

A photograph of a man with extensive tattoos on his arms and chest, sitting in a swimming pool. He is looking towards the camera with a slight smile. The background shows lush green trees and foliage. The overall tone is warm and natural.

JAMES SCHRAMKO

Judgment Day for Your Offer with Trevor ToeCracker Crook

Will your offer pass customer scrutiny and win the sales you're after? Trevor "Toecracker" Crook discusses what makes a highly effective offer.



Trevor "Toecracker" Crook

James: James Schramko here. Welcome back to my podcast at JamesSchramko.com. This is episode 944. This is Judgment Day, and I'll explain what I mean by that in a minute. Of course, I brought along my special guest, Trevor "ToeCracker" Crook. Welcome back.

Trevor: Thanks, James. Good to be back. This is the fourth podcast and fourth country we've done this in. So first one was Costa Rica, second one, America, third one, Tuscany, Italy. And actually, I'm home in Panama on the Caribbean Islands.

James: Oh, it's great. You're well-traveled. I've just done seven flights in the last few weeks. So I've got out and about for the first time since COVID came. And I'd say the world has changed a little bit, sort of the world of travel. There was a concoction of delayed flights, lost surfboards, expensive changes, etc., etc. I won't get into too much depth.

But yeah, as you mentioned, this is your fourth time here. And there's a good reason for that, Trevor, because after the first episode - I'll list the numbers, you were on [episode 804](#), you were on [episode 843](#), [913](#), and today 944. Okay, so you can go and listen to those. If you're listening to this, you absolutely would be doing yourself a disservice if you didn't listen to the previous episodes.

The reason Trevor's back is because, Trevor, you got two of the [top 10 episodes for our 2021 year](#), which was quite an achievement, because we actually do usually two episodes a week. We're getting close to 100 episodes a year. So for you to pull two out of the top 10 from 100 episodes is testimony to how relevant what you're talking about is to our audience, so I appreciate it.

Trevor: Well, I was very stoked to see the first one come up on that list, let alone the second one, be it number two. So number five, and number two, as I said, I'm going for number one, so I know I've got my work cut out for me.

What Judgment Day means for an entrepreneur

James: Well, let's see what happens. So we've titled this episode Judgment Day. I love the concept around this. And I'd like you to explain, what does Judgment Day mean, and what are we going to be talking about in today's episode?

Trevor: Yes, well, Judgment Day is a title of an old event I did way back when, 2005. And basically it's this, your prospects and your clients, they get to be judge, jury, and executioner if your offer sucks, or your product or service sucks. So you've got to lift your game in all facets.

James: And they don't always tell you if the product sucks, or the offer sucks, do they? It's like, there would have to be ways where you could find out if these things are true or not. Apart from them ordering or not ordering, maybe you think there's some other reason that it's not your offer or it's not your product.

And I hear lots of excuses from people why the customer didn't buy. I had one today actually, someone I spoke to today missed out on a \$35,000 sale. They had a prospect very close. They spoke to the prospect, the prospect was excited. The next day they spoke to the prospect, the prospect was extremely excited and said yes, I'm going ahead. And then the prospect said, Send me over the details. I'm going to pay by wire, and then the sale didn't transpire. They got ghosted.

They followed up later and the prospect said, Yeah, I've discovered I tend to buy too many of these things, and I need some space just to decompress. And then I'll come back and revisit this in a month, which of course you and I both know, is BS. That's not going to happen at all. What do you think's going on in this situation? It sounds like Judgment Day happened, and passed.

Do you really want that kind of customer?

Trevor: Yeah, it's an interesting one, because something has given them the wobbly boot not to proceed. And yeah, most of the excuses people give us are absolute BS. And, you know, you can try and dig and probe and turn them around. But reality is, do you really then want them as a customer? For me, I don't.

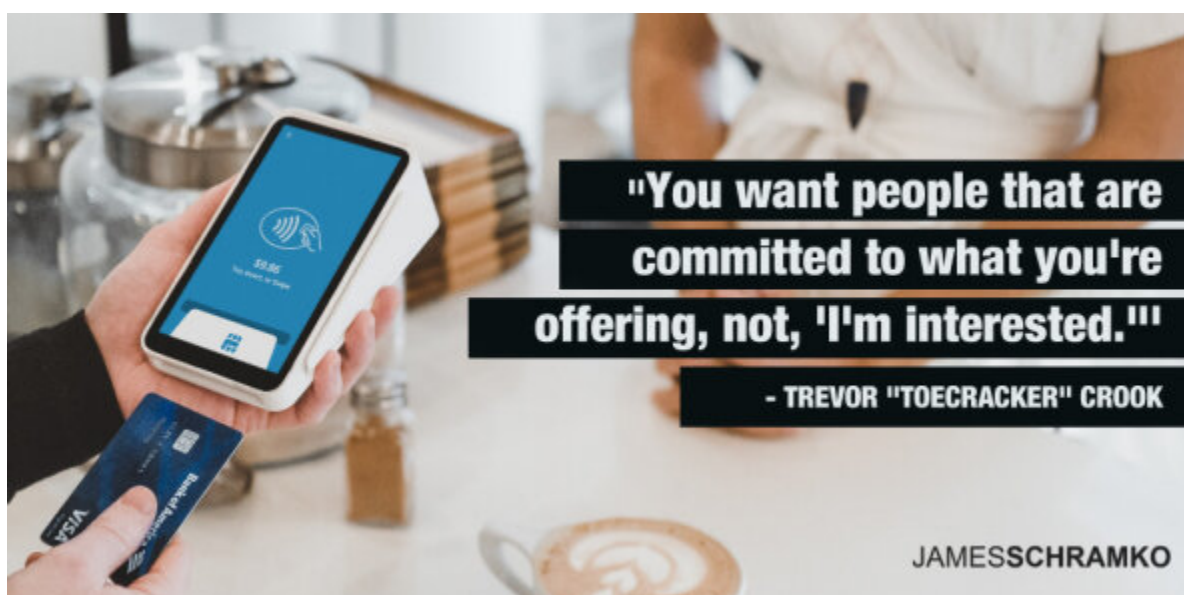
James: And I don't either. This falls squarely in the no compromise camp. At a \$35,000 price level for an intimate relationship with a prospect, you need honesty. And if they're not going to tell you the truth about why they're not going ahead, then that would negate them as being a valid prospect in my book.

