

1

00:00:00,000 --> 00:00:09,240

So the potential is there to pass up Bill Gates and Microsoft if I had the right products

2

00:00:09,240 --> 00:00:10,320

and marketing program.

3

00:00:10,320 --> 00:00:16,160

You mean create a bigger company, have more commercial success than Bill Gates?

4

00:00:16,160 --> 00:00:18,280

The richest man in the world?

5

00:00:18,280 --> 00:00:19,280

Well...

6

00:00:49,280 --> 00:01:02,200

The Home Shopping Network in Tampa, Florida.

7

00:01:02,200 --> 00:01:05,400

An entire television station devoted to selling.

8

00:01:05,400 --> 00:01:08,640

Live on TV, non-stop.

9

00:01:08,640 --> 00:01:17,320

And I was going there.

10

00:01:17,320 --> 00:01:23,560

The headquarters was my point of entry into a subculture of inventors, pitchmen and visionaries.

11

00:01:23,560 --> 00:01:37,880

All obsessed with using television to make their unique product the next big thing.

12

00:01:37,880 --> 00:01:42,200

My connection, Anthony Sullivan, pitchman extraordinaire.

13

00:01:42,200 --> 00:01:43,680

So what are you actually selling today?

14

00:01:43,680 --> 00:01:46,800

We got the Smart Shopper which is probably one of the best sellers down here.

15

00:01:46,800 --> 00:01:48,320

Did you invent the Smart Shopper?

16

00:01:48,320 --> 00:01:49,320

I did.

17

00:01:49,320 --> 00:01:50,320

It was kind of John's product.

18

00:01:50,320 --> 00:01:51,320

Yeah, yeah.

19

00:01:51,320 --> 00:01:52,320

This is the greenest store you've got.

20

00:01:52,320 --> 00:01:53,320

Hello.

21

00:01:53,320 --> 00:01:54,320

This is AI from Moonbase.

22

00:01:54,320 --> 00:01:55,320

It's the BBC, guys.

23

00:01:55,320 --> 00:02:00,320

I'm here at Home Shopping in the United States with my main man, Anthony Sullivan.

24

00:02:00,320 --> 00:02:01,320

This is Billy Maze.

25

00:02:01,320 --> 00:02:02,320

He's unbelievable.

26

00:02:02,320 --> 00:02:03,320

Stay that way, babe.

27

00:02:03,320 --> 00:02:04,320

He's the best.

28

00:02:04,320 --> 00:02:05,320

Two thumbs up for him.

29

00:02:05,320 --> 00:02:06,320

He's on the same page now.

30

00:02:06,320 --> 00:02:07,320

He's got his own product as well.

31

00:02:07,320 --> 00:02:08,320

He's got a product?

32

00:02:08,320 --> 00:02:09,320

What's his product?

33

00:02:09,320 --> 00:02:13,320

This product is orange glow and oxygen clean, which is cleaning products.

34

00:02:13,320 --> 00:02:15,520

And Bill, you guys saw over there, he's got magnets.

35

00:02:15,520 --> 00:02:17,920

No, this is magnets to sleep on.

36

00:02:17,920 --> 00:02:18,920

Magnets for therapy.

37

00:02:18,920 --> 00:02:19,920

Magnets to heal you.

38

00:02:19,920 --> 00:02:21,400

Magnets to make you well.

39

00:02:21,400 --> 00:02:22,400

No.

40

00:02:22,400 --> 00:02:27,280

In one day we sold a million dollars worth of magnets therapy on HSN.

41

00:02:27,280 --> 00:02:28,280

One day.

42

00:02:28,280 --> 00:02:30,080

No, but this is kind of, this is where it all happens.

43

00:02:30,080 --> 00:02:31,440

This is like, I don't know, a claim room.

44

00:02:31,440 --> 00:02:32,440

Everyone's in here.

45

00:02:32,440 --> 00:02:34,240

The makeup girls are in here and all the behind the scenes stuff.

46

00:02:34,240 --> 00:02:36,880

Everyone's going to get pumped up in here before we go on the episode.

47

00:02:36,880 --> 00:02:37,880

Yeah, yeah, yeah.

48

00:02:37,880 --> 00:02:38,880

Are you getting pumped up now?

49

00:02:38,880 --> 00:02:39,880

No, Billy's getting pumped.

50

00:02:39,880 --> 00:02:40,880

Billy's on before me.

51

00:02:40,880 --> 00:02:41,880

He'll be getting pumped up before.

52

00:02:41,880 --> 00:02:42,880

What are you selling, Billy?

53

00:02:42,880 --> 00:02:43,880

Oxi-Clean.

54

00:02:43,880 --> 00:02:44,880

What is oxi-clean?

55

00:02:44,880 --> 00:02:45,880

It's a cleaner that works so you don't have to.

56

00:02:45,880 --> 00:02:46,880

Is there a demand for stuff?

57

00:02:46,880 --> 00:02:47,880

We got to go.

58

00:02:47,880 --> 00:02:48,880

We got to go.

59

00:02:48,880 --> 00:02:49,880

We got to go.

60

00:02:49,880 --> 00:02:50,880

We got to go.

61

00:02:50,880 --> 00:02:51,880

You're feeling the pressure.

62

00:02:51,880 --> 00:02:52,880

Yes.

63

00:02:52,880 --> 00:02:53,880

So, we've got to get all this down to the studio.

64

00:02:53,880 --> 00:02:54,880

You sell it in English?

65

00:02:54,880 --> 00:02:55,880

I am English.

66

00:02:55,880 --> 00:02:56,880

Are you wearing it wrong?

67

00:02:56,880 --> 00:02:57,880

Yes, it's from Davin, down in the West Country.

