

# **PDR Addiction, and How to Make Money by Giving Free Dent Repair**

As you may remember, Derek has been pushing dents for a couple of years now. Seeing his flawless work makes me proud. It also makes me think of the differences in how we treat family vs. the not so familiar. Each time I help or train someone in person, I realize they are likely getting more attention from me in five minutes than Derek got in a whole week.

Why is this?

I don't think its just me, but it gives me pause. A couple of years ago I spoke to a trainer who believes what he teaches today is far superior to what and how he was taught years before. Here's the rub: he too was trained by his father.

"My Dad didn't show me anything! I had to figure it out for myself," he blurted.

Perhaps it was the timing, since I was "training" Derek, but his words really put me off.

Can any person who successfully pushes dents today really make the claim of self discovery?

My answer to him would be, "Your Dad showed you what you needed to know. You prove it every day with every dent."

I'm certain the dynamics of the relationship require different training behaviors.

Add to this the awareness of how the struggle is needed to steel the soul. To thicken the skin and build the appreciation for what one has.

I have a very close family member who was proud of my success early on and told me so.

But also without saying it, expressed this: "I want what you got, give me the secret now." I bit.

But not for long. Ultimately, I said "no, here is where the info is, you need to look this up for yourself. Make it your own."

It took a few years but it worked out very well. Mom now makes hundreds of dollars a day in a business most people don't even know exists. She went from disabled to doing very well, and she did it on her own.

Yes, someone showed her the opportunity, but she ran with it. Ironically, she makes many times what the "average" person in her niche does. There are many reasons, she is diligent and trustworthy and all that. But the real reason is as she puts it, "I put my name out there. In as many places as I can."

So, you might think me cruel to not answer Mom's questions, but indeed, the results are good.

She was into "tough love" with us before it was ever a buzzword. And I am deeply grateful for it.

Toughness begets toughness, and I am so pleased she found her way.

You will face this too. Once you have success, you'll want to shield your kids from the struggles you faced. You hated those hard times, why put them through it?

Problem is, take away the stimulus, take away the motivation. You strive because you want better. How much will you remove the desire for better by protecting them?

I have a successful friend who would take his four young daughters through the worst neighborhoods in town at night, so they could build appreciation for what they had. It worked. All of them are as driven as he was, but in different things.

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Perhaps you might think me too tough.  
Consider this.

I hired a brand new guy to fix dents. His only previous exposure to PDR was getting his own car fixed. He told me he would start on his own cars and some family members so I let him work in the shop and gave him some tools.

He watched the DVD's at night and came in and got right to work on his own car.

It looked terrible and I told him so.

So he went and got another car of his and started right off on the door dings. He chewed that one up too.

At the end of the week, he came to me ready to quit. Said he couldn't get motivated. Didn't feel like his work would ever be as good as ours.

I said, "maybe you're just not cut out for PDR." Then I let him go.

What do you think? Am I a cruel taskmaster?

Of course, the above is hypothetical and *not real*.

It would be cruel and unusual for me to expect someone to be good at first, to throw them into real cars. Worse, to let them work on their own cars which they now have to look at every day.

Yet that is exactly how some of you approach your learning of PDR. Skipping steps and not working on small dents before they tackle the big.

Success follows success. Why do piano teachers start with scales? Because the student can quickly know what's next. b follows a and so on. But it also builds a success memory in the students mind.

'I can play this, maybe now I can play that.'

Your brain is a comparative engine. It can do big things, but you have to let it start small. If you are being a cruel taskmaster, fire your teacher and be kind to yourself. Start small and build your success memory.

My goal is not just to motivate you, I want you to be addicted to dents. Derek told me tongue in cheek he craves the metal movement.

There really is something to this.

He found an article in Wired magazine about how video game makers build addiction right into the game. The best games are the ones that keep you playing, right?

Turns out there is a formula for doing it.

Its an ever increasing risk to reward feeling the game gives you. If you die at this point you have to go back and start again. If the gamer has to go back too far he's put off, not far enough and he gets bored. Finding the right risk reward ratio is crucial to hooking you into the game.

A non-gamer looks at it and says, "you never really die, you can just start again. Why does it matter?"

Clearly, this is a person who has never tapped into the pleasure center of his brain with a video game.

I think the same applies to Paintless Dent Repair. The outsider looks at us and says, "I could never have the patience."

If they only knew just how hooked we are.

### **The formula for addiction to PDR**

Like a video game, the first level is to start with easy stuff. Find your tip, fix a dime size dent, etc.

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The risk is low because you are on a junk hood. The reward is great as you see your tip the first time, or fix the small dent to invisibility.

Some games are way too violent, but nearly every game has an element of this in it. Even Pac Man ate dots and had to avoid being eaten himself.

In dent repair, there is a feeling you get of violence toward the metal.

Huh?

