



Titans and **Tweets**

Ken McCarthy's Tweets
from the legendary Titans event



Introduction

What was the best thing about Brian Kurtz's Titans of Direct Response?

Hard to say because every time I think of *one* best thing *dozens* of other things come to mind which are followed by *another dozen* stacked on each one of those dozen.

Let's just say it was a really, really good event.

In fact, the case can be made that it was the best gathering and sharing session of entrepreneurial direct response marketers ever assembled on the planet.

During the conference I was tweeting gems as they came up.

My estimate is that I captured a small fraction of 1% of the wealth of ideas, information and insight that flowed by.

Titans and Tweets

Introduction

Rumor is that someday the videos of this conference might be made available for sale.

I hope they are because frankly this material is simply too good not to share.

Not making them available would be like putting a drop ceiling on the Sistine Chapel or throwing a blanket over Michelangelo's David.

I only missed two speakers: Me, for obvious reasons, and my good friend Gary Bencivenga who spoke right before me.

The batteries on my laptop ran out and instead of worrying about it, I just sat back and listened to the Grand Master reveal his secrets for beating controls, which alone was worth the entire price of the conference – and then some.

- Ken McCarthy

Titans and Tweets

Marty Edelston & Brian Kurtz

The only things worth
talking about are the things
you can't talk about

- Marty Edelston

Titans and Tweets

Marty Edelston & Brian Kurtz

When there's a moose on
the table. Call it!

- Marty Edelston

Titans and Tweets

Marty Edelston & Brian Kurtz

I love getting old because I
get so smart

- Marty Edelston

Titans and Tweets

Marty Edelston & Brian Kurtz

I know - but I really don't
care - that the sales letter
for Titans was too long

- Brian Kurtz

Titans and Tweets

Marty Edelston & Brian Kurtz

Marty's secrets:

#1 Outwork everyone

Titans and Tweets

Marty Edelston & Brian Kurtz

Marty's secrets:

#2 Have insatiable curiosity

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Marty Edelston & Brian Kurtz

Every time the ball touches
these hands, this body ends
up in the end zone

- Jerry Rice from Brian
Kurtz

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Marty Edelston & Brian Kurtz

Dream + Optimism +
Measurement = Success

- Brian Kurtz

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Marty Edelston & Brian Kurtz

Marty Edelston was an idea machine...

Titans and Tweets

Marty Edelston & Brian Kurtz

Marty's secrets:

#3 Only surround yourself with the smartest people. If you're the smartest person in the room, you're in wrong room.

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Marty Edelston & Brian Kurtz

Networking is an overused phrase. You contribute first.

- Brian Kurtz

Marty Edelston & Brian Kurtz

"Networking Magic" -
Recommended by Brian
Kurtz as the best book on
networking ever

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Marty Edelston & Brian Kurtz

One of Marty's last words to Brian on his deathbed in reference to a specific deal in the works: "Just be fair"

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Marty Edelston & Brian Kurtz

Marty's guiding principle in negotiating: "Fair, but tough"

Titans and Tweets

Marty Edelston & Brian Kurtz

Marty's secrets:

#4 It's always about saving
lives

Marty Edelston & Brian Kurtz

Direct mail vs. e-mail

The least crowded mailbox
is the one you grew up with
(if you're under 40 that is)

- Brian Kurtz

Dan Kennedy

Disrupt/interrupt...How to
capture attention when
people are in a non-buying
mood

- Dan Kennedy

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Dan Kennedy

Kennedy's first check for
writing copy 42 years ago
as a junior in HS for
Halbert's company

Dan Kennedy

The mechanics of
copywriting is the default
for barely competent
copywriters

– Dan Kennedy

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Dan Kennedy

But have you tapped into
the psyche of the
audience?

- Dan Kennedy

Titans and Tweets

Dan Kennedy

Do nothing, buy nothing,
look at nothing: the
standard default state for
human beings and what
copywriters need to
overcome

- Dan Kennedy

Titans and Tweets

Dan Kennedy

Deflect, protect, run from,
procrastinate...the natural
reaction of prospects to
being asked to make a
decision

- Dan Kennedy

Titans and Tweets

Dan Kennedy

No one makes a decision
based on facts - you need
the facts - but that's not
why you do things
- Dan Kennedy

Titans and Tweets

Dan Kennedy

2 parts to good ad copy: 1) the information part & 2) the emotional appeal part. The second part is the most important - by far.

