



Taylor Swift Referrals Gone Mad Getting System

**Know These Secrets For Building Rapport
And Your Referral Marketing Will Be On Autopilot**

**Part Seven Of The Taylor Swift Referral System Series:
Systems 28-30**

Like it or not, there's a barrier between you and your customer that you have to break through before they will trust, like, refer, and buy from you. And building rapport is the fastest known way to do that. Taylor Swift is a mastermind when it

comes to creating the kind of personal connections that turn ordinary fans into super-fans.

She does it by essentially entering the minds and living rooms of her audience with her song lyrics, social networking, interactive apps, etc. Her fans feel like she's a trusted friend who cares about them. And in Part Seven, Glenn analyzes the many systems Taylor uses to do this while also showing how small businesses can use those same concepts too.

You'll Also Hear...

- How Glenn turned a chainmail tie into an extra \$100k at every event – it's an automatic attention-getting ice breaker that builds rapport without saying a word
- The simple -- maybe even illogical – tactics one guy used to become a millionaire giving away hot dogs for free
- Exactly what Glenn means when he says you need to be a "chameleon" like Taylor Swift when it comes to your marketing and examples of how to adapt your marketing to meet the situation
- The biggest marketing lesson you can learn from that new robot Lowe's is debuting at one of their stores, and why Glenn predicts you'll see a lot more of this kind of marketing
- Rapport secrets one salesman used to break sales records month after month – his jealous manager couldn't figure out what the guy was doing
- A step-by-step look at Glenn's sneaky lottery ticket trick – as in, exactly how he uses them to get free stuff, impress clients, and build businesses
- The real reason speakers always hated following the great Gary Halbert at seminars – and how to use those same "lethal powers of persuasion" in your business too

Taylor Swift has millions of crazy-loyal "Evangelist-like" fans all over the world because she knows what she's doing when it comes to referral marketing. She uses everything from sponsors and endorsements to NLP and giveaways. But the good news is – you can take those same concepts and twist, modify and make them work for your business too, whether it's online or offline. And in Part Seven, you'll hear how.

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

Glenn: Okay, so he was late getting there to the store because there was a big traffic jam. He created the traffic jam. It was gridlocked. Huge lines. People got there early, you know, because they had to go to work. Now, here's what he did right.

One teddy bear per family. People were getting one for free and they'd buy two or three more because they've got three kids. He turned a bankrupt store into a million dollar enterprise.

Michael: All off these teddy bears?

Glenn: All off this little article and just the teddy bears, yep. Then, the rest of the story is that because of this massive PR and the hoopla that was created by this, a guy showed up in his store and he says, "Do you have an "in the store system"?" He says, "What do you mean?" He says, "Well, supposes somebody leaves the door open or somebody stole something or something happens?" "Oh, yeah, yeah. I just wrote this because my girlfriend here kept forgetting to turn the lights out, so I put everything that she has to do before she locks out—anything that can happen—I've got it in my little menu." He says, "Okay. You just passed." He says, "I have 14 toy stores and we sell teddy bears and I like your style." He says, "My wife is getting a divorce and I don't want to give the bitch a dime. So, please sign here that you're going to buy all 14 of my stores for \$1 each." True story!

Michael: Wow.

Glenn: So he went from one teddy bear store to 15 in 15 minutes.

Michael: And he just gave him all the stores for \$14?

Glenn: Gave him the stores because he didn't want his wife to have a dime. I mean, he must have really hated this woman. He gave him what he owns, but he's not going to get anything out of his real estate. Anyway, this happens to you. He's practicing the Golden Rule. He's giving away teddy bears and he's doing all kinds of promotions and stuff and this guy heard about him, came in and said, "Okay, I want to give this guy—he seems like a good guy—all of my stuff." These things happen when you're going the extra hundred miles in your marketing.

