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Hello,

My name is Mike Basch. In the fall of 1972, I went to work with Fred Smith, as Sr. VP of Sales and Customer Service at Federal Express, to help him implement the crazy idea of little planes flying to Memphis each night to provide overnight service throughout the United States. The following March, we started operations with 23 airplanes, hundreds of trucks and employees, but only two customer packages.

For the next two years, we struggled nearly going bankrupt several times. At one point a year after starting, Fred Smith offered me the Senior Vice President of Marketing role and I suggested we bring in a guy named Vince Fagan instead. Good decision. We had been growing on a linear basis since inception and were then carrying nearly a 1,000 packages a day, and projecting at least another two years to break even.

Vince recommended the first business-to-business TV advertising in 1974. TV, at that time, was exclusively used for business to consumer advertising.

Vince had to threaten to quit to get the board of a losing company to accept the recommendation. We then had 51 cities in the system. He took 17 and advertised on TV and compared growth in those cities to the other 34. A couple of months later, the 17 cities had broken away from the pack and were growing geometrically.

My point...

Marketing is a very specialized skill. I have met only three people in my 50-year business career that have truly understood how to catapult a business out of proportion to the average – to move it from linear to geometric growth. Vince Fagan was the first and...

Jay Abraham the second.

Jay couldn't work for a large company. He is too prolific and bold in his recommendations and outcomes – like Vince. He doesn't deal well with bureaucracy. So, he focused on the entrepreneur – guys like me who, after leaving FedEx, went into my own consulting business. I had heard about Jay and decided to attend an exclusive \$25,000 for 10 people and four days with Jay. My wife suggested I go see a psychiatrist, but a year later, she watched as our consulting business went through the roof.

Just one example of Jay's teachings:

One way I generated business was to become a "TEC resource (The Executive Committee)." I would go out and run three hour workshops for 8 to 14 CEOs as part of the TEC process. I typically delivered about three of these workshops each month and came away with a new client about every other month.

I decided to take one of Jay's core principles "risk reversal" and try it at my next talk.

At this point, you might be saying: "I know about guarantees and risk reversal. In fact, I already offer a guarantee."

The difference between a marketing genius and the rest of us is that the genius understands human nuances at deeper levels. Vince understood the need at the infant Federal Express to reach out to administrative assistants, not the traditional shipping manager and that their need wasn't to move a package quickly, it was to "keep the boss off my back." So, to the extent he could assure him or her through TV advertising that they had used the best, most recognized, overnight company, they couldn't be blamed if something went wrong. Use any other company and it would be their fault.

Back to my Jay story...

Risk reversal understands who is best able to take the risk in a given transaction and finds a strong communicative way to make a compelling offer. An offer that touts the primary benefit and what happens if it is not experienced. Nearly everyone offers a money back guarantee: "If you're not satisfied, your money back. It's risk free." Perhaps this kind of offer was meaningful when no one else was doing it, but it is meaningless in today's marketplace.

As a consultant, I would go into a company, gather a bunch of service people, take them through a facilitation process and have them invent a way to dramatically improve the company's client relationships. At my TEC talks, I would point out how we did that at FedEx and many other companies and how "they" could do it by engaging their frontline employees. And, of course, I had the way to engage them.

As I said, I got about one new client every other month from six TEC talks.

I took one three-hour TEC talk and gave it a new twist with one simple statement that Jay helped me craft:

"If your employees, using our process, don't show you how to totally revolutionize your client's 'love' of doing business with you, I will refund ALL fees --- **including expenses.**"

Whoa! That brought a lump in my throat. I had to pay the bills, but I had to try it.

My next TEC talk was in Milwaukee. I had Harley-Davidson, a large insurance company and the West Allis Memorial Hospital CEOs in my group of just six people. When I got done with that simple offer, I engaged ALL THREE of the above organizations. Picked up three six-figure clients in one talk --- where before, it was one client per every six talks (I know you can do the math, but that's an instantaneous 18 times improvement).

After that, I was able to pick up clients with EVERY TEC talk. I got so overloaded that I ended up no longer needing the TEC platform.

That's what exponential marketing productivity is all about --- when dealing with marketing genius. It's not just about how to sustain growth or incrementally grow your business. It's about catapulting your business to totally new levels. Jay calls it "quantum growth." And he can show you --- or any other entrepreneur, business owner or professional --- how to do it.

I wish I could tell you all the enriching things he gave me over the years. Deceptively simple, obvious-sounding ideas that were easily doable and made a quantum difference in growth thanks to the wildly profitable, fresh slants Jay Abraham put on them for me.

I love it when a true marketing breakthrough comes together and Jay can engineer a continuous flow of them.

But I wrote this letter as a way of "credentializing" Jay Abraham to anyone who doesn't know his enormous book of mammoth achievements.

I'm but one of thousands of well-known (and little-known) entrepreneurs and business owners that Jay Abraham has helped catapult to stratospheric success.

I hope that my background and unhedged endorsement of Jay will motivate you to take his call when he contacts you about his newest expert "Brain Trust" project.

If you already know his work, mind and methods, you've probably already said, "yes."

But if you don't know of this man, I hope this letter provides enough certainty, encouragement and stimulation to motivate you to take his call and participate in the high-level discoveries group he's creating. I know you'll be enriched and rewarded in many different ways from this association.

If you have any questions, please feel free to contact me at mbasch@mac.com or call me at 435-604-0367.

Best regards,

A handwritten signature in blue ink that reads "Mike". The letters are cursive and fluid.

Michael D. Basch