68

00:02:57,880 --> 00:02:58,880

Really?

69

00:02:58,880 --> 00:02:59,880

Yeah.

70

00:02:59,880 --> 00:03:00,880

That's, uh, I'd rather just, I'd rather throw it myself.

71

00:03:00,880 --> 00:03:01,880

You know that old saying?

72

00:03:01,880 --> 00:03:02,880

Hey, check this out.

73

00:03:02,880 --> 00:03:03,880

This is unbelievable.

74

00:03:03,880 --> 00:03:04,880

You haven't seen this before?

75

00:03:04,880 --> 00:03:05,880

No.

76

00:03:05,880 --> 00:03:06,880

What are we looking at?

77

00:03:06,880 --> 00:03:07,880

This is actually what they call a curse.

78

00:03:07,880 --> 00:03:08,880

It's a curse.

79

00:03:08,880 --> 00:03:09,880

It's a curse.

80

00:03:09,880 --> 00:03:10,880

It's a curse.

81

00:03:10,880 --> 00:03:11,880

You haven't seen this before?

82

00:03:11,880 --> 00:03:12,880

No.

83

00:03:12,880 --> 00:03:13,880

What are we looking at?

84

00:03:13,880 --> 00:03:14,880

This is actually what they call a curse.

85

00:03:14,880 --> 00:03:15,880

This has been remodeled.

86

00:03:15,880 --> 00:03:16,880

It's huge.

87

00:03:16,880 --> 00:03:17,880

Well, here's the deal.

88

00:03:17,880 --> 00:03:19,880

All you see is that when you're at home.

89

00:03:19,880 --> 00:03:20,880

You just see the TV.

90

00:03:20,880 --> 00:03:22,880

But these are all the guys behind the scenes.

91

00:03:22,880 --> 00:03:24,880

They handle all the orders and all.

92

00:03:24,880 --> 00:03:26,880

Say hi to the BBC, guys.

93

00:03:26,880 --> 00:03:27,880

Can I have a picture?

94

00:03:27,880 --> 00:03:29,880

There's 4,000 people to work at.

95

00:03:29,880 --> 00:03:30,880

4,000 people.

96

00:03:30,880 --> 00:03:32,880

It's 24 hours, 24 hours a day.

97

00:03:32,880 --> 00:03:34,880

So, it never, it never, ever stops.

98

00:03:34,880 --> 00:03:35,880

So, there's all these...

99

00:03:35,880 --> 00:03:36,880

We're at Christmas New Year, Henneker.

100

00:03:36,880 --> 00:03:38,880

Christmas Day, they close for one day.

101

00:03:38,880 --> 00:03:39,880

They close for one day a year?

102

00:03:39,880 --> 00:03:41,880

Christmas Eve at midnight, they shut off.

103

00:03:41,880 --> 00:03:46,880

And they open up on Boxing Day at midnight.

104

00:03:46,880 --> 00:03:50,880

All right, let's get this show on the road.

105

00:03:50,880 --> 00:03:55,880

What's that guy carrying a tent?

106

00:03:55,880 --> 00:03:58,880

Watch you, I want to paint a picture for you.

107

00:03:58,880 --> 00:03:59,880

It's 1950 cents.

108

00:03:59,880 --> 00:04:01,880

It was hard to believe that literally a few feet away,

109

00:04:01,880 --> 00:04:05,880

a show host was beaming out live to millions.

110

00:04:05,880 --> 00:04:08,880

What these show hosts do, and I don't know for you,

111

00:04:08,880 --> 00:04:09,880

but it's one of the hardest jobs.

112

00:04:09,880 --> 00:04:10,880

I did it for a year and left.

113

00:04:10,880 --> 00:04:12,880

I couldn't take the pressure.

114

00:04:12,880 --> 00:04:13,880

It was too much.

115

00:04:13,880 --> 00:04:15,880

You've got to keep talking to three years.

116

00:04:15,880 --> 00:04:16,880

She's on my now.

117

00:04:16,880 --> 00:04:18,880

Look, we are on this 20 to five.

118

00:04:18,880 --> 00:04:19,880

We're on the air in about 40 minutes.

119

00:04:19,880 --> 00:04:20,880

I've got to get all set up.

120

00:04:20,880 --> 00:04:21,880

I've got to get makeup and I've got to get changed.

121

00:04:21,880 --> 00:04:22,880

So, we've got to go.

122

00:04:22,880 --> 00:04:24,880

We've got to help these ones.

123

00:04:24,880 --> 00:04:25,880

Thank you.

124

00:04:25,880 --> 00:04:26,880

Thank you.

125

00:04:26,880 --> 00:04:27,880

Solly.

126

00:04:27,880 --> 00:04:28,880

What?

127

00:04:28,880 --> 00:04:29,880

Is this it?

128

00:04:29,880 --> 00:04:30,880

This is the unit itself.

129

00:04:30,880 --> 00:04:31,880

This is the smart shop.

130

00:04:31,880 --> 00:04:32,880

This is the unit itself.

131

00:04:32,880 --> 00:04:33,880

Because I have not seen it before.

132

00:04:33,880 --> 00:04:34,880

Right, this is the smart shop.

133

00:04:34,880 --> 00:04:35,880

We sold over one million of these.

134

00:04:35,880 --> 00:04:36,880

Really?

135

00:04:36,880 --> 00:04:37,880

Yeah, these are really sharp.

136

00:04:37,880 --> 00:04:38,880

Watch your fingers.

137

00:04:38,880 --> 00:04:41,880

Flash is cash, so we make it look very colorful.

138

00:04:41,880 --> 00:04:43,880

So, does all this stuff get chopped up by the smart?

139

00:04:43,880 --> 00:04:44,880

Most of it, yeah.

