



## THE MILLION DOLLAR STRATEGIES PODCAST WITH SHAUN BUCK & DAVE DEE

Shaun Buck: Hey, this is Shaun Buck, and welcome to another episode of The Million Dollar Strategy Podcast. I am on with my good friend, Dave Dee, today. I've known Dave for probably about six or seven years now and he is absolutely a master at selling, especially a one to many selling. Whether that's webinar or platform sales. In fact, Dave, I don't know if I should say this and record it publicly here, but I would go as far as saying probably the best person alive today at it. That might be too much, too big for you.

Dave Dee: I don't think so. Keep going.

Shaun Buck: Okay, yeah, no. I believe that's accurate. I'm so happy to have you, I appreciate you taking the time to do this, and I want to kick it off. I want you to give, for people who aren't familiar with you, I want you to give us a little bit of your back story. Where you came from, a little about you personally, and then tell us a little bit about your business now before we jump in.

Dave Dee: Thanks Shaun for having me on this podcast. Like you said, I've known you for six or seven years and watched you just explode your business, so I'm really honored to be on with you. My back story, you know Shaun, I'm going to start when I was eight years old, and we're going to go chronologically through every year. No, when I was eight years old, I got a little magic set from my grandmother and I fell in love with the art of magic. I knew right then and there that that's what I wanted to be when I grew up was a professional magician. It wasn't a passing thing. It was like, I knew it.

My parents thought it was kind of cool when I was eight years old, but when I was eighteen years old, they no longer thought it was as cute. I took a very traditional route. I didn't live that dream, because I was told I couldn't do it, that it wasn't practical, that I wouldn't be able to make enough money at it. That I'd have to get a real job, so, that's what I did. After I graduated from UMASS, I got a job at a radio station in advertising sales and I absolutely sucked at it. I was really bad at it. Then, I moved to Atlanta to work at a company called Magic Masters, and it was a magic store, but it was interesting. It was in convention hotels and we weren't selling magic tricks to magicians. We were actually selling overpriced magic tricks to unsuspecting conventioners. That was the model.

It was then that I kind of learned how to pitch. How to draw a crowd, 'cause we had to draw a crowd into the store, do a demonstration, and then sell them the tricks afterwards. That's when I started getting up in front of people really, other than in an entertainment format, and selling things. I still had this dream of being a professional magician and I got fired from that job, because the owner discovered I wanted to be an entrepreneur. I really didn't want to work in a magic shop my entire life. Now, I was stuck. I was only doing about three shows a month and these weren't big David

Copperfield type of productions. I had to make a decision. Was I going to live out my dream of being a professional entertainer? Or, was I going to get a "Real job"?

It was at that time that I went to a seminar, 'cause I needed motivation. I thought I needed more motivation. I had plenty of motivation, but I thought that's what I needed, so, I went to a big success rally type of seminar. It was held at the then Omni in Atlanta, and Zig Ziglar was one of the speakers, and Norman Schwarzkopf was the keynote speaker. There was a guy who was on very last and after the keynote speaker came up, everyone was leaving, this guy comes out. I had never heard of him before, a guy by the name of Dan Kennedy, and he said "Sit down. You're just going to caught in the Atlanta traffic anyway."

I did and I watched him talk about marketing. It never really occurred to me that marketing was the key to my success. I thought, as many business owners do, that if I just got really good at my craft, if I got just really good at being an entertainer, I'd be successful. The fact is, that's not the fact. The best person doesn't make the most money and isn't necessarily the most successful. I invested in one of Dan's programs and I implemented it. I went from doing three shows a month to averaging 25 shows a month in less than 90 days. In my fourth month, I did 57 shows, and I was living my dream. I had become a professional magician.

Other business owners started becoming aware of what I was doing and started asking me to help them and coach them on their business, because the truth is marketing is marketing, and selling is selling. I was selling a service just like anybody else was selling a service. Then, I got an opportunity to go speak on Kennedy State at something called The Info Summit, but the caveat was Shaun, that I had to sell a product. The way that those types of events work is the speaker splits the sale with the promoter of the event. I'm like no problem, man, I'm on stage all of the time. This is going to be really freaking easy to do.

