Why I Hate Jay Abraham

(But How Jay Can Probably Boost Your Company's Profits by Six or Seven Figures – If You Can Stand The Guy)

Dear Business Owner:

People have often asked me, "Why did you refuse to talk to marketing wizard Jay Abraham for six years?"

Right up to the time I began writing this letter, I have never divulged the answer to that question to anyone but the late and great advertising legend Joe Karbo. In case the name doesn't ring a bell with you, Joe Karbo was the advertising maverick who wrote the legendary ad that is best remembered for its even more legendary headline: THE LAZY MAN'S WAY TO RICHES. The ad compellingly described a paperback book whose title was the same as the headline of the ad. The book, of course, was also written by Joe.

Joe Karbo was my mentor. Without his teachings, I probably never would have self-published and marketed my three #1-bestselling books, *Winning Through Intimidation, Looking Out For #1,* and *Restoring The American Dream.* He taught me the tricks of the trade – what makes a good headline, how to write ad copy that keeps the reader's attention, how to analyze mail-order results—an education that I could not have obtained had I received ten marketing degrees from the best universities in the country.

When my first book was rejected by every publisher to whom I submitted it, I decided to follow in Joe's footsteps and publish the book myself, then sell it through direct marketing. When my book climbed to the #1 position on *The New York Times* Best-Seller List, virtually no one realized that I had not only published it myself but also orchestrated the entire marketing campaign to promote it. Interestingly, Jay Abraham had also been an early disciple of Joe Karbo's. Well, a few days before Joe died unexpectedly of a massive heart attack about six years ago, I spent Sunday afternoon at his house relaxing and exchanging marketing tales.

At one point during our conversation, Jay Abraham's name came up. Joe mumbled a couple of unkind remarks about Jay, and I said something like, "Oh, you too?" We started to compare notes on this fellow Abraham and agreed that he definitely was not the Abraham of biblical fame. Basically, Joe and I found that we had similar gripes about this strange humanoid from Palos Verdes.

The Sins of Abraham

Now, for the first time ever I'm going to reveal here the sum and substance of our conversation about Jay Abraham.

(1) Joe and I both felt that Jay was irresponsible. He would often promise to get something to you, then be days late without even calling to let you know there would be a delay.

(2) Jay was arrogant. He never put on a suit or sport coat (let alone a tie), wore sandals (with no socks) no matter whom he was meeting with, and insisted that all meetings be held at his palatial home.

(3) Joe and I also agreed that Jay was immature. He refused to allow anything to get in the way of his daily exercising and other non-business activities.

(4) Finally, we both thought that Jay was rude. He was always in a hurry, usually interrupting a caller with, “I’ve got to run; I’m late for a consultation,” or something to that effect.

What was really weird, though, was that Jay also displayed uncommon capacity for kindness, sensitivity, and compassion, which made him, without question, one of the most peculiar people I had ever met.

He was, and is, the ultimate human enigma.

Above all, however, he’s persistent. Thus, over the years Jay sent me an endless string of letters apologizing for the now-forgotten sin that prompted me to cut off communication with him, in addition to trying to call me about a dozen times during that same period.

About a year ago, I finally relented. I don’t know whether it was temporary insanity on my part, or that I had matured and become a more flexible, more forgiving person.

Abraham, the Mad Genius

Whatever the reason, I’m glad I relented, because as I’ve come to know Jay, I have a better understanding of why he acts the way he does. Put simply, Jay is a mad genius. **He is to marketing what Einstein was to physics, what Freud was to psychology, what Beethoven was to music**. These kind of men have no time for niceties, for protocol, for normal human activities. Such things only get in the way of their creativity and their obsession with their work.

When I finally came to recognize that Jay's real sin was that he was a genius – **a marketing genius** – I was able to view him in a whole new light. He isn't arrogant, immature, or rude. He's just totally immersed in his passion – making products and services more profitable through ingenious marketing campaigns. I still don't think he realizes that he doesn't wear socks!