140

00:04:44,880 --> 00:04:45,880

We've got to get ready.

141

00:04:45,880 --> 00:04:46,880

But in eight minutes, we've got a couple,

142

00:04:46,880 --> 00:04:47,880

we've got to chop an onion.

143

00:04:47,880 --> 00:04:50,880

We've got to do, we've got to chop an onion.

144

00:04:50,880 --> 00:04:52,880

We've got to do hash browns, which is the equivalent of potato telling.

145

00:04:52,880 --> 00:04:53,880

You're kidding me.

146

00:04:53,880 --> 00:04:54,880

You seem to be getting very focused.

147

00:04:54,880 --> 00:04:56,880

I am, again, kind of focused now, yeah.

148

00:04:56,880 --> 00:04:59,880

So, what I try and do is make sure, so this is my product shop.

149

00:04:59,880 --> 00:05:00,880

So, you get the smart shopper, one turn of the handle,

150

00:05:00,880 --> 00:05:02,880

four turns of the blade, the X-separator lig,

151

00:05:02,880 --> 00:05:04,880

the extra handle, you get the nose.

152

00:05:04,880 --> 00:05:05,880

Are you just going through your routine?

153

00:05:05,880 --> 00:05:06,880

Mentally, yeah.

154

00:05:06,880 --> 00:05:07,880

Just like this.

155

00:05:07,880 --> 00:05:08,880

One turn of the chopper is one turn of the handle.

156

00:05:08,880 --> 00:05:10,880

Three turns of the board turns of the blade.

157

00:05:10,880 --> 00:05:11,880

Why?

158

00:05:11,880 --> 00:05:12,880

There's three blades.

159

00:05:12,880 --> 00:05:13,880

But there's four.

160

00:05:13,880 --> 00:05:14,880

It rotates four times.

161

00:05:14,880 --> 00:05:15,880

So, that's like 12 turns.

162

00:05:15,880 --> 00:05:16,880

Yeah, 12 chops.

163

00:05:16,880 --> 00:05:17,880

12 chops.

164

00:05:17,880 --> 00:05:18,880

Is that what a good deal you can use?

165

00:05:18,880 --> 00:05:22,880

Yeah, I can do them, I can do them after my head's in place.

166

00:05:22,880 --> 00:05:23,880

You can't kick out of it, is it?

167

00:05:23,880 --> 00:05:24,880

Yeah, I know it.

168

00:05:24,880 --> 00:05:25,880

Okay.

169

00:05:25,880 --> 00:05:26,880

I look so you get focused.

170

00:05:26,880 --> 00:05:27,880

All right, we've got to get focused now,

171

00:05:27,880 --> 00:05:28,880

because we've got to sell some of these.

172

00:05:28,880 --> 00:05:29,880

All right, we've got about 18 minutes.

173

00:05:29,880 --> 00:05:30,880

Eight minutes.

174

00:05:30,880 --> 00:05:31,880

Yeah, we're set up.

175

00:05:31,880 --> 00:05:32,880

We've got to get makeup now.

176

00:05:32,880 --> 00:05:33,880

Okay, yeah, yeah, yeah.

177

00:05:33,880 --> 00:05:34,880

We've got to get makeup as well.

178

00:05:34,880 --> 00:05:35,880

Okay.

179

00:05:35,880 --> 00:05:36,880

We've got to run.

180

00:05:36,880 --> 00:05:37,880

Can I come with you?

181

00:05:37,880 --> 00:05:38,880

You can come, yeah, sure, let's go.

182

00:05:38,880 --> 00:05:39,880

We've got to go.

183

00:05:39,880 --> 00:05:40,880

Come on, Mo.

184

00:05:40,880 --> 00:05:41,880

So, you on before me or after me, darling?

185

00:05:41,880 --> 00:05:42,880

After.

186

00:05:42,880 --> 00:05:43,880

We've got like six minutes to get down there.

187

00:05:43,880 --> 00:05:44,880

How are you feeling?

188

00:05:44,880 --> 00:05:45,880

Good.

189

00:05:45,880 --> 00:05:46,880

I don't like being this late.

190

00:05:46,880 --> 00:05:47,880

You're aiming for \$2,000.

191

00:05:47,880 --> 00:05:48,880

Two is a good realistic opinion.

192

00:05:48,880 --> 00:05:49,880

A thousand, I'll be happy.

193

00:05:49,880 --> 00:05:51,880

Anything less than a thousand, I'll be, that'll be a half-road in.

194

00:05:51,880 --> 00:05:52,880

I'll quit.

195

00:05:52,880 --> 00:05:53,880

No.

196

00:05:53,880 --> 00:05:54,880

Yeah.

197

00:05:54,880 --> 00:05:55,880

I'll quit.

198

00:05:55,880 --> 00:05:56,880

I'll quit.

199

00:05:56,880 --> 00:05:57,880

I'll quit.

200

00:05:57,880 --> 00:05:58,880

I'll quit.

201

00:05:58,880 --> 00:05:59,880

I'll quit.

202

00:05:59,880 --> 00:06:00,880

I'll quit.

203

00:06:00,880 --> 00:06:01,880

I'll quit.

204

00:06:01,880 --> 00:06:02,880

No.

205

00:06:02,880 --> 00:06:03,880

Yeah.

206

00:06:03,880 --> 00:06:04,880

We should be able to do it, really.

207

00:06:04,880 --> 00:06:05,880

Okay.

208

00:06:05,880 --> 00:06:06,880

Five, peace.

209

00:06:06,880 --> 00:06:07,880

Tranquility.

210

00:06:07,880 --> 00:06:08,880

Save time.

211

00:06:08,880 --> 00:06:09,880

Save five seconds, ain't you see?

