

SPECIAL REPORT

Action Time Line for Explosive Growth!

**By Jim Palmer
the Newsletter Guru**



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Hello Friends!

In August 2008, I was invited to speak at the Philadelphia Chapter of Glazer Kennedy Insiders Circle on How to Use Newsletters to Make Your Profits Soar.

Chapter director Mike Capuzzi mentioned that the August meeting marked the two year anniversary for his chapter and I mentioned that August also marked my two year anniversary since discovering Planet Dan. I also mentioned to Mike that my business has grown 2.5 times larger since discovering Dan Kennedy, Bill Glazer and the whole GKIC world.

Mike then asked me if I would be willing to share with his chapter members the various action steps that I implemented in my business to achieve this dramatic growth. I agreed. As I described the steps I was blown away at the reaction from the group as I described in a month to month time line what I have accomplished in two years.

This reaction got me thinking that my journey (so far) might be a source of inspiration and encouragement to other entrepreneurs, particularly those just getting started.

So... the following is a transcript of this powerful 20-minute presentation. I encourage you to have a highlighter ready as there are many nuggets of wisdom, lessons learned, and writer-downers!

To Your Success!



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About 10 days ago I was talking with Mike and he was asking me, “tell me what you want to talk about and how much time do you need?” He said, “By the way, it’s our second anniversary.” And I said, “Hey, mine, too.” And he said, “What do you mean?” And I said, “It’s been two years since I discovered Dan Kennedy.”

I reminded him of that and he said, “What’s it meant to your business?” And I said, “Funny you should ask. I figured it out and from August of 2006 to August of 2008 my business is two and a half times the size.” Mike was a little taken aback. He goes, “Wow”, “let me ask you a question. When you speak would you be willing to share with the chapter kind of a time line of what you’ve done in action steps from August of ’06 to August of ’08?”

I said, I’d be glad to do that. So that’s what we’re going to do now for the last seven or eight minutes or so.

- August 17 2006: In addition to reading the book (*No B.S. Direct Marketing* by Dan Kennedy), I made a decision to change the way I was doing business and aggressively implemented new strategies. Now, I gotta hand it to Dan because the way he writes in his no BS way, he spoke to my heart. He said, “If you try this; it will work” and he gives countless examples of people in many different industries that are doing it. So that was kind of proof. But he also warned you in that book, he says, right in the beginning he says, “You’re going to come up with some long sales letter. You’re going to promote yourself and your picture and this and that and the other thing and he says, people are going to laugh. You’re spouses are going to go, “What the hell are you doing?” The people that you’re used to marketing with are going to go, “Nobody’s going to read that.” So he warned me about all that. But he said, “Here’s the thing. Everybody’s got an opinion. But the only opinion that really counts is the one that’s putting money in your bank account.” So there I am under my red umbrella and I go, “Yeah, yeah, yeah, that’s what I’m interested in.”



I turned 50 this year. So I’ve been around the block a little bit. I’ve hired some consultants and some experts to do different things. And here’s what happens. I bet you there are a lot of people in this room that will relate to

this. An expert comes in and he says, “This is what you’ve got to do: A, B and C and, man, you’re going to get some phenomenal results.” And I say, “Yeah, I’m all with you for A. B I’m going to do most of B. C, my business is different. I can’t do C.”

And you get kind of sub-par results and you go, “That guy didn’t know what he was talking about.” I said, “I’ve done that too many times. And I said, “For a while I’m going to do it Dan’s way. If he says to zig, I’m going to zig. If he says to zag, I’m going to zag. That’s the most important thing I did on the beach that day.

- So September 2006: I anointed myself as the newsletter guru and began promoting myself that way. I just grabbed the title and said, “I know more about newsletters than anybody in the Industry. I am the go-to resource for newsletters.
- October 2006: I officially launched No Hassle Newsletters. (www.nohasslenewsletters.com)
- November 2006: I joined my first Mastermind group. I’ve got to pause here because this is huge. You are going to see another two pages worth of slides and 99 percent of the things on those slides will be directly related to my joining a Mastermind group.



The first Mastermind group, if I remember right was \$300-\$350 a month. I really shouldn’t have been able to afford it, but I said, “You know what? I agreed to do this. Dan’s written about Mastermind groups, Lee Milteer writes about Mastermind groups. *Think and Grow Rich* is a book that I’m big on and talks about Mastermind groups. I gotta do Mastermind groups. So I bit the bullet and I started. Man, did that thing pay for itself about 10 ways from Sunday. And I’m going to prove it to you.

