



# The Million Dollar Lobster

**How to turn a \$10 purchase  
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### The Story of 2 Brothers, a Lobster Boat, and Millions of Dollars In Revenue

In order to create fast revenue growth in your business, I first want to start with one of my favorite success stories. Rest assured, the story you are about to hear is not only true; it is documented and proven by:

- Fortune
- CBS News
- MSNBC
- CNN Money
- USA Today
- ABC
- NPR
- Incentive
- Urban Daddy
- Luxist
- Gourmet
- The Nibble
- Port City Life Portland Press
- Monterey Bay Aquarium
- Marketplace
- MaineBiz
- Manage Smarter
- Perspective
- Down East

...to name just a few.



What I love most about this story is that the gentlemen you are about to meet, took an age-old business model and completely revolutionized the way money is made.

Not only that, they are both still under 30 yrs old and run a million dollar business.

**The best part:** the techniques they used to build a million dollar business in months apply to YOUR business. They work with any business that is willing to try something new... and break the “traditional” ways you make money and build relationships with your customers.

## **What makes their story so great?**

Brendan Ready and his brother John grew up in a lobster fisherman family. From a young age they were either helping out on the docks in Maine, or were out on the boat with their uncle pulling in lobsters they had caught. Eventually they had saved up enough money to buy their own boat and traps, and go out on their own.

They put together a business called Ready Seafoods, which followed the traditional path of selling lobsters off the docks, just like everyone else.

### **One day they had an idea they wanted to test...**

*...“what would happen if we bucked tradition, packed up our lobsters, drove for 2 hours, and sold them on Martha’s Vineyard?”*

A fair question... one they are very glad they asked.

**Next thing you know, their lobsters were sold out and they had pocketed 3 times as much revenue as they would have selling from the dock.**

This very affluent island did not have lobstermen there selling their goods ... and the residents of the island were willing to pay a substantial premium to buy from the brothers. *(They were the only ones willing to do the drive up there.)*

**They also found out that there were other customers out there, just like those customers on Martha's Vineyard, who were willing to pay a premium for the best possible product and service available.**

Not only that, they also started to notice that their customers were asking a lot of questions about the lifestyle of a lobsterman. They wanted to know about the experience of us going out on the water every day at 4:00 in the morning, going out with the boat as the sun rises, with the seagulls, and being independent with a passion and a dream.



**Customers wanted to be a part of it, almost like belonging to that strong working waterfront industry, that strong sense of tradition, that strong sense of heritage that the Maine community has.**

And the money was rolling in.

Which their mother noted. "Boys, I know you are making good money now, but don't get too cocky... you are going back to school" she said.

***Off to business school they went.***

And they took their thriving lobster business with them and used the business classes as test beds for new and improved ideas they could try out in their business.

**And the BIG Breakthrough Idea soon came.**

A new business, called Catch a Piece of Maine, was formed (they still ran Ready Seafoods). And everyone told them they were crazy...

...no one would buy.

...you will destroy your business and reputation.

...And every other prediction of their demise was loudly stated to them.

Everyone told them how bad of an idea it was...

*...until the money started pouring in.*

## **Catch a Piece of Maine**

### **sells memberships to their lobster club.**



Now, instead of buying lobsters here and there... you first pay \$3,000 for a membership.

With your membership, you get a dedicated Lobsterman, your own lobster trap, and up to 47 lobsters a year delivered to you when you want them.

So, if you are having a party this Friday night, you'd call them up on Tuesday and they would have an insulated cooler of live Lobsters delivered to your door the afternoon of your party.

Need 2 lobsters?

No problem.

Having a party for 8? No worries.

Not only did you receive the lobsters, but you also got lobster bibs, the crackers for the shells, Maine steamer clams, Maine mussels, and four servings of gourmet Maine-made desserts made from local purveyors from the state of Maine.

Each shipment of lobster that comes from your lobster trap comes with a DVD of your lobsterman showing your catch, a map of where your lobsters were caught, who your harvester is, the story of

the man behind the catch, and also any other personalized gifts that you want to be sent inside of your package. They would talk about their family, talking about the lifestyle, talking about how to catch lobsters, and showing you how and when they pulled your lobsters in. You got their direct cell phone number, and you got their blog address (each lobsterman is paid to keep an active blog going).

### **Instead of selling lobsters...**

They were now selling an experience for those customers who want more than what's offered in the marketplace.

What they did is find a way to create an interactive program where they could actually involve the high-end customer to partner with them in the industry and basically be a virtual lobsterman for an entire year.

It's a unique experience where you can have a direct relationship with your harvester.

You can follow him throughout the entire year. You have your own lobster trap where you can actually physically view it online and see how many lobsters it catches every day.

Think of it as your own personal lobster concierge service right there in Portland, Maine, where the lobster, seafood, anything else to do with Maine, is provided to you..

### ***Did it work?***

Their goal was to sell 400 memberships at \$3,000 each in their first year.

**They sold 200 memberships in their first 3 months!**

And more than their initial goal in the first year.

**A million dollar business was born...  
in a way everyone said wouldn't work.**

This is a very viral program, meaning that customers tell their friends about it.

