

Lessons learned at...

# The Carnegie Deli

By Craig Garber

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## **Background:**

The Carnegie Deli is a New York City landmark. Opened in 1937, it is located on 7th Avenue between 54th and 55th Streets, across the street from Carnegie Hall.

According to the New York Convention & Visitors Bureau, it is one of the *most* visited delicatessens in the city. It is in its third-generation of family ownership.

## **My history with the deli:**

Ironically, I don't think I ever ate at the deli until I moved out of New York City. Anne and I were in Las Vegas one time and we sat down and had a slice of cheesecake at the Vegas Carnegie Deli, which is located in the Mirage hotel.

While we were there, it dawned on me I'd never been to the New York location. Ever since then, I usually order a large cheesecake online and have it shipped to my house in Tampa, at least once a year. We all love it, and there's usually an argument between my teenaged sons (who both have appetites that rival that of a small third world country) over who gets more and even who can reserve specific slices for the next "go round."

In fact, although the deli is known for its humongous sandwiches and portions, to me, it's all about the cheesecake.

Since we typically vacation in New York City once a year, we also now make it a habit to eat at the Carnegie Deli every time we visit. In fact, we love their cheesecake so much, there's been more than one occasion where either my wife and I, or one of my sons and I have gone back to the deli late at night, just to have another slice of cheesecake before bed. And I am not a guy who typically eats *any* snacks at all!

One word to the wise though, in case you ever go there to eat: they only take cash, so make sure you're prepared!

## **Marketing Lessons Learned From This Video:**

- **If you charge premium prices, there are going to be loads of people who think you have some nerve charging "so much" money.**

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1. **Don't worry about these people -- they aren't your customers.** You're only interested in marketing to those people who want to buy what you're selling, and who are willing to pay the premium prices you charge.
  2. **At the same time, of course, if you're charging premium prices, then make sure you're marketing justifies why people should be willing to pay them.**
  3. Remember, price is only an obstacle in the absence of value. The job of your marketing is to prove that value, beyond the shadow of any doubt.
- **There are only THREE ways you can make more money.**
    1. **Charging more money.** If the number of customers you have doesn't change and you're charging more money for your services, than obviously, your sales will increase.
    2. Get more customers.
    3. **Increase the transaction value of each purchase, or the lifetime value of each customer.** And there are two ways you can do this:
      - a. Get your customers to buy from you more often. Or...
      - b. Get them to spend more money with you when they do buy.

### **Important emotional buy-button:**

**Nostalgia.** When you take your prospects back down memory lane, it puts them in a very relaxed state of mind. It takes them back to a time when they had less responsibilities and when their lives weren't so hectic.

This makes them MUCH more receptive to what you have to say, and much less defensive about what you're talking about.

**Where you'll find detailed information about these marketing strategies in *"How To Make Maximum Money With Minimum Customers: 21 Proven Direct-Marketing Strategies ANYONE Can Use!"***

- **Chapter 7**
- Chapter 10
- **Chapter 12**
- Chapter 13
- **Chapter 14**

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