Okay. Next. I did some marketing work with this guy. Steve had a hot dog cart. Oh yeah. Funny story. Steve used to work for the post office and remember Gary Halbert used to say, "You have to check because you can't trust the post office? They throw your mail away." This guy, Steve had proof. He said, "I used to work in the Midwest and I moved to California and

various places and now I was always working at the post office. So, the post office gets behind because they don't deliver on Sunday. So, you show up on Monday and there's junk mail all over the floor. He said, "It might be ankle deep." So, they start sorting it and on Tuesday, it's even deeper because they're behind. On Wednesday, it's knee deep. So, he said, then they said, "Steve, take this junk mail out to the dumpster." So, he gets a big carton full takes it out, dumps it in the dumpster and sometimes, in some of these places, they'd get up to 2 dumpsters. He'd be throwing two dumpsters of your mail away a week. There's proof I was not making this up. So, Steve has got this hot dot cart and he's a big entrepreneur. He goes in and talks to the manager and he puts his cart out front a few times. If you're having a grand opening at, say, a car dealership or you're opening a super store of some kind, he'll call you up and say, "I'll show up at your grand opening and give away hot dogs and all kinds of stuff." They'd say, "Well, we've got other calls." He says, "But the others will tell you that they'll give away hot dogs to the first 100 people and then after that, they'll sell them, but I'm giving away to hot dogs for the whole period of time." They say, "Oh, okay. Well, you're hired." Because he's got competitors, right? Now, why would he do such a thing? Because Steve's got all kinds of back ends. He knows that if you put all of this hot dog with the condiments and the salt and the mustard, well, then, you're thirsty. So, he's got a whole bunch of drinks and they've got staff there. So, he'll do the free hot dog and get you in rapport and then he says, "Okay. While you're here, you might want get something to drink or a snack." So, he's got any snack you can imagine. He's got a whole other truck in the truck. He opens the door and "Oh!" So, you get a free hot dog and you end up paying a fortune for all the other stuff. People can't eat just one hot dog, normally. They're not that big. Anyway, Steve and I eventually ended up creating a manual, "How to Start a Successful Hot Dog Cart Business", where to buy the carts, how to set them up, what to say to put yourself in front of Walmart and various things and he made a bunch of money. But, my point is, you can do this anywhere. In most cities, you have to get a license, but if you go to any of the Taylor Swift concerts, there are vendors outside selling all kinds of stuff just like there are at a baseball game or a football game or whatever. So, they're not doing it for their health. They're making a lot of money. Again, people will do what you say, especially if you entertain them.

Robotic referral system for a high-end clothing store. I met the owner, this is one of his past companies, at a \$20,000 seminar and he was telling me how he did this at his clothing store. This was like South Carolina, I think. Again. This guy was doing something that I never heard of in these days before robots, he found some guy who had put together a fake robot. He had strapped metal to himself like, didn't they have a person inside R2D2 or one of the Star Wars robots?

Michael: Yeah. I think so.

Glenn: Okay, well, this guy had something similar to that, so he was a robot that you could hire to come to your retail place for PR or come to your mall, you know, and check out the people and stuff. So, he called the guy up and said, "I'd like to hire you for the Christmas holiday." The guy said, "Oh, good, good, good." He says, "But I want you to do a certain job and do what I tell you." He says, "Okay. Whatever you want. You're paying the bills." And then, Craig, the owner, called all of his top vendors, the people that were selling clothing and stuff in his store, invited them to a meeting and at the meeting, he had the robot show up and show him what he had in mind. He says, "Okay, what I want you guys to do," he said he got 50 people at this meeting, "I want each of you to pay me \$90,000 right now to feature your clothing and your designs, you know, your line of stuff, with our robot promotion for the holidays." It's going to be pre-Christmas all the way up to New Year's. If you don't pay me \$90,000 now, we will just let your stuff sit on the shelf and we won't push it. We won't promote it." He said about half of the 50 walked out. "I'm not going to pay him a hundred grand." "Screw you." But, the others said, "Okay, tell us more about how this is going to work." Alright. So, he ran a full-page ad, radio and even did a couple TV spots and basically said, "Okay, guys, if you have ever wanted to buy your wife or girlfriend something special for the holidays, but you don't know what to get her, find out what her size is or bring one of her dresses with you, bring a pair of pants, shoes, in a bag. Throw it in a bag, bring it with you, and we'll do the rest. What you do is, you come to the front door and we've got our Christmas robot there and you tell us what you want to buy the wife. If it's jewelry, you need to bring a ring or is it clothing or something special? You know, a hat? Shoes? Whatever. And the robot will take you to the right department where we have all kinds of talented, educated women there and we'll set you up and you will be a hero for