As to his not getting material to people when promised, the reason is now clear. It's a by-product of the demands on his time. Jay overbooks, which I dislike intensely. I personally think he would be better off if he'd take on less work. But Jay is hopelessly greedy – not for money, but for every challenge that comes his way. He's an insatiable teacher and had he not found out that he could make millions at his profession, I honestly believe that he would do it just for the sheer challenge.

All of which brings me to today – and this letter.

If you'll note, the headline at the top of the first page is written in the present tense. It says, "**WHY I HATE JAY ABRAHAM.**"

So what's my problem now? Frankly, I feel like the koala bear in the Qantas commercials on TV. Honesty compels me to admit that now that I know Jay, he's a charming, lovable, almost cartoon-like character. But he still irritates me.

Why?

Because he makes everything look so easy. I'll not be modest: When it comes to marketing, I'm not exactly chopped liver. I'm not shy at all about telling you that *Fortune* magazine did a three-page article on my marketing exploits, entitled, "**Robert Ringer's Winning Streak.**" The article heralded the fact that I had published five books in a row (i.e., books other than my own) that I succeeded in marketing to best-seller status on*The New York Times* and other major best-seller lists – a first in publishing history. About the same time, *The Wall Street Journal* also ran a front-page story on my marketing exploits.

But the sad truth is that when it comes to marketing, Jay runs circles around me – in his bare feet, yet! Jay Abraham comes up with more great marketing ideas in five minutes than I can come up with in a month. Now that I’ve had the opportunity to get to know him on a personal basis, I’m dumbfounded at his idea-a-minute mind. Jay is not human; he’s a marketing machine that never stops.

If that sounds humble on my part, forget it. It’s nothing more than begrudging honesty.

Abraham, the Scientist

I’d like to explain the primary difference between Jay and me because, quite frankly, to confront it is like a catharsis for me. It drove me nuts for more than six months until I finally figured it out.

I am to marketing what Glenn Campbell is to music. Glenn plays the guitar by ear; I write ad copy by “ear.” I have a knack for writing ad copy that grabs people's attention. It has served me well, but that's the extent of my marketing skills.

Jay Abraham is a totally different animal. Jay Abraham is scientific. Jay Abraham is a maestro. Jay Abraham writes his ad copy – ad copy that has made people literally millions of dollars over the years – with a scientific approach. Every word is carefully thought out, every comma carefully placed. All past ads are intensely scrutinized under an "Abrascope" and their results studied in the most scientific fashion imaginable.

But writing ad copy is only a small part of what Jay Abraham is all about. He isn't a copywriter; he's a marketing man. More specifically – and I can't emphasize it enough times – Jay Abraham is a marketing genius.

Jay is also an idea machine. He doesn't try to win your approval; in fact, I think he's oblivious to such things. His style is to interrogate you. **If you're more interested in having your ego assuaged than in making money, you probably wouldn't like Jay's style**. You have to understand that Jay doesn't see his interrogation as offensive; he is merely fascinated with your marketing problem.

Abraham, the Obsessed

In fact, he’s obsessed. **He must solve your marketing problem; he must make you money**. Personally, I believe that to fail to do so would be a blow to his ego that he could not tolerate. He’s received so much adulation from grateful clients over the years, so many words of praise from contemporaries, that his situation is analogous to a pitcher who’s in the midst of throwing a no-hitter. The pressure constantly builds; he feels as though he can’t afford one slip. Heaven forbid he should fail to produce spectacular results for someone. He might be view as a mere mortal! And the track record he has mastered is literally astonishing!

1. There was Icy Hot, the little mail-order company Jay helped grow from $20,000 to $13 million in just nineteen months.
2. There’s *Entrepreneur Magazine,* the $800,000 company Jay grew to over $7 million in nine short months.
3. Jay earned $2 million from Jim Cook, the president of Investment Rarities, a rare coin dealer, by single-handedly engineering his billion-dollar growth.

