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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE  
**135**

**Kevin Rogers**

Show Notes at: <http://www.aesnation.com/135>



**John Bowen and Kevin Rogers**  
**AESNATION.COM**

**Episode #135**

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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** As entrepreneurs we want to get our message out there. This is so important to all of us. We are passionate. We want to be a hero to a group of individuals. We want to make a difference in their lives and we know by delivering great value for them we create great value. Well today I've got a remarkable entrepreneur that's joining us. He's become a good friend. Really I've just watched him from afar. He is one of the top copywriters in the world in my mind and in his fellow peers. I've asked him to come and share some of his insights on how we as entrepreneurs can get our message out. You're going to love how he got to be the top copywriter and more importantly you're going to love the lessons. You do not want to miss even a second of this. Stay tuned.

I am so excited to have the Kevin Rogers here. A just phenomenal copywriter that you are out there. Not only are you helping some of the other entrepreneurs, you are helping some of the other copywriters really be effective in getting their message out and making things happen and nothing happens without guys like you so thank you for joining us.

**Kevin Rogers:** Thank you John. It's a thrill to be here and we're going to have a good time today so thank you.

**John:** One of the things that I didn't do it in the introduction but you've got more colorful history than some of us in a tougher life we're talking about before we turned on the camera. Give me a little bit of the backstory for all our entrepreneurs so they know where you're coming from as we go into ... some big lessons that you've learned and you've been able to help. Really people make hundreds of thousands of dollars really even millions of dollars through campaigns.

**Kevin:** Happy to. I guess what's most interesting on my resume is that in my teens I started performing stand-up comedy in my town of Clearwater, Florida where I primarily grew up. The funny thing I remember the most when I first made that decision to try stand-up was I think I was 17 or 18 and I called the club and I said, "Hey do you have to be 21 to do the open mic night?" They said, "Well how old are you?" I said, "I'm 18." They said, "Well just don't drink." I said, "Okay." I said, "How long do I get like 20 minutes?" The guy says, "Have you ever done this before?" I said, "No, it'd be my first time." He says, "20 minutes, you'd be lucky to get 5." I go, "5 minutes? What am I going to do in 5 minutes?" I'm like negotiating already.

Of course I get up there and I end up doing 3 ½ minutes just trying to remember all the jokes. I'm blinded by light. I'm just sweating and trying to remember the lines and listening for something that sounds like laughter coming back from this dark room. It was the most frightening and exhilarating thing I ever done in my life. The minute I came off stage I couldn't wait to get back on. It's one of those things that people ask me, "You know I've always been a little interested in stand-up, should I try it?" I say, "Now that you have spoken that, you have

to try it because you will always regret not trying it. Don't worry because you'll know 1 maybe 2 tries the most if it's for you or not. There's no second guessing if ... you're just addicted."

**John:** Well in the market feedbacks pretty amazing too.

**Kevin:** Talk about real time.

**John:** Kevin, I've taken some improve lessons along the way just because I enjoyed it. I found a whole bunch of books out there I'm forgetting the authors who've written about improv for business people because it's just ... the power of the lessons that we can all incorporate so many of those conversations. Going from stand up and then to be one of the top copywriters in the word, that's a journey. How did that happen?

**Kevin:** A long and winding road there. I was on the road by 19 and my '74 Chevy Nova with the big block 350 and a 4 barrel carburettor, that's my road car. I'm getting like 8 miles to the gallon. I stayed on the road for a good 7 or 8 years and finally got a little burned out. I was very much the artist. I didn't understand anything about business. I was not a capitalist. I felt like, "Man I'm an artist and my job is to come here and show up and kill the room and that's supposed to be enough." Then over the years I realize, "Wait a minute, that's not quite enough. There is a business equation to this."

I knew that I didn't quite have it figured out. The one promise I had made to myself even as an early 20's young comic and person I said ... I was working with a lot of guys who were probably past their prime. Great club comics, could murder the room very dependably but you just had a sense they weren't going to get the shot. I said, "Man, I can't become that because that's pretty sad." These guys are bitter. They're drinking way too much. This is not working out. Around the age of 30 I just said, "Man, it's time probably to think about the rest of my life and what's important to me."