- Dan Kennedy

Titans and Tweets

Dan Kennedy

Basic motivations: lust,
escape, esteem, fear, guilt,
affinity, greed

- Dan Kennedy

Titans and Tweets

Dan Kennedy

One of the goals of great
copy is to agitate

- Dan Kennedy

Titans and Tweets

Dan Kennedy

Everybody wants to escape
– Dan Kennedy

Titans and Tweets

Dan Kennedy

Everybody thinks the farm
next door has greener
pastures

- Dan Kennedy

Titans and Tweets

Dan Kennedy

Use pre-existing conditions
to your advantage

- Dan Kennedy

Titans and Tweets

Dan Kennedy

Find where they're
aggravated and work with
THAT. Don't offer vague
benefits.

- Dan Kennedy

Titans and Tweets

Dan Kennedy

How to sell products that people don't want to admit they need (ex. hearing aids). Amazing strategy from Dan Kennedy.

Titans and Tweets

Dan Kennedy

The way Kennedy puts together a sales letter is a lot like the way an engineer designs a bridge. Lots of considerations...

Dan Kennedy

How to deliver fear in ad
copy: Fear from authority,
fear by story

- Dan Kennedy

Titans and Tweets

Dan Kennedy

Guilt: Everybody has things they wish they did better.

"Do you leave your cat alone too much?"

- Dan Kennedy

Titans and Tweets

Dan Kennedy

Guilt is a guaranteed
pre-condition in most sane,
normal people

- Dan Kennedy

Titans and Tweets

Dan Kennedy

I want them not caring about the thing. It's the agitation that matters in the sale.

- Dan Kennedy

Titans and Tweets

Dan Kennedy

"Man or mouse?" propositions.
Challenge your prospects.

Titans and Tweets

Dan Kennedy

Affinity and identification:
Don't sell in general. Call
out to specific prospects
and sell directly to them.

- Dan Kennedy

Titans and Tweets

Dan Kennedy

Don't ever underestimate
the power of greed (as an
ad appeal)

- Dan Kennedy

Titans and Tweets

Betuel, Deutsch, Johnson, Lampropoulos

Eric Betuel, David L. Deutsch, Arthur
Johnson, Parris Lampropoulos

Responsible for 650 million pieces of direct
mail, that's REAL mail, not e-mail:
650,000,000 pieces - and they made money

The case can be made that these four guys
are the very best in the business.

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Betuel, Deutsch, Johnson, Lampropoulos

Write with the oppositional
skeptic in mind

- Eric Betuel

Titans and Tweets

Betuel, Deutsch, Johnson, Lampropoulos

We are story tellers, we're
not copywriters

- Eric Betuel

Titans and Tweets

Betuel, Deutsch, Johnson, Lampropoulos

We reverse-engineered the fascinations (headlines) to create the content for the book

- Arthur Johnson

Titans and Tweets

Betuel, Deutsch, Johnson, Lampropoulos

Every single word in the infomercials we ran for Boardroom were scripted and cleared by the firm's attorneys

- Arthur Johnson

Titans and Tweets

Betuel, Deutsch, Johnson, Lampropoulos

A most important thing is
the mindset you're in when
you're writing

- David Deutsch

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Betuel, Deutsch, Johnson, Lampropoulos

Marty's critique of copy that
doesn't quite do it:

"This copy doesn't make
me vibrate"

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Betuel, Deutsch, Johnson, Lampropoulos

You've got to read your
copy from the mindset of
your prospect, not from
your own usual mind

- David Deutsch

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You just keep writing and
trying things until it works

- David Deutsch

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If you don't understand your audience, you're dead in the water. THAT is the single most important thing.

- Parris Lampropoulos

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Betuel, Deutsch, Johnson, Lampropoulos

Copy doesn't exist in a vacuum. You have to know what's news and what's old hat to them.

- Parris Lampropoulos

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Direct response is a Darwinian world. The ad or letter either works or doesn't.

- Eric Betuel

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All your headlines are right there in your copy. You just don't know it yet.