And me? While Jay is working his marketing miracles for fifteen or twenty businessmen and women simultaneously, I labor away at a tortoise's pace, developing one (hopefully) great marketing campaign every year or so. **I tell you, I hate Jay Abraham.**

Shortly after I had reinstated my relationship with Jay, I wrote what I thought to be the ultimate mail piece. I was getting ready to call my broker in the south of France to have him start looking for a villa for me – which I would obviously be able to afford soon after the results of my mailing piece began coming in – but, just for good luck, I thought I'd have Jay take a look at my work of art before sending it to the press.

I told him in advance that it was dynamite mail piece, and that I was sure he'd love it. I went to his house, had him read it, and then . . . **the dreaded silence.** He put down my masterpiece, looked at me with an uncomfortable expression on his face, and said, "Do you want the truth, or do you want me to make you feel good?" (To fully appreciate this story, you have to understand that Jay thinks that I'm an absolutely great ad writer. Also, his ego aside, he gets a vicarious thrill out of seeing other marketers and ad writers turn out successful mail pieces and ads. It's in his blood.)

Obviously, I wanted the truth. And the truth was, **"If you send this mail piece out, I personally believe that you're going to be devastated."** My first impulse was to light a match to his beard, but I controlled myself. I asked him to tear this piece apart sentence by sentence, and he kindly obliged me. When he was finished, I realized just how right he had been. I had allowed myself to get caught in one of the oldest copywriter traps – falling in love with my own words -- and had written a lot of very interesting copy that contained absolutely none of the necessary ingredients of a good sales piece.

In an hour or so, Jay gave me about a hundred suggestions on how to change the ad, most of which I adopted. The bottom line is that it turned out to be an extremely successful mail piece, and there's no doubt in my mind that it was, indeed, headed for disaster prior to my obtaining Jay's input.

Jay does the same "emergency" quick-fix "marketing-dectomy" for faulty sales pitches, promotional campaigns, and impotent business sales strategies, as well.

The Misconceptions of the Business World According to Abraham

Jay has often told me that he never ceases to be amazed at the commonality of misconceptions that small businessmen and women harbor. They must all be going to the same wrong seminars or reading the same wrong business books.

Below I'm going to briefly discuss what Jay considers to be some of the worst, and most common, misconceptions that business people have – particularly owners of small and medium-sized businesses. If you heed what he says, and take action. I think you'll be pleasantly surprised at the results.

By the way, I want to be right up front with you and tell you that I am, at heart, a marketing-oriented entrepreneur, so I personally am biased toward Jay's opinions in this area. On the other hand, I have good reason to be biased, because my own modest efforts have produced millions of dollars in results in situations where Establishment types have told me that a product or service wouldn't sell.

Misconception No. 1: Having the best product or service guarantees success

This belief has frustrated more good business people than just about anything else I know of. And with good reason: It simply isn’t true.

For example, Jay is convinced that some of the best books ever written have not been read by more than a handful of people. (I totally agree, because I have personally read many such books.) He is convinced that some of the best products ever made have failed in the marketplace. He is convinced that some of the greatest services ever offered have gone unnoticed by the general public.

Obviously, by now you can guess why this is so. It’s because they simply weren’t marketed at all. What a tragedy. One of Jay Abraham’s strongest convictions about the business world is: **If you’re in business – any business – you have to also be in the marketing business**.

Jay firmly believes that marketing is what separates the good product from the good product. Marketing is what separates the good service from the good service. What he means is that all other things being equal, marketing is the difference. Either you get into the marketing business, or your business gets left in the marketing dust of your competitors.

A very astute friend of mine (believe it or not, an attorney – one of the three honest, competent attorneys in the country) passed along an interesting observation to me about a year ago. He said that in observing all of the businesses he had done work for over the years, almost without exception he noted the following:

Every business that was not marketing driven, no matter how good its products or services and no matter how well managed it was, had either gone broke or struggled to keep its head above water. On the other hand, every business that was marketing driven, no matter how inferior its products or services and no matter how poorly managed it was, was successful without fail.

