



Taylor Swift Referrals Gone Mad Getting System

**The Fastest Known Ways to Create Limitless
Referrals:**

**Part Six of the Taylor Swift Referral Systems Series:
Systems 22- 27**

At one point in his career, Glenn was making \$50,000 a year on one newsletter alone – and he built his following using only referrals. He says referrals don't have limitations. You just have to know how to create different referral-marketing streams so they multiply from all directions. and in Part Six, you'll hear how.

Glenn says one the most effective strategies is using what he calls the Golden Rule of Reciprocity, which means if you give stuff away for free, people will feel obligated to return the favor by buying stuff from you. And you'll hear ways to incorporate that strategy into your marketing, along with other strategies you can use to create unlimited referrals.

You'll Also Hear...

- The biggest hidden secret among all the online gurus – who knew this was how they really built their lists and got rich?
- The one best way to borrow an expert's warm fuzzy trust – and piggyback your way into the hearts of his list
- The interactive marketing tips you can take from Taylor Swift's *Blank Space* video
- The "dollar-figure forehead trick" one car dealership used to change the way its employees saw customers, ultimately increasing their sales to \$500 million a year
- The true story of the little guy who owned a little gas station – but sold millions more gallons of gas than anyone else – here's how he did it (and how he made all his real money on the backend)
- The harsh reality behind some guarantees – there's a reason you should always read the fine print
- The free teddy bear marketing strategy that brought a toy store back from the brink of bankruptcy... and beyond (traffic gridlocked at the store and they expanded business to 14 more locations)

Joint ventures, endorsements, freebies – the same strategies Glenn used to promote his newsletter, or Taylor Swift uses to send albums to platinum level, will also work in any industry. And in Part Six, you'll hear all about the powerful tools designed to create the kind of limitless referrals that grow businesses fast, and how to apply them to your business.

Michael: You're listening to an exclusive interview found on Michael Senoff's www.HardToFindSeminars.com.

Glenn: You've got the free furniture and free whatever and you've got little things down to the big ones. So, anyway, so people are reading this like it's the ticket to their salvation because there's not just one person a week winning, there might be 10 or 20. Alright? So, because they're reading it, he's got all kinds of little offers and they go, "Oh, this is cool." There's little things that you need to show up at the store to figure out. So, you know, he says he combined the places next to him and then he started

building and now he's got this huge, massive, retail entity that's grossing \$50 million pounds a year in the U.K.

Michael: That's incredible.

Glenn: Okay. So, I got a letter from Jay Abraham in 1989 and he's saying, "Come to my seminar. It's only \$15,000." I'm thinking, "What?" And he says, "If you don't make all your money back in 18 months, I'll refund 100%," and then the words, "as long as you can prove that you've applied two or three ideas, you know, that you get from the seminar."

Michael: Yeah. Conditional.

Glenn: Yeah. Now, I've talked to hundreds of people that asked for a refund or wanted to, but they never did anything, so they couldn't get their money back, but I was testing all the time. So, based on that, I showed up at Jay Abraham and some guy would stand up and say something amazing and I would come to the back of the room, follow him during the breaks and say, "Tell me more about how you did this." I was the only one, apparently, so I started taking notes and pretty soon, I had a little book full of these cases. I wanted to know how they made money, how to get people to hand you money. Then, I went to some mastermind groups and I was the only one that had collected all this stuff and I was just applying stuff. So, I would stand up and give a little presentation and people said, "Where can we buy the rest of your collection?" Well, it hadn't occurred to me that this was valuable. So, I put it all together and we did a workshop for all the mastermind groups in Maryland, Pennsylvania and Virginia and I made \$12,000. I gave a little presentation. If you want the rest of these, it's \$550 or something. If you would help me, I'll give you a couple things. I had a bunch of selling mistakes and other things. So, I made 12 grand and I thought, "Wow." So, I started a newsletter and one of my millionaires that I met said, "Why don't you call it, "Millionaire Mastermind Marketing Association". It sounds bigger even though you haven't tried yet. I said, "Okay." So, I put the name on the newsletter. So, I found myself going back to 15 Jay Abraham seminars to meet self-made millionaires and I had a box of these newsletters. I put together 25 pages or something full of million dollar ideas. Those were the best ones that I had. I stuck it in my suitcoat. So, one of these guys would stand up and talk about something they'd done to make a

couple million dollars and during the break or at lunch, I'd walk up and say, "I'm sort of Jay's unofficial historian." That's what he called me because I was collecting all this stuff and I've started a newsletter and they'd glance at the table of contents and say, "Wow." They were looking for something like this, how much? I said, "Five hundred dollars a year." "Okay. Here's \$500." So, I found myself making \$50,000 a year with my little newsletter and that's how my business was launched because people would refer me. They'd say, "You need to talk to my buddy, Fred. He's in U.K. or Australia or wherever." That's why I've got people all over the world. Referrals don't have any limitation as far as country. Alright. So, there's an example of how you can use a newsletter. Of course, if I'd gone to Jay Abraham and said, "Can I give away my newsletter at your seminar?" He might have said "no". So, I didn't ask him.