- Arthur Johnson

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Write 900 bullets, use 100
of them

- David Deutsch

Titans and Tweets

Betuel, Deutsch, Johnson, Lampropoulos

Writing a control piece for
Boardroom is the hardest
thing in our industry

- Parris Lampropoulos

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You've got to know them
all: Schwartz, Kennedy,
Cialdini, etc.

- Parris Lampropoulos

Betuel, Deutsch, Johnson, Lampropoulos

Best Book for copywriter
"Key to Success" Napoleon
Hill

- Eric Betuel

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Read books about screen writing, about making legal arguments

- David Deutsch

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Betuel, Deutsch, Johnson, Lampropoulos

Kickstarter videos are some
of the best infomercials
you'll ever see

- Eric Betuel

Perry Marshall

Innovations almost never
come from within inside of
an industry

- Perry Marshall

Perry Marshall

If you only read business
books you'll never be a
business genius

- Perry Marshall

Perry Marshall

A useful copywriter has the
ability to re-invent a
business

- Perry Marshall

Perry Marshall

Claude Hopkins anticipated
Google AdWords

- Perry Marshall

Perry Marshall

Perry's Swiss Army Knife
was created to help people
deal with the demands of
AdWords...Finding new
buttons to push

Perry Marshall

The Big Challenge: Finding another way to tell your sales story when the old story fades or you want to make a big breakthrough

Titans and Tweets

Perry Marshall

There are an infinite
number of ways to tell a
story, but most of us can
only think of one

- Perry Marshall

Perry Marshall

The ability to craft a USP
will never be a commodity

- Perry Marshall

Titans and Tweets

Perry Marshall

USPs are fractal. Zoom
out/zoom in.

- Perry Marshall

Perry Marshall

Everything in your sales
funnel needs a USP

- Perry Marshall

Perry Marshall

Danger: Running on legacy
with no real USP

- Perry Marshall

Titans and Tweets

Perry Marshall

The money is in sustainable
competitive advantages not
stringing clever copy
together

- Perry Marshall

Perry Marshall

Major key to escaping the
commodity trap: Art

- Perry Marshall

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Perry Marshall

Perry is talking about
Richard Koch and his 80/20
rule studies

Titans and Tweets

Jay Abraham

Most companies have weak or non-existing strategies and have no way to track the strategies they do have

- Jay Abraham

Titans and Tweets

Jay Abraham

The greatest thing is to
really know your market -
and hardly anyone does it

- Jay Abraham

Titans and Tweets

Jay Abraham

Jay's secret:

"I have hopeless and insatiable curiosity"

Titans and Tweets

Jay Abraham

Know your market inside and out - and study everything else too. The breakthroughs come from outside.

- Jay Abraham

Jay Abraham

Learn the art of Socratic
interview...it's the most
powerful thing imaginable

- Jay Abraham

Titans and Tweets

Jay Abraham

Jay Abraham on listening:
You'll always hit pay dirt if
you're patient. It's more
important to be interested
than interesting.

Titans and Tweets

Jay Abraham

I believe that every negative contains a positive.

Everybody expects things to be perfect. Nothing is.

- Jay Abraham

Jay Abraham

Jay's key reading list:

Scientific Advertising, My
Life in Advertising, Taken at
the Flood: The Story of
Albert D. Lasker, The
Lasker Story

Titans and Tweets

Jay Abraham

Make your offers quid pro quo. Don't just give "free reports." State future action you hope prospect to take after they receive.

- Jay Abraham

Jay Abraham

Entrepreneurs seek missing
links

- Jay Abraham

Titans and Tweets

Jay Abraham

"Reason-why" sales copy is
misunderstood and
underused...

- Jay Abraham

Titans and Tweets

Jay Abraham

When we put our customers
first and focused on making
things better for them we
prospered mightily

- Jay Abraham

Titans and Tweets

Jay Abraham

Any business problem you
have to solve is part of a
bigger problem someone
else needs to solve

- Jay Abraham

Jay Abraham

You are at a big
disadvantage if you're a
specialist and ignore all the
other things going on in the
world

- Jay Abraham

Titans and Tweets

Jay Abraham

Catalog all the tangible and
intangible assets you've got
- and you're probably not
using most of them

- Jay Abraham

Titans and Tweets

Jay Abraham

People are generally not
good at critical thinking

- Jay Abraham

Titans and Tweets

Jay Abraham

"How can I add more value? How can I help people?" These are the key questions.

