

## The Lazy Man's Way to Riches

By Harrison Barnes

The *Lazy Man's Way to Riches* by Joe Karbo is one of the best-selling books of all time. You may have seen the advertisement for this book in *Popular Science* and other magazines in which it ran for years. The advertisement went into some detail as it described how Karbo rose from nothing and discovered a way to earn millions of dollars by working only a few hours per day. The advertisement began with the words "I used to work hard...but I didn't start making big money until I did less—a lot less. For example, this ad took about two hours to write. With a little luck, it should earn me fifty, maybe a hundred thousand dollars."

What is most instructive about Karbo's book, however, is how he sold it. The book was sold almost entirely through mail orders and one-page advertisements that he ran in magazines all over the [United States](#). As many aspiring salespeople probably did, I purchased this book online when I was only about 18 years old. While I do not remember the book—it mainly contained a lot of motivational material—I did draw several lessons from the way the book was marketed that I think all good salespeople could benefit from:

### 1. Every Talented Salesperson Uses Future Pacing.

Investigating the purchase of something is always more exciting than having the item at home. Karbo's ad went into a great deal of detail about what his book could do for people. A big part of the excitement for any person purchasing something is the anticipation leading up to the purchase; people love to imagine what products will do for them.

Thursday, January 11, 1979
THE SAN DIEGO UNION • A-13

# The Lazy Man's Way to Riches

## 'Most People Are Too Busy Earning a Living to Make Any Money'

I used to work hard. The 18-hour days. The 1-day weeks. But I didn't start making big money until I did less—a lot less. For example, this ad took about 2 hours to write. With a little luck, it should earn me 50, maybe a hundred thousand dollars. What's more, I'm going to send you, I'll send me 10 dollars or something that will cost me no more than 50 cents. And I'll try to make it so irresistible that you'd be a darned fool not to do it. After all, why should you care if I make \$9.36 profit if I can show you how to make a lot more?

What if I'm so sure that you will make money my *Lazy Man's Way* that I'll make you a most unusual guarantee?

And here it is: I won't even cash your check or money order for 31 days after I've sent you my material.

That'll give you plenty of time to get it, look it over, try it out.

If you don't agree that it's worth at least a hundred times what you invested, send it back. Your original check or money order will be put in the return mail.

The only reason I won't send it to you and bill you or send it C.O.D. is because both these methods involve more time and money.

And I'm already going to give you the biggest bargain of your life.

Because I'm going to tell you what it took me 11 years to perfect. How to make money the *Lazy Man's Way*.

O.K.—now I have to bring a little. I don't mind it. And it's necessary to prove that I'm the smartest thing you ever did. I'll keep "in reserve" until you're satisfied. . . . I live in a home that's worth \$250,000. I know it so, because I owned down an offer for that much. My mortgage is less than half that, and the only reason I haven't paid it off is because my tax accountant says I'd be an idiot.

My "office" about a mile and a half from my home, is right on the beach. My view is so breathtaking that most people comment that they don't see how I get any work done. But I do, enough. About 4 hours a day, 5 or 6 months a year.

The rest of the time we spend at our mountain "cabin." I paid \$90,000 for it.

I have 2 boats and a Cadillac. All paid for.

We have stocks, bonds, investments, cash in the bank. But the most important thing I have is priceless: time with my family.

And I'll show you just how I did it—the *Lazy Man's Way*—a secret that I've shared with just a few friends all now. . . . It doesn't require "education." I'm a high school graduate.

It doesn't require "capital." When I started out, I was so deep in debt that a lawyer friend advised bankruptcy as the only way out. He was wrong. We paid off our debts and, outside of the mortgage, don't owe a cent to anybody.

It doesn't require "luck." I've had more than my share, but I'm not promoting you that you'll make so much money as I have. And you may do better. I personally know one man who used these principles, worked hard, and made 11 million dollars in 8 years. But money isn't everything.

It doesn't require "talent." Just enough brains to know what to look for. And I'll tell you that.

It doesn't require "youth." One woman I worked with is over 70. She's traveled the world over, making all the money she needs, doing only what I taught her.

It doesn't require "experience." A widow in Chicago has been averaging \$38,000 a year for the past 5 years, using my methods.

What does it require? Belief. Enough to take a chance. Enough to absorb what I'll send you. Enough to put the principles into action. If you do just that—nothing more, nothing less—the results will be hard to believe. Remember—I guarantee it. You don't have to give up your job. But you may soon be making so much money that you'll be able to. Once again—I guarantee it.

