

Ted Thomas San Diego Conference

Speaker: Dan Reynolds



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DAN REYNOLDS

Actually seeing the few times in the last couple of weeks. First of all, I am a believer in his newsletter, it's great news letter. You will learn a lot. A powerful newsletter. He knows it inside out. Now those of you, there is information in marketing. I started out in book publishing and found out even though my book that I haven't touched since 1990, still continues to sell and is considered like the Bible for that particular industry. I can't make a lot of money at \$95.00 a book. The book sells for \$95.00 and I can't make a lot of money. I put audio tapes with it. The whole package sells for \$245.00. I still can't make a lot of money.

You want to know how to make a lot of money, listen to what Dan is going to tell you now. Because for a hundred bucks you can make a set of videos out of your book. Your going bla, bla, bla! Like I am going bla, bla, bla, right now! You can sell them for \$800.00 or \$600.00 or \$79.00 each. You will have anywhere from a 5% to a 20% markup in it. You can create videos for all kinds of things. This guy is really an expert. He stays in the background all the time. He is reviewing all of this, because you will see what we are creating at this conference, is I'm creating a product. The product I am going to create is going to cost anyone who wants to buy it \$1250.00 bucks, plus tapes. We are in business with the product. You can be in business with a video product overnight. As soon as you make the tape, you are in business. You are ready to roll. It is not like spending hours and hours and hours, writing a book going out having it edited, sending it to the printer, it comes back all wrong. You go through all this stuff in the nonelectronic marketing.

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This is incredible.

So what this man has to say, I think he is one of the most profitable speakers we will have here. Because the product is so, so profitable. You not going to CBS, your not going to be ABC, or any of those, but you are going to see people show you how to get in the video business inexpensively. So you can make products and you can make a lot of money. I am in the video business and I don't own one piece of equipment that is here. I don't own one piece. I'm not going to own one piece. These folks who put this stuff together, you can be doing everything from weddings in your own neighborhood, to doing news stories on your local television. This guy knows it inside out. He can't get it done in an hour and a half, but he knows the stuff. His newsletter is absolutely fantastic. I'm sitting here wandering, how am I going to spend another two hundred bucks buying from this guy. I am always buying something because he's got such a great newsletter. Let me do one quick photograph. You are in for a for a very entertaining hour and a half. This is Dan Reynolds.

Thank you. Well since Ted said it all, I can go home now. But I am not going to talk about how to make videos like what he is talking about. I don't want to do that now. It is more important for people to produce videos on a beginning level and that is what I want to talk to you about today, is how to produce videos as a beginner. I had a different speech prepared until some of the attendees would come up and say "You know this marketing stuff is so good and I know all this. I have been to a lot of these seminars and I know how to do two step marketing

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or how to do classifieds, but I don't have a product. I really don't know how to develop a product. If I had a product, I could easily market this thing." So what I want to do and the information that I want to reveal to you today is to show you how anyone, whether they have a video camera or not, whether they want to get involved with buying very expensive equipment or just have a video camera or VCR at home. You can actually make a lot of money producing videos. So, if you have some writing material, I am going to go through some things you will probably want to write down. I do have a disclaimer. Let me put this microphone down. I hate audio. I also hate to speak. I am not a very good speaker. I don't pretend to be a polished speaker. I just relay information. But that is my disclaimer. I live in a small town and I don't do this everyday. I don't even do this once a week and I am very nervous and I don't like this so bare with through this. Hopefully, I can get through this in half an hour. Okay.

Your market is video related for eighty million VCR's in the United States. That out weights computers, that out weights, I'll tell you what that out weights. It out weights toilets in Arkansas. There are more people, in some states, that have more VCR's, TV's, and Satellite Dishes than indoor plumbing and that is a fact. The U.S. Mail and UPS will deliver a package to your front door of every home in this country. So what you have is a market and you have a vehicle to get your video tapes into the homes of these people, of over 80 million people.

The major pastime of most Americans is watching TV and Video Tapes. How many people have a TV in their home? Everybody! How many people have a VCR? Ninety percent, Ninety-eight percent!