I want someone who wants to be there. And I want someone who's excited about the partnership and can have a close enough relationship to go deep. I actually said to the person who told me this, did you challenge this and at least help them understand what's going on in their own process?

Like, if they keep buying these things, and they're not getting the results, there's some underlying issue that if it were me, I would have taken that head on and said, What's going on behind that? Even if I don't want them as a prospect, and even if they later decide to come on, and I don't accept it, right, which could happen, I'm not sure. But I would want to actually help them fix the underlying issue, because it sounds like there's something deep down going on there.

Trevor: Yeah, and they're the common denominator, basically.

James: They are. It's happening to them and not everyone else.



Trevor: Yeah, it's like, you want people that are committed to what you're offering, not, you know, I'm interested. You know, most people say they're interested, never buy.

James: So you mean, like, pig committed versus chicken committed in terms of the bacon and eggs commitment factor?

Trevor: Well, yeah, like you see them on Facebook posts, I'm interested. And then when push comes to shove, you know, they're just wasting your time and finding reasons to validate why they're not going to invest.

James: So this is like the preference versus performance phenomenon.

Trevor: Yeah.

How to boost the chances of conversion

James: One of the great dangers of asking people what they want, and then they tell you, and then you create it, and then they don't buy it, because they don't really want it that much. So how do we make sure that when Judgment Day comes, our prospect is absolutely going to go ahead?

Trevor: Well, as you know, I'm a big fan of having what I call that [outrageous offer](#), which has been around for a long time. But it can be more than just the product. The product or service needs to be great, but it's how you get that prospect or existing, past customer, existing customer or past customer, to want to give you their credit card again.

And you know, as I said on the previous podcast, you know, your offer's got to stand out like bull's balls on a Chihuahua to be able to get, Wow! I really want that. And, you know, what was interesting was only last week, I saw something about, someone was complaining about ordering a pepperoni pizza in Italy, thinking this beautiful pepperoni pizza is going to come out with actual pepperoni slices, but it comes out with...

James: It's going to have capsicum.

Trevor: ... with peppers, capsicum, you know?

James: My daughter did that twice in a row when we went to Italy, it cracked me up every time.

Trevor: I made the mistake once, right? But then imagine the reverse. You're a vegetarian Italian, and you go to America and order a pepperoni pizza, and the opposite comes out. And whilst it's not really an outrageous offer, it sort of tickled my funny bone because people, you know, think they're offering one thing and the person thinks they're ordering/getting something else.

And that happens too much, I believe. So, you know, that one made me chuckle because I made that same mistake myself. And my Italian friend said, Well, that's what you ordered. And I said, Pietro, you could have corrected me. He's like, Oh, you knew what you wanted. And I was like, No, I didn't. I wanted pepperoni pizza.

You can never be too clear with your offer

James: So what you're talking about here is clarity around the expectation?

Trevor: Yes.

James: And I've heard this talked about by copywriters, that you really can't make an offer too clear. Like, clarity is essential. I think this is important to me in the coaching work I do. I spend quite a lot of my effort around seeking clarity when people have problems. I want to make sure I'm solving the correct problem.

And in the example I mentioned just before of the person who deferred a potential purchase, they're perhaps not clear on their own problem. And it's worth lifting the lid on that and getting to the real problem.

Trevor: Yes, so that, you know, otherwise, it's, you know, denial, it's the old denial ain't just a river in Egypt. And if you don't get to the real root of the problem, to give you a path to correct it, then, you know, you're just going around in circles like that one-legged duck.

James: We've already cracked a lot of expressions in the first few minutes. I pity my team who are transcribing this. I'll be shocked if they don't write balls balls on the chihuahua instead of bull's balls. It sounds like you're mixing in an Adelaide accent there.

Trevor: That's a cross between being out of Australia for so long. But one of the things, and I think we mentioned this on one of the previous podcasts that we'll take, you know, someone offering tomato on toast for eight bucks, and they're going to get told all sorts of things that we won't mention on the podcast where they could stick their tomato on toast for their eight bucks.

But people happily pay eight, 10 bucks, 12 bucks for a bruschetta, which is the same thing, in effect, just chopped up and presented in a different way. Right? And, you know, and that's where your offers need to be very distinct as well, you know, are you trying to sell your product or service to a potential prospect or client?

Are you trying to sell them tomato on toast, knowing they're never going to swallow it or pay the money? When instead, if you presented them bruschetta on toast and had crystal clear clarity on the outcomes that they were going to get from that, then they're going to invest and buy your product or service.

James: I think you like Italian food, at this point in the podcast, it's a clear theme.

Trevor: Love Italian.

James: So presenting your product in a more appealing way, with the exact same ingredients, could be beneficial in terms of acceptance of the offer. The other thing that comes to mind is that environment scenario where they talk about a bottle of water that, you know, in a vending machine, it might be \$2. In a hotel room, it might be \$8. In the private cubicle at an exotic VIP bar club, it might be \$20 for the exact same bottle of water, but it's the environment that it's in changes to perception of how much it might be able to fetch.

Trevor: Exactly. I've done something similar, but I'm beer, because I can relate to that more. But like, Stella or Heineken across the world, it's amazing what you can pay for the same product depending on the environment around. You go to some exclusive club. And actually, I was at the 66th floor of the Resorts World a few months ago and a baby beer of Stella, where I think it was 24 bucks.

