
the **Genius**network™ Interview Series



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direct access to the wisdom and knowledge of
leading experts, authors and gurus**



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Busy entrepreneurs and business people starving for in-depth wisdom, knowledge and how-to advice on a host of important subjects—such as marketing, communication, direct mail, copy-writing, personal finance, business systems, and organization—feast monthly on illuminating audio interviews conducted by Joe Polish, president of Piranha Marketing, and the creator of **The Genius Network Interview Series™**.

“Every month, my subscribers get to listen in on a very important conversation with an industry expert, best-selling author, or well-known business leader,” Polish says. “These interviews help my subscribers in fundamental ways make more money, avoid wasting money, and lead a more fun, interesting and stress-free life. In fact, these interviews contain so many great tips and get-going ideas, it’s like buying money at a discount.”

Since starting *The Genius Network Interview Series™* more than six years ago, Polish has conducted and published audio interviews with an amazing group of the nation’s leading experts and celebrities. The luminaries include: Robert Kiyosaki, author of *Rich Dad, Poor Dad*, Michael Gerber, author of *The E-Myth*, Mark Victor Hansen, co-author of *Chicken Soup For The Soul*, and Brian Tracy, author of *The 100 Absolutely Unbreakable Laws of Business Success*.

“I’m really good at getting these experts to share an incredible amount of knowledge and insight with my subscribers,” Polish says. “During the interviews, I get to the core of their message, and draw out of them all of their most important ideas. I press them to give me specific examples, and concrete tips. As a result, the listeners come away with ideas they can use right away, not just vague concepts and theories.”

Polish adds that the interviews are not promotional advertisements for the expert’s books, seminars, and other programs.



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“That’s why these interviews are so great,” Polish adds. “I don’t let the expert simply sell their books and seminars. I get them to teach us. As such, these CDs and audio tapes are totally educational, and do not focus on promoting the expert’s products and services. In fact, it’s more like attending their seminar, but even better, because you get all of the key information in less than 90 minutes, you don’t have to travel, and it costs a lot less money.”

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As a well-known and highly-respected marketing consultant and long-time entrepreneur, Polish understands the demands and stresses experienced by business people in today’s fast-paced and highly competitive world.

“I’ve worked with thousands of entrepreneurs through my coaching and consulting business,” Polish says. “I know they need income-generating knowledge and wisdom to get ahead, but they don’t always have the time to read a whole book or attend a day-long seminar.”

“That’s one of the main reasons why I created *The Genius Network Interview Series™*—to give you a handy, fun and quick way to acquire new knowledge right from the source. Every month, you can simply pop a CD or audio tape in your car stereo, and learn how to make your business and your life better, more profitable, and more exciting.”

In addition to the CDs and audio tapes, each monthly package also comes with a complete transcript of the interview, and a **Hot Tip Sheet™**, which highlights all of the major points of the conversation. It is like the footnotes for a book.



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“People find the transcripts incredibly useful,” Polish says. “They can highlight their favorite points to reinforce their learning. Then they can use the **Hot Tip Sheet™** for later reference. In this way, all of these ideas really sink in, and you are much better able to apply them to your business.”

Polish stresses that his interview series helps business people cut through the massive clutter of data besieging them everyday, and delivers to them profitable wisdom they can use immediately to improve their businesses and their lives.

***Each interview
builds your
confidence, gives
you direction, and
provides you with
new capabilities.***

“You can get swamped by all of the information distributed by newspapers, magazines, television and radio. You get a lot of data, but you may not know how to process or use it effectively. That’s why we draw on the experience and wisdom of these experts. It saves a lot of time, shortens the learning curve, and empowers you to do things better. Moreover, many of these experts are not readily accessible through the traditional media in such an intimate and detailed format.”

In addition to the knowledge and wisdom contained in the interviews, Polish says the conversations are also very inspiring and motivational.

“When you listen to high-energy people like Joe Sugarman (the creator of BluBlockers® sunglasses), NFL superstar Brian Holloway, and Dan Sullivan (creator of *The Strategic Coach Program™*), you can’t help but get excited and motivated. They’ve done incredible things in their career. They’ve taken risks, and had some hard times, but they have always persevered and achieved incredible successes. Listening to them tell their stories puts your own situation into a different perspective. It builds your confidence, gives you direction, and provides you with new capabilities. It also makes you feel connected to a network of other successful people who are trying to achieve great things in the world.”



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“In addition, all of these experts are surfing on the leading edge, and you get to go along for the ride. You realize quickly that you are getting great knowledge and advice ahead of your competition. These experts give you a competitive advantage, and that is really exciting.”

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As the founder and president of Piranha Marketing, a very successful publishing, consulting and coaching company, marketing is naturally one of Joe’s passions and life-long interests.

“I’ve interviewed many people about marketing, in search of new, powerful ways to get more customers and make more money. I’ve interviewed people like Dan Wheeler, (who has sold more than \$1.5 billion worth of products on QVC, the world’s largest home shopping network), about *Creating The Perfect Selling Environment*, and Denny Hatch, (the founder of *Target Marketing Magazine*), about *Million Dollar Marketing Secrets*.”

“I’ve also interviewed people like marketing experts Jeff Paul, about *The Age Old Secrets of Human Behavior To Uncover Hidden Profits*, and Dan Kennedy, about *The Ultimate Marketing Plan*, and master copywriter John Carlton about *How Even An Amateur Can Create Compelling Copy That Can Sell Anything to Anybody*.”

“These people are the top direct marketers, copywriters, and promoters in the world,” Polish says. “Some of the people I’ve interviewed have never been interviewed before, but I’ve gotten them to share case studies and ideas that have never been made public before. We’ve had subscribers who have made more than \$100,000 using a single idea.”