212

00:06:09,880 --> 00:06:10,880

We're already having it ready.

213

00:06:10,880 --> 00:06:11,880

A little trick.

214

00:06:11,880 --> 00:06:12,880

Cut it like this.

215

00:06:12,880 --> 00:06:14,880

Put it in there, got our hand, got our nuts, we've got our glass, we've got our dressing,

216

00:06:14,880 --> 00:06:20,880

we've got our milk, we've got eggs, red peppers, green peppers.

217

00:06:20,880 --> 00:06:22,880

Are you ready for this one?

218

00:06:22,880 --> 00:06:23,880

Are you ready for this one?

219

00:06:23,880 --> 00:06:24,880

How many are we going to sell?

220

00:06:24,880 --> 00:06:25,880

\$2,000.

221

00:06:25,880 --> 00:06:26,880

\$2,000.

222

00:06:26,880 --> 00:06:27,880

\$2,000.

223

00:06:27,880 --> 00:06:28,880

That's what we got to shoot for.

224

00:06:28,880 --> 00:06:29,880

I'll be happy.

225

00:06:29,880 --> 00:06:30,880

I'll be happy with that.

226

00:06:30,880 --> 00:06:31,880

You don't have it?

227

00:06:31,880 --> 00:06:32,880

Hi, everybody, and welcome back.

228

00:06:32,880 --> 00:06:33,880

We're giving you great home solutions this hour.

229

00:06:33,880 --> 00:06:34,880

I'm Terry Lewis Mason.

230

00:06:34,880 --> 00:06:36,880

Joining me right now is Anthony Sullivan.

231

00:06:36,880 --> 00:06:37,880

Hello, everybody.

232

00:06:37,880 --> 00:06:38,880

Through the Smart Shopper.

233

00:06:38,880 --> 00:06:39,880

It's a great home.

234

00:06:39,880 --> 00:06:40,880

It's a great home.

235

00:06:40,880 --> 00:06:41,880

It's a great home.

236

00:06:41,880 --> 00:06:42,880

It's a great home.

237

00:06:42,880 --> 00:06:43,880

It's a great home.

238

00:06:43,880 --> 00:06:44,880

It's a great home.

239

00:06:44,880 --> 00:06:45,880

It's a great home.

240

00:06:45,880 --> 00:06:46,880

It's a great home.

241

00:06:46,880 --> 00:06:47,880

It's a great home.

242

00:06:47,880 --> 00:06:48,880

It's a great home.

243

00:06:48,880 --> 00:06:49,880

Hello, everybody.

244

00:06:49,880 --> 00:06:50,880

Through the Smart Shopper.

245

00:06:50,880 --> 00:06:52,880

It's a manual food processor.

246

00:06:52,880 --> 00:06:55,380

One turn of the handle will give you four turns of the blade.

247

00:06:55,380 --> 00:06:59,880

If you love any type of stir-fry, peppers, onions, potatoes, cucumbers, anything you

248

00:06:59,880 --> 00:07:00,880

want to do, look at that cut.

249

00:07:00,880 --> 00:07:01,880

Let me show you this.

250

00:07:01,880 --> 00:07:02,880

Let me open this up.

251

00:07:02,880 --> 00:07:03,880

Okay?

252

00:07:03,880 --> 00:07:04,880

So if you want a great cheese, look at that.

253

00:07:04,880 --> 00:07:05,880

Unbelievable.

254

00:07:05,880 --> 00:07:07,440

That's the fastest cheese grater you'll use.

255

00:07:07,440 --> 00:07:11,640

So, and you also get the juicer as well, plus the whipping paddle and a color recipe

256

00:07:11,640 --> 00:07:12,640

book as well.

257

00:07:12,640 --> 00:07:13,640

It's fashion English.

258

00:07:13,640 --> 00:07:14,640

Here we go.

259

00:07:14,640 --> 00:07:15,640

That's salsa.

260

00:07:15,640 --> 00:07:16,640

Here we go.

261

00:07:16,640 --> 00:07:17,640

That's salsa.

262

00:07:17,640 --> 00:07:18,640

That's salsa.

263

00:07:18,640 --> 00:07:19,640

You can take horses for horseradish.

264

00:07:19,640 --> 00:07:20,640

You've got three minutes.

265

00:07:20,640 --> 00:07:21,640

Look at this.

266

00:07:21,640 --> 00:07:22,640

Look at this.

267

00:07:22,640 --> 00:07:23,640

Fresh homemade salsa.

268

00:07:23,640 --> 00:07:24,640

Look at that salsa.

269

00:07:24,640 --> 00:07:25,640

The table's clean.

270

00:07:25,640 --> 00:07:26,640

Okay?

271

00:07:26,640 --> 00:07:27,640

But this is \$15, Terry.

272

00:07:27,640 --> 00:07:28,640

Put a little ice cream.

273

00:07:28,640 --> 00:07:29,640

Shall we take a little ice cream?

274

00:07:29,640 --> 00:07:30,640

So all health-eating is good, but a balance.

275

00:07:30,640 --> 00:07:31,640

Every now and then.

276

00:07:31,640 --> 00:07:32,640

You know what I mean?

277

00:07:32,640 --> 00:07:33,640

A bit of balance.

278

00:07:33,640 --> 00:07:34,640

I like balance.

279

00:07:34,640 --> 00:07:35,640

You know what I mean?

280

00:07:35,640 --> 00:07:36,640

Thank you, Anthony.

281

00:07:36,640 --> 00:07:37,640

Thank you very much.

282

00:07:37,640 --> 00:07:38,640

Terry, go ahead, Mason.

283

00:07:38,640 --> 00:07:39,640

Thank you.