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How many people watch TV three or four hours a day, one hour a day, thirty minutes a day? Six hours a day? Somebody in the back! Okay, most Americans are finding that much of the TV which is network or broadcasting or "Free TV", doesn't suit their needs. How many people watch TV with a remote control? Okay, out of this group, how many women watch TV with a remote control? How many men do this? There is more men. Who controls the remote control in the home? Do you have cable, do you have cable TV? How often do you switch through the channels? Constantly. And what do you find? You probably find good commercials, don't you? Home shopping. Most people watch TV and are very dissatisfied with it, because most national TV is only made up to get you to watch commercials. So if you are watching a show, it will build up six minutes to a high part and then you watch a commercial. That's how people watch TV. That's the way we produce videos. Six minutes of a segment and then we go to a break and come back and that is how people watch. The material cost for one hour video tape is less than one dollar. You take this tape, a sixty minute video tape, and I have suppliers that I can get this video tape for one dollar. Now if we add a label and a case. That looks like a fairly nice looking product. You add the case and the label for less than fifteen cents. So you have a dollar fifteen product right here. The value of this product can go from anywhere between \$19.95 that is a low end, all the way up to over a \$100.00. Depending what is on this tape. That is what we are going to talk about today.

Now, if you produce and sell just 350 tapes on a single topic at a price at \$40.00, you will cash flow over \$14,000.00. Think about that. Eighty million people in the United States and 350 people that you are looking for. That is a pretty small market. A pretty small group of people. There is three hundred and fifty

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people at this seminar. You think you can come up with an idea that would interest just 350 people. What is everybody in this room interested in? Everybody is interested in money. Who is interested in marketing? Do you think we could produce a video that would sell to another group of 350 people. One video tape for \$40.00 bucks. You think someone in here has a marketing guy or guru that they could sit for one hour and video tape the guy and sell it to 350 people for \$40.00. Overnight you can make \$14,000.00.

Now, if you produce and sell just twelve tapes a year. Now this means that if you produce one tape a month and you do it for a year. If you produce twelve tapes a year and each one of those tapes makes 350. If you make each tape and sell 350, your cash flow is \$168,000.00.

Before this session is finished, I am going to show you how to come up with a topic and how that topic will be a hot topic. Because we did it during a break with one of the attendees here in the room and we will reveal how that is done.

Now if you have any luck at all out of your first twelve tapes at least one will be a pretty big hit and sell at least four thousand copies, maybe. Maybe. But lets just say it does. You produce twelve tapes and one of those tapes is a real hot seller. If you sell four thousand tapes, that one tape will bring you \$160,000.00. At the end of the twelve months, you should be bringing around \$14,000.00 a month on total sales and that is \$168,000.00.

As you begin your second year, you will continue to earn

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money on all the tapes you produced last year. If you come up with a right topic and it is timeless (whether it be marketing or whatever) that tape is finished. You sell it every year and all you are doing is using your marketing techniques that you have learned here to sell that tape month after, month after, month after month.

For more than 240 million people in the United States most of these people are hobby oriented or special interest oriented. You watch TV and most of the stuff is entertaining That is what you watch it for. You get off work, you sit down in front of the TV and you want to just, gel out. Most of the things that are on TV are there just to satisfy your relaxation node. The thing about special interest video, is when you introduce a topic that is hot and when people are used to watching TV and they find a topic that is so hot and it is on video tape, they will instantly buy it.

To bring in just \$10,000.00, all you have to do is to produce a tape on a topic that will interest just the 300 people. We talked about that from this 200 million population. The major studios cannot afford to produce tapes for markets of 10,000 people or less. They just cannot afford it, but you can by finding someone or utilizing the technology around you, you can produce this tape.

My first tape that I produced, I just give you a little background history. A lot of people know this story, I told it before, but it really brings out a point that I want to get across. Just like Brad and Alan Antin they were in the video business, video retail business, where they rented movies and

