say a good 2 to 3 years.

**Sabrina:** So, the first one, obviously, took longer than the others?

**Brett:** Yeah, it's the hardest, absolutely because you're learning.

**Sabrina:** You learn to roll them out - it becomes a bit of a formula, doesn't it?

**Brett:** After about a year of that one website that I had, offering that free newsletter, I just went nuts because I'd learned all the techniques and tools and now I can create one in about a month.

**Sabrina:** Excellent.

**Brett:** That's from start to finish, as in creating a product out of nothing. Let's say an e-Book or some software, have it developed, writing the webpage, putting it up on the internet, and then directly people towards that website. I could do that within a month, occasionally 5 weeks.

**Sabrina:** Well, what's the limit on how many websites or businesses you could run simultaneously?

**Brett:** I could just say there is no limit, but I think there is. I think maybe 30 or 40 businesses would be enough.

**Sabrina:** With just one person and no auxiliary staff?

**Brett:** That's right, one person. Absolutely! 30 or 40 would keep you fairly busy. I think you'd have to come into the office maybe 2 or 3 hours a day just to keep a check on things.....[laughing]

**Brett:** I'm sorry, I didn't mean to make you laugh, but that's probably the truth around how to run those businesses and the rest you can go surfing.

**Victoria:** Once you've set it up?

**Brett:** Yeah, that's right.

**Victoria:** Brett, with that in mind, what do you see for the future for the industry?

**Brett:** It is so hard to predict. This time last year, I didn't know I'd be doing things I'm doing right now. I've got new ideas for businesses, new ideas for

software that last year I did not know. I know it's a really popular question to find out, "Where's this all going to?", and, honestly, I can't plan more than 12 months ahead. I think it's nice to have goals and dreams, but I think it's impossible to get right. I just think technology's moving so fast that it is impossible to get it right because you have to react monthly to new ideas, new people, new ideas, and you'll see a new strategy that someone you know in the business is using and you go, "Wow, I could use it in this way", and you didn't think about that 4 or 5 weeks ago. There's such a rapid age of technology breathing down your throat. You just have to grab it and try and learn it. Here's the hardest part; the hardest part is blocking it out. What you've really got to try and do, is find something which works for you, something that you're interested in, and stay focussed. If you start something right now, within the next 12 months, you're going to hear about another 10 or 12 strategies that are going to interest you which have nothing to do with what you're doing right now. Your goal is to say, "Okay, I'm going to do this until I get it right and then I'll listen to those other strategies", because you don't need to do everything.

**Sabrina:** So, the dabblers don't win?

**Brett:** Dabblers don't win, no! You're going to get confused as hell on the internet if you do that because there's so much there. So much fantastic stuff for you to check out and do! This is **the age of self-management** and we've never had this power or responsibly ever before in our lives. Usually it's been an employer is taking responsibility, or you've taken responsibility for yourself and

other staff. Entrepreneurs are in the minority, but this is the age where **nearly everybody can become an entrepreneur if they want** and the problem is not many people know how to do it, **not many people know how to self-manage**, and that's what it's all about, **knowing who to listen to, what to listen to and what to block out so that you reach your goal.**

**Victoria:** Is that what you consider as being the critical skills for being self-managed?

**Brett:** I do. You can go and start a business today on the internet. You might want to create your own product or someone else's product. It's going to take discipline and it's going to take you to sit down today and get on the internet and sit there for 2 or 3 hours. If you enjoy it, it'll be easy. Then you have to come back tomorrow and the next day, and you're going to get parts of the internet that you don't understand and it's going to be confusing and you're going to get frustrated. If you can't handle that, you cannot self-manage. Being able to self-manage is to say, "Okay, I know what's going to happen, I know I'm going to get confused, but I also know I'm going to have a fantastic experience and learn a whole lot of stuff I didn't know before, I'm going to love the whole journey".