I went up there and I created a marketing product to sell. I saw other speakers doing \$50000-\$100000 on the stage. I'm like, man, this is going to be awesome. This is going to be a huge payday. That was really cocky. I went up there and I did my presentation and people were laughing, people were clapping. Then, I did my close and I expected this rush to the back of the room and nothing happened. Literally, the only people who were going to the back of the room were people who had to go to the bathroom. They were leaving and I was so bummed. I was so disappointed. Quite frankly, I was depressed, 'cause number one, I had let my mentor down. Number two, I thought I was going to be walking around with like \$100K.

I almost gave up. I almost said, you know what? This platform selling thing isn't for me, but then it hit me then. This is really a great way to impact a lot of people and make a lot of money, so I really dove into it, invested a lot of time, a lot of money, and a lot of failure coming up with my own system, as you talked about, to sell one to many. A couple years later, I got a call, and again it was from Kennedy saying, "Hey, I'll let you try and speak again at the event," but, this time, Shaun, I wasn't on the main stage, 'cause

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once you bomb, they don't put you back on the main stage. I was in a breakout session at eight o'clock in the morning in the bowels of the hotel and I'm not kidding.

Shaun Buck: No Dave, I was there. I was in the room.

Dave Dee: Were you in that room?

Shaun Buck: I was in that room, yes. I saw the whole thing, yeah.

Dave Dee: Okay. I didn't know that, I didn't realize that. I mean, I wasn't even on the same floor as the other folks, and I had maybe 100 people, 120 people in the room, but I had my new found super power, which was platform selling, and my new found system. I did my presentation and this time when I did my close, there was a mad rush to the back of the room for people to buy what I was selling. Now, when the dust cleared, I had sold over \$300000 worth of a product in 75 minutes. I said, "Wow, man, I actually have something here." Then, I took that same system, and you know, that's actually a low number. It's a good number, but it's chicken feed compared to some of the other things that I've done, some of the things that my clients have done following my system.

I just had one guy, a guy by the name of Vance Morris who did over \$320000 in an hour. My client, Michael Rossberg, following the same system did a webinar where he did \$420000. What I've dedicated my business to is now helping other people, as I like to say, sell more of their products or services in a day than they now do all year with one to many selling. Either selling via webinars or selling from the platform. The platform doesn't mean you have to be up on stage. I've got financial advisors who I'm teaching who are doing dinner seminars, workshops, and things like that. I love it, I love it, 'cause I just know the impact it can have on people's lives.

Shaun Buck: Awesome, that's a great story. I think that seminar, was that 2010? I want to say that was 2010.

Dave Dee: Yeah, I think so. Yeah.

Shaun Buck: I think so, yeah. I remember going down to watch that presentation and it was good. There was a huge ... That was actually when we first met was at that seminar, so yeah, that's pretty cool. It's a good story and it really was. If you've never seen a rush to the back of the room or for people to buy, it was like everybody. It was a small, tiny room. Like you said, it really was in the bowels of the hotel and people were pushing and shoving, because there were bonuses attached to when you got your order form [inaudible 00:08:59], it was pretty crazy watching that happen. It was a very, very cool story. Thanks for sharing.

Let me ask you this. One to many selling can happen in a lot of different ways, right? So, it could happen, like you said, platform sales, and you said it could happen via webinars, or it can happen even at a dinner presentation, so let's talk specifically since most people, my guess, are going to have more of an opportunity to sell via webinar who are going to hear this, and it's a great way to sell. What are you seeing? What's working?

What do you find that's working really well for people to increase their sales? If they're already do webinars, what do you find that they can do, little tweaks they could make that would help them sell even more?

