

MEMORANDUM

From: Adam Eisenstat
To: _____
Date: 1/12/06
Subject: The Hero Customer: Beyond Marketing Abstractions

Our recent foray into video testimonials, along with an enlightening conversation I had with _____, has yielded a vivid profile of the archetypal or ideal Trump University customer. There is no question such "real people," with their real stories of how Trump University products have helped them, can be tapped for a potent marketing advantage. Following are some ideas and concrete suggestions on how we can accomplish this.

The Hero Customer: Theory

Donald Trump is the icon of fulfilled aspiration looming over Trump University. But he is a singular personage, so it is unrealistic if not ridiculous for our customers to aspire to his status. Stroking this unrealistic desire, or at least overemphasizing it, does not translate into the most effective marketing scheme. In a shift of emphasis, we should *put our customers on a pedestal*, and fashion a select few of them into models to which other customers' and prospects' can aspire.

The Hero Customer brings a sense of drama to Trump University that has heretofore been lacking. By making an issue of his success, turning it into an event for all to see, we can *create a pageant of success*. The drama stems from action, from movement. The Hero Customer has put Trump University's action learning into practice; he has moved from here to there. and he has a story to tell about this real experience. *He is a living demonstration that it works.*

The Hero Customer's inspirational and decidedly real story of, for example, how Trump University has given him the motivation to get past the rocky transition from being an employee, secure in the company bosom, to becoming a successful entrepreneur gives our marketing an entirely new dimension. one that transcends abstraction. The Hero Customer's story is a real one, not shrouded in myth; his story is one that other real people. our customers and prospects. can relate to. In other words, it's easier to be like the Hero Customer than to be like Donald Trump

The Hero Customer has attained this elevated status in part because he has been motivated by aspects of Donald Trump's life and career that speak to fundamental urges and experiences: being down and out, then rising back up; bucking trends, doing it his own way, and disproving the naysayers, etc. This is the means by which we can *emphasize the implicit connection between Donald Trump and our customers*, and tap into the Trump mythology/philosophy for optimum effect.

The ultimate scenario of the Hero Customer is a handshake with Donald Trump and an autographed picture of the moment, destined for a prominent place on the customer's mantelpiece. In this moment, when the hero meets the Hero Customer, the promise of Trump University is branded in his mind, and in the minds of those would-be hero customers observing this pageant of success, much deeper than any logo, tagline, or sales message ever could be.

The Hero Customer: Practice

Every month we would select a "Member of the Month" or "TrumpU Success Story." His inspirational story of how Trump University business education solutions have turned his life and business around would be featured in the following ways:

- Short testimonial clips in video windows on the homepage and in other strategic spots. If it's a real estate story, we would place it within our real estate offerings, etc.
- Blog posting
- Within sales messages: links to longer video clips
- Anywhere else testimonials, as either video windows or links, would be appropriate.

Soliciting Success Stories

- Targeted messages to buyers who respond positively to surveys
- Bimonthly e-mail message to all buyers
- Banner ad
- Homepage copy with link to form

Prospective Copy for Soliciting Success Stories

"Become a Trump University Success Story! Every month we feature customers who have benefited from TrumpU in some dramatic way. Send us your stories, and if you're selected you can get discounts on any Trump University product, merchandise signed by Donald Trump, and, for a lucky few, the chance to meet Mr. Trump and appear with him in a picture headshot autograph."

The Hero Customer's Future

Once a Hero Customer has been anointed, he essentially becomes an envoy for Trump University, a paradigm for the type of success/progress possible through our products - he becomes an instrument of viral marketing. His progress can be monitored and his image/accomplishments continuously invoked through a limitless array of high-visibility forums, such as: reunions, seminars, panel discussions, "Success Story Flashbacks" or "Where are They Now" features in Trump University publications, etc.

The Hero Customer represents a strategy that might be called marketing ju jitsu, where the customer not only comes first, but also becomes the company's primary marketing vehicle.

#

TRUMP U SUCCESS STORIES



Meet some Trump University members who have achieved their goals!

Foundation for New Venture

January 4 2006

Trump University gave me the required background to pursue my interests in real estate investments and start my property management business. The e-learning curricula, books, material, [more...](#)

Entrepreneur Changes Marketing and Bottom Line

January 3 2006

Thanks to Trump U, I have obtained the knowledge to market my company in such a way that my concept has become unique and specific. B. Townson Guatemala [more...](#)

Trump Guides Business Professional through the Maze

January 3 2006

Trump U online blogs and newsletters have always guided me whenever I am in the midst of confusion. Vijay Kumar Kuala Lumpur, Malaysia [more...](#)

Better Late Than Never

January 3 2006

I started a real estate note business back in the late 90s and I was doing poorly. I went to Trump U's website and purchased The [more...](#)

Investor Rises Up Down Under

January 3 2006

The Wealth Builders Blueprint has helped me really focus on what my goals are, the plan needed to achieve them, who I need around me to **more...**

Information Makes Money for Real Estate Novice

January 3 2006

In October 2006, I set out to purchase my first piece of commercial real estate, an existing self-storage business. At the time I was evaluating the **more...**

Employee Becomes Entrepreneur

January 3 2006

After taking a Trump U entrepreneurial course, I went from working as an employee in a major publishing company to owning and running a division of **more...**

Trump Excellent Resource for Achieving Goals

January 2 2006

As a librarian I can say that Trump U has been an excellent resource for me in achieving my professional goals. M. Sims
Johnson City, TN **more...**



Ideas and Opinions from Donald Trump and TrumpU Faculty.

Patrick Gross: From Employee to Entrepreneur

POSTED BY ADAM EISENSTAT

There's nothing like hearing an inspiring story from a customer to truly understand the impact Trump University is having. Indeed, the voice of experience speaks volumes about what is really going on "out there," where aspiration, learning, tenacity, and success converge to give a decidedly human dimension to this online arena in which we find ourselves.

Patrick Gross, a Long Island, NY print shop owner has been a member of Trump University almost since we launched. Last summer he participated in our fabulously successful program, "The Trump Way to Wealth," and he says it changed his life.

"I was going through a difficult time with my business and I needed a mentor--and I found one in Trump University."

Patrick's story is a classic one. He was the longtime manager of a printing plant, then he decided to take a risk and strike out on his own, opening a small printing shop about 40 miles from his home (Image Printing, in New Hyde Park). Why did he do it? He had a successful career, doing something he enjoyed, with solid relationships between his bosses and employees. There was nothing compelling him to make such a relatively drastic move--nothing besides his burning desire to be his own boss and find out if he could make a go of it himself.

"The hard part has been discovering the difference between being a manager and an entrepreneur, he says. "I was a great manager, but as an entrepreneur I wasn't experienced."

Experience comes hard in the world of small business, but eventually it comes. The trickier part of the whole enterprise is motivation: how can you get through the hard times, when practical matters seem overwhelming; when you're working harder than you've ever had to work and worrying about things no employee would ever be troubled by.

"I actually thought of quitting at one point, but Trump University has given me the confidence and the fire to keep going. That's key now, in this transitional stage I'm in. I wasn't connected before with any other entrepreneurs, but the TrumpU programs I've taken have given me the opportunity to ask questions, bounce ideas off people, and find out what my next steps should be."

Become a Trump University Success Story! You could be featured on our website. If you have benefited from any Trump University program, just send your name, contact information, a brief description of your success story, and a photo of yourself to aeisenstat@trumpuniversity.com. (If you live in the New York area or plan to visit New York City, you could also appear in a video.)