284

00:07:39,640 --> 00:07:40,640

We'll move along.

285

00:07:40,640 --> 00:07:41,640

We'll move along.

286

00:07:41,640 --> 00:07:42,640

You can't do her wet.

287

00:07:42,640 --> 00:07:43,640

It's okay.

288

00:07:43,640 --> 00:07:44,640

Okay.

289

00:07:44,640 --> 00:07:51,640

All that for eight minutes.

290

00:07:51,640 --> 00:07:54,640

It takes a bit of an interval.

291

00:07:54,640 --> 00:07:55,640

It's amazing.

292

00:07:55,640 --> 00:07:56,640

I don't know how it was.

293

00:07:56,640 --> 00:07:57,640

I've got to find out how many we've solved.

294

00:07:57,640 --> 00:07:58,640

So fast, though.

295

00:07:58,640 --> 00:07:59,640

Just trying to create some excitement.

296

00:07:59,640 --> 00:08:00,640

Yeah.

297

00:08:00,640 --> 00:08:01,640

Hopefully we did good.

298

00:08:01,640 --> 00:08:02,640

I don't know.

299

00:08:02,640 --> 00:08:03,640

Let's go see how we did.

300

00:08:03,640 --> 00:08:08,640

We've got 16,714 left, so we've got 1,000 solved right now.

301

00:08:08,640 --> 00:08:09,640

It's still active.

302

00:08:09,640 --> 00:08:10,640

Yeah.

303

00:08:10,640 --> 00:08:11,640

So there's still...

304

00:08:11,640 --> 00:08:12,640

So you don't have to quit?

305

00:08:12,640 --> 00:08:13,640

No.

306

00:08:13,640 --> 00:08:15,640

It's quite fascinating, isn't it?

307

00:08:15,640 --> 00:08:16,640

It is.

308

00:08:16,640 --> 00:08:17,640

It's amazing.

309

00:08:17,640 --> 00:08:18,640

You're not there.

310

00:08:18,640 --> 00:08:19,640

You're going to be out there.

311

00:08:19,640 --> 00:08:20,640

Yeah.

312

00:08:20,640 --> 00:08:21,640

You're going to have to get this tick in.

313

00:08:21,640 --> 00:08:22,640

I'm a little worried about it.

314

00:08:22,640 --> 00:08:23,640

We want to just get it off the screen.

315

00:08:23,640 --> 00:08:24,640

You can do it.

316

00:08:24,640 --> 00:08:25,640

You're going to take some advice.

317

00:08:25,640 --> 00:08:26,640

I'm a little worried about it.

318

00:08:26,640 --> 00:08:27,640

I'm serious, man.

319

00:08:27,640 --> 00:08:28,640

I couldn't do what you just said.

320

00:08:28,640 --> 00:08:29,640

No?

321

00:08:29,640 --> 00:08:30,640

You're not taking it?

322

00:08:30,640 --> 00:08:32,640

Powered by the air you breathe, activated by the water.

323

00:08:32,640 --> 00:08:33,640

Did you and I drink?

324

00:08:33,640 --> 00:08:35,640

This is Mother Nature approved.

325

00:08:35,640 --> 00:08:36,640

Oh my goodness.

326

00:08:36,640 --> 00:08:37,640

It needs a handle.

327

00:08:37,640 --> 00:08:38,640

It's so big.

328

00:08:38,640 --> 00:08:39,640

I'm so excited.

329

00:08:39,640 --> 00:08:40,640

I get to do it.

330

00:08:40,640 --> 00:08:42,640

How do you make it all?

331

00:08:42,640 --> 00:08:44,640

What do you think when you walked in today?

332

00:08:44,640 --> 00:08:45,640

When I walked in, I didn't know.

333

00:08:45,640 --> 00:08:50,360

I watched a little bit of the Home Shopping Network, but I thought probably not much to

334

00:08:50,360 --> 00:08:51,360

it.

335

00:08:51,360 --> 00:08:52,360

People talking about products.

336

00:08:52,360 --> 00:08:56,640

But when I saw you, I thought actually that's quite frightening because that's a serious

337

00:08:56,640 --> 00:08:57,640

skill.

338

00:08:57,640 --> 00:09:08,200

I'd arranged my own selling debut on the Home Shopping Network.

339

00:09:08,200 --> 00:09:12,440

Until then, I wanted to meet someone on the next level of obsession, not just pitching

340

00:09:12,440 --> 00:09:15,560

a product on air, but inventing it too.

341

00:09:15,560 --> 00:09:20,920

Sully said he knew just the man, Dr. Parris and his wind gym.

342

00:09:20,920 --> 00:09:22,320

Introducing the wind gym.

343

00:09:22,320 --> 00:09:24,200

You've never seen anything like this.

344

00:09:24,200 --> 00:09:28,120

You can get the body you want and deserve with the wind gym.

345

00:09:28,120 --> 00:09:32,320

Conceived and designed by Dr. Wynn Parris.

346

00:09:32,320 --> 00:09:36,480

I found Dr. Parris on the opposite coast in a Los Angeles suburb.

347

00:09:36,480 --> 00:09:45,560

Surprisingly for a fitness guru, he lived in a retirement community called Leisure World.

348

00:09:45,560 --> 00:09:46,560

Which way?

349

00:09:46,560 --> 00:09:47,560

North.

350

00:09:47,560 --> 00:09:56,560

This is the Dr. Wynn gym.

351

00:09:56,560 --> 00:09:57,560

Good workout.

352

00:09:57,560 --> 00:10:01,600

You know, we don't just go like this or any.

353

00:10:01,600 --> 00:10:02,600

Why?

354

00:10:02,600 --> 00:10:03,600

Because we're in shape.