Dave Dee: Let me answer that in two ways, because I think a lot of people listening to this probably aren't doing webinars, Shaun, and they're like "Well, wait a minute. I'm a chiropractor, I'm a dentist, I'm a lawyer. How am I going to use webinars?" So, what's working really, really well for people is using webinars as what we call a lead generation magnet. You're using the webinar to deliver valuable information. Then, at the end of the webinar, instead of trying to sell a product, right, we're getting people to fill out an order form and give you their credit card, what I've been working a lot with my clients with really great success is getting them to book an appointment for a consultation.

A lead generation magnet, just to explain to everybody what that is, is getting someone to raise their hand and request some information. A webinar has a really, really high perceived value as far as information, so you would drive traffic to a landing page, or a registration page. People give you their contact information, so now you're collecting their contact information, and then you're going to show them a webinar. The beauty is the webinar could be pre-recorded, right? So, you've got a salesperson booking appointments for you who never gets sick, who delivers the perfect presentation every single time working for you 24 hours a day seven days a week.

Again, the point here is at the end of the webinar, you're not getting them to buy something, you're getting them to sign up for an initial consultation with you. Whether it's over the phone or whether it's in person. So, that's one dynamic way for someone to use a webinar. Another dynamic way is a means of a secondary means of response. This is a concept that most people don't really understand. Most entrepreneurs when they're advertising, they're advertising for one thing. Come in, buy my thing, call to make an appointment. So on and so forth.

Well, studies have shown that only about 3-4% of your prospects who see that call to action are ready to buy right at that point, so you're only getting the lowest, lowest hanging fruit, but you have 97% of people who may be interested at some point who just aren't ready to make that big step of buying or making a consultation, but are still interested. If you use a webinar as a secondary means of response in all of the marketing that you're doing, whether you're doing TV, radio, direct mail, whatever it is, now you're going to capture leads. You're going to capture people who aren't quite ready to make that giant step, as I said, but are interested enough to give you their contact information. Now, you can show them a webinar, you can sell them on making a consultation, or buying product. Then, you could obviously follow up with them, so that's another thing that is working really well.

Now, to directly answer your question about if someone is doing a webinar, what I find is working, which has always been working, are bonuses. You've got to offer bonuses. Most business owners think "I can't offer a bonus, because I'm a butcher/baker/candlestick maker." You can always offer a bonus. You want to have a fast action bonus. This is what you were just mentioning, Shaun, about if you got your

order form and if you were one of the first 20 people to get your order form in, you got this extra bonus. That causes what we call a stampede. In fact, my new book, which is coming out, is called Sales Stampede, and it's all about how to create a rush, how to create a sales stampede.

Having a fast action bonus, which gets people to respond immediately, is really powerful. You've got to have reasons why someone should act now, because if you don't, they're going to procrastinate, they're not going to take immediate action. A fast action bonus is really important. Also, a deadline is really important. I see a lot of people who still aren't using deadlines. For example, let's say you're a financial advisor who is listening to this, and you're doing your webinar. First of all, you've got to offer a bonus, and then second of all, you've got to add some scarcity to what you're doing. You could say "Listen, I'm really busy. I only have openings for six of these initial consultations, so it's only for the first six people who respond this month to this."

By doing that, you've created that scarcity factor, which is going to get people to respond immediately. The other thing, which is working, and it has always worked, but people mess it up is follow-up. There's three pieces to this, Shaun. The first piece is getting somebody to register for your webinar. The second piece is getting someone to show up for your webinar. The third piece is getting somebody to buy or making it, whatever your call to action is [inaudible 00:14:35] you'd have to book an appointment, right? If you get them to sign up that's good, but then, show up rates are really, really low. Show up rates could be anywhere from 15-20% and the reason is there's not solid follow-up after somebody registers. You have to resell them on showing up for the webinar, so you've got to have a campaign that goes out afterwards. One of the strongest campaigns that you can go out afterwards is a series of what I call micro-training videos, which two, to three, to four videos which you give out a little bit of content, but what it really does is it resells people on showing up for the webinar.