I realize that business people with quality products or services, but little or no marketing strategy, will probably bristle at the above statements, but I'm merely passing along the comments of an intelligent, conservative observer who's been involved with hundreds of businesses over the years. I do hasten to add that, in my opinion, companies with low-quality products or services will ultimately fail. However, I’m just as certain that companies that do products quality products and services, but are weak in marketing, will rarely succeed. Certainly, such companies can never hope to scratch the surface of their potential.

Of course, as my attorney friend pointed out, **the biggest successes of all come from companies who have good products or services, good management, and are marketing driven**. He didn’t need to sell me on this point, because I’ve been marketing oriented since my youth. But I thought it was a fascinating comment, particularly because it came from a staid, play-it-by-the-book, conservative attorney, and certainly worth passing along to you to reflect on.

The bottom line is this: Get it out of your head that you can succeed just because you have the best product or service. You can’t. A good product or service is a prerequisite. But there are lots of good products and services around. **If you’re in business—any kind of business—make sure that you’re also in the marketing business**.

Misconception No. 2: Concentrate on keeping costs down as though cost-cutting were an end-all, be-all.

First of all, Jay has always viewed good people, equipment, and outside experts, not as expenses, but as moneymaking tools. He feels that if they don't make you money, you shouldn't use them. I myself subscribe to this philosophy, which is why I always get the best personnel money can buy,the best equipment money can buy, and the best experts money can buy.

If you're obsessed with keeping your overhead down, think of it this way: If your overhead is $10,000 a month and your sales $5,000 a month, your overhead is way too high. But if your overhead is $100,000 a month and your sales are $300,000 a month, your overhead (though ten times higher than the overhead in the first example) is amazingly low!

Which leads to this obvious question: Why does everyone work so hard at slashing overhead? **Why not concentrate on increasing sales instead?** Common sense dictates that the more cash you bring in the front door every month, the less likely you are to have cash flow problems, and the better position you'll be in to solve your other business problems.

It puzzles me that so few businessmen and women seem to be able to grasp this simple concept. I can only theorize that it's a result of people being taught from an early age to be overly cautious, to avoid risks at all costs, to take what appears to be the safest way out. And that's just exactly how I've seen many overhead slashers end up—out!

In point of fact, the biggest danger of all is failing to take action –i.e. stagnating. Inaction virtually guarantees a business failure. Don't allow yourself to get called out on strikes with the marketing bat on your shoulder.

That's what I love about Jay Abraham. His whole orientation is toward increasing sales. **And he usually accomplishes this objective without increasing a company's overhead or advertising budget.** Best of all, he himself doesn't cost anything, because he gets paid out of increased profits. And all he normally charges a client is a quarter out of every profit dollar he makes them. Do his efforts for his clients really pay off? Judge for yourself:

"Jay Abraham is directly responsible for my company earning over $150,000 in cash in three months!" – Ray Como, Pittsburgh, PA

“After applying just one of his techniques, we sold $643,000 worth of products in two and a half months! That’s a 900% increase in sales from just one technique! – Michael Quinn, Simi Valley, CA

“One idea increased my profit by 40%. I used to get 50 calls a month on my ad. I now get 263 calls a month on the same priced ad.” – H.P., Mentor, OH

“Jay Abraham is the finest marketing mind on this planet. His work for others was so wildly successful, I decided to get to know him. I paid Jay Abraham $600,000 last year because he made me $2 million and all the money came out of the profits his concepts made me.” – Howard Ruff, financial publisher

“Last year I paid Jay $670,000 and over the past few years over $2 million. Before Jay came along, our sales were just a few hundred thousand dollars annually. Since teaming up with Jay, our sales for those years total over $2 billion.” – Jim Cook, Investment Rarities

“(Jay’s) concept sold $22 million worth of my products. Jay opens your eyes to powerful marketing possibilities that are just sitting there in front of your nose where you can't see them." – David Hall, Numismatic investment Group

"I personally paid this marketing genius $109,000 because he made me over a million dollars. He opened up my eyes to a whole new world of profit possibilities." – Lee Euler, Euler Enterprises

These are just a "handful" of the spectacular success stories Jay has contributed to.

