

Did anybody have any burning questions? We were talking to Susan a few minutes ago who is doing a product for guys to get their women, their wives of many years interested in sex again. She's talking about an improvement offer. Sometimes, you're in an improvement offer.

The thing is, she has an improvement offer. She loves the offer. She wants to do the offer. The point is it's a crappy offer but she's going to do it anyway and I'm not going to talk her out of it because she's going to do it. How do you make the crappy offer work?

It was a really interesting conversation to have. As a matter of fact, I'll tell you a really cool story. Don't let me forget when I tell you the Buddha story. Do we have any Buddhists in the room by the way because I'm going to really piss ya'll off, I'm sorry. But ya'll can't be pissed off. That's awesome.

When I talk about the Buddha, Richard told us a Buddha story. This is Richard Leonard in the back by the way. You know what? He might not look it but he's straight, has a couple of kids and everything, seriously. He really is, sure could have fooled me.

That's her offer. She asked, "How do I make my offer an opportunity?" She can't. It's not an opportunity offer. It's not really. What she's wanting to do, her job is one of the hardest offers you'll ever try to do. Here's her job. She's got to teach the dude about women and sex. She's teaching the dude how to get his wife interested in having sex with him again after multiple years, or being intimate with him in some other way.

Susan is pretty good at this stuff so I'm sure she has a good system for helping these guys do that. If anyone wants to know what that is, she's the super tall chick over there. Here's her challenge. He's got to believe he can do it – impossible, but he wants it. The desire is really high. That's the thing she has going for her.

An intense amount of desire, zero amount of faith in himself. She is a distanced guru. She doesn't know them so she isn't going to show up in the bedroom and go, "Okay, dude, do this next." It's not going to be a Cyrano de Bergerac type thing. It's not going to happen, although it is sort of a Cyrano de Bergerac offer in a way.

She's going to tell them what to say, what to do, the four steps that you take to do that. How many of you guys would like to know what those four steps are? Nobody. Everybody is getting laid. They want to get laid. That's another one of her problems. They don't want to admit they're wrong because it reminds them of poor decisions and mistakes they've made in the past. That's a problem with an improvement offer.

They know that they've probably screwed this up even though men, we don't know how we screwed it up but we're sure we did. That's a good thing about men. Women don't know how it got screwed up but they know they didn't do it. That's the difference.

Anyhow, she has a double super bad problem because not only does he have to have the confidence to do it, he's got to believe she's going to have a willingness to receive it, both literally and figuratively as it turns out, tough. The worst thing in the world you try to do is predict the behavior of a third party. It's almost impossible.

Here's the only thing she can do. She only has one choice. She's already on it. She's a smart chick. She's a good marketer. The offer has to be to him, "I have a way that you can get your wife to sleep with you by using these four ninja methods." They got to be ninja. Here's why they got to be ninja.

If I use them on her, she can't know consciously that I'm using them on her. Why? Because I can't get busted. If it doesn't work, all I lost was the money I paid you. By the way, this offer won't sell for a lot of money. It will sell for a little money. You'll sell a lot of them for little money.

It has to be real low risk but it's a great front end offer, not great, it's an okay front end offer. People will buy it because why does it have to be ninja? Because he can't fail. She said she's absolutely right. He can't take one more rejection. He just can't do it. He's a shell of a man already. His confidence is below the concrete of the floor. He can't do it. He's dying.

He's stopped asking for sex probably. He isn't asking. He isn't trying. He isn't doing anything because the only thing that he hates more than not getting sex is being rejected for sex. Sex of itself is a primal need. There is food, water, shelter, sex. Then there's everything else. It's super primal.

Almost everything you sell believe it or not, no matter what you're selling comes back to sex at the end of the day. Napoleon Hill kind of beat around the bush in that in Think and Grow Rich but it really does. I called it peeling the onion. When you peel the onion back far enough on anything you buy most of the time other than toilet paper, it comes back to sex.

Unless it's an absolute commodity need, you're buying it for some way. Who do women dress for? Other women. Why? Piss on a rock, mark their territory. That's a big part of it. They don't want anybody threatening their territory because they might not necessarily have a giant sex drive with this guy they're with, but they don't want anybody else to screw them.

That's the thing because they don't want to screw their deal up. That's my property basically. Everybody has a reason but most of them come back to sex at the end of the day. Sexual expression is the most powerful driver in most of our lives, especially men.