Shaun Buck: Yeah, so you said a couple things. Obviously, that was actually a lot of really good information, and then you said a couple things that even hit home. I actually, right before this, was in our weekly sales meeting, I guess we have them three times a week, but this is Monday. Sales numbers were down from last week, because my main salesperson, my number one salesperson was out sick almost all of last week, four of five days last week. We had to reschedule all of her appointments, all of her calls, no follow-up, nothing, because she was out sick, so you can see the benefit of having the automated person doing it. You don't have this down week, because someone got the flu-

Dave Dee: Right, right. For sure. Here's the other thing Shaun, I mean, this is the biggest no brainer in the history of earth. If you have unconverted leads, which everybody does, put together a webinar, drive your unconverted leads to a webinar, and you'll convert. You'll convert some. It's so easy to do. The other thing, Shaun, is a presentation, no sale. Now, I know this never happens to you where you do a presentation, and the person doesn't buy, right?

Shaun Buck: Of course not.

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Dave Dee: Of course not, but for the rest of us mortals out there, we do a presentation, the person doesn't buy. What do most people do? Nothing. There's no follow-up at all, because they think "I just did my best presentation and the prospect didn't buy, therefore, they're not interested." That's another use of a webinar is okay, you've done a presentation, they don't make the sale, you drive them to a webinar for more information, which gives you another chance to re-pitch them.

Shaun Buck: The interesting thing is that, at least from, 'cause we do webinars as well, I have seen people's tags in the CRM system I use in Fusion Soft, I've seen people's tags in there where they watch sometimes the same webinar three or four times over a 12 month period of time before they were ready to buy. The same webinar and not just to register, like registered and attended, so I always say people are ready to buy when they're ready to buy, not when you're ready to sell them, so it's one of those issues. Now, something else you said is you talked about the scarcity.

I've talked to a lot of the doctors, the lawyers, the financial planners. They get nervous about that scarcity portion of it. What if they miss out on a sale, so, some of my team got scared about it too, and we came up with this ... I don't remember where we got it from. I'm sure we stole it from someone at some point, but here's what we tell people, we told them this, we've only got six seats available or six bonuses, or whatever. Now, I know what you're thinking. Shaun, that's not the truth. I'm sure you've got 19 of these things sitting back here and look, whether we do or don't doesn't matter. Here's what I need you to know. Dave, when I tell you it's six, we honor the six. When the six are gone, that's it, because if I do anything otherwise, then we start our relationship on a lie, and that's a horrible way to start a relationship, Dave. So, I just want you to know when I tell you this is it, it's it. I can't extend it, even if you come all the way up and ask me personally to do it, I'll have to tell you no.

We found that that one little tweak to some of their scripting, at least for my team, and so far that's helped.

Dave Dee: Yeah, no, it's beautiful. Let me tell you the other thing that it does, Shaun. Not only does it create the scarcity factor, it builds total credibility and total trust, which sets up the sale, which actually sets up the close. That's one of the things that I have in my webinar template is what I call the damaging admission. There's a piece of the webinar where you actually admit that your offer isn't perfect, right? It seems totally counterintuitive, but your prospect already knows that there's no perfect thing, right? Like what you just said, when you admit something like that, or when you tell the truth which is always good, it really builds that credibility as "Man, I can trust this person," so, that's brilliant.

Shaun Buck: All right, so, hey. We're going to take a quick break right here, and we'll be back with Dave, and some more amazing tips here in about 30 seconds.

We're back and you have been dropping just amazing information, as you always do. I'm not surprised, but people who don't know I guess are taking tons of notes here on just ... This isn't the thing [inaudible 00:19:49] stuff is [inaudible 00:19:50] we may be talking

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about webinars and platform selling, like a lot of this can be used in any kind of sales process that they're doing right now.

Dave Dee: Well, it should be, because as I said earlier, sales is sales, is marketing is marketing. It doesn't matter if you're sending out an email or if you're doing a long form sales letter, or a video sales letter, or whatever it is. These are principles. I like to teach principles and not just tactics, 'cause tactics will change and principles remain the same. The webinar system and the speaking to sell system is based upon timeless, direct response principles, which are never going to change.