- Jay Abraham

Titans and Tweets

Jay Abraham

Life is process. This is as good as it gets.

- Jay Abraham

Titans and Tweets

Jay Abraham

Spend more time looking
and learning the details
about how other businesses
operate

- Jay Abraham

Jay Abraham

Don't lean on affiliate marketing. Do the hard work of direct outreach and establish direct relationships - and reap the rewards.

- Jay Abraham

Titans and Tweets

Joe Sugarman

If you want to make money
focus on helping others

- Joe Sugarman

Joe Sugarman

Failure only leads to
success

- Joe Sugarman

Titans and Tweets

Joe Sugarman

Belief...the most important
foundation for achievement
- Joe Sugarman

Titans and Tweets

Joe Sugarman

#800 numbers and credit card sales: Someone invented that process. Joe Sugarman did.

Titans and Tweets

Joe Sugarman

Direct marketing is very counterintuitive, what you think will work doesn't. What you think won't, does. Test.

- Joe Sugarman

Titans and Tweets

Joe Sugarman

Use direct marketing to
create brands. The
BluBlocker story.

- Joe Sugarman

Titans and Tweets

Joe Sugarman

Gadget selling? Jobs and Wozniak idolized Sugarman's catalog in their early days.

Joe Sugarman

Sugarman's JS&A catalog
was one of the great
masterpieces of direct
marketing

Joe Sugarman

Don't neglect physical
products

- Joe Sugarman

Titans and Tweets

Joe Sugarman

Testing is where it is all at
- Joe Sugarman

Titans and Tweets

Joe Sugarman

Every problem has an
opportunity in it so great
that it dwarfs the problem

- Joe Sugarman

Titans and Tweets

Joe Sugarman

The forerunner to BluBlockers were made for NASA and sold for \$400 a piece. Sugarman figured out how to make them cheaper.

Titans and Tweets

Joe Sugarman

Use stories

- Joe Sugarman

Titans and Tweets

Joe Sugarman

A copywriting secret: total
honesty

- Joe Sugarman

Joe Sugarman

Take lessons from
everything and everywhere
- Joe Sugarman

Joe Sugarman

Joe Sugarman book:
"Triggers"

Titans and Tweets

Greg Renker & Jay Sung

Greg Renker of Gunthy-Renker with hundreds of million of dollars in sales just acknowledged the multi-decade ongoing help of Dan Kennedy

Titans and Tweets

Greg Renker & Jay Sung

Gunthy-Renker produces
and tests 30 to 40 60
minute spots per month

Titans and Tweets

Greg Renker & Jay Sung

Proactiv has been one of
the top infomercials on TV
for over 700 weeks running

Titans and Tweets

Greg Renker & Jay Sung

Our business is mostly
science and a lot of art -
and a lot of simple things
- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

25% of all online sales go through Amazon, 20% go through eBay

Titans and Tweets

Greg Renker & Jay Sung

We all need to spend an hour a day reminding ourselves of the basics

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

It's all about beating the control and you beat the control by constant testing

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

To reach young people we
run 60 second spots that
drive people to the web site

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

Google is the great evil :-)

- Jay Sung

Titans and Tweets

Greg Renker & Jay Sung

The channel doesn't matter,
the words matter

- Jay Sung

Titans and Tweets

Greg Renker & Jay Sung

How many kids watch TV every day? Out of a class of 32 kids, only one kid raised his hand.

- Jay Sung

Titans and Tweets

Greg Renker & Jay Sung

Gunthy-Renker employs a
dozen data modelers

- Jay Sung

Titans and Tweets

Greg Renker & Jay Sung

We were down \$18 million
on Cindy Crawford before
we figured out how to make
it work

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

A passionate spokesman is
worth a fortune

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

Now the Cindy Crawford
product does \$200 million a
year

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

It took Gunthy-Renker five years just to get a meeting with Cindy Crawford

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

20% of our success has
been our ability to be
flexible and not stubborn
and leave our ego at the
door when dealing with our
talent

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

Our product development
department has 15 legal
compliance employees

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

You don't know a flop until
you've spent \$1 to \$4
million on an infomercial
and then learn in one day
that it's a flop

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

Our best celebrities are the
ones who work with passion

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

Success? Constant
discipline and constant
review of the fundamentals.