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I was doing basically the same thing in another part of the country. I did not know Brad and Allen at the time, but I started getting involved with producing special interest videos only because I liked the idea of having the camera and shooting things you know, and I would go out and shoot my kids baseball games and things, made a little money doing that. Then I decided to produce a video and release it to the national public. Hey, this is great! Produce a video and do a little marketing and everybody in the United States would know who I am. Well, I didn't know and I did not have a topic other than what I knew and that was the video business. So, I produced a tape entitled "The Video Store Owner Survival and Success Video". Basically, this was a video tape to showing other video store owners how to promote their business. By staying open later and just basic things that they should know, but they didn't. I produced the tape and followed some real basic steps. I sent out a press release to Trade Publications to see if somebody would write an article. I didn't have any money and didn't want to dump any money out of my video business into this. So I sent out press releases and I bought some name lists and did some direct mailing and things like that. The direct mail did not work very well. There was one lady was a feature article writer for one of the Trade Publications, video business publications. She called me, and said this is a "Hot Title". She said there are video people who are going to buy this thing. I said, "well okay, do what you want to do". So, she wrote a half page article in one of the video Trade Publications. I had a small office in the town where I am living now and I didn't have a secretary. I was just by myself. So, when this article hit, I started getting phone calls from people and they wanted to order this thing. Well, I hadn't produced the video yet! I was always taught that you come up

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with a "hot" idea first, test market, and if you get enough response then you produce the video. Well, I had not produced it yet. But I knew basically what I wanted to do. I wanted to tell people how to promote their business. So, this was like on a Wednesday or Thursday. I got a few orders and I thought, I might start thinking serious about producing the video. So, on Friday, at the end of the day, I put the answering machine on to catch all the calls. When I came back the next Monday, it had 33 messages on there. I started jotting down all the information from the callers and they were all orders. Everyone of them were orders. When I got to the end of the tape there was a person was about to give me their phone number and it went dead. So that told me that there was the end of the tape and I did not know how many orders were on the phone. So, in less than 2 weeks, I made over \$10,000.00 on that one tape. That is great for a lot of you, wanting a product like that, but for me not knowing too much about what this whole thing was all about, it scared the pants off of me. I did produce the video, I did get all the orders out, but I did not pursue the idea, I didn't go after it. I wanted to get as far away from videos as I could. Only because I didn't want that type of lifestyle. I had that type of lifestyle when I was in the video business, worked seven days a week and fourteen hours a day and so on. So, that is just an idea how fast an overnight success you can have with the right video topic.

I want to take everybody through an exercise on how to come up with those hot topics. There are a lot of videos out there. There are a lot of special interest out there. I have a book in my office. It is called "The Complete Guide to Special Interest Video". It sells for \$29.95 and it has over 9000 topics or 9000 different videos. A lot of those videos in there do not

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sell, only because it is the wrong subject. What I would like to impress upon you today, trying to find a topic that will be a big seller. During one of the breaks, I had a guy come up and ask me what we were talking about earlier. He said, he knew a lot about this marketing but he did not have a product. Hector if you would stand up. Give Hector a hand everybody. Hector was frustrated, because he has heard these things before. His brother-in-law runs a business and he knows a lot about marketing. He hears this stuff all the time. So the marketing step is not new to Hector. Hector asked me, "I want to produce a video, what can I produce a video on"? I said, "well what are you interested in"? We started talking about different topics. He is interested in dog training. But the sad truth of that is, there are so many videos out there on dog training. It is just a shallow market. It just a shallow topic. Even though, topics like this sell, they don't sell big. I am looking for a home run hit. When I look for a video out here, I want a grand slam home run. So, we started talking about dog training. So, we get off on a subject of dog shows. What do people want, if you got a thoroughbred dog what are you going to do with that dog? You want to breed it, but what else do you want to do with it? You want to show it, right you want to win. You want to take these dogs to the show. Does anybody in here know anything about dog breeding? Good. I can rely on you for some answers. How many people go to these dog shows? About 7,000 dogs. I didn't figure on this. Isn't that a big market? Let's see 7,000 dogs. How many breeds? Let's say 200 breeds. No let's say 100 breeds. Let's make it easy. Okay, You have 7,000 dogs come to these things and they are all wanting to be number one, right? 7,000 dogs, okay more people than that. But what do these people want? They want their dog to win. They want first place. The law of averages states that not everyone is

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going to win. That's definitely right. There is a first place, second place, third place, honorable mention, whatelse. So there is a lot of people that do win. They want to build up to a certain stage where they are number one, hopefully.