355

00:10:03,600 --> 00:10:04,600

I think I did my back end.

356

00:10:04,720 --> 00:10:09,120

I'm here because you've made an infomercial.

357

00:10:09,120 --> 00:10:10,120

Where are you going?

358

00:10:10,120 --> 00:10:11,120

A wind commercial.

359

00:10:11,120 --> 00:10:12,120

This is it.

360

00:10:12,120 --> 00:10:13,120

Our total concept.

361

00:10:13,120 --> 00:10:17,120

Spiritual fitness, mental fitness, attitude and physical fitness.

362

00:10:17,120 --> 00:10:21,000

The wind with wind way of life.

363

00:10:21,000 --> 00:10:24,120

So you're a successful fitness entrepreneur, no?

364

00:10:24,120 --> 00:10:29,080

Well, I've earned millions and millions and millions and millions and millions and millions

365

00:10:29,080 --> 00:10:30,080

of dollars.

366

00:10:30,080 --> 00:10:33,040

Let me ask you something quickly.

367

00:10:33,040 --> 00:10:37,960

I'm looking around and I'm seeing writing all over the walls.

368

00:10:37,960 --> 00:10:41,760

It's so logical if you have a good thought, why just lose it?

369

00:10:41,760 --> 00:10:44,600

The mother of all infomercials.

370

00:10:44,600 --> 00:10:47,440

People by belief in the person.

371

00:10:47,440 --> 00:10:53,240

By the way, if the person in charge of this place saw this, they'd throw me out immediately.

372

00:10:53,240 --> 00:10:56,360

That seems to own to this place.

373

00:10:56,360 --> 00:11:00,800

You know, when people see this on TV, when they see you doing this and they see this,

374

00:11:00,920 --> 00:11:03,560

they're going to think it takes a little strange.

375

00:11:03,560 --> 00:11:06,000

It's not the same to me.

376

00:11:06,000 --> 00:11:08,320

I think it's, it works.

377

00:11:10,920 --> 00:11:13,320

What are the, and then you got more over here.

378

00:11:13,320 --> 00:11:14,080

What is this one?

379

00:11:14,080 --> 00:11:15,680

Paws, Bill Gates.

380

00:11:15,680 --> 00:11:16,040

Okay.

381

00:11:16,040 --> 00:11:21,640

Now logically, I want to sound realistic, but basically only 15% of the people in the

382

00:11:21,640 --> 00:11:23,320

world have computers.

383

00:11:23,320 --> 00:11:25,320

But how many have a body?

384

00:11:25,320 --> 00:11:27,320

Six billion.

385

00:11:27,360 --> 00:11:34,480

So the potential is there to pass up Bill Gates and Microsoft if I had the right products

386

00:11:34,480 --> 00:11:35,480

and marketing program.

387

00:11:35,480 --> 00:11:41,320

You mean create a bigger company, have more commercial success than Bill Gates?

388

00:11:41,320 --> 00:11:43,320

The richest man in the world?

389

00:11:43,320 --> 00:11:48,440

Well, Wyn wanted to show me the inventions that would help him pass Bill Gates, beginning

390

00:11:48,440 --> 00:11:50,320

with the buy-buy belly.

391

00:11:50,320 --> 00:11:52,800

This is the mother of all exercises right here.

392

00:11:52,800 --> 00:11:54,760

Now touch your right hand to your left foot.

393

00:11:57,520 --> 00:11:59,520

And now your left hand to your right foot.

394

00:12:02,040 --> 00:12:08,240

So with this exercise, you get your upper abs as you go up, your lower abs as you go down,

395

00:12:08,240 --> 00:12:12,240

you're massaging your intestines, which helps you be a regular person.

396

00:12:12,240 --> 00:12:13,920

And you're spreading, what do you mean regular?

397

00:12:13,920 --> 00:12:16,480

Well, you know, it helps constipation.

398

00:12:16,480 --> 00:12:19,040

You're compressing the feces in your intestines.

399

00:12:19,040 --> 00:12:19,760

Seriously?

400

00:12:19,760 --> 00:12:20,560

Yeah.

401

00:12:20,560 --> 00:12:25,080

You combine that with certain nutritional things in water and shum.

402

00:12:25,080 --> 00:12:27,360

Do you really want shum?

403

00:12:27,360 --> 00:12:32,240

No, see, no, not that, but see, this is compressing your intestines.

404

00:12:32,240 --> 00:12:35,880

It's squeezing the stuff out of it.

405

00:12:35,880 --> 00:12:37,000

Like a toothpaste you use.

406

00:12:37,000 --> 00:12:38,440

That's right.

407

00:12:38,440 --> 00:12:39,360

You're doing great.

408

00:12:39,360 --> 00:12:43,000

And I want to show you the new product that you're going to use while you're doing this.

409

00:12:43,000 --> 00:12:44,920

What I'm going to use is a wallam doing this.

410

00:12:44,920 --> 00:12:46,440

OK, here you go.

411

00:12:46,440 --> 00:12:47,480

This is a new product.

412

00:12:47,480 --> 00:12:49,160

This is on here right now.

413

00:12:49,160 --> 00:12:51,360

We'll sell over 10 million of these.

414

00:12:51,360 --> 00:12:52,800

You're making money on this.

415

00:12:52,800 --> 00:12:54,360

I'll tell you how much I'm earning.

416

00:12:54,360 --> 00:12:56,920

Yeah.

417

00:12:56,920 --> 00:13:00,760

I should net between 20 and 30 million dollars globally.

418

00:13:00,760 --> 00:13:02,360

So why are you living in this place?

419

00:13:02,360 --> 00:13:03,840

You should be living in a mansion.

