

Ask JD Whatever questions You Like... But We Just Thought You Might Like A Few Examples!

Hey, it's YOUR podcast, so of course, throw whatever questions you want at JD.

He's pretty quick on his feet & is happy to answer any questions you might have.

But we know you're super-busy, so we figured the below questions might just be a handy resource for you.

1. JD, what's your business & what services do you provide to businesses?
2. I know that Jerry Seinfeld helped you SMASH sales records for one particular company – using Direct-Response Marketing strategies. More about THAT in a moment....but firstly, what exactly is “Direct-Response Marketing” - & what makes it different from general marketing strategies?
3. What sort of businesses should consider “direct-response” marketing?
4. Is there a proven formula for “Direct-Response Marketing?”
5. I believe you summarize the formula with the term “PROBLEM/SOLUTION” – is this recipe applicable to ANY business? Or are there specific industries that the “PROBLEM/SOLUTION” formula is more suitable for?
6. You've often highlighted that business owners & managers should be “the UN” of their industry. What do you mean by the phrase “the UN”?
7. Incentive-Based Marketing – what's THAT all about?
8. So “incentives” are meant to take peoples' eyes OFF THE PRICE?
9. Now... the \$64 question.....Jerry Seinfeld.....HOW ON EARTH did you get him to say “yes” to your invitation to be spokesman for a DIRECT RESPONSE Ad campaign for one of your clients?
And secondly, what was the incentive & how did it work?
10. Okay, the question every business owner or manager would now want me to ask.....what “incentive” have you found to be the most powerful?
11. I'm guessing that we might have some new devotees to “incentive-based marketing” tactics – so how can anyone get in contact with you?