M. D., Topeka, Kansas

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... I didn't have a job and I was worse than broke. I owed more than \$50,000 and my only assets were my wife and 8 children. We were renting an old house in a decaying neighborhood, driving a 5-year old car that was falling apart, and had maybe a couple of hundred dollars in the bank.

Within one month, after using the principles of the *Lazy Man's Way to Riches*, things started to change — to put it mildly.

- We worked out a plan we could afford to pay off our debts — and stopped our creditors from hounding us.
- We were driving a brand-new Thunderbird that a car dealer had given to us!
- Our bank account had multiplied tenfold!
- All within the first 30 days!

And today . . .

- I live in a home that's worth over \$250,000.
- I own my "office". It's about a mile and a half from my home and is right on the beach.
- I own a lakefront "cabin" in Washington. (That's where we spend the whole summer — loafing, fishing, swimming and sailing.)
- I own two oceanfront condominiums. One is on a sandy beach in Mexico and one is snuggled right on the best beach of the best island in Hawaii.
- I have two boats and a Cadillac. All paid for.
- I have a net worth of over a Million Dollars. But I still don't have a job . . ."

The wisest man I ever knew told me something I never forgot: "Most people are too busy earning a living to make any money. . . . Don't take as long as I did to find out for yourself."

Here are some comments from other people. I'm sure you, like you, they didn't believe me either. . . .

Two years ago, I mailed you ten dollars in sheer desperation for a better life. . . . One year ago, just out of the blue sky, a man called and offered me a partnership. . . . I grossed over \$100,000 cash business in eleven months. You see a Godsent miracle to me.

B. F. Pascoquia, Miss.

**Banking deposits from zero to thousands**

"It is all I can do to get to the bank with one wheelbarrow! I'm just going to have to get a second one to accommodate the volume. . . . Since December, until the present time, I have built my business from zero up to where some days my banking deposits are in excess of thousands.

D. J. A., Westminster, Calif.

**Made \$16,901.92 first time out**

"The third day I applied myself totally to what you had shown me. I made \$16,901.92. That's great results for my first time out!"

J. J. M., Watertown, N.Y.

**'I'm a half-millionaire'**

"Thanks to your method, I'm a half-millionaire — would you believe just one year at this time! I was a slave working for peanuts!"

G. C., Toronto, Canada

**Getting everything we want**

"We can't keep this to ourselves anymore — you were right! We're on the road to getting all everything that we want in this world! We sold the \$17,000 house we had and got another one. It's worth \$65,000! We have a paid-for Ford pickup, paid for 17 ft. boat, we bought a Cadillac, we have a paid-for Grand Prix.

Mr. and Mrs. M. L. P., Del Rey, Texas

**\$7,000 in five days**

"Last Monday I used what I learned on page 33 to make \$7,000. It took me all week to do it, but that's not bad for five day's work."

M. D., Topeka, Kansas

**Can't believe success**

"I can't believe how successful I have become. . . . Three months ago, I was a telephone order taker for a fastener company in Chicago, Illinois. I was driving a beat-up 1969 Rambler and had about \$800 in my savings account. Today, I am the outside salesman for the same fastener company. I'm driving a company car. . . . I am sitting in my own office and have about \$2000 in my savings account."

G. M., Des Plaines, Ill.

I know you're skeptical. After all, what I'm saying is probably contrary to what you've heard from your friends, your family, your teachers and maybe everyone else you know. I can only ask you one question.

How many of them are millionaires?

So it's up to you.

A month from today, you can be nothing more than 30 days older — or you can be on your way to getting rich. You decide.

**Sworn Statement:**

On the basis of my professional relationship as his accountant, I certify that Mr. Karbo's net worth is more than one million dollars.

Stuart A. Cogart

**Bank Reference:**

Honey Bank  
1700 Magnolia Avenue  
Fountain Valley, California 92728

**Joe Karbo**  
1715 South Pacific, Des. 918  
Sierra Vista, California 91742

I see, you may be full of beans, but I want to have it put to rest? Send me the *Lazy Man's Way to Riches*. But don't deposit my check or money order for 31 days after it's in the mail.