420

00:13:03,840 --> 00:13:06,160

Listen, there's a lot of greedy people around.

421

00:13:06,160 --> 00:13:09,320

Where any one person cost me millions of dollars,

422

00:13:09,320 --> 00:13:12,000

and I won't say anything more about it, millions.

423

00:13:12,000 --> 00:13:13,560

But anyway, here we go.

424

00:13:13,560 --> 00:13:14,160

See that?

425

00:13:14,160 --> 00:13:14,560

Yeah.

426

00:13:14,560 --> 00:13:16,200

First pneumatic exercise device.

427

00:13:16,200 --> 00:13:18,120

So hold it here.

428

00:13:18,120 --> 00:13:19,920

Now hold your wind, Jim.

429

00:13:19,920 --> 00:13:21,200

I'm going to get one.

430

00:13:21,200 --> 00:13:22,320

What are you doing?

431

00:13:22,320 --> 00:13:24,400

I'm instructing you.

432

00:13:24,400 --> 00:13:28,720

But if I do the exercise, uh-oh, I thought I unplugged it.

433

00:13:28,720 --> 00:13:29,280

Hello?

434

00:13:29,280 --> 00:13:30,520

Winter.

435

00:13:30,520 --> 00:13:32,200

Yeah.

436

00:13:32,200 --> 00:13:33,600

Not right now.

437

00:13:33,600 --> 00:13:35,240

Let's go.

438

00:13:35,240 --> 00:13:37,200

You just disconnected.

439

00:13:37,200 --> 00:13:37,800

That's OK.

440

00:13:37,800 --> 00:13:38,760

Let's go.

441

00:13:38,760 --> 00:13:41,280

Well, we're doing a TV show, aren't we?

442

00:13:41,280 --> 00:13:42,000

Let's go.

443

00:13:42,000 --> 00:13:42,440

Like this.

444

00:13:47,560 --> 00:13:50,960

See the chest muscles?

445

00:13:50,960 --> 00:13:51,800

I like this.

446

00:13:51,840 --> 00:13:54,680

Win was even more excited about his next big project.

447

00:13:54,680 --> 00:13:57,760

This is our beautiful bun machine.

448

00:13:57,760 --> 00:13:58,400

Who's going to?

449

00:13:58,400 --> 00:13:59,160

So you're going to do?

450

00:13:59,160 --> 00:14:01,160

By the way, I invented this 20 years ago.

451

00:14:01,160 --> 00:14:01,600

Did you?

452

00:14:01,600 --> 00:14:02,280

Yeah.

453

00:14:02,280 --> 00:14:03,160

Here's the way it goes.

454

00:14:06,440 --> 00:14:06,920

See this?

455

00:14:09,800 --> 00:14:14,640

Now just take your hand and hit me on the butt.

456

00:14:14,640 --> 00:14:15,920

It's like wood.

457

00:14:15,920 --> 00:14:18,360

OK, that gets the upper butt, OK?

458

00:14:18,360 --> 00:14:19,320

Shall I do it harder?

459

00:14:19,320 --> 00:14:20,400

Yeah.

460

00:14:20,400 --> 00:14:21,520

Harder.

461

00:14:22,440 --> 00:14:25,880

Win's idea to redesign his beautiful buns,

462

00:14:25,880 --> 00:14:29,400

projecting a potential billion dollars in sales.

463

00:14:29,400 --> 00:14:31,440

That's the upper butt.

464

00:14:31,440 --> 00:14:32,520

So now you're going to do it.

465

00:14:32,520 --> 00:14:34,040

OK.

466

00:14:34,040 --> 00:14:36,960

Jump up and get your hips forward a little more.

467

00:14:36,960 --> 00:14:39,440

This is dangerous.

468

00:14:39,440 --> 00:14:39,960

I agree.

469

00:14:39,960 --> 00:14:42,120

That's why I'm not selling it here.

470

00:14:42,120 --> 00:14:45,080

But I may sell it in Asia.

471

00:14:45,080 --> 00:14:48,080

Up and down.

472

00:14:48,080 --> 00:14:49,760

Up.

473

00:14:49,760 --> 00:14:50,720

Yeah.

474

00:14:50,720 --> 00:14:52,360

Ow.

475

00:14:52,360 --> 00:14:52,860

Again.

476

00:14:52,860 --> 00:14:54,200

Come on, do your exercises.

477

00:15:01,680 --> 00:15:03,440

That's a hard exercise.

478

00:15:03,440 --> 00:15:05,440

Yeah, that's why I'm not going to use that machine here.

479

00:15:05,440 --> 00:15:06,480

But it's great for me.

480

00:15:06,480 --> 00:15:07,200

I love it.

481

00:15:07,200 --> 00:15:08,440

I mean, I'm a little bit dizzy.

482

00:15:15,520 --> 00:15:16,720

So we're about to go into a meeting where

483

00:15:16,720 --> 00:15:18,800

they're going to analyze how to make the beautiful buns

484

00:15:18,800 --> 00:15:19,800

machine better.

485

00:15:19,840 --> 00:15:21,600

So it's safer.

486

00:15:21,600 --> 00:15:22,240

Hello.

487

00:15:22,240 --> 00:15:24,080

When will it win?

488

00:15:24,080 --> 00:15:27,000

Do you ever encounter problems within the information

489

00:15:27,000 --> 00:15:30,160

world because you're such a flamboyant person?

490

00:15:30,160 --> 00:15:31,960

Well, I don't feel I'm flamboyant.

491

00:15:31,960 --> 00:15:33,280

I feel normal.

492

00:15:33,280 --> 00:15:34,360

You are normal.

493

00:15:34,360 --> 00:15:36,440

Just a different kind of normal.