That's what peoples hopes and dreams are, to be number one or make more money or whatever. So how can we use video to make a hot topic for this crowd? Anybody have an answer. You talk to the judges to find out what they are looking for. Absolutely, exactly, exactly. Would you have to have video equipment to produce this? Would you have to go out and buy tens of thousands of dollars. Do you have the video equipment? So, you could produce the video, probably in an afternoon. By just interviewing this judge. Is there any scruples behind that? How many breeds are there? How many dog lovers do think there are in the United States? Tons. I can tell you some dog owners love their dogs more than people. So, you got a passionate group, a passionate group of people. Let's just say that every video is produced on 130 breeds and there are 7,000 dogs which means that this is potentially 7,000 people that own these dogs and probably more people that would want to be dog owners. You think this is a hot market. How much did you buy your video for? \$29.95. \$29.95 tells me that, that is a flooded market. Yow, Ten minutes! Well it's not a flooded market then, that is not a flooded market. Are these judges that are interviewed? General information right. Is this a local video that was produced? But it's not a national thing. It's a national video.

What kind of underground video would be nice for this market? The inside secrets, like you were talking about, the unfair advantage. Those

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type of things. We want hot topics. Do you want to produce that video Hector? Are you ready to produce that video? These type of brainstorming sessions, the way you come up with that, you find a passionate audience. A special interest group, hobbyist or people that, video ideas that you would not see on TV. You wouldn't see this on TV, you may see the dog show. But you are not going to see the inside information that everyone wants to know about. You must absolutely try to find people that are hot about one thing or another. You are learning this from some of the other speakers. But my main focus in my business, we produce videos. I have a lot of video equipment, but I do not use that video equipment everyday. There's people here that we hired to shoot this video and their in the business, and they also produce videos. Everybody that you see, that's behind a camera has produced a video tape on a special interest topic of some type. What I would like to do is show you some examples of those video tapes. We will come back to this in just a minute. But I would like show some examples of the video tapes and show you what is involved. Some of these videos I just got in the mail the other day, from some of our subscribers, so I don't really know what they are. The important thing to notice here, I can just kind of narrate what's going on, You don't have to be a Hollywood star to produce a video. This lady has come up with an idea PVC quilt frame. I am not into quilting, but I am sure there are a lot of people that are.

This next video is from a guy a subscriber of ours. His name is Fred Levine. He produced a video for kids. The title of the video is called "Road Construction Ahead". He has made Five Million Dollars off of this one video. I want to point out to you, there are no special graphics in this. You don't have to buy a lot of equipment to do what he has done here. That's his kids. They work cheap. You know the hardest things people can't get through their heads, when they decide to produce videos, well I have got to buy \$10,000.00 worth of equipment

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to get all these special graphics and titles. Look at his title screen. Very simple, very simple to do. Is anyone familiar with this video? I don't think so. If you got a video camera and you are in sight of anyone you do not have to get video. Road Construction Ahead. The question was, do you need video relations for people in front of the camera. You do not need video relations. If someone is in your camera sight in public in a public place. Okay the question was: Do you need a video release for everybody that is in your video? You can do that if you want. I have forms, you can get that done if you want to, but I am not sure exactly.

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But, let's see, I am not sure exactly what date. It was a couple years ago that the Congress passed that you do not have to do that. There are so many people with video cameras. If you are in a public place, you can shot anybody. Now if they come up to you and say "I do not want my face on the video", you can get a release or take them out completely. But this is set up, this is good. Okay, Fred Levine sold this to. I called Fred and asked him about this and he told me he did not know anything about marketing. He just knew video. He produced the tapes and gave them away to certain people free. He started placing ads in different magazines. He did press releases. People picked up on the idea and started writing full page articles He ended up on people magazine and Eye to Eye with Connie Chung. It really just snowballed. He does all his marketing now. What he does is with that one tape this one here. He came out with another tape.

