

Lessons learned at...

Across the street from St. Patrick's Cathedral

By Craig Garber

Author of *"How To Make Maximum Money With Minimum Customers: 21 Proven Direct-Marketing Strategies ANYONE Can Use!"*

Background:

St. Patrick's Cathedral occupies one full block in midtown Manhattan. It is actually the seat of the archbishop of the Roman Catholic Archdiocese of New York, as well as being a local parish church.

My history with St. Patrick's:

I really have no history with St. Patrick's itself. I will tell you, the building is an astounding structure, architecturally. It is breathtaking and one of the most beautiful churches I've ever seen. The stained glass inside is incredible.

However, when I was 14 years old, the first job I had was working as a foot messenger just a few blocks south of St. Patrick's, off of 5th Avenue -- around 46th street. I talk extensively about this experience and an unusual encounter I had through it, along with the long-term impact it had on me, in the Introduction to *"How To Make Maximum Money With Minimum Customers."*

Marketing Lessons Learned From This Video:

- **Fastest way to make money:**
 1. **Find something that's already selling well.** Then, simply use better marketing to sell it. Create a USP or some kind of differential that gives you the slight edge in your marketing.
 2. **Then, drill down deep into the niche and find some kind of a sub-specialty of business, or sub-niche of buyers.** Appreciate that the more directly you're able to speak to someone, the more interested they'll be in what you have to say. So for instance, speaking to people who are really into Labrador Retrievers will get a greater response and stimulate more interest than if you're just talking to anyone who's interested in "dogs," in general.

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3. **Then, find the PWM in this category and sell them using your “slight edge” differential.** Sell to the **Players With Money** -- this is where the hidden treasure is! This is how you make “maximum money with minimum customers!”
- **Best way to stay on track with what you’re doing and avoid procrastination (avoiding what I call, “entrepreneurial ADD”):**
 1. **Set firm deadlines and stick to them.** Otherwise your tasks can just be completed “whenever,” and this usually means “never.”
 2. **Use a timer when you’re working.** When I have a LOT of stuff to get done in a little bit of time, I work to a timer - usually set in 30-minute intervals. My goal is to get as much done during that time, as possible.
 3. **Break your tasks up into tangible action steps.** Setting big global goals just doesn’t work because the end goal is SOO far away! However, small action steps are VERY achievable and allow you to see the progress you’re making. (Note: At the end of every Chapter in “How To Make Maximum Money With Minimum Customers,” there is a “Money-Making Action Step Checklist” so you can implement the material as fast as possible.)
 4. **Outsource as MUCH as possible.** Use resources such as guru.com, elance.com, odesk.com, and rentacoder.com. This frees you up to do only the most profitable and highest-paying tasks.
 5. **Work to your strengths ONLY.** Eliminate any non-profitable, non core competency tasks from your life. Do ONLY those things that make you the most money. In my business, for example, I only do three things: I write, consult, and think, and that’s it. These are also my highest paying tasks.
 6. **Conventional wisdom says you should improve your weaknesses.** This might make sense when you’re talking about your health, but in business it will cripple you. Work to your strengths and maximize them by outsourcing everything else.
 7. **Invest in your education.** Nobody has a monopoly on ideas, so always try and learn as much as possible.
 8. **Don’t be afraid of failing.** Most people are either afraid of failing or afraid of success (this was my Achilles heel for a long time). Remember though, everyone pays tuition in some way. There’s simply no way you can “skip” this on the way to becoming successful.
 9. **Take action and do something!** You can’t move forward while you’re sitting on your ass “thinking” about doing something. So get up and move, as soon as possible!

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**Where you'll find detailed information about these marketing strategies in
*"How To Make Maximum Money With Minimum Customers:
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- **Chapter 16**
- Chapter 17
- **Chapter 18**
- Chapter 20
- **Chapter 22**

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