Think about it, we say, "I'll tackle this one", "How would you attack this?", "I don't know but I'll take a whack at it!"

The event which caused the dent was an act of violence, a sudden expulsion of energy. Now you will slay this panel with a similar amount of energy, albeit more controlled.

In a video game there is often a stubborn enemy, a more formidable foe on each level which is tougher to defeat than the others.

You hate to see them appear and you feel oh so good when they are obliterated.

This is the bottom of the big crease in PDR. Its the sharp low of a multiple tab glue pull. When it finally releases and disappears you feel rewarded.

Hate to see that crease, and now I'm going to make him disappear.

### **Strive for the next level**

What keeps you trying each increasingly difficult level in a video game?

You want the euphoria back you got from finally finishing the last level. Each one takes a little longer to conquer or to discover the hidden move which defeats the rogue enemy. When finally you do, you feel good. The

pleasure center in your brain is triggered and you want more. Its only a click of a button away.

With dent repair the next level is a cleaner repair, fewer push marks than your last one perhaps.

Or putting your light at a low angle and far back and seeing more of the wave than you did before. Seeing those remnants so you can conquer them anew.

Remember when there used to be one or two large video games in the corner of convenience stores?

I still can hear the repetitive sounds and bright colors which beckoned me to come over and spend the change from the bread money Mom gave me.

Between plays, those games were made to be attractive. To get you to load the coin slot.

They would loop the demo game with the explosions and make you want to play. Then, for a set period, it would display the high scores of former players. Wouldn't it be cool if you could be at the top? Knock off those weird guys with names like "Ace" and "Dog". Guys you'd never met, but wanted to compete with?

In dent repair, who gets the high score?

Every day you will compete with guys whom you've never met. What do I mean?

Have you ever feared getting busted for not doing a good job? I do. And I have. It stung. Made me not want to let it happen again. I don't want to get knocked off the high score screen again.

It is the illusion of competition, really. There are big conventions for gamers where you can play against others, but you are just

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competing with yourself. You trying to outdo you.

Truth is, you will be a better tech tomorrow than you were today. You will imagine the PDR police are out there watching and blame them for your mad pursuit of perfection. But its just you, pushing your own envelope.

With PDR the reward ratio does fall off a little at the end. Its the last 5 minutes of a dent that can make or break you, but the movements are so tiny, the improvement so hard to see, that you can lose interest pretty quick.

This is where you need to be sure and cross check and use natural reflection from outside if you can. See the ogre from another angle if you will.

How will you design your game?

Your PDR game is completely written and made by you. If you are not hooked on PDR yet, could it be you left out some essential elements of the addiction process? I sound like I'm joking here and I am a little, but it really is addictive. Why else would you crane your neck for so long you need a Chiropractor on speed dial?

The good news is you can apply this to every aspect of your business.

How do you get money? By fixing dents? No, by finding people with dents who will give you money for fixing them.

What signals you money is about to arrive?

For me it is the phone ringing or a lead from the website via email inquiring about dent repair.

### **Job vs. Business**

“You're only as good as your next dent.”  
So stated a future student about the job vs. working for yourself issue.  
Is this really true?

If all you did was push dents, then yes, it would be so. Whatever struggle you went through to get the last job will now need to be repeated.

But what if its not a struggle? What if you knew you would get leads every day? What if you knew just as sure as the sun coming up, you will have enough work this week to take care of your needs?

See, as much as I am addicted to pushing, I also have an emotional, mental and yes, even physical need to get business. When the phone rings, the family eats, Tim feels good.

It is why you need to learn to be more than just a tech, you want to become the marketer of what it is you do.

What if you applied the same amount of effort to get one job, but made it bring a hundred more in the years ahead? Its like grabbing the tool or weapon early in a video game. You'll need it later.  
Dig the well before you thirst.

One marketing expert was asked, “Can you tell me one way to get a hundred customers?” His answer, “No, but I can tell you a hundred ways to get one customer, and I use them all.”

I hope by being here you soon learn how everything follows a formula. Video games, Casino lobbies, even Cancer Treatment Centers here in the US all use a formula for extracting money from customers.

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When you see it, grab it and chew on it in your mind. Appreciate the intelligence of it. Don't curse it, rather, be aware and if you choose to join in, do it on purpose. Ask yourself how you can apply it to your own business.

Realize that its all on purpose. And that it works. Think about your own life, business, even your recreation. Is it on purpose?

What I mean is, if a video game can follow and formula and people get hooked, and you find out it was designed to be so, what will you do with this knowledge? Shake your head in disbelief and mourn the scourge of society? Yes, a little of this is good, but understand it works because it was designed to be so.

So can your business be.

### **Do it backwards on purpose**

I've recently been reading the book "Free" by Chris Anderson.

It has me toying with the idea of giving away dent repair.

If I were starting in business today, I would launch it like this.