Michael: I like that.

Glenn: But, that's how Jay got all of us in the room. He went to people like Tony Robins and said, "Let's do a joint venture. We'll split it 50/50. I will have this incredible sales letter that generates a room full of people. You send it out as if you wrote it. You endorse me. You can come, you know, and meet all of your people. We've got a telemarketing group that will do the phone calls and let's split 50/50." And when people saw the money that he was making, he said, "Okay. We don't have to do any work. We do everything and I get 50 split, let's do it." So, what does he do? He did what I did to start my newsletter. I did it face to face. He did it with a newsletter or a sales letter to somebody's list. Now, what we have just done or talked about is the big hidden secret among all of the online gurus. They're in there making money. Each one of them comes up with a new product and they go to their friends and say, "Let's mail this offer or email it with a big launch to your list and we'll split the money," and each one of them puts up a bunch of perks. That's how they make 90% of their money in this space—in an endorsed newsletter or email or pre-launch or fashion. So, that's something that you should watch out for. If people tell you that they're going out to cold lists, you know, cold calling and doing stuff. No, no, no, no. They're working in a safe, endorsed, warm, fuzzy trust and borrowing people's trust. People trust you because you've been selling them stuff for years that's valuable. So, anything you endorse, they think is wonderful because they respect you. So, that's how I started my business, my

newsletter. And, you know, I deal all the time by referral. Most of my business is by referral because my experimental website is dangerous. A lot of the material there allows you to invisibly influence people and I'm trying to make sure that I'm working with Golden Rule types. That's why I give people a test—the Golden Rule test. Alright. So, next section.

Truck dropping volunteers. So, I've got a guy that was a former Navy seal type. He retired and he was bored. They started buying my NLP and he would steal all kinds of crazy stuff, but he wanted to start making money. He was living in Vegas. His wife was working at a casino. So, I said, "Okay. We've got a bunch of these exotic tours. If you call up your travel agent or somebody in Vegas, they'll tell you about you can make a tour of special shows or this or that. But, there's only 4 or 5." So, he says, "Well, I'm going to try to put together a backroad or an underbelly type, behind the scenes Las Vegas tour. So, one of the things he discovered was this company that was putting armor plating on SUVs and, what's that giant truck?

Michael: Hummer.

Glenn: Hummer. Yep. Thank you. Hummer. They've stopped selling them. But, they had this big sign. He told me about it. I thought, "That's really clever." Alright. So, you go down the road and the sign says, "Truck dropping volunteers needed." Alright. So, what the heck is that? So, Wally went in to find out and he says, "It turns out that if you sign the release saying that you won't sue them if you wrench your neck or break and arm or something, they will put you in the Hummer they're testing because they weld all this armor plate on and then put it on a derrick from 20 yards up and drop it to make sure nothing falls off. To sort of simulate an explosion, right. So, he said, "Okay." So, he signed the form, he got in and they dropped him and boy, it almost knocks your eye teeth out. Then, they have another list of people who, you sign up and you've got a big red lever that you can pull. He said, "That's more popular because then you're dropping other people from 20 yards up." You get to pull the lever. But, anyway, my point is, this turned a very private type thing into a situation where they've got all these people traipsing in paying just to be participants in the program. And, you get to laugh. And, of course, you've got to sign your health insurance away before they drop you.

Now, Taylor Swift is applying this. Here we've got a "truck dropping volunteers needed sign". Now, in her Blank Space video, 3D interactive, she has a quote here, "Men Like to Be Tortured", "Men Think Love is Torture", or something to that effect. Because the whole video, if you start playing around with it, allows you to torture the really handsome that she's showing on the video in various ways. You can do all kinds of goofy stuff. And, of course, her advertisers pop up here and there if you put the cursor over various things. But, you see what she's doing? That's equal to some kind of a big sign where you're able to torture people. Well, what do you think you do when you're dropping this guy in a Hummer? Wouldn't you think that's kind of torture?