Misconception No. 3: It's difficult for a small business to raise money without giving away the store.

Not so. Jay Abraham was the first person to make me realize that the easiest and least expensive way to raise money is by "re-deploying" your own assets. In other words, what Jay does better than any other human being on the globe is take what you already have and use it to generate cash flow – quickly. Why pay for money, or give away part of your business, if you can generate additional cash within your own company? I'm convinced beyond doubt that **not one out of a thousand business people understand this concept.**

But once you understand it, you’ll feel as though you’ve struck the motherlode. I know because I’ve done it over and over again myself. And Jay Abraham has done it literally hundreds of times. It’s a phenomenon that you have to personally experience to fully appreciate. When you observe Jay put together a marketing campaign for you virtually overnight, then witness, with your own eyes, the cash pouring into your coffers within a few months (sometimes within weeks), it’s enough to make a grown man salivate.

Remember: From sales come cash, and from marketing comes sales. Who needs investors or partners?

Misconception No. 4: Only big companies can afford to advertise, market or promote.

A more accurate statement would be that only big companies can afford high-priced, Madison-Avenue-type ad agencies that don’t get paid on the basis of results. Instead, the big ad agencies get their up-front costs covered, they get paid just for placing ads, and they virtually never have to produce mail-order results to earn their fees. **The reality is that most big advertising**

firms could never make it if they had to depend upon direct-mail results to earn their keep.

The truth of the matter, however, is that a small or medium-sized business cannot afford not to advertise or market. But it's imperative that a small businessmen or woman avoid high-priced, no-guaranteed-results ad agencies as surely as he or she must avoid fee-building, deal-killing attorneys. Either one can bankrupt you.

That's one of the things that most impresses me about Jay Abraham. **He gets no up-front fees.** He receives no "agency discounts" (read "commissions") for placing ads. **He asks for no retainer.** Jay gets paid on the increase in profits that he actually produces for you. That spells "C-O-N-F-I-D-E-N-C-E." When (and if) he makes a dollar, he gets paid a quarter. **If he doesn't perform, he doesn't get paid.**

I strongly suggest that you never hire an ad agency or marketing person who is not willing to be compensated on the basis of results. So long as you stick to the Abraham "**prove-it-or-pay-nothing**" approach, you'll always be in a no-risk position – and there's no way you can beat that kind of deal.

Misconception No. 5: During bad economic times, it's an inefficient use of resources to invest in marketing.

Again, I'm biased, because I've proven to my own satisfaction that this is totally fallacious thinking. I have often said that, to a great extent, I attribute the success of my first #1-bestselling book to the fact that the country was in the midst of its worst recession since World War II.

While everyone was pulling in their horns, I was bombarding the nation with a marketing blitzkrieg that seemed to be without competition. I believe that our country is in for some very rough economic times ahead (mainly as a result of a badly bloated national debt), and though I wish economic chaos could be avoided, I also see this inevitable scenario as a marketer's dream.

He who knows how to stretch his marketing dollars in the coming bad times will almost surely leave the competition in his wake.

Abraham, the Cash-Flow Machine

You know, I’ve met many people who have read “business management” books like *In Search of Excellence* but are still in search of cash. Truly we live in an upside-down world. You can bet your life that not one of those trendy business authors has been on the firing line, day in and day out, like Jay Abraham – and certainly, none of them have come close to producing the consistent results that he has.

In less than twenty years, Jay Abraham has developed more than 200 distinct “Abrahaming” strategies. (Since only Jay Abraham does what he does, I think it’s appropriate to differentiate it from “normal” marketing.)

Jay has produced phenomenal results for major magazines, large brokerage firms, billion-dollar insurance companies, mutual funds, and commodities companies, to name but a few.