**Victoria:** And that's like seeing that the process is quite predictable?

**Brett:** Yes, it is. Without a doubt! The good thing is you don't have to know everything with the internet. If you went out and started an industrial plant right now, I think you might need to know everything about it before you did it. What are you going to make, how are you going to make the metal, how are you going to turn metal into this and into that and different shapes, and how are the hydraulics going to work, you know. If you're going to start an offline business like that, you're going to need to know a lot of stuff. The good thing about the internet is you can start a very simple business and not have to know everything. **What you do need to know, is like a jigsaw.** You need to know where all the pieces go, but you don't need to actually create all the pieces. You can go to places like [www.elance.com](http://www.elance.com) or [www.rentacoder.com](http://www.rentacoder.com) .....

**Sabrina:** Is that c-o-d-a, or c-o-d-e-r?

**Brett:** c-o-d-e-r.com. Two good places, and there are people there waiting to work for you. So you don't have to have employees. You can go there and these places have freelance specialists who'll do jobs for you. For instance, they'll write an e-Book for you.

**Victoria:** So that's how you get away with not having employees?

**Brett:** That's how you get away, you outsource.

**Victoria:** I see.

**Brett:** That's right, and there are people there who will create software for you. You can go to them and say, "This is my problem. I want a piece of software to wake me up in the morning, tap me on the head and get me out of bed", and they'll go and create it. Okay?.....[laughing]

**Sabrina:** Yeah, Brett, a lot of people talk about excellence. How important is the concept of excellence when you go online? Is it really important? Can there be no mistakes? What's the tolerance?

**Brett:** No, I actually find that the internet allows for a lot of mistakes.

**Sabrina:** Okay.

**Brett:** It's no place for perfectionists, I can tell you that, and, in fact, I don't really rate perfectionists anyway, unless they're really brilliant people. We need perfectionists in terms of industries like NASA. We need perfectionists working for NASA, right? And we'd like to think we have perfectionists in our governments because that's pretty critical, but on the internet it's not so critical. In fact, I often tell people, "Look, once you've written your first sales letter using my BURPIES formula, get it up there, forget the graphics, forget the misspellings, just get it up and then improve as you go". That really is the way of the internet. Start a project and just keep on improving it. For instance, I have an e-Book on a subject called scrapbooking which is the art of taking photo albums and making

them look pretty. Now, I don't know much about scrapbooking, but I've got a product on it which sells really well. Now, what happens is that if 100 people buy my book, and we've talked about refund rates, how many people are going to get a refund?

**Victoria:** About 2%.

**Brett:** Okay, round about 2%. What happens is when those people get a refund, they usually tell me, "Brett, your book's terrible because it didn't do this, this and this". What I do, instead of losing the plot and shutting up the business, I go along and make those changes to the book and improve it. Every refund I get with a complaint, I go in and change the book to counteract that complaint. I'm getting less and less refunds and the book's getting better and better.

Whereas a lot of people would think, "Well, you know what? I'm not happy with it yet and I'm not putting it up there until I am". Meanwhile, I've had the book up there for over a year now and earned around about, I believe it's around about 25 to \$30,000 US from that product, and I'm improving it as I go.

**Sabrina:** A nice little income.

**Brett:** So that's r the attitude you should take. Get something happening; it's not going to be perfect, but don't sweat it, you can make it perfect as you go.

**Victoria:** If it's good enough for Microsoft, it's good enough for us.

**Brett:** Well, that's right, Microsoft wouldn't be around if they didn't follow that policy.

**Victoria:** Yep. Thinking about how you say can't really tell the future and you don't want to predict it and thinking about all you've come through, what would be your greatest achievement to date?

**Brett:** Wow, that's a big question, my greatest achievement? I don't think my greatest achievement is anything physical. I don't think it's any of the knowledge that I'm able to impart to you. I probably think my greatest achievement is my attitude, now, compared to what it was to before.

**Sabrina:** Tell us a bit more about that.

**Brett:** What it is now, it's like a **can-do attitude** which is a bit American, a bit Yankee, but it's probably not really that. It's a fact that I now know that **anything is possible** and that I **don't need to know everything to achieve something**. I know I've learned the value of a **mastermind group** so that you can have experts around you and that you can all help each other and you become much, much greater, more powerful, than you ever will on your own, and when I say powerful, I just mean powerful in terms of using your abilities to get results.