Michael: Yeah.

Glenn: Yeah. Yeah. So, you think I'm just idly tacking things on to a Taylor Swift idea? Nope. Nope. This is a way that you can do something.

Alright. Next. This is a giant \$800 million Cadillac dealership idea. It's just one of many. For you guys listening, the idea is "Cadillac Dealership Airport Taxi Service Referral System". Alright. So, Taylor Swift would say "added value". Alright. Now, you can buy a book about this on Amazon. The company's name is Seward Cadillac. Now, when I read the book like 10 years ago, they were making \$800 million or \$500 million or whatever it is. It's some giant massive, unbelievable amount. But, the owner says to all his sales people, when you see somebody come into the dealership, look at their forehead and the forehead should have figure of \$5 million like stenciled on their head because that's the value of the number of cars that that person buys in a lifetime. So, whether they're dressed as a bum, it doesn't matter. You know, you treat them all like royalty because they're worth \$5 million. So, because of that, he's grossing \$500 million a year in car sales and it could be a billion now because everything is systems with him. The repair shop, everything is systemized. Alright. Let me talk about wanna. My friend called me from the airport in Dallas. He says, "I've got a buddy here I flew back from a seminar with and he just called Seward Cadillac. They have a free Cadillac pick up service. You tell them you're traveling and you're coming back. He'll pick you up for free at the airport in a new Caddy." Alright. Now, if you talk to any other dealership, they'd say, "What are you? Nuts?"

We can't afford to do that. Drive all the way to the airport, put a bunch of mileage on the car, risk having an accident, the sales person is driving, driving, driving instead of selling. You know, what a waste of time." But, how else would you get some of your best customers to experience a new Caddy and come in for a drive? Hmmm. Isn't that clever?

Michael: For more interviews like this, go to www.HardToFindSeminars.com.

Michael: That's brilliant.

Glenn: And the guy says, "Sure enough," when I talked to him later. He said, "You know the guy that called to get the free taxi service was quizzing the man and they went through all the bells and whistles. You know, they had the satellite thing and they had the TV on the back of the seat and the thing that shows you when you're backing up, you've got the video, the GPS satellite, this or that, and how to move the mirrors without touching them and electric...You know, they went through all the bells and whistles." And the guy was saying, "How much? How much would I get my for my trade?" He's only had his Cadillac for a year. He's already wanting to trade for the new one. So, you know this was valuable enough. Would you drive to the airport and back in order to sell a new Caddy?

Michael: Absolutely.

Glenn: Genius. Alright. So, every year, they get thousands of test drives that they would never get by picking people up at the airport and if you call and say, "My mother's going to the store. Could you pick her up and take her home." Yeah. They'll go because they know you're worth \$5 million.

Michael: So, is this all that's outlined in that book on Amazon?

Glenn: It's in there and a whole bunch more. It's essentially how he built the dealership.

Of course, there's not everything there, but, I got this idea and the reason I'm giving it here is because one of my friends called and verified that this is happening. Actually, I'm not even sure whether this idea's in the book, but there's a whole bunch of marketing and referral things that they do and it's one of the

books that I've read. I've done marketing for people that are selling cars and in a couple of situations, a dealer hired me to do a couple things and I need to know more. The dealership, he ought to be crucified. If you own a car dealership and you haven't read about the number one most profitable car dealer in the United States, man, you deserve to be bankrupt.

Michael: Yes, you do.

Glenn: Yeah, and none of them had read it. Hadn't heard of them. Maybe they've heard of them, but they haven't read the book.

Michael: Hey, let me ask you this just off topic. You know, when I was first buying and selling all the Jay Abraham material, almost 15 years ago, within the materials I would get, there was this restaurant referral system. Was that you?

Glenn: Yeah.

Michael: That was your stuff, right?

Glenn: Yeah.

Michael: Restaurant Referral System Newsletter?

Glenn: I helped somebody do a couple things. It might have been me but it might not have been me, but I'm familiar. In fact, I'm creating a restaurant referral e-book right now concurrent with this interview.

Michael: Okay.

Glenn: So, I've got 50 referral systems for restaurants that are targeting. In fact, I've got people emailing me right now saying, when is it ready? When is it ready? I've found 8 or 10 of Disney's restaurants where they're doing very amazing referral systems—above, below—people are driving by or being floated by or being whisked by in the air and you can see restaurants from various directions, internally and externally. Disney does not take any chances that they're restaurants are not going to be full and it's all referrals.

Michael: Interesting.