Shaun Buck: Yeah, yeah. They've been around long before you and I were born, and will be here long after we're gone. Let me ask you this. From your business or what you're seeing in your clients, what are you seeing out there right now that maybe it's even popular, maybe it's not, but that just simply isn't working. We're hearing maybe even a lot of hype about it, but what are you seeing that's not working out there right now?

Dave Dee: It's interesting and I'll tell you. It's Facebook done the wrong way, okay? Facebook marketing absolutely does work, but it's being done the wrong way, because ... Great question, because it's not following direct response principles. If you're not following a direct response where you're having a strong headline, where you're qualifying your prospect, right? Everyone things "I just want to see how many leads I can get, I'm getting this many leads from Facebook," really, it could be from anything, but "I'm getting this many leads from Facebook", that's all that they're looking at, and "The leads are costing me this much. Man, my leads are so cheap by using this media that that's all I'm going to ... I'm not going to do anything else. I'm not going to do direct mail, I'm not going to do anything else," because they're looking at how inexpensive it can be, and that they're making their decision based upon the cost per lead.

They're not looking at the lifetime value of the customer, so, Shaun, my guess is when you go out and speak, and someone signs up. You can tell me if I'm wrong, but my guess is that's probably a better customer for you longterm than somebody who you get from Facebook.

Shaun Buck: Yeah, 100% is a better customer from us, and so much so that what we do is we're now, if we get someone from Facebook, or AdWords, or whatever other online media, we're trying to drive them into webinars, or other things to build a little bit of a familiarity with me, and to get them to know, like, and trust me personally a little bit more, to try to turn them into the good customers that we get from going on stage and speaking.

Dave Dee: Don't get me wrong, I use Facebook. Facebook absolutely works, but you've got to look at ... So, I guess the big mistake, let's tie ... Your follow-up question is probably what is working, right?

Shaun Buck: Yeah, what is working?

Dave Dee: Let's tie in both what's not working with what's working.

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What's not working, which has never worked is to rely on one way of generating leads. That has never worked or it only works for a short period of time. Shaun, you've heard of The Google, right? The Google?

Shaun Buck: The Google? Yes, I have once, once.

Dave Dee: Okay, so, if you remember years ago, when Google AdWords came out, it was like the Wild West out there, and you could really do anything you wanted with Google, and Google AdWords. Then, all of a sudden, Google decided to change the rules, and there was something called The Google Slap. For everyone who was relying on just Google, guess what? People actually lost their businesses and in many cases, like their businesses were cut down by 75%, 'cause they had no way of bring in new customers, clients, or patients, because that's all they were doing was that one thing.

Same thing with broadcast fax, 'cause broadcast fax was one of the cheapest ways to generate leads, and then the government says "Oh, you can't use broadcast fax anymore," so they took it away. The great Jay Abraham talks about the difference between having a diving board and a Greek Parthenon. If you think about a diving board, you've got the board piece of it, and then you've got the one pillar that's holding up the diving board. Well, that one pillar represents that one way that you're generating leads, so let's say that's Facebook, because Facebook is crushing it for you, and you're getting leads really inexpensively. Well, what if Facebook goes away? Or, Facebook changes the rules like Google did, and that's the only way you have of generating leads? What's going to happen to your business?

If you knock away that one pillar under a diving board, the diving board collapses, right? If you have multiple ways of generating, so if you're using Facebook, if you're speaking like Shaun does, if you have a webinar like Shaun does, if you're using direct mail like Shaun does, you've got all of these pillars, and now that's the Greek Parthenon, that's holding up your business. Now, if Facebook changes the rules, yeah, you're probably going to have to feel the impact of it, but your business is still on solid ground, so what's not working, and which has never worked, Shaun, is having one way of generating customers, clients, or patients. That has never worked. What is working is using as many methods as you possibly can to generate customers, clients, or patients.

The thing you've got to figure out is how much am I willing to pay to attract a customer? What am I willing to pay to attract a customer? Once you know that number, then you want to use all of the marketing methods that you can that fall at that number, or below that number. Then, you take an average. So, you take Facebook, you take direct mail, you take display advertising, you take speaking, and then you come up with your average cost to acquire a customer. Just going with the cheapest or the thing that's hot right now is very, very dangerous in your business.