A couple of things were going on. One is I moved to Los Angeles because a friend of mine, talk about a business lesson, was given a sitcom. He had a development deal with NBC and they made a pilot. He was going to have a sitcom with his name on it. He says all along to them, "Hey I just want to have one writer in the room representing my voice." which seems like the most common sense thing in the world. The show is named after you. You think you can have a writer and they said, "Oh yeah of course." He says, "Okay well I got the guy." He said, "This guy Kevin Rogers."

I pack everything I own in my trunk from Chicago and I moved to Los Angeles and here's the dream come true. I'm going to become a comedy writer. I was always more of a ... I really liked writing. I was okay giving up the performance side of it. We get out there and the show actually gets picked up. We're too naïve to realize that it actually had to get bought the show

but it does. He says, "When does my writer start?" They go, "Well we have to look at some of his spec scripts." I'm like I don't even know what a spec script is. I've never written a script in my life.

It was a real awakening. They didn't end up hiring me. Some of the more veteran writers said, "Don't take the writer's assistant job or you'll never get a seat at the feast." That was a real wake up call to me. That moment where I thought I don't even know if I dig this Hollywood, this show business thing at all. Then I happen to know the woman I was supposed to marry, my wife Michelle. We met when we were both 19. Her brother-in-law was my first mentor in really in life. He was the guy who owned the comedy club. We instantly fell in love and I knew she was the girl I was supposed to be with.

She was amazingly still available when I was like 27, 28 and I thought if I don't find out if this is real I'm going to ... she's going to be the one that got away. We ended up married, fantastic and now it's time to get serious. Through lots of in no resume jobs and things that bellman, bartender things that in hindsight like comedy really lent a lot to what I do now as a copywriter. Obviously weren't going to pay the bills and then by faith a guy named Chris who was hired by a company I was working for to consult was a huge marketing buff a direct response guy.

In fact, the story he told me about how this all works, that finally made it all click for me was the story of Joe Polish. About this dead broke carpet cleaner who had turned his business around through marketing and now made millions of dollars teaching other carpet cleaners how to do this. I thought somehow that made sense. That's incredible so I was in. He said, "I know you like to write, why don't you check out copywriting?" I fell in love with it. I used to get tingles at the idea of something out there that can actually pay me well, allows me to utilize everything I've done up to now. That was like a miracle for me.

**John:** It's an amazing journey that you've been on Kevin and it's so powerful. One of the things I think for all of us as an entrepreneur are our ability to reinvent ourselves. The market is changing. Joe Polish is a mutual friend. Joe starts almost every line that he's a dead broke carpet cleaner and that was one of his higher moment type thing. He is certainly extremely successful. I've had the privilege of partnering with him on a number of things. We get to reinvent ourselves and you've done that. You've been out there. I can't think of anywhere being a stand-up comedian, being out there the writing scene. I did work in the entertainment industry for a couple of years. Had a couple of the comedy writers who did make the big time so I can tell you its pretty big checks when you do it.

I know at 1 hand I can count the guys I knew that had been successful on a huge number of the ... I could never tell the difference between the good ... the people who were getting paid the big bucks and the guy who weren't. You collect all these great content, life experiences and so on. Tell me some of the life lesson as an entrepreneur and our fellow entrepreneurs

who are watching us, what can they learn from a standpoint comedian from that experience? That's big.

**Kevin:** It's a great question. It's interesting is it took me a while to make even that connection because I had learned to bury this whole stand-up thing on the resume because it was losing me 9 to 5 jobs. It was finally my friend John Carlton and John was my hero. The fact that we're friends still blows my mind. This is a man that I revere in a big way. He's taught me so much. He was really interested in the fact that I had been a stand-up. I started to realize "Wow! This is a personal hook for me to bridge a gap here or closer." He said to me, "Why aren't you talking about that in your blog and stuff." He said, "Do you realize how few people have had that experience and how many fantasize about it? Would love to be able to walk up on a stage and kill the room."