Glenn: "Free Car Wash Gas Station sign". Alright. Now, this is pretty basic, but I've never seen any gas stations doing it anywhere in Maryland. Now, again, Taylor, as we've talked about in the past, when you buy anything from, especially her album, she's got a bunch of extra stuff. There's a raffle where you can win, what? A hundred and eighty-nine other things, I think you said. So, this sign says, "Free Car Wash". Alright so, if you're driving by, darn, free car wash. So, you drive in. It just so happens by sheer accident that when you drive up and stop at the free car wash sign, you're right next to the gas pump. Now, isn't that an amazing coincidence.

Michael: It sure is.

Glenn: Yeah. So, the guy's washing your car and he says, "Is your gas tank full? While you're here, we'll check under the hood and we'll fill it up." And, the guy's getting a free car wash. What have you just done? Golden Rule of Reciprocity. So, he feels kind of guilty. He's getting his car washed for free and, by the way, usually there's a pretty girl or two doing the car wash and when I asked about the gas station guy, he said, "Well, sometimes we have local charities that bring in the Girl Scouts to do some of the washing." He's not even having to pay labor. You've got a car wash and if you want to donate to the charity, of course, people are donating. You get the free car wash, but you can donate to the charity or the fraternity or sorority or whatever they're doing. So, they're not even paying labor half the time but he does have people there, but he says he tries to keep pretty girls on hand.

So, it's not just gifts, they're checking under your hood. So, if anything's low, they're going to say, "Well, we can put some windshield washer stuff in there and fill it up." "No." "What do we know about the gas station and what they sell inside their little store? The markup is massive. You're not paying the normal rate there. You're paying triple what you'd pay at an auto repair store or whatever. Anyway, they're saying gas like crazy and anything else that they can find that they need to refill under your hood and you came in for a free car wash.

Michael: That's not a bad strategy. Get them in.

Glenn: Now, as I've said, I've never seen a gas station doing this. I just found one. I don't know anyone listening. Are you aware that the margins in gas are really tiny?

Michael: I'm aware of that.

Glenn: Okay. Well, you're aware of it. Probably most people don't know. Most of them are probably not making any money on gas. In fact, they may be losing money especially since they've got a competitor across the street and they're doing some kind of a price war. So, you go into a gas station, you'll see a whole pile of soft drinks and they've got the air filler close to you. A dollar to fill your tires with air. Anything they can do to make some extra money. That's how they make profit because it ain't gas. So, the cost of gas is dropping. That's not helping the gas station.

Michael: I want to interrupt. By the way, anyone in California, and I'm not sure about the other states, those air filler machines in the state of California, by law, the gas stations have to offer that service for free. Even though the machines have change receptacles where you insert, you know, 50 cents or \$1, if you go up to the attendant and ask that you need to fill your car with air, by law, it has to be available for free.

Glenn: I didn't know that. Well, anybody in California. Hey, you can save some money.

Michael: There you go.

Glenn: So, the point here is, here's a little guy. He owns a gas station and he's not making any money. What can he do? Turns out, he's number one in all fifty states as far as we know for gas sales. He's selling millions of gallons of gas. There are lines. And, he's no different than anybody else except for the pumps. So, what is he doing to add up. Well, he has a stopwatch and he's there in his chair. Sort of like if you're watching tennis, there's a high chair? He sits in a chair with a stopwatch and he's all dressed up and he hires college students or younger and, you have five seconds to get from the gas station out to the car. And, people know. Everybody else, you've got to serve yourself, right? So, he's got a young guy coming out and will pump you gas, wash your windshield, look under the hood, whatever. And, he's got to be there in five minutes or he gets demerits.

- Michael: So, they've got the kids, what? Sitting up in these tall like lifeguard chairs?
- Glenn: The owner would be like up in the umpire chair with a stopwatch just for show. But, there's a white line. The kids are toeing the mark like you're doing a 50 yard dash, you know?
- Michael: Oh, so a car pulls up and they race over to the car.
- Glenn: Yep. You know, your rear-end goes up and the sprinters go. Now, I don't know about you, but that's entertaining.
- Michael: Yes, it is.
- Glenn: The watch, wow. You know, these kids are sprinting out. Everybody else, I've got to get out and pump my own damn gas. Now, how many women do you know want to have gas smells on their hands instead of perfume or whatever? All of them. So, he's got all the women coming to his gas station and a bunch of the guys, too.
- Michael: For more exclusive interviews on business, marketing, advertising and copywriting, go to www.HardToFindSeminars.com.
- Michael: What's he selling? Where's he making his money?
- Glenn: He's making money selling gas. In other words, he's selling so much gas that he is buying it cheaper than anybody else. Of course, he's got other stuff. If he washes your window, how would you like some special eyeglass cleaning stuff? There's other stuff that they sell. But, he's got everybody trained. And there's a line of kids wanting to work at his gas station because he pays more. He's selling so much stuff that he can afford to. But, again, he figured out a way to add value in an entertaining, fun way.
- Michael: Yeah. That's a nice idea.
- Glenn: Yeah. Just thin air. And, of course, is anybody else doing this? No. And, I've told them about it and they say, "No, I couldn't do