James: And for our portion of our audience, a buck is \$1, just to translate there some Trevorisms. So tell me again, back to Judgment Day. So firstly, I've got out of this, we should make our offer clear. Secondly, I've got out of this, we should rearrange our ingredients to be more desirable, if possible. And the third thing is, and I've sort of added this one in, maybe it's not part of your criteria, but is to be conscious of the environment where you're offering this thing, because it might change the perception of what someone might pay.

Trevor: Yes, absolutely. And so if you get all those parts correct, then there'll be judgment, and the jury is going to vote in your favor and invest in your product or service. If you don't get it right, and if the clarity is as clear as mud in a pigsty, then they're going to execute you and say no. So that's why I like the judgment day, nothing to do with religion.



But you know, it just appeals to me on that, because ultimately, when myself included, and whilst you test and measure, when you put an offer out to the marketplace, they are judging you, and they judge with their cash, credit card, wire transfer, etc., etc.

James: Right. Well, what else can we do to improve our chances?

Defining the outrageous offer

Trevor: Well, firstly, I want to just touch base on the meaning of outrageous, because you was talking about the hook. Well, let's just give you a few simple definitions: highly unusual, unconventional, extravagant, remarkable, extreme, over the top, beyond reason, hard to believe. So for me, it's just any offer that converts well, right?

If you've got an offer that converts well and consistently converts well, there must be something that's outrageous in there enough for people to keep going, Yes, I want to pay the money for that. And, you know, after the first couple we did, I sort of wanted to sit down and look about what I consider, are there certain types of outrageous offers, or where can they be positioned in your copy to form some sort of outrageous part?

So I'm hoping to go through a few of those. There's about nine, but I don't know that we'll get through all nine, we might get through half of them. But if you remember on the [last podcast](#), one of our landscaping clients had done very well with 85 lumpy mail letters.

And so for those of you who don't know what lumpy mail is, it's simply putting something inside an envelope that arouses curiosity, because curiosity killed the cat and the person getting it cold doesn't want to throw it out until they know what's inside the envelope, right, which increases open rates and increases leads and sales.

Now from those 85 letters back then, which is current, just this year they've done 209,348 in gross sales, and each letter mailed is worth \$2462 and 91 cents. And here's what's interesting. They just keep, Oh, that looks like there could be some rich houses in that estate. Let's keep dropping 20 letters, you know, do a neighborhood farming, which I love. And just recently, as in a few weeks ago, they dropped 20 somewhere and pulled, what have they pulled, \$90,818 from those 20 lumpy letters.

James: Wow. What was in the letter?

Trevor: The letter was a magazine that we create for them called Dream Garden Digest. So we write it and sort of white label it to them. And my letter, where the outrageous offer part of it is to offer a free garden assessment report, valued at equivalent of \$357US. The normal triggers that they call by, you know, XX date.

And so it's drop lumpy mail, letter one with the magazine, two, get them to call for the garden assessment report, do garden assessment report rather than let me come and give you a quote, right, nobody wants a quote, in theory. And then from the free garden assessment report, recommended a design fee. Right. Sell design fee, which they used to do for free, not anymore, they now charge between a grand to seven grand, depending on the size of the project, and then close them.

And here's what's interesting, it's just a simple four-step process that they follow. But what they have found even is the average job value is so much higher by doing that process. Stuff they were doing for free before, call it an ingredient, call it a process, giving it a different title, presenting it in a different way, getting paid for it, and making a truckload more money.

James: Nice.

Trevor: So, you know, I like stuff like that, because it's still relevant today. You know, someone asked me on something I dropped on my Facebook post, one day last week about something which happened two years ago, for another lumpy mail client. And they're like, Oh, was that recent? I go, that was only a couple of years ago, but I still got clients doing that continuously now, you know?

So, in their case, it was just, follow the process. They're offering something for free. And there's caveats against offering something for free versus always getting paid. But the way I offer the free part for my clients, and I've done this for about 20 odd years, is I'm using the outrageous offer aspect of something they're doing for free to get in front of the prospect rather than saying, We do free quotes. No job too big, too small. Right?

They're still going out and looking at the person's business or the homeowner's whatever, their pool or termites or whatever it is. But they're getting in front of them because it's doing something completely different to the competition. And I found especially in the B2C, the business to consumer market, although it still works in the B2B, that's the - not easiest - but the simplest way to stand out from your competition and charge a truckload more. Instead of selling that pint of Stella for \$5, you could sell it for \$25 presenting it in a much better way, which is where I come in.

James: Yeah, you know, like, in this area where I live, if they just answered their phone or would be willing to come out to see, they'd be ahead of their competition. Look, I mean, I've been here for almost a year. And all I want is a bookshelf behind me, right? One day in the future, there'll be a bookshelf. I called three or four joinery companies, and one of them - this is true - I call up the joinery company, and this is the voicemail I get.

Eric here. If you're calling for joinery, we're maxed out. Give us a call next year. That's it. I mean, seriously, if you wanted to make money, you could set up a trade in this region. It's like, it's just so hard to get trade. But anyway, I actually had to hire a designer so that I could access her rolodex of suppliers, which aren't published or listed publicly, so that I could get a proper supplier, and it's coming. It's paid for, and it's being cut right now, and I will have a bookshelf, but it's taken me forever.

So that's a classic case of in some environments, even a crappy marketer could do a reasonable job. If you're in a hyper competitive market, then you'd have to do some of these things to really stand out. So it reminds me of when [Ezra Firestone](#) told me he used to play poker, but he'd make sure he'd only play with drunk people.



So, if you're going to play the game, like, try and pick the right place to play. I also saw an article about real estate agents making multiple millions of dollars in commission, but they're selling in an area where the average home price is \$2 million or \$3 million.

So when you do your two percent of gross on a much more expensive home, and you can still keep the volume, of course, you're going to make a lot more than someone who's selling \$80,000 homes or 100. I mean, that number sounds ridiculous to an Australian, but I believe that you can buy a house for like, \$100,000 in America, which is a classic.