Christmas. Usually, you know, you don't know what the wife gets and you know if you buy it, it will be wrong, but we will guarantee it and we also, we'll replace it anything. You can bring her back and the robot and you can come back and we'll put it in her favorite color or whatever." Alright. So, he pre-sold. Okay, the robot meets the guy who is clutching the article in the magazine or whatever and he says, "Okay. I've got samples here, but I don't know what the hell I'm doing. Okay, Mr. Robot, where do I go?" And the robot says, "Follow me." Craig is laughing. He says, you see these guys looking lost. You know, they're 60 years old, they're looking a little embarrassed, but they're following the robot to the right department and they hand over their bag of samples and the girls there fix them up. "What's your wife's color? We've got underwear, fancy clothing." He said, "We made tens of millions of dollars but only selling for guys who paid me a hundred grand up front." Now, the whole thing was based on the robot. Now, you go to any other store, there might be a greeter, but they don't know the departments. You don't know what to do. The robot was trained and he had a schedule. He says, "Okay, we want to go here. Here's a little map. You know, I can take you there." So, the fact that the men were more mechanical, the robot made them more comfortable. If you go to retail store and you've got to talk to some girl, right away, that scared them off. Anyway, this was massively successful. Now, I've got an example of this. One of my friends came back from Iraq and he needed money, so he had helped a buddy one time. So, he went into, what's the most expensive department store you can think of?

Michael: Macy's.

Glenn: Alright. Let's say Macy's. He goes into a Texas Macy's and instead of going into the department where you fill out your application, he just walked and explained that he's a war veteran and he has experience in retail and he'd like to sell men's suits. So, the personnel director said, "Okay. Go back and see the men at men's suits. You're hired. We'll give you a try," because he's personable. Alright. So, he goes back and he says the wall behind the men's suit area was covered with plaques. The manager of the men's suits department had won all these sales awards. So, he's working with this guy. The man didn't want any competition. So, he put him in the big, tall and fat section way in the back. Alright. Now let's talk robot referral.

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

Glenn: Remember, Taylor Swift is doing all of these things depending on what niche she's in, she's like a chameleon. She's changing. She adds value. So, Randy, my buddy, he says that he thought about it for a while and he then walks through the store and made a little map and he said, people come through the door and he's there. You know, instead of waiting in the back, he's at the front door where they come in. He says, "What are you looking for? I've got a map of the store and I can tell you exactly where to find it." You know? And he's cracking jokes and he's very personable and the ladies or whoever says, "What do you do? You can't be the map man." You know? He laughs and he says, "Well, I sell men's suits." "Oh. My husband has been looking for a suit. We're looking for somebody we like and you're really nice. Is it okay if I call my husband and have him come down?" "Sure." Alright. So, within days, Randy's outselling the manager. Okay. So, the manager's all upset.

For some reason the Big and Tall section, they pinned it together. The guy says, "Okay, this is good. And he marks it," and he takes it back and he says the Mexican women who had to make these clothes fit were cussing him in all kinds of languages because he was selling a lot of Big and Tall and they had to make it fit. Okay. So, he was breaking records and the guy said, "Okay. I want to be in your section closer to the entrance, like you do." So, you go back there, away from the door. Of course, he didn't know what Randy was doing. So, he would take off. He would just say, "How would you like to buy a suit?" "Get away from me." So, Randy would still beat him. He would say, "I'm here to help you find out wherever you want to go." So, he would get in rapport. Anyway, he was there about a month and he broke records and his secret was that he got to spend time with people. He was inside their mind thinking the same thoughts that they were. They were there to find something that they wanted to buy and they wanted to get directions to that.

Taylor Swift, in her lyrics in one of her songs that she has, she talks about feeling alone her in a crowded room. Now, how many of us, you know, we go to a meeting. We walk into school. You go to a mall. You're surrounded by people and you're pretty by yourself.

Michael: Yeah.