Shaun Buck: Two points about that. The first is, I don't know whether you know this or not, but I was one of those guys who got Google slapped. I had an info business selling to dry cleaners, teaching them how to start a dry clean pick up and delivery route, which in 2005/06/07/08, I had a very large one, and we were making, Dave, it was so beautiful. It



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was so beautiful. I was spending somewhere one and two thousand dollars a month in Ad Spend on Google AdWords, and I was selling between \$15 and \$25 thousand dollars a month. I literally drove them to a landing page with a video on it, and offered them a \$1500 course, and then followed up with them. So, I was selling \$15000 10 to about 20 of these courses, [inaudible 00:27:07] like 22 or something. \$1500 a month courses until one day, I can remember, because it was somewhere around May, April/May, and I know 'cause it was shortly before my birthday, which is in May. All of a sudden, I got this notice that I was banned from Google AdWords.

Dave Dee: Yeah, right.

Shaun Buck: I was Business opportunity and Business Opportunity had been shut down on Google AdWords, I was banned, I could not get my ads turned back on no matter what I did. I created a new account, they banned it almost immediately, and I had one little dying breath. I had my list and I ran this huge birthday promo for my birthday to my list and sold a bunch of new clients, then through the rest of the year, I was selling two, three, five, one, and by the end of the year I was selling almost none, and ended up having to close the business down, 'cause it was my only way. It was the only and only way I was getting customers for that. It was pretty sad.

Dave Dee: It's scary, man. It's scary.

Shaun Buck: [inaudible 00:28:14]

Dave Dee: Again, it might not be sexy, the stuff that we're talking about, but the truth is, it's the most important thing I think we could be talking about, as to what's working and what's not working.

Shaun Buck: Yeah, I mean, you're right, 'cause you can really just find yourself out of business, you can find yourself having to lay off people, or in this case, it was just me, so it wasn't a big deal, but let me tell you, it's a pretty drastic lifestyle shift when you go from clearing \$20 grand a month to zero under that in that business, it just goes away overnight. Actually, the interesting thing about it was, it just set me back a little bit too, because I started having a little bit of a scarcity mindset, right?

You never know how that stuff can actually affect your longterm, which is just a conversation for a whole nother time, but you know how it can affect the longterm, so. Let me ask. You've actually shared a ton of amazing strategies that people could use, any one of them, to add a billion dollars to their business. In fact, this last one, if they just took that and built it out, right, and have five different places where they were getting leads and customers, they would do better, but I want to see if you've got one more.

I want to see if I can extract one more out of you, but before you do, one other advanced technique, which I know you use, is once you dollar cost average, right, so what most people do, I watch them do this. They say, "Okay, I'm willing to spend \$500 to get a new customer." So, if something is \$550, they get rid of it. They're like, "No, I'm

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not willing to buy customers at \$550, that's too high," and one of the things that we've done that's allowed us to grow really fast is when we do the dollar cost averaging, we keep adding things in, so if I've got one thing that's \$550, but my total dollar per new customer is still below the \$500 number that I'm willing to spend, then I keep doing all the marketing until I get that dollar cost average up to where it's above what I'm willing to spend in totality. That way, if I get a really cheap source of new customers, like Facebook let's say, I can do something that's more expensive, but then ultimately I grow faster.

Dave Dee: Yeah, that's beautiful. That's beautiful. That's so smart. If somebody just took that one strategy from this podcast, Shaun, that's a home run for them, that's a business changer. It's a life changer.

Shaun Buck: Yeah.

Dave Dee: For sure.

Shaun Buck: Do we got another amazing-

Dave Dee: I do, I do. It's got nothing to do with ... It's kind of, I love this interview, because everyone is really only interviewing me about webinars and speaking to sell, so this is a lot of fun.

Shaun Buck: Good.