I thought, "Wow that's interesting. I guess the true." I knew so many stand-ups it just seem like a normal thing to do to me. That's when I started really looking at the parallels and things like quickly commanding attention. Just winning attention, certainly holding attention, overcoming obstacles. Like you said there's no greater real time marked feedback than when you're on a hot mic in a dark room with drunk...

**John:** Alcohol does get that marked feedback flowing really quickly. All those inhibitions that politeness goes out the window.

**Kevin:** You get heckled. You start out poor. You have to regroup and now that's stuff. I didn't realize at the time was coming a part of my DNA. It was becoming instinctual. When I sat down and write copy I really felt like if I had a natural ability or gift it was that I was very empathetic to my customer avatar. I could tell instinctively if the copy was getting boring, if it was hitting the mark, if the headline was dynamic enough. That's where a lot of that comedy really came I handy, that live stuff. Then structurally I finally put together that wait a minute the joke formula is not so different than a copywriting formula. You could switch some parts of these around and have them transfer really well so that was wicked helpful too.

**John:** The stakes are so high when you're standing up on stage you get all these ... your audience let's just leave it at that. Everybody has been to a comedy club. They know the audience it's there.

Depending on the timeframe that you're there to whether you're early or late ...

**Kevin:** Third show yes. Midnight show.

**John:** The stakes are high. As entrepreneurs, I remember if I told you this, going over a couple marketing campaigns we're doing now. I was just doing a final review on some copy.

I got to tell you the stakes are high so often over and over you and I have talked about that in my business that how do you take and inspire attention because all kinds of studies, one of them I was just reading saying I think this is a little too high but the average successful affluent individuals getting 4000 marketing messages a day from all the different sites. Driving down the road, the TV, the internet and all this. How can we inspire, you just the customer or avatar that those ideal clients or customers for each of us as an entrepreneur to even get their attention through all this?

**Kevin:** Yeah I think the key word is to specialize and to be the best expert they can find and the one who resonates with them the most. Part of it is not trying to reach everybody. Look at how much things have changed. When was the last time you sat and intently listened to a radio commercial? Just be honest. Can you hit the button fast enough when they go into the commercials? Somebody must be playing the song, right? With DVR's, we're fast-forwarding through commercials. Everybody has been inundated and overwhelmed and seemingly certainly attention spans have gone down. Sally Hogshead loves to point out that the attention is now a second less than a goldfish at about 8 seconds the human attention span.

For me it's about... what I realize is people because they're so overwhelmed and because they're overwhelmed with choice of where they get their information, they know that they get to choose who they're going to listen to. My defense against that is to just have a very distinct voice and put out really killer content all the time. Have people when they come to your blog, your website, whatever it is they experience your content, your copy, they may go "I knew a few of those things but I really like the way that person said it or this person resonates with me."

Show up on video. Do some things. Be transparent. Be raw and even if its 5, 10, 20 seconds at a time make an impact that's going to make them go think of you when they want an expert on your topic. I think that's our best defense.

**John:** Kevin, one of the things I love about you work you're a big believer in the power of the story. We do a lot of research in our business both for entrepreneurs and for financial types and one of the things we find so many entrepreneurs and certainly financial types are left brain dominant, they're very logical and all that. When we survey wealthy individuals 84% of them want to connect first emotionally and then justify whatever engagement or becoming a customer client by logic.

So many of us in my industry particularly financial services where I grew up want to do it pure logic and that emotional connection that's something that you are phenomenal. Really any good to great copywriter is going to have some story. As entrepreneurs we all think we're boring, we're mundane, and how do we start thinking about the story in all this stuff?