that. I don't want to spend all the time, you know, hiring people and training them." He's a multi-millionaire.

Alright. Picnic Basket Pain Store Referral System.

As we mentioned, Taylor Swift has got a bunch of thank you rewards if you are one of her 37 million Twitter fans, there's a couple other lists that she's doing. She goes through, she actually, personally, skims through the people on her Twitter to see what people are up to. I'm sure she has staff that go through and say, "Oh, you've got to read this. You've got to watch this video. One of your people just appeared in a Whole Foods Store dancing to Shake It Off and they did a real good job. We need to send her an email." Alright. So, she sends people surprise thank you notes from Taylor. Personal notes and if the person is really a Swiftie VIP Superstar, she has people buying little gifts. One girl got a kimono gift in the mail while Taylor was doing her show in Japan with an Eagle on the back and she then went back to Twitter and showed 37 million other Swifties that Taylor sent her a personal note. You get to see the note, read her handwriting, and she wrote it herself, and the little kimono and stuff is there, with the Eagle and the girl's next door and she's crying her eyes out. You know, because she's so emotionally overwrought because Taylor thanked her in person. So, you're a business owner. How can you thank your best customers in person and get them to buy more? So, paint there's some kind of quote that says, "It's just as exciting as watching paint dry." Well, paint stores are kind of boring. So, what do you do to sell more paint than all your paint store competitors? This guy came up with the idea, so he found some picnic baskets and he put up a sign and he did an 80/20 analysis of his customer list and figured out who is buying the most paint already and who might be able to afford to buy a bunch more. They're buying pain, turpentine, rollers, coveralls, all kinds of stuff, from wherever's close. So, he says, "Buy" it's probably \$1000 now, but "Buy \$500 a month," "Buy \$750 a month" and you win a picnic basket full of stuff and 10 pizzas for your crew. Okay. So, anybody that comes little fat toadum type, but the guy's covered with paint. He says, "Congratulations, you just won over \$750 bucks." So, he hands him the picnic basket and says, "Go across the street and get your 10 pizzas." "Wow!" You know, the guy goes back and says, "We just went past so and so a month." Now, the ones that aren't past, he says, "You're close to winning 10 pizzas and a

picnic basket full of stuff." Now, what do you think happens to their buying? Somebody else is rewarding the little worker slave with anything. This is going to the worker slave who controls the credit card. They have to be able to buy stuff as they need it for all their painting projects. Not the owner. Not the manager. Not the supervisor. Who cares whether it's the owner, manager or supervisor? They still want the prize. Alright. So, this guy has had to expand his store. You know, he's knocked out the back wall. He's got semi-tractor trailers delivering paint and turpentine and stuff now so, he turned his little paint store into a warehouse operation almost.

Michael: Yeah. Any of the listeners can adapt that to their own business.

Glenn: I would think so. I can't think of any place where you get bonuses. I mentioned to all the gurus that if you buy something from one of their friends, you know, they give away \$5,000 worth of their stuff as incentives to buy through them because then they get a percentage. Okay.

So, one free teddy bear per family. This guy became a millionaire over a weekend. His teddy bear store was going bankrupt and I know this guy. I talked to him and I swapped a bunch of my collections with stuff that he's doing. He's been in a bunch of niches. He's really a brilliant guy, but he's a rascal. His name is Peter. I won't tell the whole name here to protect the innocent and the guilty.

Michael: Okay. Why is he a rascal?

Glenn: Because if you hire him, he does stuff without permission and he may bankrupt your store. He may have it picketed. The police may show up or the fire department because there are too many people. One of the people he worked for, he was doing something. He was manning the phones and they put together some kind of a guarantee and it worked just fine while he was there. They grew like 10 times, but as soon as he quit and went to the next place, they had this guarantee, see? Anytime during the year, if you are not satisfied with what has been done for you consulting wise, we'll refund 100% of your money. So, tax time came and they called and Peter wasn't there. So, the company went bankrupt because hundreds and hundreds and hundreds of their people that had gotten consulting service—they didn't do the consulting for them, they

just showed them what they could do and Peter wasn't there when they called to apply it. You understand the difference?