But what I will tell you is somebody in this room right now; probably five of you are sitting here going, “I hear you. I’ve heard about Mastermind groups. When my business gets a little bigger, when I get a little more cash-flow I’m going to join.” That’s wrong. You’re going, “Jim, I don’t want to out the cart before the horse.” That’s wrong. That’s wrong.

You want to put the locomotive on your train and propel you down the tracks. You have to be willing to invest in yourself if you're going to see dramatic results. I'm going to prove it to you.

- December of '06: I hired my first virtual assistant. In the November Mastermind meeting, one of the members of that Mastermind group was talking about all these things he was doing. He had like 10 Internet companies. He's speaking. He's consulting. I raised my hand. I go, "How do you do all that?" He goes, "I've got a couple of virtual assistants." "What's a virtual assistant?" He said, "Well it's people you hire. They can be anywhere and they do the work for you. It's not an employee. There's no healthcare, no vacation, no calling in sick. You pay them for what they do. Very cool."

Up to this point I'm doing all my web-work. I'm setting up all my websites. I'm learning how to do it. I'm a computer guy so it's not a major strain on my brain. But guess what? It's taking me hours to create a website, I shouldn't be doing that.

When a franchisee came in for training, he says, "Ah, Jim, I'm a really good mechanic on the bikes. I'm going to work in the mechanics. I'll hire salespeople." I said, "No, you won't. When you're working at the bench on your bikes you're worth eight bucks an hour. When you're out there meeting with your customers and working with your people you're worth hundreds of dollars an hour."

If you're still putting together your websites and doing your database and stuff like that you're only worth about \$12 to \$15 an hour because you can hire a virtual assistant to do that for you. Mastermind lesson one, let's keep a count.

- February 2007: In December and January I read about how great article marketing was, what a great way to enhance your reputation as an expert in your industry. And guess what? The articles that are posted have your byline at the bottom and there are hyperlinks which point back to your website which is, Jay, I think they call that SEO, right? So I wrote six articles but then I was strained. I didn't know what else to do. So in the January Mastermind meeting somebody goes, "Oh, have you guys heard of Elance?" I said, "What's Elance?" "Well you post a job and there are all these people around the country who will do it and they'll bid on it. They'll show you samples of their work."

I got six articles written, 500 word articles for \$30 a piece. Three weeks later \$180 later I had 12 articles posted them to ezinearticles.com. Last time I checked I'd been published about 300 times in various people's ezines, blogs, et cetera. All that is creating links which is back to my website which is good, right, Jay, more links is good. So it's really helping me out. I learned that in the mastermind meeting, that's point number two.

- March of 2007: I launched my blog. In the January Mastermind meeting Dan Buglio says, "Have you guys heard of blogs?" "Nope, what's a blog? Sounds like one more thing I've got to do." He said, "It's the greatest thing going. Search engines love blogs because you're always changing them and that's what they look for. They look for changes." He tells us about Wordpress. He said it's super easy to set up. I said, "It's easier for that for me." On my way home I called my virtual assistant and said, "Create me a blog. Tell me when it's done. Give me my username and password. Tell me how to copy and paste." And that's what I did. I've been blogging ever since. And it's driving more and more traffic to my website!
- April 2007: I attended my first Glazer-Kennedy event. This was the Marketing and Money-Making Super-conference in Chicago. Once again; decision time. This was about, I think, \$2,500, maybe \$3,000 decision when you count airfare, hotel and all that stuff. But I did it. Every time you invest in yourself you're investing in something good. Okay? When you invest in yourself you're going to succeed at a much more rapid rate. So I bit the bullet.

But I've been to enough seminars in my life to know that you don't just go to hear the speakers and write down 10 pages of notes, nine and a half of them which you'll never implement. You go there to meet people. It's where you go to network and meet people that are going to help you move your business forward.

In the six months since I discovered Planet Dan I recognized that there was one person above all that I want to meet. Alexandria Brown is known as the "Ezine Queen". She is to e-mail newsletters to me being print. So, I sought her out, she spoke. She's very highly visible, got a huge list. And when the time was right, boom I zeroed in and in my best Mr. Confidence voice, I said, Alexandria, I'm Jim Palmer, I'm known as the newsletter guru. I am to print newsletters what you are to e-mail newsletters."