Glenn: She's entering in people's unconscious thoughts and everything from there, she's controlling, you know, she manipulates your thoughts, okay. So, Randy, he's controlling you by telling you where to go, but within that deep, deep rapport, they like him and say, "What do you do? After he helps them, they feel guilty." Alright. What I'm trying to tell people listening is that you can apply this wherever you are. I've done this in Walmart. I helped a guy who was working in a Walmart factory. He got a raise. You wouldn't think that was possible. I helped a guy who was selling insulation for an insulation company. They had the rights to go into Home Depot and he broke records because we figured out how to spend time. I'm coaching a guy right now who sells solar electric panels to home owners. He's doing some things with Home Depot with Home Depot's permission, he waits outside, "Where would you like to go?" and he walks them back there and he's got time to tell them about solar. So, he gets \$100 a lead and I tell him, "Find out more, we can start selling and you'll be making a couple thousand dollars per sale or \$5,000 per sale."

Michael: Yeah, I see those guys in Home Depot all the time.

Glenn: Yep. So, I'm just saying, I'm applying it all the time and Randy came up with it. It's kind of brilliant. You just spend time with a prospect who's cold and by the time you find the location of the stuff, they like you, you know, because you've been chatting with them. Okay. Door to door sales, I sell something called, "Money Low Speed" and it's a woman who created two different billion dollar companies based on a door to door pitch that she gives that's now done virtually through seminars and through internet. Something that I use. Alright. So, I think, you know, this is the last one.

Michael: Okay.

Glenn: Ta da! So, robots. You think, "Well, I'm not going to see robots in my lifetime. Eh! Wrong!" We've got Amazon using robots to bring anything that you buy to the picker. It used to be that the employees, especially for the holidays, would complain that they'd have to walk like 50 miles. I think it's 10 miles. Can you believe it? If I walked 10 miles in a day, my feet would be sore

and I'm in pretty good shape. So, instead of having the people walk 10 miles, they bought this robot company. I did a newsletter about this. The robot, you tell them what you want, there's a thing down in the warehouse, on rollers. It rolls under a shelf and the shelves are set up, the robot can raise the shelf off the ground and it brings you back to a certain place where the picker pulls it off the shelf, stuffs it in a bag, addresses it and throws it in assembly line. Okay. So, Lowe's is trying to figure out how to compete with Amazon. So, I think in their San Diego store, I just read an article and online, they have set up two robots. The robot's about 6 feet tall. You come to the door, the robot rolls up and says, "May I help you?" Or maybe a better voice than that and there's a screen, you know, "What are you looking for?" They hit this button for, we'll say, shovels or the painting department or clothing or food or, you know, whatever they're selling. So, then the robot will escort you to where your item is. There's also a screen that shows you a little map. You can hit map. Or shows you a list of what else that's similar if you want to look for something else. Or, if you need help, push "Help" and an employee there who's face will pop up on a 2-foot screen and you can actually talk to somebody live. What they're trying to do is mimic the online web experience in a face-to-face retail situation.

Michael: That's interesting. So, Lowe's Hardware is doing this in San Diego?

Glenn: Lowe's Hardware is experimenting with this. When they get it tested out, they'll bring it all over the United States, but right now, the San Diego store, one store there, testing and I just predict that you'll be seeing robots in any big store that will take you. Right now, if you go to Walmart, they'll fire an employee if they don't take you to the site of what you're looking for.

Michael: That's true.

Glenn: So, if they can replace that employee with a robot, they don't have to pay labor.

Michael: Oh, yeah. That's right.

Glenn: They'd be happy campers. So, within the next couple years, I predict you might see a robot in your shopping experience. That would be fun. I would talk to a robot. Now, I'm a very short

circuit. If that robot can't help me and I punch, "I'd like to talk to a live person," and that guy is not there, I'm gone. I go in, I buy what I want, I say, "Get the hell away from me, robot." I would go around him to get to my way. I'd put a broom in his way so he can't follow. You know, so, they have to deal with people like me if the robot can't answer the question and right now, the people can't answer my question. I go into Home Depot or Lowe's and where's such and such.

Michael: Yeah. They have no idea.

Glenn: They don't know.

Michael: It is true.

Glenn: So, I ask the second one. I ask the third one. You've got to find somebody that's been there for 5 years. You'd think they would hand them a map. Anyway, they're worthless. So, the robot would be an improvement over that. So, I'm willing to try it, so I don't go to the self-service section of my food store because every one of those blasted computers is different and I don't want to figure out how to work it. I just talk to somebody. I don't think they'll ever replace the check-out experience with a robot. They're trying.