Trevor: Yeah, but even like, the agents that are in that sort of multimillion bracket, you know, I'm guessing there's still a lot of competition there.

James: There'll be plenty of competition in those areas.

Trevor: And they can still use something I created for an agent years ago, in that Manly sort of area, where she struggled to get the quality leads, but if she got the lead, she couldn't convert very high. So the copy was designed to sell the appointment to get her in front of the prospect. And she put her money where her mouth is. If they didn't like what she said, she'd pay them cash out of her own pocket, which really wasn't an issue because she would close at 90 percent as long as she got in front of them.

James: Gotcha.

Trevor: So even in those markets, this stuff works even more powerfully. But the trade thing is, I think any trades or most trades are just, yeah, the first tradesman that comes in and decides to answer the phone, do some head basic stuff, hire an answering service, you know? I mean, that's the simplest one.

Okay, I even got time. We had a guy last week, he's like, I don't answer my phone, I'm scared to answer it. And I'm like, Well, get an answering service. Get them to weed out the quality prospects and the ones that aren't good. You don't return the call or tell them thanks but no thanks. But you're missing out on good prospects, and big projects, because you're not even answering your phone, you're afraid to answer it.

James: And a lot of the lead generation agencies that I talk to, they say the biggest gripe is that they get good leads for the client, and the client won't ring them back. They won't ring them back within a day or a few days, sometimes even a week. And then they say the leads are no good. I'm like, that's crazy. So tell me about the nine outrageous things. What was the first one?

Knowing your numbers lets you be outrageous

Trevor: Well, the first one is something we've sort of covered a little bit before on giveaways. And we've covered in previous episodes. But again, with all these, you've got to know your numbers. So even like, take the real estate of just talking about before where she knew that she got in front of the right home seller, she could close them, and she's selling multimillion dollar homes so she knows her commission.

So the whole angle around that was, you know, it was a two-page letter, which is typically what I do. As letter one, listing all the things that she's going to do for them, which are generally, you know, the things a lot of other agents don't do, like communication and all that sort of stuff, and just guaranteeing the appointment.

Like, I'm going to give you money if you think I'm full of crap. Here's my results. Does that interest you? Okay, I'm going to call you because no other agent was doing that. Right? That's one example. When I've done this for a couple of the same industries, the same letter, basically changed the names and the contact details, but mailing to their existing database, which they'd ignored forever and a day since they first purchased, you know, normal stuff, normal things that happen in business, right?

At the same time wasting money on wealth, say wasting they'll break even on the yellow pages advert, hemorrhaging cash on the front page, newspaper advert, right, yet ignoring the people who had given the money. So this is what we're going to do. We sent out a letter explaining why the \$50 voucher was on the front and there was no strings attached.

All they had to do was bring in the little letter to the business and take anything to the value of \$50 retail and walk out the store, and no one's going to bug them. You know, that went crazy. That had 167 people respond from almost 1800 letters on that. Not one person took the freebie, sorry, just the freebie, they all spent money. Right?

Sometimes all you need is to get them back in

James: It's like me yesterday, I just got back from a surf trip, and on the surf trip, one of my leg ropes detached while I was surfing, I basically got rolled by a pretty big wave. The Velcro undid, and I lost my board, and it's heading into the sharp reef. And I have to go after it. It's like, I want my board but I really don't want to run aground on razor-sharp reef. So I paddled to the board. I got it after two goes and grabbed it.

So anyway, I chucked that leash. Unfortunately, they can't be upcycled yet. So I went in to buy a new leash. But the checkout lady left a little electronic beeper tag on it. So I got home to open it up to put it into my surf bag for the next trip. And it's got this thing, and I'm like, Ahh, what a hassle. So at that point, do I pull out the pliers and just destroy it? Or do I just take it back with the receipt to the shop and ask them to take it off?

So I did the right thing. Said, I'll take it back to the shop. When I went back to the shop, now it was the shop owner there. And as I came into the store it beeped, which it didn't do when I left. And he goes, Oh, it wasn't me, it wasn't me. And he looked at me and he made a joke with it. And I said, Hey, listen, I got a little special bonus tag when I purchased this yesterday.

He goes, Oh, bloody amateurs. We'll fix that. He goes, You got the optional shark detector, did you? You don't want it? Okay, we'll take it off. And he took it off. And I thought, you know, while I'm here, I think I'll buy another leash as well. I spend another \$120. I bought two more leashes just going back to get the tag off the first one I bought. So if a retailer does a good job of having a visit from anyone for whatever circumstance, they can make more sales.

Trevor: Absolutely. And you know, what's interesting about that is, you know, people just want to be made to feel important.

James: Yes. Well, I didn't want to feel embarrassed that I'm walking through the door with a detector bouncing. Like, my main thought is, are they going to think that I'm a shoplifter? And that I took it yesterday, and now I'm kind of trying to do some scam where I get the tag taken off. Right? So that was my main thought when I arrived there.

I parked right in front of the store so they could see my car. I'm not hiding anything. And it was a relief for me when he wasn't trying to accuse me of being a scammer. Instead, he was being apologetic and making light out of this funny situation that his team member obviously has made a mistake, his employee. But it was all handled really well.

And then at the end, he goes, If you need anything else for your next trip, just come back. We've got plenty of stuff here. He was good. I've often found that with the shop owner is often like, 10 times better than the trainee type staff that they hire to manage a shop when they're not there. It's a very common trait.

Trevor: Yeah, which can cost them a lot of business.

James: A fortune, cost them a fortune. I mean, I have the potential to buy a \$2,000 surfboard, like at the drop of a hat. Like, as it turns out, apparently. So handled well, I could buy plenty of stuff from a store like that, especially over the lifetime of my purchases. If I'm surfing for the next 40 years, I'm a high-value customer for a retail store like that. So it's the way you handle it. A good business would create systems to train all their team members with the things that make a difference.