**Victoria:** Capability?

**Brett:** Yeah, and so I think that that's the difference now. When I look at things now, I think, "Well, how can we do these things better, what else can we create today, what problems can we solve today?", instead of how it used to be in, "Gee, what's going to go wrong today?", or, "Why's this so hard and why can't I get it?" That total change of attitude and my vision changes the results dramatically. That's what I think would be the greatest achievement, the desire of mine to learn, learn, learn, learn, learn, and never ever doubt that it's going to work because you'll always find a way.

To me, that's the greatest effect of all. It helps me, it helps my clients and it helps anybody on this call right now because you're seeing all these possibilities that perhaps you didn't see before. That's because of my attitude, and because I changed. That's why you're getting the results or the benefits or the enjoyment you're getting right now from this as we speak. It's a bit of a funny answer, I'm sure it's not what most people would say, but, for me, I think that's pretty close to the mark. The physical stuff is brilliant, you know, products I've created, DVD's, manuals, stuff like that. It's great and will make you a whole lot of cash if you use what I teach you, but, to me, I find the personal stuff more valuable.

**Victoria:** So, opposed to that, what would you say would be the biggest mistake you've made?

**Brett:** Ah, the biggest mistake. Ah, gee, I've made so many. How long do we have?.....[laughing]

**Brett:** The biggest mistake I've made was taking too long to make a decision. I didn't leave employment until I was about 31, 30 or 31. I should have left when I was about 25. I held on and held on not thinking that it was entirely possible. For 5 years I held on to that thought, "Well, not yet, not yet, not yet". If I had just taken and followed my heart and followed my conscience, I would have left much earlier and been able to live a life that I'm living right now - a dream lifestyle, I absolutely love it!

I could have done without that frustrating 5 years of just getting ready to make the decision. I read one of Anthony Robbins' books called "Awaken the Giant Within", and that showed me what happens in the decision making process. It made me self-aware about why I was stalling. If you're having problems like that at home, in your business or in your own life, get a book like that, also a book like "Seven Habits of Highly Effective People" by Stephen Covey. I found that to be the most powerful book of all. I just love that book. I'm always looking at it. So those two books together, helped me make that decision and helped me come to terms with what was actually holding me back. Once you have those blocks removed, you're on your way, bud.

**Sabrina:** It sounds as though you have some pretty important guiding principles in your life. Would you, could you share any of those with us?

**Brett:** Yes, sure I can. I believe, for instance, let's just take that "Seven Habits of Highly Effective People" which I think is just brilliant. I think you can apply that to business and then you can apply it to life, and I've tried to apply that to everything that I do. That involves principles like a win-win, and we already talked about that in business, right? I talked about creating an offer where you win and your customer wins. I've talked about going to clients and actually understanding their business first, and that's principle no. 5, or what I have at no. 5. Understand first, be understood second. So you see how I'm starting to incorporate these things? The first habit was be proactive which means taking the initiative and being able to choose your response to situations. These days, I do choose my response. In leaving employment and becoming self-employed, I chose that career and I chose whatever came with it, so it's taking personal responsibility. You say, "I'm going to take responsibility for making this business work or make my life work", or this or that, and once you take that on, suddenly you're back in control. That allows you to make so many more decisions which affect your life.

Those would be the principles I would follow in life, and then I follow through in business as well. When I'm in seminar, I teach that to people to take responsibility, to take action, and so that all flows through.

**Sabrina:** And you talked about a mastermind, Brett. Would you, can you elaborate a bit more on that?

**Brett:** Yeah, sure thing. I was in a seminar in Phoenix, Arizona, a couple of years ago, on my own, only Australian there, it was a copywriting seminar learning just different techniques from one of the best in the business, a guy called Gary Halbert. I was learning at the seminar, standing outside in the sun during a break, just taking in the sun, and a guy about 5 metres away from me was standing as well, doing the same thing. Meanwhile all these other folks were off and smoking and stuff. We weren't smoking, we were just standing, just having a break, and I walked up to him to say good day, to introduce myself and just shoot the breeze, so to speak. That person was a guy called Ted Ciuba and we had never met. That one meeting alone then brought me together with another person called Tom Hua. Those two people are now my business partners and we run world internet summit. That becomes a mastermind group.