Dave Dee: Yeah, I'm going to give a strategy, which is again, this will create an instant cash flow for anybody who has been in business for any period of time, and it's one of the easiest things that you can do. In fact, I just taught this, and gave the templates to people who are in my, what I call my [inaudible 00:31:14] inner sanctum VIP program, but I'll give it to you right here. It is called, write this down, "The Lost Customer Reactivation Campaign." We all have customers, clients, patients who were great, right? They frequented us, they bought from us all the time, and then for one reason or another, they disappeared. They went off, they went to somebody else, or they stopped using our service for one reason or another. In many cases, because of neglect on our part, right? So, we didn't stay in contact with them.

One of the best things that you can do is to create a customer reactivation campaign where you go and you look at all of these people who were great customers, you create a sublist of these people, and you do have a campaign to bring these people back. It is an instant, instant cash flow surge. It's such low hanging fruit. I would do it by direct mail, I would do it by email, I would do it by Facebook retargeting. With Shaun's newsletter, this is a no brainer. You send a cover letter with Shaun's newsletter out to your lost customers, it's so easy to do. In fact, this is a true story. There was a dentist who retired from practice. You know this story, don't you, Shaun? A dentist who retired from practice and he bought an RV, and he wanted to live in-

Shaun Buck: [inaudible 00:32:37]

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Dave Dee: Yeah, right, he wanted to live in areas that were warm all year round. What he would do is he would travel around wherever it was warm in his RV. He would stop off in a town that he wanted to stay, he would contact other dentists there and say "Listen, if you just give me your patient list of your lost patients, patients who were no longer coming in, and let me market to them, I'll pay for all of the marketing. I'll do everything. All you've got to do is give me your patient list of your lost patients, and I'll market to them," and, then I think it was, "We'll split the money that came in" or something. I think it was 50/50, but this guy made more money, Shaun, doing that than he did as a dentist. But, you don't need this guy. You could do this yourself. It's not difficult.

People always say, "Well, what do I say to them if I haven't contacted them?" You just admit it. Right? Just admit it. "I haven't contacted you, you were great." Then, you make them a really, really great offer to come back. If you do that, it's an instant cash flow surge. There's money. If you take the two strategies that I gave you, one is to use a webinar, drive unconverted leads to a webinar, and then do a lost customer activation campaign, instant cash flow. I mean, instant.

Shaun Buck: Yeah. That's awesome. Listen, I know that there are people listening who are going to want to get more information from you, and learn more from you. Obviously, some great ideas that anyone can make a ton of extra money using any one of these things we talked about, so where can they go to best get in touch with you?

Dave Dee: Yeah, if they just go to DaveDee.com, that's D-A-V-E-D-E-E.com, what they're going to want to do is give me their name and email address, and I'm going to send them, we've got an online course. I call it a crash course, which teaches them step by step by step how to use webinars, automated webinars in their business, regardless of the business that they're in. I give them templates including the template that I use when I create a webinar for myself or when I create it for clients. Then, they'll also get my very entertaining email newsletter, and there's a lot to learn from that, as well. They've just got to go to DaveDee.com. It's absolutely free and I'd love to have them.

Shaun Buck: Awesome. Look, I totally encourage everyone to go there. Dave's been a great friend and mentor for a number of years now, and he's just absolutely a master at his craft, sales and marketing. Go to DaveDee.com, sign up for that, you'll absolutely love it, but other than that, Dave, any final thoughts or are we good?

Dave Dee: No, just listen to what Shaun's telling you. Here's the thing, this guy is the real deal and that's one of the reasons I agreed. I get asked to be on a lot of podcasts, but one, I agreed Shaun, because you're my friend. But, number two, I've seen you build your business from nothing and the work that you've put into it, so this is somebody who is giving you advice who is actually doing it, not just teaching it, and there's a huge difference. There's a lot of "Gurus" out there who are teaching it, but never have actually done it. Shaun's got a real business that's growing, and growing, and growing, so he knows what he's talking about.

Shaun Buck: Thanks, Dave. It's been a pleasure as always, and we'll see you guys on the next podcast. Take care.