Trevor: Yeah, and get you on their database.

James: Yeah, they don't have me on their database. Imagine if they told me when the new type of leg rope came out, or they have a shipment of this special wax, or they picked up a new manufacturer for supply of surfboards or whatever. Like, can you imagine what would happen?

I did a whole sales presentation around the demise of a surf store that I originally purchased from, that actually went out of business because he refused to email his database of people who had already bought a surfboard of \$1,000 or more from him. He would never email them once.

Trevor: That's insanity. I mean, imagine like, that surf store where you had the experience yesterday and it's two or three years' time down the track. And you've already spent, I don't know, an average spend a couple of grand a year. And they look at people like you on the A-list, and they send you a letter, direct mail letter, could be an email with a voucher, to spend on 100 bucks or whatever with no strings attached.

James: Yep. I would definitely stop by there.

Trevor: And they might say, well, you can't get a lot for 100. But you take it in, because all you have to do, and you're going to spend more. That's an outrageous offer. Most people don't have the balls to test it.

James: Yeah, I would definitely go there. But, you know, out of sympathy for the company, and in reciprocity, I would definitely buy something other than the gift for sure. That's how it works.

Trevor: Yeah. And that's the psychological part of that. And when you explain why you're doing it, you know, and hopefully I'll get to this at the end, but I was scanning through some, what have I done that I haven't brought up on one of your podcasts? And I did a complete direct mail sequence for an automotive repair company in Tasmania many years ago.

And even that, one of the offers was, you know, here's a voucher of 50 bucks, \$50. You won't get a lot here for \$50, but give us a call, and we can give you an idea. And you know, this was a lead generation advert with a six-page free report to sell automotive services. And a lot of the things, and even in that in the copy, were things that he was either doing, or we spoke about and got him to implement, that were completely different to the competition.

So in effect, a lot of the 14 compelling reasons, most of them are sort of outrageous enough by themselves. And, you know, he had three locations back then. And we recently touched base again. I think he's got eight now, this is in Tasmania, right? And I looked at his website. And interestingly enough, he's still using a lot of that copy, just put it into the website.

James: Yeah, some of this stuff will work forever.

Trevor: Yeah, it's evergreen, you know, perceived value. Again, you know, what can you offer that has a known retail perceived value in the marketplace, it costs you a fraction to get your hands on it. You know, those things work very, very well.

James: Well, I noticed my favorite local surf shaper has just added something to their website. I saw it yesterday, and I thought, good on them, because it's rare in this industry. These guys, they're like a father and son team. They're called Campbell Designed. And I've had a couple of boards from them. They're really, really progressive, but experienced.

The father's like ToeCracker, just like an industry veteran with experience. And then the son is like, a former pro. They've added this new service called Tailored. Like a tailored suit, they're basically personalized, the complimentary board fitting service, so that you're riding the right equipment. It's basically a 30-minute appointment with either of them, like, the butcher, not the block. You go to their showroom, or you can do it on FaceTime or whatever.

You'll be guided through their range of boards based on what your needs are. And then they will basically customize it for your size, your length, shape, colors, everything. And then they'll manufacture it on site. Everything's made right there on site, which in this industry is a big deal, because a lot of stuff is just made in Thailand now and shipped across, like shaped by a machine and someone finishes it who's never even surfed once in their life.

So that's a great way to take something that, you know, all custom shapers already will take a custom order, but usually they just flick over a form that you fill out with all your dimensions and hopefully you know what you're ordering. And they might query something if they're not sure, but generally, they'll just make whatever you order.

This is a way to make sure that you're getting the right equipment, because the right equipment will make a big difference to the way that you surf. So I applaud them for this kind of offer. But it's literally taking something that most people will do but really putting aside that time and making a feature product out of it, and then they've put it straight into the top of their marketing, because I saw it yesterday on Instagram, which is their prime channel.

Trevor: Yeah, and that's fantastic. I'm sure they'll do extremely well from that.

James: They will now that I mentioned it. The last board that I ordered from them is exactly the process I went through. That's exactly what I went through. I said, Hey, are you guys there today? I went down to the showroom. And I said, This is my perfect board that I need. He listens and takes notes, and then gives me ideas. And then we basically, that's it. And it's being built just for me, custom.

And it doesn't actually cost any more to order the right board versus taking one off the rack. In this industry, that's the thing that's crazy. It costs exactly the same to custom order a board versus taking one off the rack. But they don't ever tell you that.

Trevor: Yeah. That's an opportunity there.

James: Yeah. So what's next on your list? So we've got the giveaways and reframing things and coming up with differentiation.

Trevor: Yeah, and we've covered sort of lottery style before, you know, win free X for a year.

James: Do they always give the prize, or do they just insure against the prize, because I've heard this sort of mentioned two different ways?

Trevor: Well, I can only tell you from my own clients that if they say it's win free extra a year, whoever wins gets it.

James: Yeah. Well, I've always done that. If I've ever had a competition, I've always given the prize, but I've heard of another marketer who - they have this, it's an outrageously big prize, but they just insure against having to pay out the prize but they don't always give it.

Trevor: Yeah. Not something I would do or ever recommend.

James: Yeah, I don't think so, either.

Trevor: If you're going to offer it, you know, but here's the thing, really, I can't think of a product or service, although there probably is one, where you couldn't offer that type of scenario, if you just really put some time into thinking how you go about it, whether it's three months, six months, a year.

Strategies from dealership days

James: It's like I used to - at the Mercedes-Benz dealership, they had no email database. And I built a 10,000-person email database from our local community with a small flyer, and it was a guessing competition. And it was like, fill in the missing letters. And it was like, Mercedes B space N Z. Right? And it was, win a weekend in a Mercedes-Benz. That was the prize.

