

**Corey Rudl's Wealth Building Reception
And Customer Appreciation Extravaganza
Hyatt Hotel, Garden Grove, CA
September 24-25, 2004
Report Written By John J. Alquist**

Shirley and I attended the above-mentioned event, along with more than 1,000 other attendees. Rudl and his new wife wanted to combine a wedding reception for his customers with an event of great learning and buying significance. They did these things very well indeed.

Rudl is a Generation Y Internet marketing genius, whose firm employs 70 people and have generated \$40 million in Internet online sales. His firm is based in Blaine, WA.

He was the first speaker. His opening points were:

“Poor people own big TVs. The rich own big libraries.”

“Procrastination is the language of the poor.”

“There’s no risk in trying.”

“Never say I can’t afford it. Rather, say, I can afford it and I will do it NOW.”

He postulates some golden rules—first, get into Internet marketing and make money, collect opt-in email addresses from your website (including first and last names as well as the email address), and spin your existing career into one or more Internet businesses, providing multiple streams of income. He advises to find a market first, then --and only then--find a great product to sell.

Corey recommends a regular email marketing newsletter, weekly or monthly, advertising or editorializing in other people’s newsletters, use pay-per-click (starting with Overture) to boost website traffic, and use his “Mailloop Pro” software to automate your email lists and schedule mailings. He sells his “Direct To Desktop” technology, which is 56% more likely to get your email to its addressee.

He also suggests writing and marketing e-books, using his e-Book Pro software to prevent non-payers from stealing your e-book for free. Not surprisingly, he recommends making extra money via using a few of the 2.3 million affiliate programs on the Internet, using his tracking software, AssocTrac 4.

With respect to website copy strategy, Rudl advises:

1. Focus on what's "in it for me" with the copy.
2. People go online to seek free information, not to buy, usually requiring persuasive sales copy.
3. Try to sell only one lead product. Keep it simple. But include a "click here" box for upsell products, Enjoying, in most cases, 30% of folks moving up.
4. Solve a customer problem and make life easier.
5. Always conclude a sale by the appearance of a "thank you" page.
6. Send follow-up emails to non-purchasers 3 days, 7 days and 10 days later increasing your sales by one-third.
7. Additionally, using a form stressing the security precautions on your website gathers 15% more sales.

Talk By Ted Thomas on Tax Lien Certifications

This event has a number of speakers providing financial advice, as people who suddenly make lots of money often have little idea how to manage and invest it well.

Mr. Thomas is an expert in investing in tax lien certificates, offered by all 50 states. Simply stated, the purchase amount of the tax lien certificate pays the back taxes on a property, giving the purchaser first lien position, ahead of lenders.

The states allow pre-tax annual "interest rates" from 16 to 25%, with Iowa and Texas being the highest. When the property is sold, you are paid off at the closing and can,

if you wish, place your proceeds in a Roth IRA and enjoy the long-term, tax-beneficial accumulation.

Rich people invest strongly in tax lien certificates. And rich people have an effective federal tax rate of no more than 3% to 4% because of their investments, including Bill Gates and Ross Perot.

Clint Coons, Attorney, Specializing In Asset Protection

Mr. Coons noted that lawsuits increase as you increase your wealth and visibility. Therefore, your assets need to be protected so that they are not easy prey for hungry lawyers and treasure hunters.

“You must make it appear that you own nothing,” Coss said.

He advises that you place your home in a “land trust” called a “revocable grantor trust.” Such a trust has a grantor, a beneficiary, and a trustee. This arrangement provides a layer of protection to you. Your home does not appear on public records in your own name.

People are at asset risk personally (what they own in their own name) in bankruptcy cases, divorce proceedings, and personal injury claims. And you are at risk in business against various types of claims—environmental, injuries, hazards, allegations of misrepresentation/fraud, as well as liability resulting from the misconduct of your managers.

Therefore, it is essential to keep business and personal assets separate from each other, and to keep various business assets separate from each other, using a limited liability corporations (LLC). Claims against a LLC are limited to whatever is contained in that LLC, limiting creditor remedies.

Your business itself should be in a C Corp (he claims the State of Nevada) is best to minimize IRS audits. Corporate asset expensing is favorable. And your C Corp can lease or rent assets placed in your LLC’s.

Marshall Sylver

This speaker claims that there are “a million ways to make a

a million dollars,” but that 1/3 of seminar attendees do not use the materials or knowledge they learned.

So, Sylvester says, “take action now, since those who don’t know how to make money will not make a consistent effort.” And “fear is the single greatest emotion that stops you from getting what you want.”

There are three things, he says, to be successful:

- 1. Self Mastery of Your Own Mind. So, you have to know where you’re going, as an “object in motion stays in motion,” even if the object is going to the wrong place. The conscious mind can think or reason, but the sub-conscious mind is a “computer that can’t exercise judgment.” The sub-conscious mind’s loser programming can sabotage your efforts to change your life for the better. It needs reprogramming, so that it knows that a “person is a pauper if not making \$1.0 million yearly.”**
- 2. Having The Proper Tools. These include public speaking and presentation skills, use of network marketing, ability to buy and sell equities, ability to invest wisely in real estate and related businesses.**
- 3. Ability To Take Action Now. You don’t need to know all of the details about how to do something—just do it. Boldness gets rewarded.**

Brian Tracy On Financial & Business Success

Tracy says that there are 5,000 self-made millionaires in the USA. Another 5,000 self-made millionaires will be added within 10 years. Unfortunately, though, only 10% consider themselves capable of earning a living through self-employment.

People from 191 countries live in the USA. The formula for financial success is $\text{freedom} \times \text{opportunity} = \text{financial independence}$. So, do what you resolve to do.

“You become what you think of most of the time,” Tracy says, “Top people think about what they want and how to get it.”

He adds, “losers have excuses not to do something and spend time trying to determine who is to blame for their condition.”

The top quality of success is optimism. Optimists learn more things, try more things (losers try nothing at all), and optimists persist longer. They are visionary and future-oriented. They have goal-orientation, which leads them to accomplish 11.4 times more than people without a goal-orientation.

Tracy advises to determine your weakest skill holding you back and correct it, thinking “what skill could double my income?” All business and financial skills can be learned, he says.

Time management is crucial to results-oriented people. You need to find what 20% of the things you do contribute to 80% of your success. To help, you should calculate your current or desired hourly rate and evaluate your use of time against your hourly rate.

Finally, successful people have a sense of urgency and bias for action. This makes up only 20% of the population.

Note: this report did not report all of the speakers at the event, only those deemed significant by the author.

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