**Kevin:** That's a good question because so much of them say "Well that's great for you Kevin you're a comedian. What an advantage! What am I supposed to say?" I say, "Be who you are. If you're a little boring or dry, there's going to be something entertaining about you or interesting about you. If you desire to be more entertaining, there are ways you can do that as well." One of my best pieces of advice I give people who say "I'm not just funny. I can appreciate humor." I say this, "Think of the comic that if you were a comedian you'd be the most like and study them." What are their patterns? What kind of jokes do they tell? How do they set up a premise and execute the punchline? Practice doing their jokes, their material.

Whether it's Bob Newhart or Bob Goldthwait or someone in between, find that person that you go "That's who I'd be." and model them until it becomes more like you. That's one way of you want to like come out of your comfort zone. The other ways again just be organic and also bring in help. It doesn't always have to be you putting the words on the page. If you go to make a video, you can get some help with scripts.

There's all kinds of things you can do with video. You can add in animations and cut it up in a way that if look if you got a dry delivery you can have fun with it in the video or you could break it up so it doesn't become too mundane. It's never been easier John to present information to the world in a colorful and entertaining way cheaply. Budget isn't a huge concern for most of your audience.

**John:** Well I'm thinking you and I hanging out on Skype just a quick over the shoulder shot. I'm sitting here at global headquarters, our pool house and interviewing and technology, I mean to put this video together is next to nothing and cost wise so there's no excuse from a technology. The part I want to echo Kevin that you came up with I mean that you mentioned that I struggled with those. I really did.

I'm 59 I got there's moments of excitement along the way. I was a pilot in the Navy. I was friendly. I was very successful in financial services, worked in sports and entertainment and all those stuff but most of those are pretty boring and mundane type. Working with someone to help draw that out of you particularly for the specific needs that you have, all of a sudden you can become very quickly a serial storyteller. People in today's world we've got choices. You're never going to have the best commodity, the best service because nobody can define those things. One of the things I love about you is you talk about the best story wins. That for us as entrepreneurs is just so critical.

**Kevin:** Look at your great example this gentlemen somebody goes to your page. There's a video of you telling your story and it's compelling. It's not a hair raising adventure necessarily but I watch it and I'm engaged, I'm entertained and I know you at the end of it. I know exactly what kind of person you are. When I did meet you, that's the same guy in the video. The key there is that you are authentic.



**John:** Your story can precede you. It really introduces you. You get other people telling the story. You get the videos telling it. You and I when we first met it was like, you know because I had watched your videos too, you and I knew each other. We could have been buddies in high school almost from that point. We had a real high level of conversation and that's what all of us want as entrepreneurs.

**Kevin:** Great point. There's also a bit of magic that goes along with it, that star power. Having a podcast, having a show like this I'm sure so many people have come up to you John at some event meeting you for the first time or something and you're having a conversation. They say to you, "I'm having a strange reaction because I've heard your voice so much that it's weird to talk with you, right?" It's be like imagine sitting getting in the back of a cab with Howard Stern on accident or something and be like, "Oh my god that voice would be so wild."

**John:** It's a little scary actually too. I've been in an elevator with him once.

**Kevin:** Oh really?

**John:** His office was on 54th street. We had an office over there and ...

**Kevin:** Oh wow!

**John:** He's a big dude too.

**Kevin:** I've heard yeah that it's intimidating because you think ... he's the master manipulator of any interview, of any conversation.

**John:** It was funny because I was at the elevator. I did say hi to him. I just had to do that but I mean everybody moved over to the side to give him a lot of room and everything. He still obviously extremely high profile but that was the beginning of his high profile show. It was a while ago. You talk about the magic ingredients and I think the know, like, trust that we talk about. Expand on that a bit because that is... as an entrepreneur quite honestly the first time I heard it was Joe Polish. I had struggled in 2008, 2009 downturn of the financial market. I had been working with all these large banks and brokerage firms. I had a phenomenal business and all suddenly stopped returning calls.

A matter of fact some of them went under and it's like okay I've got to raise my profile in this industry. In our case we wanted the advisors coming direct to us rather than just working with a firm because they needed to help to serve their clients through this really tough period. I'll tell you what's magic. Having that know, like, trust, oh wow putting on the play was a huge difference.