Run an ad in the papers and on the radio. Do a press release to local news stations on radio and TV.

*"Free Dent Repair" or "Local Auto Dent Company Gives \$3000 of dent repair for free. First come first served"*

is the headline with this copy:

*"For a one week period, Dent Terminator of Tulsa is giving away dent repair service for a limited number of customers.*

*We are doing this to thank the community for its support and to introduce the process of Paintless Dent Repair to Tulsa customers.*

*This is a limited time offer and you must come in on the dates below"*

The fine print: *"Come in during the week of August - to August - and receive up to 100 dollars of dent repair at absolutely no cost.*

*Most door dings can be fixed for 75 and up, but if you have a larger dent which Dent Terminator deems repairable using the PDR method, you can apply the \$100 to the cost of this repair.*

*Each day, the first five customers to show up in person with a fixable dent will receive the \$100 voucher.*

*The dent will be either done that day or scheduled for a later date as agreed on by Dent Terminator and car owner.*

*Auto dealers and rental fleets excluded."*

If handled properly, I think this would work out really well.

You would build your client list and get way more advertising and free publicity than \$3000 in services you give away.

Think about from this point of view. You are using a first level video game trick to train your customers and get them hooked on your services. Your phone will ring like mad, you might even get a TV news crew to knock on your door and you will have more business than you can handle.

You must have a couple of things in place.

First, an entry form where all personal info is given by consumer. Email, snail mail, phone, twitter, you want all you can you get. Its your give away, your rules, so they should comply. If not, next 'em.

Second, you need a follow up system in place. Their email goes into your data base and they get specials from you on at minimum a monthly basis.

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Third, I would add a spot on the entry form where if they give you 3 more names and info of people who would like to get free dent repair, you give them a voucher for more free repair later.

Now, you are thinking you will be doing a lot of work for free. But you can schedule it as you see fit. The hundred must be spent in one day, so they will look for another dent you can fix to get it all spent. The second one is \$50 (or whatever you choose) So you just made \$25 off a person who likely wouldn't have come in without a little nudge from you anyway.

If the dent is large, schedule it for later and even get half up front if you want. \$200 dent, they get it for \$100, but they have to schedule. And due to the overwhelming response to the promotion, they can secure the appointment today for only \$50.

If you are serious about starting your business and want to run a promo like this, let me know. If you do some initial legwork, I will help you with it by phone.

One caveat here. You still have to sell free. All the resistance in your customers mind will still exist. You will have to overcome the objections one by one just as you would with a paid promo.

### **Prepare for the negative**

A student ran an ad in his local paper and got an unexpected response. A PDR tech called him demanding to know his credentials. This is upsetting of course, and more than a little intimidating.

I have told you in the past to not expect a welcome wagon from your competition. You

also need to know you do not need to wait for some external validation before you charge money for dents.

If you have practiced and can move metal in an accurate fashion, give yourself a gold star. You must be willing to appoint yourself as the expert in your field.

This loops back to the job vs. business argument.

What entitles you to a job? Filling out an application? Wowing them on the interview? Conversely, those in business understand the need to self appoint.

While it is wise to know your competition, my advice is never give information to those not entitled.

And this. When you get a phone call like this student did, pump your fist in the air and hoop and holler. You have arrived and the world has noticed. Celebrate.

### **The illusion of equality**

If you frequent the forums, you notice how current technicians really want to limit and even stop new technicians from entering the business. I hope you are not this way. It is scarcity based thinking and it will show up in other areas of your life.

But I draw attention to it because it is cow manure painted with a shellac of "equality". 'We must band together or be stepped on by big insurance.' Is the credo of the technicians association.

Why, though do most PDR techs enter the business? To be their own boss? Make their own way?

Ultimately, they want freedom.

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Trouble is, you can't have freedom and equality at the same time.

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Why not?

What if I operate my business or advertise in a way another tech feels is unfair? Let's say he complains to a regulatory agency and they tell me to cease and desist in the interest of equality. Hasn't he just encroached on my freedom?

See, every tech wants freedom and equality, but the two are really opposed to each other. Can't have both.

So if you are making decisions in your business based on what you believe to be for the "good" of the industry, you are grabbing at straws. If you feel you must slow down so others can catch up, you're fooling yourself.

Everyone really has the same freedoms you do. To choose what level of marketing they will do. How they run their business, what they charge, what quality they finish with.

You holding back so they can "do a little better" just won't happen. They are where they are because they choose to be there. This is not a zero sum game where there is one winner and one loser. Rather there are the win-biggers and the win-smallers. Every one wins, but their actions determine the size of the win. No amount of whining from the ne'er do well's should slow you down, or worse, cause you to take no action.

You don't want to monopolize, but you should give yourself every advantage you can. Even when your "colleagues" scream, "Hey! No Fair!"

Till next time,

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