And we would draw it once every three months or something. I can't remember. I'm not sure about that part, but we'd draw it fairly often. And I would actually video the draw and we'd put it in our newsletter. And whoever won it, they could come and pick up the keys on a Friday afternoon for a Mercedes-Benz out of our demonstrator fleet, and then bring it back on Monday. So it was legit, what they were winning.

For that person, it was great. They're getting a \$150,000 car for the weekend. They can go and visit the Hunter Valley or the wine region or go to barbecue with their friends and impress them or just drive around with the roof off a convertible. For us, it was no skin off our nose, like we had 50 cars, it was just missing a car for a weekend.

So it was easy to create something of high value to the customer or the prospect, very low cost to us. And we had the tick box on there. At the time, it was like, they could opt out of receiving further email communications. But these days it might be, you have to tick to say I want to receive them. You know this was pre-privacy concerns. But I built a 10,000 person email database using that one form, where maybe we had to loan a car out 10 times over a couple of years. Not a big deal.

Trevor: Yeah. But you sold cars as well.

James: We did. I actually did a product launch formula for the dealership, and we used a multi channel approach, direct response letters. On the bottom, it's like, PS. Bring this letter in and on any purchase of a vehicle over this sale, you get a case of red wine put into the boot of your car on delivery. And I think we sold 24. We got 24 letters back. So it cost me 24 times case of red wine to sell 24 cars at an average purchase price of \$85,000 each.

We sold a lot of cars over the three days. I did an email. We did direct response. We did the local front page. We did local community awareness, like we got a writeup for free editorial. We got a radio announcement. It was great. We collected 1000 people through the showroom over three days. We beat all of the other people in the state. We sold more than all of them put together in that weekend.

And here's the thing. I did it using every resource that was already available to every other dealer. This was my theme. It was an AMG experience weekend. So I asked the manufacturer, I want you to send me one of every AMG that you can get your hands on. I had to borrow and trade from other dealers. But I had a C, and E, and S, an SL, a CL. You could normally never drive an AMG, they won't let you drive it, or they're hard to get, you had to book it in advance. But I just got a truck sent with all of them.

And so for the first time ever, someone could just come and just pick an AMG they wanted to try and drive it, like demo an AMG. But anyone could have asked for this at any time. But I just made that the theme. The best thing of course, AMG draws out the high net worth individuals, and the AMG drivers, they change cars way quicker than a regular Mercedes-Benz driver.

Regular Mercedes-Benz changes hands like every 38, 42 months. AMG drivers, they change cars every 22 months. So it was just huge. It was like, product launch formula on steroids in a regular business, non-internet business. That's one of the last things I did before [I quit my job](#).

Trevor: I love that, especially the fact where you hit the nail on the head. That was available to anybody else to do the same.

James: Yes.

Trevor: Yeah. They either didn't think about it. Thought about it, and thought, no, it's never going to happen. That's never going to work. But you just go, You know what, I'm going to do this. And there's a result. And I find that a lot, you know, when you spoke before about the business that nearly went out of business.

It works for shoes, too

The same thing happened for the shoe store I bought my original toe crackers in. And those things, not cheap, you know, very distinct client. And so I bought my first couple of pairs. And this was 2009 and Vancouver was gearing up for the 2010 Winter Olympics. And I took a lady friend with me after seeing my shoes and she bought, I don't know, four or five pairs for her boyfriend, bought a pair for his mate, bought me a pair of shoes for going with her.

So they had seven pairs just swallowed up like that. And then I spoke to the owners and suggested, you know, Hey, you need to put me on your email lists, get me on your database, all the stuff that we know. And they had really frickin outrageous shoes in there for men and women. And do, you know, the good old customer appreciation night when you get a new range and invite people like me along, put on some wine and cheese.

You know, to me, that's an outrageous offer, because most people won't frickin do it. But when you do it, guess what happens? People buy. People go, Yeah, I want that. I'll order the shoes. And the sad part is that, sad part because the business owners, well, they're just idiots, right, went out of business, blaming the construction on the lead up to the Winter Olympics as a reason they went out of business.

No, accept it's your fault, accept the responsibility that you didn't listen to proven marketing advice. Because had you done so, you'd still be in business, and I would still be buying from you. As it was, I found out who they got them from.

James: So you went direct integration.

Trevor: Took me a while.

James: I mean, I bought a surfboard every month for a while from this store, and I begged him, Please, send an email, like please. In the end, he blamed the landlord for increasing the rent. That was the big devil. And I convinced him at the end, like when he's like, It's done. I'm going. And I've got this shop full of stock. I'm basically going down the gurgler. I'm like, At least sell all the stock.

So he said okay, I'm ready. Whatever you think, you know, do it. I went into his Shopify account. I exported the list of everyone who bought a surfboard from him. I imported it to Facebook. I created a custom audience. We ran ads to those people. We sent an email from his email system, it was MailChimp. It was like, Come in. Say Goodbye. Have a coffee. Put a board under your arm, like never to be repeated, like absolute end of stock. We need to be out by this date.

I went around the store, and I put post-it notes on every board. I had two colors. I had a color for new and color for used, and I did what I did in the car dealership, I had a was-is, was 2700, is 1800. And we sold just about every board in two days, and he just looked at me and he said, Oh my god, I wish I'd asked you to do this before, I'm like, So do I mate, so do I. It's such a shame.



And I got one of the last boards out of that shop. You know, it was like, it was so sad, because he was such a nice guy and such an incredible social person, but he didn't ever want to sell. But he didn't connect selling with helping people. So I think a lot of people aren't doing their offers, because they're, like your friend who didn't want to answer the phone, they're worried that they're out of their comfort zone, or they're maybe not doing something that's - maybe they're annoying the customer or whatever, by making these offers, but they're really not helping anyone, if they're not helping themselves first, to actually be in business. If you're not in business, you're not helping anybody.

Trevor: Yeah, and you don't want to be a slave to your business. And, you know, it's, people generally don't go from - and this was an interesting thing that Kevin Nations was really, really big on, and I love it is - people don't go from being interested to the desire having the outcome. You know, you can't do both. Interested people generally don't buy, right?