**Kevin:** I think that's a good point is that it's something just ... once you become conscious of the need for it that's almost half the battle. You suddenly start to say "All right I have this short message I want to put out." It could seem like the driest piece of ... maybe it's a stock update. You say you did at the end of everyday here's where the market is. You don't have to be Jim Cramer about it but how entertaining could you make it beyond just the fact that it's numbers.

I'll give you some tips and formulas but what's cool about it is there's a second lesson in here in that never assume that you have to have the most original material in the world. Know, like, trust was a breakthrough moment for me because like you said like the term existed certainly before I came around and I had heard it but I realize when I put together a presentation ... the first time I was invited to speak on stage at an event I needed something to teach and I realize what was fueling what I was teaching was this idea of know, like and trust.

I talked about know, like and trust in that presentation and then all of a sudden the thing I did not expect was that even the event host and some of the other experts in the room began referring to me as the know, like and trust guy. That was like "Wow!"

**John:** Well that's a great compliment obviously.

**Kevin:** Yeah. Suddenly I'm like the leading expert on how to ... anytime you mention ... because I call it the KLT formula. They would say "Know, like and trust are important. You know like Kevin Rogers talks about the KLT." I'm like, "Man like I certainly did invent it but now I'm getting all this credit." Never think that if you don't have the most original thing in the world to say that you can't own part of it.

**John:** What I think you did that was really powerful Kevin on this is that I had heard it before I mentioned but you brought it as part of your story. That made it yours, that derivative of it and I think so many of us get caught up. I've had some really large corporate consolidative engagement for we're helping them build out content. A very senior unbelievably talented individuals and they go "I got nothing. Even if you help me John I'm only going to have it for that month or 2 you get me started."

Then I go, "No, no, no." This stuff and actually one of my first ones they sold the business ... it was worth almost nothing. They sold it for 250 million 4 years later because he and a couple of his partners became rock stars in this part of the industry. It was really their story and having that formula that you do.

**Kevin:** Exactly right. I have a specific formula called the 60 second sales hook but for now, like and trust it's like "What makes you feel like you know somebody they reveal themselves in a relatable way to where you go okay that guy's got 2 kids around my age." It could be as simple as that so you check off that box I can relate to this person. Then like we've talked a

lot about authenticity, transparency when you're ... the key here is that if you're willing to admit a struggle that sets you apart in so many ways especially from big companies and corporations where every single word that goes out has to go past the board and past the legal and all these things.

I get that there are times where that's necessary but if you can create a framework where you have the freedom to look into a camera like you and I are doing right now and tell a story and share a little bit of a struggle suddenly you're so human, you're so honest because the last thing you want to have its not a mission statement, it's a bonding moment. Mission statements are immediately ignorable by like the second line but if you tell a story and you say, "It was this year and ... you just told about 2008." I can see you pacing the floor and going wow like things have changed. Where did this come from? Nothing in the rule book about this. I've got to go to work and find a whole new way.

**John:** I can still remember doing videos saying our revenue is down 45%. People hide from that but if you share the journey together in what you're doing and then delivering value it's amazing. Kevin, I want you to go because I mean you are famous for a lot of things. You have a magical formula and I want to go to this. It's the 60 second sales hook.

Share with our views or listeners here on the podcast how you make that happen because this is really ... I have been watching you from afar. We have some mutual friends and so on. Then when you came out with this I immediately got it. Read it. You had a bonus video. I watched the hour or so video that's why I felt like I knew you right away and it's like "Whoa this is amazing." It took me a while to reach out to you but then reach out to you as well. As a matter of fact I paid you to reach out to.

**Kevin:** Very kind of you. You could have gotten my attention with "Here's some mutual friends we have ..." so it was very generous of you.

