



 Wizard of Ads<sup>TM</sup>  
partners, inc.

a compendium for new partners

COMPENDIUM - a concise, yet comprehensive compilation of a body of knowledge

The word compendium comes from the Latin word "compenso", meaning "to weigh together or balance".

This document is being published on January 6th. January 6th is called "King's Day" by the natives of the greatest city in the world. Some peasants call it "The Epiphany", but they are misinformed. On "King's Day", or the twelfth day of Christmas, we commemorate the arrival of the Kings (Wise Men) who brought gifts for the child Jesus Christ. Consider this document your gift from the *Wizards* who have preceded you.

The Partners were asked, "What are 5 Things you wish you knew (or listened to/paid attention to) when you first became a partner?"

Here are their answers.

Read between the letters. There you will find the stillness. The voice of experience can only be heard in the whisper.

"Y'know, if someone would compile all these, it'd make a helluva compendium. I would, but I'm trying to grab the remote from the other end of the couch right now. Can't...quite... reach it."

-Ray Seggem, Partner

In answering the good-idea-of-a question... "5 Things You Wish You Knew (or Wish You'd Listened to/Paid Attention to) When You Joined."

- Jump in on the conversation, don't dangle your toes in the water
- The group as a whole loves to come up with ideas, we're poor on execution (but are getting better)
- While selling yourself - and it being counterintuitive - promoting other partners makes you and the group look really good to those outside our world (read: get to know other partners and their strengths and weaknesses)
- Help others and ye shall be helped
- Blog, blog, blog... and comment on others blogs

Yours,  
-Boomer

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Welcome to the group.

My 5:

1. Speak in front of any group you can as many times as you can about Wizard of Ads.
2. Create a platform.
3. Write a book
4. Go to every Wizard Academy course you can and get immersed in the culture.
5. Join us on one of the Wizards On The Road speaking events.

Steve

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Here are the “5 Things I Wish You Knew (or Wish I’d Listened to/ Paid Attention to) When I Joined.”

by Clay Campbell

1. The thing I wish I had listened most to is: Go speak anywhere, and everywhere, that anyone will let you speak. (and... they wont pay you at first) Zig Ziglar said one time, that he had spoken 1600 times before he ever received a fee for speaking.
2. Always talk about your partners, and how good they are. (That is the easy part) Get business for them; and give yourself a finders fee.(Matchmaking fee) And 10% is reasonable.
3. Don’t have unrealistic expectations. It will take about 4-5 years to be making what most would consider to be “a good living”
4. Be prepare to work your butt off. Nothing good ever comes easy.
5. When meeting with the client; ask lots and lots of questions. Whoever asks the questions controls the conversation. When you do talk: under promise and over deliver.

That’s my 2 cents  
Mr C

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1. Keep in touch with Becke. Keep the person who handles the money happy.
2. Monthly clients rule. Projects are just money you have to replace next year to break even.
3. There are several partners who are extremely willing to provide feedback on stuff. You'll learn quickly who they are. Use them and reciprocate, and you'll be very happy.
4. Just because you have certain skills doesn't mean you should necessarily let your client know you have certain skills. Be not afraid to charge extra for graphic design or any type of production.
5. Don't be afraid to say 'no.'
6. Don't chase prospects.

Another couple things occurred to me as I pressed send. Roy said it last year, I think. Keep proactively in touch with your clients. 9 times out of 10, if a client has to call you, you've failed on a small (or large) level. Instead of 'how are you doing' I try to ask 'how are we tracking?' toward whatever we're measuring.

Also - if you can get audio training stuff from Home Office for a bit called "Clarity Up Front" listen closely to it several times. It's valuable stuff.