But his magic works just as well, if not better, for small and medium-sized businesses. One of Jay’s favorite lines says it all: “**The main thing is not the size of the business, but rather the size of the potential.**”

I wish I had enough room in this letter to list every Abraham success, but that would make it so thick that I’d probably have to ship it to you in a wooden crate. In lieu of that unrealistic alternative, I’ve listed below just a small sampling of a few more situations where the Abraham magic did its wonders.

>>>He took a start-up business devoid totally of capital and created a marketing strategy that in six months generated $750,000 in gross sales and $280,000 in net profits.

>>>He helped develop a staggering 10 million investor leads for various clients

>>>In less than one year of Abrahaming, Jay increased the sales of a medium-sized insurance agency company from $800,000 annually to over $15 million.

>>>Jay “manufactured” $750,000 in desperately needed cash from a client’s “dead” inventory – in just four days.

>>>A small jewelry client, virtually out of cash, generated an additional $80,000 in sales in less than a week by employing an Abrahaming technique.

Of course, the small sampling above barely begins to tell the story. New and better stories are in the process of being written every day as small, medium, and large businesses continue to apply Abrahaming to their cash-flow needs.

The businessman of whom I am most in awe is the one who can afford to be without the Abrahaming advice of Jay Abraham. I haven't met such an individual yet, but, if I ever do, I know he'll have to own the world's only perfect business.

The Teachings of Abraham

As I mentioned earlier in this letter, Jay Abraham is a teacher. I don't want to pass over that point lightly, because I personally believe that it is his obsession with teaching that is at the heart of his unheard-of string of Abrahaming successes. **(I have never known anyone to be unhappy with Jay's performance. As incredible as that statement may sound, I can assure you that it's true. I have known several people who have become very irritated with Jay, but every single one of those people readily acknowledge his unique ability to produce sensational results.)**

The reason that I want to delve more deeply into the teaching aspect of Jay Abraham is that I have never known another consultant who tries to teach his clients everything he knows.

Most consultants guard their occupational “secrets” zealously. Their ultimate nightmare is that a client will learn too much and they won’t need their services anymore. (Attorneys, of course, are the classic example of this paranoia.)

Not so with Jay. Jay wants you to know everything about Abrahaming that he knows. That will become apparent to you the first time you speak with him. There are many reasons for his unique philosophy about educating his clients, aside and apart from his innate urge to teach. These include:

(1) He is value-for-value oriented, more so than any person I have ever known. His whole approach to business is to give the client so much more than he expects that he will be happy to pay Jay his percentage of the profits.

(2) Jay feels that the more a client understands his concepts, the easier it will be to work with him, the more likely he will be to adopt Jay’s suggestions, and the better the chances for success. Thus, the first thing that Jay wants to do is teach you as much as possible about everything he knows.

(3) Finally Jay is one of those rare people who realizes that the person who is always learning, always improving, always

moving forward, doesn’t need to worry about others discovering his secrets. In other words, while Jay is teaching you what he already knows, he himself is learning about new ideas, strategies, and techniques through his dealing with others. This is a natural result of his working with all kinds of businesses, day in and day out – continually asking questions, testing, and studying.

Jay teaches you things like:

How to increase your cash flow many times over, without increasing your advertising budget.

How to make money from ex-customers.

How to generate cash flow from other businesses’ customer lists, with them providing both the capital and labor to do it!

How to “upsell” customers to higher and higher ticket items.

How to find many hidden cash-flow opportunities in your business that you would never have thought of.

How to set up non-competitive joint ventures with other companies who would like access to your customer list, with you maintaining 100% control of the deals and receiving a big chunk of the profits.

And on…and on…and on…the list is infinite.

The Cautions of Abraham

I've gone out on a limb here in singing the praises of a man whose talents irritate me greatly, so I want to be certain not to lead you down a primrose path. Thus, I want to pass along to you a few words of caution that Jay has expounded upon many times.