“For example, Joe Sugerman, the creator of BluBlocker® Sunglasses and the marketer of hundreds of other products, talks about how to use emotional triggers to get new customers and make sales. He talks about how to use emotions such as guilt and



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curiosity to trigger a greater response from direct mail, and other marketing and sales promotions.”

“Jeff Paul, another fabulous copywriter and direct marketer, talks about why you need to always start by finding a market that is pre-interested, pre-qualified, pre-motivated, and pre-disposed to doing business with you. He tells you to find a market of buyers first and then deliver to them a product or service that they will buy. He also talks about the need *to Always Market Continuously* because, he says, marketing is the oxygen of your business and if you aren’t doing it continuously your business is going to die.”

Joe says, “I also interviewed Dr. Robert Cialdini, an international expert in the field of persuasion, compliance and negotiation, and the author of the best-selling book *Influence: The Psychology of Persuasion*. He is also the most quoted living social psychologist in the world. He says there are six universal principles of influence: reciprocity, scarcity, authority, commitment, liking, and consensus. He also talks about the three types of influencers—bunglers, smugglers, and sleuths. It’s an utterly fascinating interview that contains secrets of influence that every business person should know.”

“In another interview, master copywriter John Carlton talks about how marketing is the same as romance. He says getting new customers is like trying to make new friends (selling a low-ticket item), looking for a girl friend or boy friend (selling a \$100 product) or trying to get married (selling something for thousands of dollars). Carlton says you have to tailor your marketing accordingly so you don’t waste money, and you don’t scare off customers.”

“I’ve learned so much about marketing from conducting these interviews.” Polish says.
“Everything they say either reinforces what I believe, or gives me a new insight or idea

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to use. These are down-to-earth people who know what works and what doesn't work. They are not academics up in some ivory tower somewhere. They've tried everything. They know thousands of things that don't work, and a few select killer techniques that work amazingly well."

By taking the advice of other successful people, I learned many marketing and business principles that were easy, lucrative and fun.

"That's why I think *The Genius Network Interview Series™* is such an incredible value," Polish exudes. "Every month you get a crash course in an important topic from an expert that people pay thousands of dollars to meet with in person, or hear speak at a seminar. By subscribing to the series, you will accelerate your learning, and you can take your business and life to a new level."

Joe Polish knows what it means to seek out expert advice and take a business to a new level. In the early 1990s, Polish, surprisingly, was a dead broke carpet cleaner struggling to make ends meet. Fortunately, he discovered key business and direct response marketing strategies that made his business soar immediately.

"By taking the advice of other successful people, I learned many marketing and business principles that were easy, lucrative and fun (ELF). I discovered a number of direct response and robotic marketing techniques that brought me more and more customers. They enabled me, in an ethical way, to turn my business into a huge success. I have now created and begun teaching a special program called **E.L.F. Marketing™**."

But Polish was not content with simply running his own carpet cleaning business. He felt driven to share his marketing systems with other carpet cleaners and entrepreneurs across the country. He started consulting, writing books, and hosting seminars like his annual **Piranha Marketing Boot Camp™**, attended by hundreds of entrepreneurs from all over the world.



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“From this experience, I’ve learned that knowledge, and the initiative to apply that knowledge, is the only thing that stands between an entrepreneur and their success. I believe passionately in on-going learning and education no matter how old you are, or how long you have been in business. My belief is that in order to have continuous improvement in business and in life you have to understand that **school is never out for the pro.**”

***Every month there
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In keeping with his commitment to teaching and learning, Joe originally created *The Joe Polish Superstar Interview Series™*, which evolved into *The Genius Network Interview Series™* after he realized that much of the wisdom he was capturing in these interviews was truly at a genius level.

“Originally, these interviews were marketed primarily to my clients in the carpet cleaning industry, but they were so interesting and useful that entrepreneurs from all kinds of industries started asking for them.”

“Now we structure the interviews so they apply to every industry. We have individuals from 47 different industries who subscribe to *The Genius Network Interview Series™* and they love it because every month there are insider success strategies that can be immediately applied to virtually any industry. And, of course, this translates into an amazing return on the small monthly investment they make for this information.”

In addition to the interview series, Polish is also developing *The Genius Network™* as an integrated community of entrepreneurs and business people who are committed to life-long learning, innovation, and the spirit of ethical marketing and value creation.



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“We envision holding conferences, tele-seminars and facilitating online discussion groups centered around the ideas and knowledge of the people we interview on the CDs and audio tapes,” Polish says. “We hope to keep the conversation going so people can learn what happens when one of our subscribers applies these ideas to their particular business.”

Looking towards the future, it is certain that Joe Polish will leverage his boundless energy and enthusiasm into lots of different areas.

“I will be constantly seeking out new people to interview and learn from, and many experts seek me out to interview them because of my growing reputation for creating these amazing interviews.”

“There are many experts who don’t get interviewed properly in the media, or who shy away from publicity. I know I can capture their wisdom, that in many cases, would never be shared. And that means the subscribers and listeners of my *Genius Network Interview Series™* will be able to go along on this exciting odyssey too and benefit enormously.”

The Genius Network Interview Series™ is available as a monthly subscription, and past interviews can also be purchased individually. For more information about **The Genius Network Interview Series™** visit www.thegeniusnetwork.com or call Piranha Marketing at 1.800.275.2643 or 480.858.0008, or fax 480.858.0004 or write to Piranha Marketing, 2318 South McClintock Dr., Suite 1, Tempe, AZ 85282.

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