**John:** Tell our viewers and listeners about this.

**Kevin:** Sure. It's simply what I mentioned before that I had this moment of revelation where I thought joke formulas are something that could make the process of creating a sales message easier for entrepreneurs or any business owner who again feels like maybe they're a little dry and you say "Okay, tell your story." They go, "Okay, great." First come with a story and then how long is it supposed to be all these questions. When somebody is telling you a joke they know how long the joke is. They know the lines to say. They know what not to reveal before the punchline. All these things are automatic.

I thought "Wow the breakthrough is going to be if I can get people to think about their sales message the same way they tell a joke and have this framework, these rules they follow it'll

be really effective.” I call it the 60 second sales hook because if it’s longer than 60 seconds, you’re doing it wrong. The whole point of this formula is not to sell a product. All you’re buying, all you’re asking people to pay you is attention and maybe an opt in to learn more which is as you know the first step on the journey for most relationships with our customers.

We want to win their trust and we want to get them in our world. It comes from a joke formula. I’ll give you the joke formula then I’ll give you the sales formula. The cool thing about this joke formula is that first of all you’ll see this all the time in commercials now once you know it. The other interesting thing is once I figure out the joke formula, I started to see it everywhere. Comics would use it when the stakes are highest like on their first national television shot. Things like that.

One of my favorite examples of it is in fact from someone’s first national television spot. It’s a comedian named Karen Rontowski and it’s her first time on Letterman. She walks out and she says, “My kids were so bad in Walmart today that I pulled a flyswatter off the shelf and I smacked them with it.” Then she says, “And the second the fly swatter hit their ass I thought I don’t have kids.”

**John:** When I read that I just ... yeah I just died laughing the first time because it’s just ... it’s so a simple a joke that even a fellow entrepreneur like me could tell that one.

**Kevin:** Exactly. I mean so much is revealed there’s a great surprise at the end and what I love about using that example is you think about how much we know about this person now. We didn’t know anything about her a second ago. She needed to win our trust and she was funny. She needed to bond with us on some commonality and so she just ticked off ... so the formula goes like this for the joke is identity, struggle, discovery and then surprise. You see that formula in that joke we just told. Then of course the catch would be wait a minute surprise first of all my audience probably doesn’t want to be surprised. They want more predictable reaction to what I have created. Also it’s a lot of pressure to have to be clever every time you come up with a message.

All I did was switch that last part of it. The 60 second sales hook is identity, struggle, discovery and then result because ultimately that’s what anybody wants. This is again if you look at in great testimonials from your customers, for your products this is the exact formula you want them to use. Whether you’re telling your story or the story of your customer this is the go to formula. Its identity, struggle, discovery, result. As a quick example John I’ll just read you the one I used for me as a sales consultant.

I say “I’m Kevin Rogers,” and you recognize this. “I spent years as a dead broke stand-up comedian until I discovered how a simple joke formula can be used as an irresistible sales hook and began teaching marketers how to use it to skyrocket their sales and grow their

businesses. Now I'm one of the most sought after in demand sales consultants online making more in 1 session than I used to in a month as a stand-up comic or something like that." Obviously that appeals to a lot of people. Anybody who wants to get paid to consult obviously for the result and anybody who just wants to grab attention. Then a simple call to action if you want to learn more about this formula or use it in your business simply enter your email and I'll give it you right on the next page.

It can be that simple. What's funny John is that I've been teaching this now for little over a year. Boy the ways people can find to screw this up. To me it's the simplest thing in the world but there some intricacy to it. The struggle needs to be quick and relatable. Like in my case for instance dead broke stand-up comic not a lot of people were that or can relate to that but it's all the information you need to see that vision in your head. Then the discovery is really the magic part of it. This is where a great marketing trick an effective tool is propertize as many things as you possibly can.

Again, doesn't mean you have to reinvent the wheel but if you have a formula or a tactic something you give to people that works every time they use it, give it a name. Name it and claim it and make it yours and then that's the title of your free report or your free video series or whatever and suddenly everything comes together. All the puzzle pieces fit and they go man that's the KLT guy. He's got this cool thing. I better go get it.