People with a desire to get the outcome and the solution are ready to invest, and their decisions, to invest the money with somebody is generally made quite some time before they make that contact. So as someone who seriously wants the outcome who is committed, then you're ripping them off, if you're not doing everything you can to give them that solution.

And, you know, otherwise, there's no point being in business. And, I love the challenge of working with somebody on creating their offers, because it's just, generally, it's a way they've never thought of presenting their product or service. And it scares a lot of them.

James: What Kevin Nations does particularly well is he's got some serious mental jujitsu going on with the prospect. He's a brilliant salesperson and marketer. His entire micro business, highly profitable, good revenues, tiny team businesses run off Facebook by look of it, organic, using mental jujitsu, like basically weeding people out and pitting them against themselves.

It's like, you say you're interested, but you don't really want it. And he thinks that a goals list or a vision board is just a list of all the things that you haven't yet acknowledged that you're never going to have, like he really gets people...

Trevor: He's brutal.

James: Yeah, he's a genius at that stuff. He'd be a great guest actually, on this show one day, but he sells a lot by fixing people's head work. I've learnt a lot from observing his approach, and it fascinates me. But I'd say the biggest obstacle for getting that customer to buy on Judgment Day is the mental work that it takes for you to be able to just do the things that it needs to take.

What else is on your list? So we've talked about giveaways, we talked about lotteries and a few other sundries.

Sometimes the outrageousness is in the copy

Trevor: There's a lot there. I mean, obviously, it can be in your copy, right? Let's take someone selling real estate. If there's something really specific about that piece of property that is just, you can describe it so vividly, in the headline, and the description, that in itself can be the outrageous part. Every, probably 99.99 percent of agents all say, you know, The house is four bedroom, three bathroom, double garage. This location.

James: Well, there's a whole real estate talk. I can detect a real estate agent at a coffee shop, the way they talk. It's like they go to a real estate finishing school to learn to speak a certain way with the exact same retread words. It's like, So you're looking to buy now or you're just doing your research?

Like, it's the first thing that comes out of their mouth is like, I'm just going to qualify you before I even shake your hand or mention your name. And I'm sure there's some great real estate agents out there as you know, I'm speaking as someone who's from the motor industry. So there are standouts. But yeah, breaking the paradigm is great.

When I list my surfboards in the classifieds, there's always a hook or a line that I put that the prospect repeats back to me when they're picking it up walking out of my house after paying me, that little mind worm or that hook that I've gone the extra mile with. Like, one that stands out is this - I sold a Channel Islands fish beard. And I wrote on the ad that the reason for selling, I always put a reason for selling because they're going to ask me anyway, I'm like this board is just way too high performance for me. I can't surf as fast as this board can ride.

So I got some young tradie came in his ute, and he couldn't wait to grab it, because he wanted the fastest high performance board that he could get his mitts on. Because that's what they want at that age, you know, like a 19-year-old male tradie, he wants to be the fastest guy out there on the ocean. So yeah, I put in that little mind worm that's outside the norm.

Trevor: And in effect, you know, that's the hook. But that's really the outrageous part of it. Right? It just made it stand out to buy. And that's really what it is.

James: It personified this thing, almost.

Trevor: Yeah, I mean, the real estate unit that I sold for my then girlfriend years ago, it was a big old flat in Nundah, you know, in Brisbane, and all pretty much new units and apartments, the rooms are small, and we would probably say, I couldn't even swing a cat in there, mate. So I did the reverse, because hers was huge. And it was really the headline in the ad. And then the description, which is big enough to swing an elephant in, which got people responding.

James: That's amazing. That's amazing. That's genius.

Trevor: Eleven inspections on day one. And four people fighting over contract. It sold, when the previous 12 months, it didn't have a bite with the previous agent, you know, and that's really where this whole list stuff comes in. You know, it's just like, well, to me, that's obvious, you know, just get the description right.

James: Well, it's the one thing it's better at than all the others.

Trevor: Yeah. And really, if you look at your own product or service that you're offering, you know, where is your one thing that you can make it stand out from the crowd, like you did with your surfboard, that people go, That's what I want?

And so you know, I've come up with outrageous offers in guarantees, which I love to be able to create an outrageous offer around the guarantee, because that's going to come down to knowing the numbers in your business, your sales, you know, your loyalty rate, your satisfaction rates, all that sort of stuff, and knowing that if you can really tie in the offer with the guarantee, you can convert a lot more.

James: Yeah, it's true.

Trevor: And I've done that many, many, many times.

James: And often, it's sitting right in front of you. I also found a good universal reason why I'm selling my surfboard that others can't use that I could have used the whole time, and that is like, I've surfed this board 10 times. I bought it to review for [my surf website](#), and it's now time to change it for a different model.

People love that because I'm not selling it because there's anything wrong with it. It's hardly been used, and it's a completely legitimate reason, and they're going to ask me, What's the surf site? They can look it up, and it's actually reviewed with all its positives and attributes. And as a buyer, they can feel a high level of trust that that's a legitimate sale, because they can verify it themselves. But most other sellers can't offer that reason. So yeah.

Trevor: Yeah, and they probably just - even if they could, they'll probably just list, surfboard for sale.

James: It's hilarious. Most people surf their board, like, every day, they thrash it, and by the time they're selling it, the surface of the board looks like the moon, right? It's like craters.

Trevor: The craters.

James: And they're like, not surfed much or surfed twice. I mean like, you've got to be kidding me. So when they buy my surfboards, they're like, the best surfboard you could ever buy in your life. They're unscathed. They've hardly been used. They're in perfect condition. And they're always the best on the market. You could go and find five, you'll never find one like mine.

So I often say to them this one line that a guy from the pre-owned department taught me many years ago (pre-owned is a nice way of saying used cars). And I just say this, I might say, Trevor...