I thought she was going to look at me and go, “What?” but she goes, “Oh, that’s pretty cool. We ought to talk.” Alright? She later invites me to be a guest expert on her Mastermind call, which has been heard probably by about 600 people. Four of them have invited me on their seminars and I’ve gotten three clients out of that. That paid for me going to the Super-conference right there.

- May 2007: I launched my Ezine. I started with a couple members. Right now I think I’ve got just a little over 2,000 subscribers.
- August 2007: I launched my third business, No Hassle Marketing, LLC. This is really cool. In my February Mastermind meeting, I say to the guys, this is now after three or four meetings and we’ve gotten to know each other and our businesses, you’ve got to write this question down. This is gold. This is worth you’re coming here tonight.

When you join your Mastermind meeting, after your third or fourth meeting when everybody gets a change to know you, it’s going to come around to your turn, and instead of talking for half an hour, all you do is say this, “Ladies and gentlemen, what areas of opportunity to create wealth am I missing in my business?”

What areas of opportunities to create wealth am I missing in my business? Because we’re all ‘this’ close to our business we can’t see the forest through the trees.

And then as hard as it is, I implore you to zip your lip and don't say another word for the next 28 minutes. The other guys are in the hot seat, the other guys and gals. Let them come back and you just sit there and enjoy the Mastermind experience.

A lot of things were bouncing. One guy says, “So, Jim, tell me this kind of No Hassle system you have, is that some kind of technology that you might be able to license? I don't know, maybe to say printers?” Oh my God. Halogen light bulb goes on over my head. On the break I run out and call my printer and say, “I need to see you next week.”

The following week, we’re in my lawyer’s office and we drafted an LLC agreement. We spent April interviewing about six different web-developers.

We hired one the end of April. Three and a half months later we launched No Hassle Marketing where we were licensing the No Hassle System to other printers in the country. That came out of a Mastermind meeting. Don't tell me \$300, \$500 or \$1,000 a month is too much to invest in your business.

Nonsense.

- September 2007: I was proud to be featured as one of 32 authors in Dream, Inc. This got me two new corporate clients, by the way. Because one of the things you do, a book is an amazing, awesome positioning tool. So what I would do is when a prospect would want to see me, he'd say, let's say it's Monday, he says, "Can you come in Thursday or Friday?" I would say, "Can't do it. I'm booked about two weeks out. Let's schedule something end of the month. We'd set an appointment. I know how hard it is. Believe me I know... Cash-flow, it's a live customer. You've got to go see them. No don't do it.

You're busy. You're busy for two weeks. Before you go to see him, you send him a package. In that package is a cover letter, a sample of some of your work, maybe some testimonials and it's a copy of your book. Both times when I did this I landed in the chair in front of these CEO's desk and they had my book and go, "Hey, this is really cool. I didn't know you were an author." "Well you know." I got the client. Never balked on price, didn't even negotiate. So get started on your book.

- November 2007: I published my own book *Newsletter Secrets Revealed*. It is an e-book. It's a download. I've got a ton of bonuses on there. I've sold approximately 380 books since I launched that. Once you write it, it's just like money flowing into your MAC machine.
- December of 2007: This is huge folks, Glazer-Kennedy Insider Circle officially recognizes No Hassle Newsletters as their preferred vendor for B2B newsletters, which is the *In Touch* newsletter. That's huge. I mean that's just like "blow-me-away" huge.
- December 2007: I end with 68% growth rate over 2006.
- In February 2008: I was profiled in the Information Marketing Association newsletter, which is this. This I learned about the Association in November.

It was \$99 a month. And I know, gosh, between Paypal, instant tele-seminar, shopping cart this, web fees that, it's like your credit card statement's this long. It's like do I really need another \$99 a month charge on there. Well guess what? Follow my rule, Jim. This is the pond where all of my prospects are swimming.

So I invested and I joined. But here's the action step. A month after I got my first issue I sent an e-mail to Robert Strobe, the president. "Loved the newsletter, Robert, great, I'm really excited to be here." And of course my signature and websites are all on my e-mail newsletter. The next thing I did, they have a member's only website where you can post what you do and what your expertise is and if you're available for speaking or tele-seminars. A lot of people just don't do that. I didn't want to spend \$99 for a newsletter. So I went every single benefit and I listed and posted them there.

Well I can tell you that a lot of members don't bother with that. They don't even bother to look in there.