**John:** That's phenomenal. Let me go because I want to make sure everybody can get this. Let me go to the next segment which is the book of the day. Kevin, how can our fellow entrepreneur get this eBook that you have and the video that goes with it?

**Kevin:** It is on Amazon if you just want the book if you really prefer paper you can get it there. You can also get it free digital download of it at 60secondsaleshook.com. Its number 6-0 secondsaleshook.com and that'll put you in world and I'll gladly guide you to more cool learning material. I've got all kinds of neat formula for writing copy on the fly.

**John:** I know I get 1400 emails a week not counting the junk stuff. Yours is one of them that I do read because I love the material. I would encourage anybody that's involved in marketing definitely. If you're an entrepreneur you'd better be involved in marketing or you're missing something here. Let's go to the next one is the application of the day. Kevin, on your smart phone what would you recommend your fellow entrepreneurs?

**Kevin:** That's an easy one for me it's an app called Voxer. Have you heard of Voxer? It is ...

**John:** I don't know that one.

**Kevin:** It essentially turns your cell phone into a walkie talkie. Many of you know What's App it's very similar to that. You can just press a button and send somebody a voice message and

they can receive it whenever it's convenient for them. You can also text and send pictures and they just added video. Sounds like I'm a spokesperson for the company or something. I'll tell you what I love about this app John is that it comes back to everything we're talking about. It's like bonding and creating relationships.

Do you ever have that moment where you want to call somebody and leave a message and they pick up and you're like "Ah damn! I didn't have time for a whole conversation right now." This is the answer to that. You can leave somebody a quick message but I formed entire relationships about 40 seconds at a time through this app. It's really cool Voxer is the app and it's a great way to...

**John:** Is it Voxer with B or a ...?

**Kevin:** a V, V-O-X-E-R.

**John:** Excellent. Let me go last segment for resources Kevin and somebody wanted to learn more about what you're doing and follow you or work with you, where would they go?

**Kevin:** That will be copychief.com which is a website and a community. They can get my blog. They can get my podcast. They have a podcast called the truth about marketing where I interview many of our fellow friends. They really give us the deep stuff on what's working. It's also a community of copywriters.

**John:** That's one of the reason why I reached out to you because I need more help on copywriters and certainly I recommend strongly as entrepreneurs. Many of you who are like me who aren't the greatest writers. There's nothing more I hate Kevin than a totally blank screen and having the formula and the framing that makes it so much easier but what makes it really easier is hiring a great copywriter and reviewing their work.

**Kevin:** That's for sure. Let them sweat it out.

**John:** Let me go and pull this all together because this is really valuable. I got a bunch of notes here. Two takeaways and the very first thing is I mean I love the lessons learned from comedy and I want to ... life gives us all these lessons as entrepreneur. We're all building stories. We're capturing experiences and take advantage of those and how you communicate with people. The second thing is to really recognize that your job as ... if you're the CEO for instance you are to inspire people to action, the right people. To do that we got to tell stories because everything in today's world can be commoditized. If it isn't already, it's on the very being it.

The thing that makes it distinctive is you, your story, the whole experience that you're bringing in that authentic and Kevin talked about the best story wins. The concept of know, like, trust. Keep on going back to that. People need to know you. They actually have to like you and they have to trust you. You can't just say trust me. It doesn't work in today's world anymore at all. Remember it does work but it's totally the opposite.

Then I just got really encourage you to use Kevin's 60 second sales hook. I use it. Whenever I'm involved and I'm trying to write some copy or working with one of the copywriters. It's a simple formula and quite honestly the simple things are the best. Kevin, again thank you for joining us and sharing your brilliant insights. I would encourage everyone out there go to [aesnation.com](http://aesnation.com) we've got a transcription. We've got all the show notes. Kevin's got so many pearls of wisdom.

Take him up on his free book or you can buy it on Amazon if you like to have the printed one. Your clients, your future clients they're all counting on you. You've got to inspire them with action and the best way to do that is with your message. Go make a difference. Wish you the best of success.

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