Michael: Well, I go through all the automated check-outs.

Glenn: Well, good for you.

Michael: It's faster. It is pretty easy. Once you do it, you just swipe your debit card.

Glenn: But, you aren't like me. I'm giving away lottery tickets, create case studies. I'm flirting, you know, testing the newest thing that some millionaire is doing. Any experience I can have where it's with a live person.

Michael: Yeah.

Glenn: I'll go in and give lottery tickets to the 2 or 3 cashiers, go shopping, and then as I come toward them, they wave at me. "Hey, I won \$2, come over here," and I write it up as a case study. Oh, by the way, every time I'm shopping, I don't give a

lottery ticket to the cashier, there's a mistake that's not in my favor on my list.

Michael: Really?

Glenn: No matter what store I'm in. So, if you check. Also, the little computer, they'll hit it once and if you're not careful, there's double entries. You're billed for two. Never in my favor. It's always in the store's favor. So, just between the two of us here, I can tell you that often I get free stuff. They'll not ring it up and I often say I made some money with lottery tickets, I made them a flower, we're getting in rapport, getting them laughing. You know, and they're having fun talking about something goofy. I'll tell them about the Lowe's Hardware store robot. "You're kidding? There's a robot." "Yeah. Yeah." "Look it up. And we have a big time."

Michael: How many lottery tickets do you give out a week when you're doing this?

Glenn: I buy 20 at a time and go into the bank and I give the girl a lottery ticket.

Michael: What are you saying when you hand it to her?

Glenn: I say, "Thank you for all of your help. I would be lost without you." If I'm in a restaurant, I say, "I'm starved. Please, please, please help me out here. Here's a lottery ticket for all your help in making sure I don't starve to death."

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Michael: You do that before the meal?

Glenn: Yes.

Michael: What happens, usually?

Glenn: I get a senior citizen discount. I'm not a senior citizen yet and I don't stop at one. You know, all during a meal, every time she comes with something, I give her a lottery ticket. I don't have to pay for dessert often. You mentioned asking for a soup dish for

getting more ice cream. Well, my ice cream container is so piled up that it's running over the sides. They'll also come up with excuses to give me food. Say, "Would you like a sample of our soup?" I say, "Yeah." So, they bring me samples of 3 kinds of soup. One girl told me she bought some kind of little varmint for her daughter. It was a fish or a turtle. She called it "Stinky" and the turtle lives for 100 years. She was telling me all about this turtle she had to feed even though her daughter is in college now. The thing stinks and she said she regrets buying this crazy turtle because it's going to outlive her. You know, we're swapping stories. So, I didn't pay for dessert. By the way, a lot of times, they'll mis-add your bill in your favor and my father, he's out with me. He says, "Oh, they added it up wrong." I said, "Shhh. Shhh. Don't say anything." He says, "Well, they made a mistake." I said, "Well, yeah. On purpose." He says, "Oh, yeah. Lottery tickets. Okay."

Michael: Now, when they win \$5 or \$10 or \$2, do they always come up to you?

Glenn: They go crazy. Often, they'll tell the other girls. You know, I'll be doing handwriting analysis and lottery tickets and giving out flowers. People come and fill my water. So, I get another girl and another and another. Now, if you are meeting a client and I teach people who are doing it, who are quite possibly in sales, if you're meeting a client and you're the VIP in the entire restaurant or breakfast, buying them something, and you've got people all over the place bringing you stuff. When my family comes, I was giving lottery tickets and I had a big diamond, as big as your fist, for \$3 or \$4, you can go to www.clownantics.com and buy a diamond that you can put on your wrist. I said, "You're a princess for a day." So, I gave her a diamond.

Michael: Now, wait. Who did you do this to?

Glenn: The waitress.

Michael: Okay. So, you go out to a restaurant. You're with clients?

Glenn: No, I had my whole family there.

Michael: Okay. You have this diamond—this huge diamond.