First, Jay will teach you anything he knows, without hesitation. But he's impatient. he will not assuage your ego. He will not tell you what you want to hear. He will tell you what he really believes—quickly and candidly. He has no interest in being your "yes" man or your psychiatrist. his main objective is to make both you and him lots of money—quickly, ethically, and with as little risk as possible to either of you.

Second, notwithstanding what I told you about my attorney-friend's observations about marketing-driven companies, Jay will not deal with you unless he is convinced that you have a quality product or service that is a definite benefit to your customers.

Third, you must be able to handle a dramatic increase in sales almost overnight. If Jay agrees to apply Abrahaming to your product or service, he expects you to be geared up to handle the increased business. This is a common problem for neophytes in the direct-marketing arena. Jay asks for nothing up front, so you can understand why, when he produces results, he expects to get paid to the fullest extent possible.

Fourth, you must have an open mind. If you want conventional, dollar-wasting advertising, marketing or sales promotion, hire a dollar-wasting advertising firm. There are plenty of them around who will be happy to take your money—and teach you nothing. As I said, earlier, **Abrahaming is a whole different ballgame**. To say Jay is a maverick is almost an understatement. If you can’t handle being unique, don’t play in Jay’s pen.

Lastly, don’t contact Jay unless you are either the owner of your own business or are the person who can make the final decisions regarding your company’s marketing plans. If you’re the kind of individual who has the capacity to tune into the strategies and techniques of Jay Abraham, this point needs no further explanation.

The Abridged Abraham

I've covered a lot in this letter, so I think it would be helpful to summarize what Jay Abraham is all about.

(1) Jay Abraham is a strange, eccentric character who definitely marches to a different drummer than anyone else in the marketing game – at least on this planet.

(2) Jay Abraham is a marketing genius with a track record that is unreal. He has never had a dissatisfied client. Never!

(3) Jay Abraham often comes across as arrogant and impatient, but he is, in point of fact, kind, sensitive, and compassionate—sometimes to a fault. He's simply thinking on a different plane than you and I – a different dimension.

(4) Jay Abraham continually comes up with more unique, workable ideas in a shorter period of time than any other marketing person alive. Congress should declare him to be one of great natural resources.

(5) Jay Abraham's approach to marketing is scientific. He doesn't guess; he studies, analyzes, and tests. He learns everything he possibly can about any product or service he markets, as well as the results of his marketing.

(6) Jay Abraham is obsessed with solving marketing problems. He views your marketing problem as a personal challenge to his genius. That's why he **always** finds a profitable solution.

(7) Jay Abraham adamantly believes that the secret to operating a successful business is not to concentrate on slashing overhead to the bone, but on increasing sales on a cost-efficient basis. He's proven conclusively that his philosophy works.

(8) Jay Abraham, likewise, believes that the least expensive way to raise cash for your business is through increased sales, brought about through increased dosages of**"Abrahaming."**

(9) Jay Abraham believes that no matter how good a product or service may be, it will not reach a fraction of its potential without sound marketing.

(10) Jay Abraham believes that no company, especially small and medium-sized companies can afford to NOT advertise or market.

(11) Jay Abraham believes that an advertising firm or marketing consultant should be paid only on the basis of results. To say the least, his viewpoint does not endear him to most of the people in the advertising and marketing industry.

(12) Jay Abraham firmly believes that in a bad economy, marketing efforts should be increased rather than decreased. he is convinced that during the coming bad times, the vast majority of businesses will make the classic mistake of cutting back on advertising, which will leave virtually an open field for opportunistic, resourceful marketers.

(13) Jay Abraham believes in teaching his clients everything that he himself knows, because he feels that it makes the profit potential for both the client and himself much greater. Therefore, he compulsively teaches clients in an effort to make them as self-sufficient as possible. His theory is that the more successful they are as a result of his teachings, the more they will want to learn new ideas, strategies, and techniques from him in the future.

(14) Jay Abraham has an impeccable reputation for honesty and integrity, and he is the ultimate value-for-value entrepreneur.