I'll show you what that one is all about. The market for this tape are kids between the ages of 3 and 6. The key to marketing this video is not to appeal to those kids. It's to appeal to the parents and grandparents. That is where all the sales came from, what happened, when he started giving all the tapes away free, to kids there were testimonials. People would call and say, "man I cannot believe all my kids are watching this thing three and four times and eight times a day". Just over and over again. Why do think it appealed to him? I do not know where he got the music for this, but we do have a list of buy out music sources. The question

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was, where did he get the music? There are different buy out companies out there where you can buy CD's. Each CD is around \$44.00 to \$48.00. You get about 20 or 30 different cuts. I am not familiar with this music. We have three or four different libraries of our own. The people that have the information package there are listing of different sources that we use, like music companies. The appeal of this video. Let me get back to how he marketed this second tape. The second tape was only marketed with a postcard. Did you get a postcard on the second one? That's how he markets the sell of this tape. They just sent me a postcard. The video was \$19.95. It is 30 minute videos for \$19.95. He has turned down deals from a lot of marketers. He wants to do that himself. If you can make five million dollars in two years. I think I would do the same thing. He has got a good formula.

I got another video to show you. He was a video producer. He had equipment that he used. As a matter of fact, he bought better equipment on this second video. He just had so much money, he wanted to buy new equipment for this second video. That is what you want to do. Start out cheap, then when you have more money, you buy more equipment.

This is the famous Curt Saxon video. This is a guy who has a very fine, niche market. He produces videos on how to blow up bombs and kill people and different things like that. He makes about \$80,000.00 a year on these videos. You notice he doesn't have fingers, he blow them off in an accident. Here's his backend product. Great backend product. He makes money off of these things. Whether I agree what he does or not, he has found a market, he has found a niche, and he has found a video. He is using a video to capitalize on that.

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Satellite dish owners are what we're trying to market in some recent things we are doing. There are about Four Million back home satellite dish owners. You might want to write this down, because it is a large group. They are upscale, affluent, and well educated. Nearly 60 percent of satellite TV households are headed by professional managers or technical workers. Only 6 percent of these people have college degrees and their average income is \$64,000.00. Sixty-eight percent are males, thirty-one percent are females, eighty-three percent are married, college educated are forty-seven percent, professional managerial is twenty-three point nine percent. Most of these people, seventy-nine percent of these people order by phone or mail order. That gives you a pretty good idea, that most people that watch satellite TV will order through phone orders. Who has this packet of information? In the packet is a brochure for our internship. We have a three day internship for people that are interested in coming to our studios and showing them how to produce videos. We have a catalog of our products, if your interested in that. This is what is covered in the three day course. If you are interested, I will be glad to make copies of this for you. In the packet, you should have a copy of the newsletter. I am sorry that not everyone has this information. I will be glad to get it to you. Do I have any questions. What satellite means is there are 22 satellites up there right now. For each satellite, there are about 20 channels. What we do, is we buy occasional time. Which means, it can be anywhere. What we do is we get preamble time. The only way that you can get this satellite affordably, is to get it preemptable. Which means, I can put this show on for \$50.00 a half hour. It is occasional. What we do, we rely on that fact that most people watch TV, by using their remote and satellite people do the same thing. The results out of this, we got 100 calls in

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4 shows. Most of the response came back for a two step. Meaning that people ask for information. We got their name and address and we sent this out. The most popular thing that instantly sold was a video like this for kids. It was called "Sonny, I blew up the bridge". It is basically, identical to this, only that they went out with a crew that blew up bridges for a living and they had a little kid with them to show him how to do that.

What we like to tell people to use a high resolution format. Either high eight or SVHS. That is the minimum requirement, because when you produce videos, you have to edit and cut out the bad stuff. When you edit using this type of technology, you lose quality. So, by using a high eight format, which is minimum, like a camera, like you are seeing here. These are high eight cameras and about the most inexpensive high eight cameras. They are about \$1,000.00. You can use a camera and if you have another camera, you can edit between the two. That is just the down and dirty way of doing it.

We had fourteen slots of nothing but two minute commercials or twelve slots. There were some people backed out, so I had to put in field time of me in here. As a matter of fact, I put my own commercial, one minute commercial to fill in the time. It drew more response, than anything else.

We do not fulfill the orders. You have to have Visa or Mastercard. What we do, it is so much easier. Since this was our first show, some of the people had their own 800 numbers and merchant accounts and they wanted to do all that, but it really caused more confusion. Because people called us anyway because that was the main number that was on the screen.

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High eight or SVHS cameras. High resolution. Digital video? They have digital video cameras now. It really depends on what you record it onto. We've got high resolution cameras, you need to record it onto a high resolution tape. Right now that is the cutting edge right now. There are some things out there like editing completely on a computer. Where you dump all your video information onto a computer, but it is real expensive to do that right now. The main purpose of all of this, is to produce videos to sell.