Guess who looks in there? Robert Strobe. And guess what he saw? He saw Jim Palmer. He saw that I'm an expert on newsletters. And he calls me the end of December and says, "Would you be available for an hour next week for an interview? I'd like to profile you in our newsletter?" "Um, gosh an hour, I don't know." Made the time and I was profiled. My whole business is profiled in here, how I got started, talking about the newsletters. This is huge. I got three new clients from this. So I invested in myself again, joined an association that I should belong to, but I didn't just stop there. I took advantage of all the member benefits that come along with it.

Let's keep going I'm almost done.

- April 2008: I was an exhibitor now at the next Super-conference. This was in Nashville, Tennessee. This was about a \$6,000 decision. They don't just give the booths away for free. So I bit the bullet and said once again, "Man if there was ever a target audience it's going to be there so I'm going for it."

I am so blessed to have had Angela Megasko work in my booth with me. And on that first night we exhibited for four hours, we saw 200 people come through our booth. I got 5 new platinum upgrade clients. And I sold enough books to actually pay for my hotel and my food there. Again, invest in yourself. Invest in yourself. Take the leap. Just do it.

- May 2008: I hired my second virtual assistant. It just dawned on me. I'm doing all this other stuff and I'm still creating my newsletter templates for No Hassle Newsletters. I interviewed a couple of designers, showed them what I'm doing, and showed them where I'm getting my content and how it's put together. And now I've got a guy, I hope he never hears this, he's only charging me \$15 an hour; \$15 an hour, folks and he's putting together the same newsletters that were taking me hours to do.

Get yourself a virtual assistant!

- July of 2008: I submitted my finished chapter to be featured in Mike's and Dan's book *the Ultimate Success Secret*. I think this is really cool because literally two years from when I read my first Dan book I'm now going to be featured in a book with Dan's name on the cover and I know he'll probably read it, so that's pretty cool.
- August of 2008: later this month I'm hiring a third virtual assistant, I'm hiring an actual assistant who's going to help me schedule prospects and mail out packages when people request information, initial questions and inquiries from the website. So that's pretty cool.

Over the next 60 days, just to give you a sneak peak:

- September 2008: I'm publishing two more books;

Discovering Relationship Marketing for the 21st Century: The Secret to Winning the Customer's You Want and Keeping Them Forever. That's going to be a really cool book.

And this one's really cool; *How to Create a Great Newsletter That Gets Results*. It's going to be tons of information but it's also going to be highlighted with a lot of examples from my subscribers and people that subscribe to Success Advantage.

- Also in September: I'm launching a joint venture project, www.SuperAffiliatePages.com. I came up with this great strategy which is going to help you sell more through your affiliates, who are basically doing nothing, So this is very cool. You'll see this live in about two weeks.

- October of 2008: I lost count, I think I was up to four (Mastermind Points), here's number five from Mastermind. Three weeks ago, I'm in my Mastermind meeting – by the way, I'm in two Mastermind groups now. I'm investing in myself. Three weeks ago I'm in my Mastermind meeting and I said, “Guys, I'm doing okay. I'm climbing not just the ladder rung to ladder rung. I'm actually jumping a few rungs which is nice. But I want to go from “here to here” in a hurry. How do I do that?” We started getting some different ideas.

There were two ideas that came out. Number one, I needed to hook up with a large company like Infusion. It just so happens the very next week Dan Kennedy was on a book tour and he's appearing in New York, and Infusion is sponsoring him! So I get a train ticket, I get up early and I zoom up to New York. And before the meeting, saw the President/CEO of Infusion. As soon as he had nobody around him, I zeroed in and gave him my pitch and said, “I've heard from people that Infusion's awesome. But it's missing a follow up component, print newsletters. That's what I do. Can we talk?” And we're going to start dialogue now. That came out of a Mastermind meeting.

But then someone says this, postcards! “What about postcards, Jim?” Postcards are very hot. Everybody's mailing 6x9 postcards. What if we made a kind of a hybrid, a big postcard which everybody kind of likes and sees what it is and it's actually a newsletter?” So I'm launching www.newsletterpostcards.com in October. That's going to be pretty cool.

So, my final thought for this evening is this, and I'll be glad to stick around and answer questions for you: Education, good ideas, good intentions do not create success, folks. Success comes first from deciding and then constant implementation and massive action.

My name is Jim Palmer. I hope you learned something. Thank you very much.

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