His objective is to always make the client feel as though he has received far more than he paid for – especially since Jay's compensation comes only from the increased profits he produces.

In all my years as a best-selling author and speaker, I've never written a letter of endorsement like this.

When you have a name that people respect, giving any kind of endorsement can be a risky proposition, let alone writing a whole letter about someone.

Not only is this the first time that I've ever written such a letter, but it undoubtedly will be the last. I'm willing to make an exception in Jay Abraham's case because I've had the opportunity to work with him so closely over the past year. In addition, I've viewed him from the worst possible side, and have been able to find justifiable reasons for actions that I once found to be intolerable.

I feel comfortable in writing this letter because Jay Abraham has earned "A's" in all the areas that I consider to be important: He follows my own value-for-value philosophy to the extreme; he thinks long-term in his dealings with others, a rarity in a world filled with short-term, gratification-oriented people; he is honest almost to a fault; he seeks remuneration for his remarkable talents based only on results –i.e., increased profits; and no one that I know of has ever been dissatisfied with his performance.

Hmmm…you know, the more I think about it, I really do hate Jay Abraham.

Now, here's my word of caution to you: If you want to enlist Jay's amazing marketing talents, make sure that you have a firm understanding with him ahead of time regarding scheduling. He is busy—very busy—because, obviously, he is in great demand. And, as I said, he has an obsession to both teach people and solve their marketing problems.

Jay won't like what I just said, but if I'm going to give him an almost unlimited recommendation, I want you to be totally informed of the facts. No matter how brilliant Jay is, no matter how much money he can make for you, if he exacerbates or irritates you to the point where you become fed up dealing with him, it's going to reflect on me.

Jay is charming, he really is. He just takes on too much work. So discuss his availability in detail with him ahead of time so there is no misunderstanding.

With the above caveat having been added, I feel comfortable that everything I have said in this letter is 100% accurate.

Now you'll have to excuse me while I go back to laboring away at working on my one big marketing success for the year. In my next life, I dream of coming back as Jay Abraham—without a beard, without compulsions, and with socks and shoes.

Yours in Abrahaming,

Robert Ringer

P.S.: I almost forgot the reason I wrote you this letter in the first place. It's to alert you to the fact that Jay is currently looking to add three new contingency clients to his practice. But he's terribly selective about who he ultimately chooses. Why? Simple really. It's because it takes Jay the very same amount of time to work on a contingency client who makes him $75,000 as it does one who makes him $750,000. Therefore he's established a strict and stringent ten-part qualifying criteria your firm must satisfy at least six of before he'll agree to talk to you.

If you do satisfy at least six of these points or better – call Rob Colasanti, Jay Abraham's Head of Consulting and Training Services, and Rob will help you quickly determine whether or not he can help you – and whether you can help Jay. Rob's number is (727) 480-8853.

Here's the ten-point criteria you must satisfy:

(1) You run ongoing advertising or direct mail that's ineffectual but you spend a lot of money on it.

(2) You have a sizeable complement of field or "in-house" salespeople you're not optimizing.

(3) You have a ton of past customers and prospects you never work, solicit or attempt to actively resell.

(4) You have a marketplace posture that's a natural "host" for other kindred or synergistic products and services.

(5) You're making all your money up-front and have no real existing "back-ends."

(6) You engage in lead or prospect generating, conversion and reselling but perform these functions poorly.

(7) You have valuable intangible assets you don't acknowledge or utilize.

(8) You are unimpeachably honest and ethical and your references check out without a blemish. In other words, you're "rock solid," you provide a quality product or service and you'll honor, dutifully, your contract and commitment to pay Jay when money is due.

(9) You are operating in a very competitive industry where virtually everyone is marketing the exact same way, and neither you nor your competitors understand or utilize "Unique Selling Proposition" strategy.

(10) The marketing elements of your business either are (or can be easily made) totally quantifiable – they can be measured, compared, and tested against.

One more time: contact Rob to start your application. The number is (727) 480-8853.