Michael: Yeah. So, Peter was selling how to do it. Or, was Peter executing it?

Glenn: He was dictating what to do. In other words, they hired a team. They went out to hundreds...For example, if it was a newsletter company, they had thousands of customers, all small business owners and so Peter was at the office, right? So, the team of people went out and they did their analysis and then they went away. So, you paid \$5,000, \$10,000, \$15,000 and you get consulting. They didn't get it for you, they just told you what you should do, right? So tax time comes along and you call up and say, "I'm thinking of, you know, asking for a refund." "Oh, what was your business again?" This was Peter talking. Remember, this guy was a genius. So, he says, "Oh, suppose you did this. Just put up a sign that says this. Do it right now and call me back." Alright. Well, the guys says, "Okay. I'm happy. We've got things popping here." "You've got a newsletter? Well, do this. You've got a sign or a yellow page thing? Alright. Do this and put it in the local Craig's List or the local paper and then call me next week and tell me what happens." Well he, in his head, he's a lot similar to me, he'd call me up and I've got marketing things that I can just customize for you and I guarantee they work. He'll come back and say, "Do that again." I make money. They buy more of my stuff. Eventually people say, "Okay. I want you to systematize this for my company instead of just doing it ad hoc." That's how I get consulting clients, but often I'll make you take seven figures before you've spent much money with me. Now, if you don't apply, you know, I can't help you, but I'll tell you what to do. Anyway, I'm not naming names here, because I know too much. I'm one of the people who know why they went bankrupt.

Michael: So, this Peter guy went bankrupt?

Glenn: No, no. Peter was like a manager, the person, the "go to" guy in the office while they were doing all this consulting. They were imitating sort of a Jay Abraham like guarantee. They didn't pay enough attention to Jay's guarantee. Jay's guarantee said, "We will refund 100% of your money for the next 18 months as long as you can prove that you've applied 2 or 3 ideas." Well, they said, "We'll refund 100% of your money that you spent with us

for the past year. Period.” Woops. And without Peter there to bing, bing, bing, bing, “Oh, okay. Well, we won’t ask for our money back because you just made us \$10,000 or \$50,000.” He can turn them around in 15 minutes. So, he goes to his next thing and the company went under come tax time. They didn’t see it coming.

Michael: Okay.

Glenn: That’s why I’m not mentioning names. We can talk privately and I’ll tell you more, but I was doing barter with the company that went under which is why I know it happened. I was doing their newsletter and their materials in the United States to get information. That’s why I have so many Australian case studies.

Michael: Interesting.

Glenn: Alright. So, first thing, the claim to fame that Peter has. He decided he was going to start a teddy bear store. Remember, he’s a genius and a maverick. He’ll destroy your company not because he’s bad, but because he blows the doors off and I have had some experience with this. I’ve had to chunk what I do down into midgets so I don’t destroy things.

Alright. So, he starts a teddy bear store. It’s not working. He’s going under. He owes a lot of money to the bank. Before he goes under, he says, “Okay. I’m going to write an ad with my last funds and he wrote this advertisement and the headline was something like, “Monsters Under Your Bed” or, “Under Your Kids’ Beds” I don’t know exactly but he told me what he did was open the newspaper and here’s this article--it looks like an article. Did you remember when you were a little kid? You had monsters under the bed and you had to have a night light and a flashlight or you’d hear a noise and run over get your flashlight and jump in your parent’s bed. “Okay. You can sleep with us.” Monster’s in the closet. I don’t know about you, Michael, but I remember being terrified. I didn’t want to put my foot down next to my bed because I’d watched some movie and I thought an arm would come out and pull me under the bed.

Michael: Yeah. Absolutely.

Glenn: So, I would jump down to the foot of the bed and then jump away from underneath so the monster wouldn’t get me. I still

remember. So, he wrote this emotional impacted thing and said, "Well, I remember monsters under the bed when I was a kid and so, to help you and your kids defend against the monsters, this Friday, I'm going to give every parent a free teddy bear so your little boy or your little girl will have someone to be there, give them confidence so that they have courage and they're not alone, you know, in bed. Come to the store at 8:30 in the morning when we open up and bring this ad.

Michael: That's the end of Part VI. Please continue to Part VII.