Remember, they are targeting a more affluent clientele, the type of buyer who is very difficult to reach through traditional marketing and advertising. Yet, some of these affluent customers carry a picture of their lobsterman around in their purse or wallet with them, wherever they're going.

They carry their DVD with them when they go to parties, and put it in just because it's so fun for them to say they have their own lobsterman here in Maine. "Look what he sent me for my birthday."

Brilliant.

**Think about it:** every time they have a dinner party (which is typically also with more affluent friends as well), they are talking about their Lobsterman, their traps, they are sharing their lobsters and deserts, and they are gladly spreading the good word about Catch a Piece of Maine... *to people who are very likely to become members as well.*



The word of mouth is incredible using this model!

Their existing clients help them do their marketing, and help find them the exact type of buyer that is willing to pay the membership fee.

Not only that, the uniqueness of this business has captured the media's attention and Catch a Piece of Maine has received a substantial amount of free publicity. To pay for the type of media coverage they have gotten for free would have cost them hundreds of thousands of dollars... possibly into the million + range.

**Now, what does this have to do with you?**

**How can you use similar techniques  
to rapidly grow your business,  
even in uncertain times?**

What follows is a proven formula for growing your business, improving your cash flow, and attracting very high quality buyers into your sales funnel. We discuss how you can leverage the Catch a Piece of Maine success blueprint into your business, and how other tools can further help you make a lot more money.

Most importantly, how you can invest just an hour a day and see rapid growth in your first 60-90 days. An hour a day may seem like a lot now, but when you look at the bankable results you will get from that hour, it becomes much easier the more you do and the more experienced you get.

## How To THRIVE In a Recession.

McGraw Hill Research just released some fascinating results from a major study they did. Over the period of a 5 year span, they went out and surveyed 600 businesses from a cross section of different industries. During the 5 year span, there was one recession that took place. The companies that maintained or grew their marketing efforts during the recession ended up growing 256% over the 5 years. The companies who chose to shrink their marketing efforts during the recession only grew by 19%. The same recession... one company grows by 256%... the other by a paltry 19%. **The only difference?** Those that grew most did MORE marketing, not less. The main reason you are reading this now is to improve your business and cash flow... marketing IS the key to do both. As you go through this guide, make sure you answer the questions and seriously put thought into the exercises given. If it means the difference to you between 256% growth and 19% growth... it's obvious why this is so important!]

Catch a Piece of Maine has created such a unique offering and customer relationship that a significant percentage of their business comes direct from referrals and word of mouth. Imagine if they had placed ads in all the major papers and magazines saying **"Lobster Club Memberships... \$3,000. Call with credit card number."** It would be a dismal failure, yet that is what most businesses do!

The prices and offer may be different, but the expectation of getting an order direct from a small business card sized ad is the same. It just doesn't work. Ask yourself this: what are you doing different that inspires people to want more information from you? Are you positioning yourself in the marketplace (and in front of the right kind of buyers) to stand out from your competition with your offer, or are you creating an entirely NEW market, like Catch a Piece of Maine did? How could you?



## Lessons from the Lobster Brothers:

- Do what your competitors **aren't willing to do** to open up new territories.
- Go where the **real money** is ... and charge appropriately.
- Find areas that are not being served properly.
- Be **creative** in how you pay your team members – get them excited about how much they can make ... and how much of a **mini-celebrity** you are making them.

Charge very high premiums for a unique service and product that creates an unforgettable experience ... **one they can't wait to share with their friends.**

Catch a Piece of Maine went out and **sold a whole new concept to the marketplace.** Rather than selling canned lobsters, or trying to compete on price, they LISTENED to their affluent buyers on Martha's Vineyard. The buyers who were paying a premium for their lobsters on the island loved asking questions about the lifestyle of a lobsterman.

They wanted to know about the early mornings on the boats, about the art and science of catching lobsters, and about the great family ties the Ready brothers got their start with.

Rather than dismissing the questions as curiosity... the brothers saw it as an opportunity and gave their affluent buyers what they wanted... direct access to the boats and fisherman, and an insiders view on what it is like to catch, ship and eat lobsters on demand.

They gave them private access to a lifestyle many of these people saw as enviable... and gave them a very interesting story they could share with their friends.

Instead of selling lobsters, they crafted their message to match what their market wanted... and a winner was born!

## Questions for you to consider:

- 1) What questions are your customers asking you most often? Do they ask you about how your products are made? Where you source your ingredients or components? How you got started? Start paying very close attention to the questions your customers are asking... those questions can be the entire foundation of your new marketing and sales campaigns.
- 2) Are you giving your customers *a unique experience* in the way they buy? How could you?

3) When someone buys from you, are you delivering them a good experience they would be proud to share with their friends and associates? How could you? Can you make it easier for them to tell the story about your business?

Marketing Sherpa did a major study with thousands of internet buyers to find out why they did or didn't buy from the websites they visit. **The #1 reason people didn't buy?** Lack of information. 50% of prospective buyers, ones who are ready to buy right now, will abandon your site and avoid making a purchase because you are not giving them enough targeted information to help in their purchase decision. The message is KEY. Get it right by asking them what they want, and then give it to them in a format that convinces them to buy.