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

My secret of success:
Recognizing amazing
people when I see them

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

Jay Sung: Dealing with a progressively digital world. He explains how Gunthy-Renker works with the challenge.

Titans and Tweets

Greg Renker & Jay Sung

Greg Renker says he's
more interested in the script
than any other consideration

Titans and Tweets

Greg Renker & Jay Sung

Dan Kennedy is fielding some questions now. He's brought in BEFORE the script is written. His job is to come up with positioning.

The medium doesn't matter.
The message and the
market is what matters.

- Dan Kennedy

Titans and Tweets

Greg Renker & Jay Sung

Jay Abraham is asking a question now...

How do you sustain relationships? How do you get past \$10 million a year in sales? Most can't do it.

- Jay Abraham

Titans and Tweets

Greg Renker & Jay Sung

Partnership. We have to set our egos aside. I defer to my partner who has better business sense than me.

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

Having a Mastermind helps
build confidence

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

We grow because we keep plowing our money and energy back in and focus on continuing to grow

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

Using the Internet after the
sale is key

- Jay Sung

Titans and Tweets

Greg Renker & Jay Sung

Infomercials too expensive?
Use YouTube.

- Jay Sung

Titans and Tweets

Greg Renker & Jay Sung

We might have millions in
for 18 months before we
see a profit - but we only
stay in if the fundamentals
are there

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

We experiment w/ bonuses.
We experiment w/ the
names of bonuses too. The
name of a bonus can turn
losing promo into a winner.

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

Just getting the name of a bonus right can mean the difference between a failed campaign and an evergreen smash hit

- Greg Renker

Titans and Tweets

Greg Renker & Jay Sung

The ever-fragmenting
media world: I've never
been more confused about
what's going on or more
uncertain about how to
keep it going

- Greg Renker

.

Fred Catona

Knowledge alone is not
power

- Fred Catona

Fred Catona

Fred Catona has mastered numerous mediums and is super strong in direct response radio

Titans and Tweets

Fred Catona

Fred Catona is the best marketer of websites that you never heard of. Better than any 3,000 gurus put together.

Titans and Tweets

Fred Catona

In 18 months from a zero start he sold \$1 billion dollars in airline tickets...and you'll never guess how he did it

Titans and Tweets

Fred Catona

He drove traffic with a medium that people use 19 hours a week, is used by 93% of all people and by 77% of all adults every day

Titans and Tweets

Fred Catona

Would you believe he
used...radio? Wait until you
see his numbers.

Titans and Tweets

Fred Catona

In 120 days, from 0 to the world's 2nd biggest eCommerce site (at the time.) Amazon was #1.

Titans and Tweets

Fred Catona

In 24 months from start up,
the company Priceline.com
went from 0 to a \$21 billion
valuation

Titans and Tweets

Fred Catona

The formula is simple:
Radio drove them to the
web site. Done and done.

Titans and Tweets

Fred Catona

Here's the key: Offer has got to have broad appeal. This is not a niche marketing plan. "Cheap airline tickets" is a very appealing broad offer.

Titans and Tweets

Fred Catona

Once you crack the code,
radio can make you rich
faster than anything

- Fred Catona

Fred Catona

Second example: Free
credit report service...Over
\$1 billion in sales

Titans and Tweets

Fred Catona

First few tries to sell credit reports via radio were a disaster...nothing seemed to work...it took a small (and genius) ad copy change

Titans and Tweets

Fred Catona

No one wanted a company that advertised on radio to mail them a credit report because they were afraid others might see it.

This fixed it: "Run a free credit report on yourself."

Titans and Tweets

Fred Catona

This one tweak turned an idea that couldn't make a dime into a \$1 billion company

Titans and Tweets

Fred Catona

How you name things
makes a TON of difference.
Naming right is a
superpower.

Ken McCarthy

From Titans: A key to marketing success - assimilating all that's happening in culture right now when you're creating your ads

Titans and Tweets

Ken McCarthy

One of the most impressive, little mentioned things shared by Dan Kennedy, Jay Abraham, Brian Kurtz is the scale and scope of their business contacts

Titans and Tweets

Ken McCarthy

Speakers missing from this
summary:

Gary Bencivenga

MarketingBullets.com

Ken McCarthy

TheSystemClub.com

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