- Glenn: I give her a diamond and call her a princess and start with the lottery tickets and paper roses and stuff.
- Michael: You put it on her wrist? The diamond?
- Glenn: That's dangerous because sometimes it won't come off.
- Michael: Okay.
- Glenn: Women have a smaller hand than men. I first experimented with this at a mall. I went to the diamond and the jewelry place. I said, "I would like you to get your loop out because I've got a diamond here and I would like you to tell me how many carats are in my diamond." So, he brings the machine over and then I pop out this fist-sized, plastic—it's for clowns.
- Michael: Yeah.
- Glenn: Oh, they fell all over themselves laughing and cackling. The girl put it on and "Oh!" She couldn't get it off. She had to go get some soap. She was embarrassed." So, I warn people, don't put it on unless you can easily slip it on and off. But anyway, what has happened, we had an 8 or 10 foot table and she was running back and forth with food, literally. I'm not exaggerating because I was doing everything at the same time. Deep rapport. Treating her like a queen and she had piled these little baskets of bread three high. She was bringing corn and all these extras. Everything was stacked. We didn't have room to put our elbows on the table.
- Michael: That's funny.
- Glenn: So, my nieces and nephews were saying, "Boy, Glenn. What have you done to the waitress?" and my brother's shaking his head because he knows. He said, "Okay, Glenn. We see what you're up to." But, they have the power. The little service people and they get mistreated. You know, I talk to them all the time and they say, "You know, we love when you come in." They say, "You compliment us. Everybody else is saying nasty things."
- Michael: Where else do you use the lottery tickets? The bank, restaurants.

Glenn: Wherever I shop. We sold one of my father's cars and we were in a dealership. I was wearing a hot pink chainmail tie. This is the last story. I won this from Gary Halbert. One of my friends did the video at Gary Halbert's wake and his funeral and I kept hearing his copy cubs, you know, people who were living with him, they'd fly down, call him up and say, "Gary, will you teach me copywriting?" He says, "Okay. But, you've got to be a worker slave. Come over. I'll let you live in my house and you can watch me at work." Alright so after 8 or 10 of them stood up and complained that they had to drive Gary's hot pink Mercedes, you know, and people would come over to the car by the hundreds. "Dude! Pink!" "No, no. It's not my car. It's his." But, he said beautiful women would come over to the car and they would laugh and Halbert would say, "Aha! Now you don't say it's my car because you've got a pretty girl." Alright. So, Halbert was lousy at driving. I personally think he scared them just so that they would drive. He got a free chauffer. Alright. But, I have been in 3 seminars where Gary had written a newsletter. He'd say, "Okay. We're going to do something exciting today as part of my speech. I'm going to read you a newsletter," and at the end of his newsletter, we had 2,000 people. I saw him 3 times. They ran out of the room to get to the outside table to buy his offer. But, he moved 1,000 people out of a room—or 2,000—I was there with about 6 others. I was taking notes. Damn! I want to learn how to do this. Alright. So, I go through the experience, I realize that Gary Halbert—he talked about going into bars—to get his headlines and stuff. Gary didn't go into bars. He brought thousands of people—because all of them would complain. Gary kept talking about his headlines and "What do you think of this headline?" Everybody that came to the car. I mean, he was boring me crazy. Just over and over and over. I kept thinking, "Oh, man. Halbert was testing all of those sales letters and newsletters and stuff he was writing to hundreds of people until they started asking, "Where can I get that? Where can I buy one of those?" Then, by the time he gets to the seminar... By the way, are you familiar with the kind of seminar where you get 6 people who are gurus invited to speak and each of them mail their list? So, they fill the room full of their customers.

Michael: Yeah.

Glenn: Okay. The other guys were mad as hell because Halbert didn't tell them what he was going to do. He emptied the room. The

next speaker had just me and 6 other dudes to talk to. He was not happy.

Michael: Wait, why was he pissed? Because he what?

Glenn: He emptied the room. There was no audience left for them to speak to.

Michael: Oh, I see.

Glenn: So, each of them went, you know, boom, boom, boom, boom. They were carefully set up to have a certain amount of time and then everybody flies home. Well, their time is gone because Halbert...

Michael: Did Halbert go last?

Glenn: No. He didn't tell them what he would do. Didn't warn the host. I can mention names, but I won't. I bet you they were pissed. Pardon my French. It might have been the second speaker. Or, the third. In the middle.