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I'll follow my own advice and give you five pieces of advice that I was told but didn't pay attention to - at the expense of much gnashing of teeth. Many of these are simply elaborations on what Tim and Paul have already mentioned:

- 1) Billing: bill right away. Send that form into Becke as soon as you've legitimately closed on the business. And make sure you get clarity up-front on payment terms. If not you could have your client assume net 30 payment, which apart from getting you your money late, also psychologically moves you towards a "Vendor" status in the mind
- 2) In addition to the project work / monthly client breakdown that Tim so wisely mentioned, I'd add the idea of building your platform vs. paying your bills. Obviously, great work helps build you platform, but make sure you consistently focus on platform building activities as well. What Steve Rae and Clay said about speaking falls into this category. Writing a book, blogging, creating your own content/courses also are important. Re-read Roy's MMMs on "How to Become an Expert" and "Exponential Little Bits" every month or so.
- 3) Get with other senior partners and pick their brains about Uncovery. Considering offering to ride shotgun on another partner's Uncovery to get experience. Don't let that stop you from jumping right in with your own clients, but Uncovery is definitely a stage/skill where you'll want to benefit from other's experience. Uncovery sets the stage for everything else.
- 4) Don't assume that because something is obvious to you or easy for you that clients see it that way. Don't be afraid to place a high value on your services, expertise, insights, recommendations, etc. Don't think in terms of, "Well I'm just starting and not as seasoned (or good) as \_\_\_\_\_. Think in terms of "I'm legitimately better than anyone else this business owner has a chance at working with." If you don't properly value your services, you can't expect clients to.
- 5) As most everyone else has said, definitely team up with and promote your fellow partners.

- Jeff

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I love metaphor, and for years I've been looking for the perfect metaphor for our group. It's difficult. In some respects, we're a benign Cosa Nostra. Family. Loyalty. Sometimes a little madness.

As with most families, keep your expectations low and you will seldom be disappointed. I don't say that as a criticism. Partners who walk into this family expecting others to start throwing them leads or work simply don't last long. We all have family members who we can take or leave. In the end, we would do things for these family members that we wouldn't think of doing for an outsider.

I believe it's because we share the family name. Our reputations now rest on your shoulders as well as our own and we will help lift yours higher than your own reach, if asked.

Advice:

- Create content. Use it to build a following by blogging and building an email list. Be sure we know about your creative efforts. Don't expect us to find out on our own.
- When you ask for help, (and you should) be specific...many of us are slow to jump into a big group hug like this one, but will be quick to jump on the phone or Skype with you on fairly short notice.
- Always keep in your mind that we are an affiliated group of individuals...not a corporate entity. We're not cattle riding along in a big fenced truck, but fickle cats riding together on a flatbed trailer. We're free to engage in whatever strikes our fancy.

So...strike our fancy.

Looking forward to meeting you.

Best,

Dave Young

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Here's my five cents...y'know, inflation.

1. Happy clients will refer you to friends inside their industry in other towns, and outside their industries in their area.
2. Figure out ways to cultivate your business outside Jefferson Parish.
3. The most successful partners have either picked a niche inside the marketing world, or categories in which they become experts, or both.
4. Clients come and go...very often, they will go, and then come back to you
5. You have to get some kind of earnest money upfront, because most of the hard work is in the uncovering.

You have to kiss a lot of frogs in the beginning...These frogs will teach you their industries...as you get better at speaking our Wizard lingo, and can speak the jargon of your key industries, you will exude confidence, building more value into what you do and allowing you to ask for bigger retainers and monthly fees. For now, go get as many guys who will give you something upfront and even a few hundred dollars a month. Make yourself indispensable to them and good things will happen for you. 2010 and 2011 are your years to plow the rocky ground. You will see some successes, but 2012 will be your real breakthrough year.

I think you are going to do very well with "this thing of ours" (more mafioso metaphors)...

best regards,  
Ray

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Not having marketing experience may also be your opportunity...having skipped right over the "bachelors" of marketing and found yourself in the Wiz Acad grad school of advertising.

1. find the gross revenue of an industry using hoovers/firstresearch's free industry analysis online
2. divide it by what the US Census says is the current pop. = per capita (amount spent by every man, woman, child and infant baby in the category)
3. look in city-data.com find the population of the surrounding areas
4. multiply the two for the Total Market Potential (TMP) in prospect's trade area.
5. find all competitors in this trade area and divide into the TMP for the average done by business in the area.
6. I've found Roy's old Entrepreneur articles very helpful... <http://www.entrepreneur.com/advertising/adcolumnistroyhwilliams/archive115416.html>
7. I've found "networking" groups less than the best prospects; they're in the group to get biz not give it.
8. You have to have a website for credibility too...and mine is in it's about third of fourth look at [www.stevenswrites.com](http://www.stevenswrites.com)

When I have projected the above general numbers I've calculated to jewelers, hvac and credit union, all said my average/biz was incredibly accurate! And they all commented so.