If I return your material — for any reason — within that time, return my uncashed check or money order to me. On that basis, here's my ten dollars.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

© 1978 Joe Karbo

That is why Karbo's advertisement was so

effective. Getting people excited about a product is key for anyone. In fact, Karbo basically said nothing at all about what the book contained. All the magazine ad talked about was a secret, and Karbo promised to reveal this secret in his book.

You need to take your potential customers forward and show them what their lives could be like if they were to purchase your product or service. Put people where your product or service will take them. This is incredibly beneficial because once people know where you can take them and have imagined having your product or service, they do not want to be without it. You need to use future pacing every single time you sell something.

## **2. Offer a Guarantee and Take Away the Risk.**

Instead of the shopworn "money-back guarantee," Karbo promised to hold the buyer's check or money order without cashing it for one month. Every product or service should have an impressive guarantee. This is one of the most important aspects of any marketing program.

Jay Abraham also talks a lot about offering guarantees and how a guarantee is of the utmost importance. By offering a guarantee, you take skeptical buyers and bring them to a place where they are far more likely to purchase what you are selling. A guarantee is crucial and will motivate your buyer to buy more than you would expect.

The lesson of the guarantee is as follows: First, most people will not return the product or service or ask for their money back. For example, fewer than 10% of purchasers ever asked Joe Karbo for their money back. Second, many more people will purchase your product if you offer a guarantee.

### **3. Identify with Your Buyer.**

Karbo's ad contained a great deal of text in which he referred to himself as "a regular guy" just like the reader and went into considerable detail about how he was like the buyer. From the way he described himself, you could imagine him—and then imagine that you could be like him.

People generally purchase things from others who seem just like them. You need your buyer to identify with you at every turn. When buyers feel they are like you, they will be comfortable and less guarded than they otherwise would be. You need to make your buyer feel comfortable.

### **4. Do the Unexpected: Find Your Buyers Where They Least Expect You To.**

Karbo's book was advertised in the strangest places—*Popular Science*, *TIME*, and all sorts of other places where one would never expect to see a get-rich-quick book being sold. If you ask me, this was a brilliant maneuver. People were much less guarded when reading these sorts of magazines than they might otherwise have been.

Seeing an ad for Karbo's book in one of these magazines was like seeing a penguin walking through the desert—you did not expect it. Our minds are trained to look for the unusual and different. People were not expecting to see this sort of product in these magazines. Whatever you are selling, you need to stand out and get your prospect's attention. The one who gets the most attention generally piques the buyer's interest.

You need to stand out from the crowd and be different.

### **5. Offer So Much Value the Offer Is Impossible to Turn Down.**

Karbo's ad essentially said, "For the cost of this book and in very little time, you can become very, very rich." This was simply brilliant. Who in their right mind would not want to have something that could do this? If you could take the price of the book and multiply it by 1 million, then you would arrive at the actual value of the book—or so it seemed from the advertisements.

Infomercials and advertisements on television for Ginsu knives and so forth are famous for doing this. First, they show you a knife, and then they show you a carrot peeler, and then they show you another knife, and then they show you a set, and then they show you some more stuff. By the time the commercial is over, you are in utter astonishment at how much you can get for such a low price! This is what an excellent salesperson does. He or she creates the perception of value.

A good salesperson always leaves prospects with the impression that they would be nothing short of insane not to take advantage of the offer. This is what good salespeople do all the time. This is what you should do with every single product you sell.

### **6. Listen to Your Clients and Customers.**

Karbo also offered to evaluate readers' ideas in his advertisement and in his book. Apparently, Karbo received tons of letters in response to this offer. Being open to listening to one's customers is a rare thing in sales. Most companies and salespeople think they already know what their clients want. Not Karbo. He stated that he was listening.

The ability to listen to customers is key and of paramount importance. You need to listen to your clients all the time. Simply listening is often enough to make the sale—being available to listen is hugely effective.

### **7. Do It Yourself! Take Action!**

Many people would have waited for publishers to pick up their books before attempting to publish them themselves. Not Joe Karbo! Karbo self-published his book, wrote his own ads, and actually mailed the books out himself when he first started selling them. Far too many people wait for things to happen to them before acting. Karbo took action and did it himself.

Karbo's book made him millions. It never would have had he not taken action.

## **Conclusion**

This ad is legendary and is one of the best pieces of copywriting ever produced. Karbo's ad provides lessons in sales that, if followed, can make an enormous difference in anyone's sales career.

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<https://www.harrisonbarnes.com/>