Trevor: Like an ex wife.

James: Yeah. I might say, Trevor, where else can you find another example like this? Like, whenever they're trying to do a discount, or ask for a deal, or whatever, I'm like, What are you comparing this to? Like, where could you find another example like this? There will be not another one of these in the whole country, anywhere in the world that's been surfed six times, or 10 times that is immaculate, it is as new. I mean, if you could show me one that I could compare to, and convince me why it's not worth what I'm asking, by all means, but I'll just wait. They're like, No, no. I'll take it. I want it. Always. And I always price them fairly to start with.

Trevor: Yeah, so what you're telling me, your surfboards haven't been out in a hailstorm, basically.

James: My surfboards are like, they're stored in the garage, in the dark, with padding. They are cared for, like they go in a bag when I take them in the car. Because I have a few, I don't surf them that often. And when I'm ready to change them, yeah, whoever buys them gets them....

I actually have a database of people who have bought my boards, because they say, Tell me when you've got another one. And now I just have to ping my database, and my board will sell instantly.

Trevor: You are smart.

James: How many people would do that? Not many. And now people say, I have seen this board on your site. And they actually say, I love your site. And I don't even tell them I got a site. So it's all tied in, it's been this perfect gravitational force of just little marketing switches.

So just to sort of recapture that. I don't want to talk too much about surfing, but I take some of the things I've learned in regular business, and I just incorporate them into the real world, like writing a classifieds ad. And boy, did I love selling all my house before I moved state. I sold almost everything I could. I was like, our platform here is called Gumtree, but I'm like a gun tree, like I just fire off stuff. I sell it instantly. I enjoy the process. It's reliving old memories, good memories.

Trevor: Actually, one of my old clients that I was mentoring on copywriting years ago, but he was making six figures selling mattresses, literally out of his garage on Gumtree, for cash. Outrageous offer, supplying the copy techniques, all a normal call to actions and stuff, and he was making six figures cash, you know, just doing that. So yeah.

James: One of my kids was going around picking up all the free stuff on Gumtree and then selling it.

Trevor: Smart.

James: Yeah, he worked it out, he worked out his time, he worked out his fuel cost, he told me his [effective hourly rate](#). Like, I was proud of him for that. But it's actually cheaper for people to list something for free than to take it to the tip and dispose of it. So he just goes around and collects it all. And then he just reconditions and relists it, take better pictures, write better copy, and then has people come and pay for it.

So I reckon there's a good place to hang up. But I want to ask you if you'll come back for another episode.

Trevor: Yeah, look, I'd love to come back for another episode because there's just so much, so much to go about.

James: There's so much. So we've talked about giveaways, lotteries, sales copy, and a number of probably unscheduled items. But if we were to strain it down, Judgment Day, it's about doing as much as you possibly can so that when your prospect meets your offer, they're not going to come up with excuses or reasons why they can't buy.

They are going to be decisive. They're going to want it. You've done everything in your power to make it more appealing, more attractive and easy for them to say yes. And often, the things are sitting straight under your nose. My wish for this episode would be that someone has had a ToeCracker aha moment and thought, Oh, you know what? I could apply this thing that James or Trevor's talked about to my offer.

I maybe have everything I need right in front of me. I just need to rearrange that tomato into a bruschetta. I need to think about, what is the one thing that my competitors don't have that I have, you know? The swing the elephant. There's some great moments in this episode that I think will be practical, and I do hope it ranks well for you, Trevor.

Trevor: Thanks, James. Love being on your show. I'll just wrap it up with one thing. Yes. For most people, their outrageous offer is already in their process, they just take it for granted. And I love being able to create outrageous offers for clients, take this on board, where you are taking known information that your competition knows that your clients don't know, and flipping that into your outrageous offer, because as you said, it's right under your nose, you just can't see it.

James: Well, that's like the custom shaper. All the custom shapers know that they'll happily sit down with the prospect and configure their perfect board. But the prospects are used to just buying off the rack. They don't know that they do this.

Trevor: Yeah. And they could charge for that as well. But obviously they're not.

James: They absolutely could. And there is a guy who does. You can order whatever you want from him, and he'll charge you, but what he'll give you is the computer file, so that you can then give that to any shaper, any production place, and they'll print out that board for you, and glass it, and make it.

Trevor: Nice.

James: I could take that file to Thailand and get 1000 boards made in that shape. So that's sort of an advanced down the track thing. And he actually did that, and then sold the whole company. So like, there are small little success story. But these are people that have the same access to the IP that everyone has, but they've just used it cleverly.

Now, of course, ToeCracker, it's very important for us to know, how do we get in touch with you? What have you got going on? Of course, you've really earned some love here from our audience.

Trevor: Appreciate that. Well, obviously, you can find me on Facebook, you know, Toecracker, Facebook.com/ToeCracker. I've got my group, Beers Bourbon And Business. And my website is smofo.com. And I'm actually about to, probably in the next month or so, I'm actually going to do a six-week training on Judgment Day. So I'll let you know about that in case, you know, you're interested in that.

James: Let me know about it, we'll send out an email about it.

Trevor: Yeah, and these six weeks, no time limit, but I'm going to go through a lot of this stuff in more detail. And the whole idea is, everyone, by the time that six weeks is up, has got their own outrageous offer, ready to, you know - you say own the racecourse, racetrack, I love own the casino, but it's the same thing. Get that license to print money with that offer that just keeps working and working and working.

James: What a great deal. All right. Well, I'm excited about the future for all of us. This is episode 944. I've been speaking with Trevor "ToeCracker" Crook. It's quite a mouthful. We've watched the sun go down where he is in his part of the world. I always appreciate the stories. I enjoy these episodes, obviously, because we get to trade some fun stories of things that have happened in the past. And if we perpetuate the good ones into our future, then our future is looking good. Have a good one.

Trevor: Thanks, James. Love to have been on. Cheers, buddy.



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