I could have started internet marketing seminars here on my own in Australia because no-one else was doing them. I chose to have a mastermind group of people who had different ideas to me, had different specialties to me, and the 3 of us in that mastermind group, we talk once a week about businesses, about new seminars and how we're going to solve problems. Having that mastermind group changes everything, all the different perspectives.

**Sabrina:** How important is it, Brett, to get out and mix and meet with people who are different from yourself?

**Brett:** I value it very highly. Look, I'm not a big fan of these business groups which is probably surprising; but I've never been a fan of groups of business people who get together and try and network and exchange business cards. That's not what I'm about. I'm about finding those specialists, those people who really are leaders, who are self-motivated, who are actually taking the lead in whatever field they're in, and excelling at it. Those are the ones you want to be with. Not the business people trying to look for other partners. I always search out for the best in the business - independent people - and then get together with those guys. That means you're going to have a really strong mastermind group, by finding the best in the business, not just anyone in business.

**Victoria:** Thanks for your time today, Brett. It's been fantastic.

**Brett:** Look, it's my pleasure.

**Sabrina:** What's been really good is to get some insight into the man behind the copywriter, to get a sense of who you really are.

**Brett:** Well, you know, it's funny. It's my pleasure, but that's very true! Because when I try and find experts in other fields, that's what I want to know as well. I just don't want to know what they do on a business basis and what they do for

products, I want to know what makes them tick. We have sessions like at our seminars (we call them guru sessions), where all the speakers or the experts are up on stage and often the questions are like, “Well, how do I run a Google ad?”, or, “How do I write a headline?” They’re good questions, but not the best questions. If you have all these experts in one room, you should be asking, “Well, can each of you tell me what makes you tick, can each of you tell me what makes you get up in the morning and why you do what you do?”, because once you find that out, you find out how their brain works and how they think and what they’re like as people. That’s where I think you learn much more. The technical stuff you can find out anywhere; but it’s the personal stuff, the insides of what makes them work which is so much harder to find out. But it’s so much more beneficial, so I think what you guys are doing is very valuable.

**Victoria:** Thanks so much for your time today.

**Sabrina:** We’ll just tell you where you can get to see Brett’s work and the sites if you just follow these links, [www.thenakedcopywriter.com](http://www.thenakedcopywriter.com), [www.brettmcfall.com](http://www.brettmcfall.com) and [www.theadvertisingmasterclass.com](http://www.theadvertisingmasterclass.com). Anything you’d like to add to that, Brett?

**Brett:** No, go ahead and check those out, guys. There’s plenty of good examples in most of those sites, even if you get nothing else from it, to see how marketing is done, to get on auto responders that I have there. Auto responders are just automatic messages which come e-mailed to you in set periods. Just get on those

lists and check out how the best in the business are doing it. I don't say that because of me, I simply say that the practices I use are used by the best in the business. They really are very, very powerful, so got on that and learn and see what's happening. See how you can model what I do and what my fellow marketers do, and see what you can do to apply that to your business. You know, these are the short cuts. So just by watching what other people do, the short cuts make it so much easier. 10 years down to 2.

I hope right now if you're at home, you've got a notepad with some notes on it and some stuff you're going to take action on. Or at least some stuff you're going to investigate. I would advise you to stay tuned to these two ladies because they're very, very switched on. I've never had people ask me some of the questions they've asked me today, which shows me they're actually going to be something quite special. They are asking the right questions which means they get the right answers, which means you get it as well.

**Sabrina:** Thanks, Brett, and those of you reading this, go find The McFall Report at [www.brettmcfall.com](http://www.brettmcfall.com)