Michael: And he emptied the room on his speech?

Glenn: The guy after him had nobody for the next hour. You can imagine a line of 2,000 people.

Michael: Were you there at that seminar?

Glenn: I was at one.

Michael: He never did Dan Kennedy's.

Glenn: No. Dan wouldn't put up with that. Dan spent a lot of time with Gary Halbert working as an employee.

Michael: That's true.

Glenn: That's where he learned this.

Michael: He pulled an operation money suck.

Glenn: Yeah. Anyway, my point is, I didn't want to buy a hot pink or paint my cars pink so I did some testing and I found a guy in

Alaska—one of my venture vacation guys emailed me and said, “We found a guy who’s making chainmail ties. It looks exactly like a silk tie except it’s out of chainmail.” I called the guy up and he said, “I’ve got black and blue and red and pink.” I wore a hot pink chainmail tie and blue suit to a car dealership.

Michael: What’s a chainmail tie?

Glenn: Well, it’s made out of links of chainmail made out of aluminum. It’s real light and looks like a silk tie from a distance.

Michael: Okay.

Glenn: You’ve got your blue suit on. Now, one of my customers wanted a hot pink chainmail tie. He’s got a company in Germany and a company in California and he trains people on...You know, these things that fly over the enemy airfields with a camera?

Michael: Yes.

Glenn: Very difficult software. He’s a master of how to operate the computer software. Come to his seminar and he’s got a CD or DVD at the back of the room. So, he called me up and said, “Glenn, I’ve figured out how to turn your chainmail tie into an extra \$100,000 in cash at every event—every training that I do.” I said, “Oh, wow. What are you doing?” Here’s what he does. He’s wearing a chainmail tie and a blue shirt and a blue tie and a blue jacket and you can’t see it. It looks just like a nice blue and pink...So, he’s walking around talking to people and he gets the microphone and he says, “Okay. I want all of you to think hard. Who is really good with details?” Everyone raises their hand. “Who has a great memory?” Raises their hands. “Who thinks that they will be able to listen to this one time and they’ve got it and they can go home and they will be able to use it if it works?” Man, everybody raised their hand. He says, “Okay. Let me refute this.” He says, “I’ve been walking around the room for half an hour before we got started wearing a very weird item of clothing and none of you has said a thing. You say you’re good at details, you know, you can remember things,” and then he runs the microphone up the chainmail tie and opens his jacket and rattles it. And then he says, “You guys need to get a copy of my CD and DVD program because you’ll want to review it. You’ll get home and your little notes? Whoops. Forget

this. Don't know how to do this." And he says, "That alone has raised my sales by a hundred grand."

Michael: Wow.

Glenn: Wow. What I've discovered is, if you walk into a room, even a car dealership, a bunch of the car salesmen come over and say, "Hello, what the heck is that?" So, I've met a bunch of the guys and we were waiting for a check and we were waiting and waiting and waiting and one of the men came over and admired my chainmail tie, went in and interrupted the meeting. We'd have been there for another couple of hours. You know, the manager was talking to all the sales people and he broke in, got our check and saved me two hours sitting in the blasted waiting room waiting for our money.

Michael: Very nice. Very nice.

Glenn: Again, chainmail tie is a referral system. You're referring people over to you, and then, you've got to have something to sell or something to say. If you aren't ready for that, then you need to call me and we'll discuss how to make some money. But, the first thing is breaking that barrier. There's a barrier between you and the other guys aura. An electrical barrier and you've got to get rapport and you've got to get refer them to you. That's what we're talking about here. And, Taylor's a good example. She knows what she's doing.

Michael: She does know what she's doing and these have been incredible examples that anyone who's listening to this, twist, modify and use in their own business, whether it's online or offline. Business.

Glenn: Well, I took 150 of these referral systems and put them into Taylor Swift type retail. So, what you're listening to, it's safe to say, it's retail, but with what we can do online, you can shoot a video, take a picture, send an email with an attachment. Send people to your website. Retail is now able to be done online just like when it comes up.

Michael: Alright. So, does that wrap it up?

Glenn: That's wrapping it up, yes.

Michael: Alright, Glenn. This has been good.

Michael: For more interviews like this, go to
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