Hope this is helpful.....Joshua Stevens

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1. Don't be afraid to admit mistakes when you make them. It will actually build your credibility as an expert with your clients
2. Get at least 1/2 payment upfront for any services you charge outside of your long-term billing
3. Expect clients to push back on the advice you give them. Prepare ahead of time for this and explain why you gave them the advice you did
4. Getting clients to actually do what you told them is the real art to being a consultant. Figure out how to make them feel like it was their idea, and they'll be much more likely to think your advice is golden.
5. Always feel free to get in touch with me to help you out. I'd be happy to...

Peter

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Bienvenido.

My 5:

1. No group is too little, or less important than others. Speaking to college kids might not be a bad idea, thinking that they will be business owners in the future. There will always be an "Inside champion" (Term from The book: Secret Formulas of the Wizard of Ads) waiting to tell a "big decision maker" how good you are.
2. Don't be afraid to ask. I think it's better to ask what it could be stupid question, rather than to do a stupid thing. On my first year, I'd probably ask too many questions to partners, Sean, Becke and Corrine, (And I know I still do, sorry guys) but asking has help me build more confidence every step I take.
3. Think like a good ambassador. If a partner does a good thing, it'll instantly make us all Wizards look good. If one bad action is done, and the whole group could go down too. Celebrate each other's success (and failures), like it was yours. Roy said to me on my first day as a partner: "You are part of the family now, so behave like family." I think is pretty simple to keep in mind.
4. Do things! The most useful thing I heard from other partners when I joined was: Ask for advice if you fell it's the best, but whatever is in your mind. Just do it. (book, blog, new content, ways to promote.)
5. Keep in touch. Family business is not only what we do as part of the partner group, but as individuals as well. Drop an email, send facebook updates, chat once in a while. I fell the partners that work best together, as the ones know each other better.

My 44 cents...

(2 cents + inflation + converting \$ to Q.)

Wicho

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aka Wicho

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I've been reading the wisdom offered by the other partners. Amen to them all. (Looking forward to the compilation of them.) Since the pragmatic angles seem fully covered, here are five of my favorite touchstones:

1. Play is good. Play a lot. Don't take all this too seriously. Have fun. Put it on your schedule if you must. I do.
2. Work is never done. Don't try working until it is. If you don't respect your time, why should anyone pay for it?
3. Tend your garden: read (a lot), explore (see #1), learn—and then, bring it back and share. Sharing is big.
4. Clients can be friendly, but they can't be your friends. You're a professional. Act like one. When in doubt, ask yourself: if your doctor or lawyer worked like you, would it enhance or erode their credibility?
5. Know your why and be able to express it succinctly. Working with purpose multiplies the return.

Bonus: one I learned watching my parents run their businesses: be easy to work with. Customers prefer doing business with people who make doing so easy.

Being among the partners is a tremendous blessing and advantage. Congrats. Make the most of it.

—Charlie.

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All the stuff everyone else has said.

Plus...

- Think of your list of clients as an investment portfolio. Instead of money you are investing time.
- You are backing the business owner to deliver on all they promise. Do you honestly believe he / she will deliver.
- Look for businesses with potential for growth. Make sure you tie your income to their growth. The idea is to work the same number of hours each year (your investment) and have an ever increasing return of that investment.
- "If I was to grow your business \$1,000,000 would you be willing to give me an extra \$10,000 a year in fees? (\$20,000, \$30,000 percentage increase up to you.) If not let's end this conversation now."
- Nurture the solid clients. Regularly replace the dogs.
- Clients have a tendency to be forgetful. Get them to sign off on the big decisions.
- Don't sound desperate when talking with potential clients.
- Don't sound surprised when your recommendations work.
- Never be afraid to walk.
- Pick your battles.
- You are a consultant not an employee. You give advice. You don't take orders.

In my business...I only work with people I like and businesses I believe in. This may limit my potential income but it is my sword in the stone. I want to enjoy my days, not be a slave to some ego manic or work with people who give me the shifts. (the shifts can mean many things in Australia in this reference it means people who piss me off.)

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