Give your prospects something for free in exchange for their contact information. That way, you can stay in touch with them.

Need an example? An earlier version of the free ebook you are now reading prompted tens of thousands of people to add their names to my mailing list, as you did.

**If you visit the Catch a Piece of Maine website ([www.catchapieceofmaine.com](http://www.catchapieceofmaine.com)),** you will see a large number of videos scattered around. The videos show funny promotions they have done. They show them on the boat talking about their business. Talking about the lifestyle. Talking about what makes them unique in a very cluttered world. Those videos are very compelling to the right prospect and a large percentage of them become members on their program.

They could also add some additional free giveaways like a Lobster Cookbook, maybe an ebook of stories and photos from their fisherman, maybe even an ebook showing testimonials from their clients and how they use the membership program in their home, maybe in their business as well.

The more freebies you give people in exchange for their contact information, the easier it will be to follow up and close the sale. If they are willing to hand over their contact details, they have already said they are somewhat interested in what you do. Now is the time for doing everything you can to win them over and get them as a paying customer.

Use your lead generation system in conjunction with your ads, mailings and website to maximize your list of qualified prospects - people who like to hear from you.

Catch a Piece of Maine told their prospects right from day 1 that there were only 400 memberships available. And it was a significant factor in them selling so many, so fast.

**Things you can limit:**

- Quantity of products
- Quantity of memberships
- Timeline the offer is good for
- Amount of bonuses they get
- One time offers
- Free upsell to a bigger and better option
- Payment or financing offers
- Time of day you can place your order or visit your store for the specials
- Quantity or quality of person accepted into your offer
- Send no money now – pay in 30+ days

One thing the brothers that won Catch a Piece of Maine noticed was an unusually high number of clients who wanted even higher end options. They wanted more... and were willing to pay for it. They now offer high end travel packages to their members.

If you want to visit them, stay with them, go out on the boats with them... they now have a higher end option you can pay for. It certainly isn't inexpensive, but the type of buyer they have is much less concerned with the price than the experience they get.

A very important lesson is there: people will pay a high premium for an unusual experience they can share with others.

Is there any way you can offer a high end offer with a high end experience? Test it out! Even if only 5% of your customers take you up on it... the profits from your high end offer to 5% of your customers can be greater than the profits you make from the other 95%. Worth a test.

## **A simple way to build ties with your clients and employees**

A great lesson to be learned from Catch a Piece of Maine! A profitable way to keep in touch with people is to use the people-story angle, and lock your employees in as lifetime employees is to use *\*them\** as the star of your promotions.

Have a newsletter or promo that goes out telling a strange or unusual story about what happens in the office while you are gone. And just this time they decided to surprise the boss and offer you a deal that has never been offered before – once in a lifetime type of angle.

This brings “the underdogs” or “the people who do the actual grunt work” to the front lines and lets them give you things that are not available at any other time or way.

Also, by making your employees the star in your promotions they will love you forever. We all crave recognition – what better way than to plaster their funny story around along with their picture and send it out to thousands! You can also use your customers as the star of your story. Interview some of your best clients and see if they are interested in a write up. If you deal with other business owners, this is free publicity for them, and will gladly be accepted. If you deal directly with consumers, they will love having a story featured about them... and they will share it with their friends and associates.

Please put this into ACTION! It is the easiest way possible to grow your business by 130% OR MORE in the next 90 days or less.

It isn't rocket science either... it is a systematic formula that applies to any and every business... yes, that means YOURS.

Always remember the Catch a Piece of Maine story as well. They took a commodity business (lobster by the pound and price) and turned it into a very successful membership model that sells lobster at a significant premium to any and all other competitors.

*The lobsters are the same as everyone else sells...* the marketing message and system they use is the ONLY reason they were able to build a million dollar business in just a few months.

Take everything that you now know about your business and industry... and find a way to recreate the way your clients buy from you and hear from you.

It will make a major difference in the types of clients that buy from you... and from the amount of money you make from the same amount of time being put into your business.

Last, remember the McGraw Hill study. I know you would much prefer growing your business by 256% over 19%... **and more effective marketing is the key.**

No matter what the economy is doing, more marketing will always improve your bottom line results... when it is done right.

Remember, the tools in this report made these 2 young guys well over a million dollars in revenue in their first year.

The principles can EASILY be applied to YOUR business.

All it takes is some time without distraction, a pen, and a pad of paper.

**Take the lessons in this and FIND WAYS to make them fit your own business.**



They can easily add some serious dollars to your bank account... IF YOU USE THEM. They don't magically add millions to your pockets... YOU have to do something with them.

Once you do, and you start seeing results, reinvest the additional revenues right away into more marketing, bigger marketing, better marketing. You will easily come out of this recession an entirely new company with a serious surge of cash.

To your success,

Troy White

PS: If you are looking for help attracting new leads into your business, the Small Display Ads report will give you the help you want → <http://www.smalldisplayads.com>