If a person wanted to buy a bare minimum system. You would need one camera, one high resolution camera, either high eight or SVHS, you would need some kind of edit controllable. Meaning that to cut out the bad stuff. Your going to need something that will do that. You might need a controller. What he does, is when he gets to the point where he wants to cut out a spot, he just pauses machines, then goes to the next spot and starts up again. It is really simple. That's why we have the three day internship. People that are really interested in wanting to know specifics, we custom tailor what you want to know to that. Jerry what would you charge? \$25.00 bucks. This is in San Diego. High eight is a lot better resolution than SVHS, but it is a better tape format. SVHS is better.

We have a listing of what we called gorilla video producers in our database. That is how we got these three different crews. Because I put a word out to everyone and everyone bid on what they would do this job for. There are a lot of gorilla video style producers like Jerry Dean and some of the others that will do this stuff inexpensively. Because they can, they don't have expensive equipment, they don't have high overheads. If I wanted to get a video produced and just picked up the phone or looked through the yellow pages here in San Diego, I

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probably go broke over night. Not have a better product that you see hear or what Jerry Dean could do.

Everyone, everyone of the orders here, came from that. Some of the things we ran into here, there are some customers that wanted to use Discover cards for some reason. I don't know why that is but Discover is what we don't have, and that's what they seem to want to use. So we are in the process now of trying to get Discover. It is easy to do. You just call them, write them, and ask for it.

Duplication is as easy as hooking two VCR's together and having your final master tape, running a couple cords out, and run it to another VCR and making copies. That is the way we do it. That is how this was done. The thing about video, is most of the things out on the market today are high quality. So you can go to Walmart the cheapest VCR that will record. Hook a bunch of them together and make your copies. That is what we do. We send them out. We do have a distribution amp, but that is only if you are using more than two machines. None of our videos are timebase corrected. We don't do a lot of duplications. We're not set up to do alot. There are several duplication houses and the one I absolutely recommend because they are cheap and they are good, there's a place called North Star Video in California. Their number is 818-908-0894. They can produce a sixty minute video for about a \$1.90. They will put the insert in for you. Cost of the video the label, and inserting this piece of paper inside and also the plastic case. They do duplicate everything. So you send them a master tape like this, if I want a thousand copies, they will get it to you within a week. There is a company called Duplication Factory. Their number is 612-448-9912. You can even send your videos out

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in a packet like this. They make custom covers in different styles like this. Covers like this are about fifteen cents apiece. If you don't have a video that you want to have a lot of artwork like this one. You can take your pick. These plastic cases if you would buy them, individually they are about forty-two cents and the labels are about three or four cents apiece. This large one \$2.95. Do you know how much these plastic tapes are, throw away tapes? Eight cents apiece? Eight cents more.

That's in hundreds. Do you work for this company? There is another company that I want to let you know about UAV-United Audio Video I think. They are a company that does a lot of buying video ideas and they do the marketing for you. If you don't want to get into the marketing at all and if you have a hot video topic. You send them the video tape. If they like it, they will buy it. There is one person that produced a video tape showing children how to go to the restroom. It is called "Potty Time." He did not want to get involved with marketing the tape, so he sent the video to this company. They duplicated the tape, they did the cover artwork, they did 800 selling for him, and he has made over \$600,000.00 in two years. He makes sixty cents on everyone that he sells. I will give you the phone number of this company. It is called UAV-803-548-7300. Anymore questions? Yea, they can do that too. Just need to call and get their information packet and they will send it to you. Why don't you talk with Jerry because he's probably the cheapest in the business and if you live in this area he'd probably do it for you in a weekend. Watch I'll get him so much business, he will be covered up. How long to put the show together? What I did, I put a call out to my subscribers to test this idea. They produced all the videos themselves and sent the masters to me. I sat down in three hours and put this

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show together. How many edits? Well there were, for every edit, you have two cuts-in and out. On this one there were twelve customers, atleast twenty or thirty cuts.

For those people watching on video tape, you can call our office at 501-741-2566 and give me your name and address for people here at the conference, I will be glad to send that to you. 501-741-2566