494

00:15:36,440 --> 00:15:38,120

I've never been here before.

495

00:15:38,120 --> 00:15:39,800

Still feeling slightly dizzy, I was

496

00:15:39,800 --> 00:15:42,560

tagging along with Dr. Wynn to the headquarters

497

00:15:42,560 --> 00:15:45,640

of Darren Severus Industrial Design.

498

00:15:45,640 --> 00:15:48,080

Wynn's planned for the meeting a new design

499

00:15:48,080 --> 00:15:50,960

and maybe some money for his beautiful buns.

500

00:15:50,960 --> 00:15:55,600

Is this a meeting where you put together a proposal

501

00:15:55,600 --> 00:15:59,080

as to how you would manufacture beautiful buns, Dr. Wynn's

502

00:15:59,080 --> 00:15:59,960

latest concept?

503

00:15:59,960 --> 00:16:01,840

How you would develop the development.

504

00:16:01,840 --> 00:16:05,480

This is for the design and development of the product

505

00:16:05,480 --> 00:16:09,920

and assistance in getting that into manufacturing.

506

00:16:09,920 --> 00:16:13,560

The thing is, with the present one,

507

00:16:13,560 --> 00:16:16,320

we have a person lying like this.

508

00:16:16,320 --> 00:16:19,560

The only thing is that since they're off the ground,

509

00:16:19,560 --> 00:16:21,880

they can fall down and hit themselves.

510

00:16:21,880 --> 00:16:25,400

So the way I sort of visualize the new one

511

00:16:25,400 --> 00:16:29,640

is something more or less like this.

512

00:16:29,640 --> 00:16:33,000

Then they're moving their legs down like this

513

00:16:33,000 --> 00:16:34,440

to get the lower butt.

514

00:16:34,440 --> 00:16:36,520

I mean, that's roughly what I see.

515

00:16:36,520 --> 00:16:37,240

It's wide open.

516

00:16:37,240 --> 00:16:40,360

It's long as it's safe and sexy.

517

00:16:40,360 --> 00:16:41,520

Those are the two criteria.

518

00:16:42,520 --> 00:16:47,080

The main things we have to be on the air in September.

519

00:16:47,080 --> 00:16:49,480

It's the most concrete definition of what it is,

520

00:16:49,480 --> 00:16:51,400

that sketch on the wall there.

521

00:16:51,400 --> 00:16:52,600

Both are.

522

00:16:52,600 --> 00:16:55,360

I mean, I can see it working in my mind.

523

00:16:55,360 --> 00:16:57,920

It's got to look sexy on television.

524

00:16:57,920 --> 00:17:03,680

I have a photo at my art in D-thing where a girl is on it.

525

00:17:03,680 --> 00:17:06,240

You know, once you happen to have had a G-string on it,

526

00:17:06,240 --> 00:17:07,320

it's a baby coat.

527

00:17:07,320 --> 00:17:09,040

But her butt was sticking up in the air,

528

00:17:09,040 --> 00:17:10,640

and that would really sell.

529

00:17:11,360 --> 00:17:17,760

So whatever it is, the body part should be a little obvious.

530

00:17:17,760 --> 00:17:20,080

It's not what to go on, though.

531

00:17:20,080 --> 00:17:23,000

But it's very important because television is visual.

532

00:17:23,000 --> 00:17:23,760

Yeah.

533

00:17:23,760 --> 00:17:25,680

That's the basic concept, but we want

534

00:17:25,680 --> 00:17:28,240

it to be as sexy as possible.

535

00:17:28,240 --> 00:17:31,880

Everything we do really has about a billion dollar potential.

536

00:17:31,880 --> 00:17:33,040

You're going to win with win.

537

00:17:33,040 --> 00:17:35,160

So just join me in saying it very quietly.

538

00:17:35,160 --> 00:17:36,760

Win with win.

539

00:17:36,760 --> 00:17:37,360

Win.

540

00:17:37,360 --> 00:17:38,200

Come on.

541

00:17:38,200 --> 00:17:39,520

Win with win.

542

00:17:39,560 --> 00:17:42,520

Win with everybody.

543

00:17:42,520 --> 00:17:43,640

One, two, three.

544

00:17:43,640 --> 00:17:45,080

Win with win.

545

00:17:45,080 --> 00:17:46,240

OK, a little louder.

546

00:17:46,240 --> 00:17:47,560

Win with win.

547

00:17:47,560 --> 00:17:48,400

Little louder.

548

00:17:48,400 --> 00:17:49,400

Win with win.

549

00:17:49,400 --> 00:17:50,320

Now stand up.

550

00:17:50,320 --> 00:17:50,840

Stand up.

551

00:17:50,840 --> 00:17:52,080

Come on, get up.

552

00:17:52,080 --> 00:17:53,040

Get up, you guys.

553

00:17:53,040 --> 00:17:54,520

Little bunch of engineers.

554

00:17:54,520 --> 00:17:58,160

And jump up and say, win with win.

555

00:17:58,160 --> 00:17:58,840

That's it.

556

00:18:01,520 --> 00:18:03,400

Good meeting.

557

00:18:03,400 --> 00:18:06,640

While Win made some calls, I cornered the engineers.

558

00:18:06,680 --> 00:18:10,720

But I sort of wanted to get your take on how the meeting was.

559

00:18:10,720 --> 00:18:12,520

I wanted what you made of them.

560

00:18:12,520 --> 00:18:15,480

Well, I think that he's a real flamboyant guy,

561

00:18:15,480 --> 00:18:16,720

but I think he's real bright.

562

00:18:16,720 --> 00:18:19,440

And I feel like he's an honest person.

563

00:18:19,440 --> 00:18:20,160

He's a nice guy.

564

00:18:20,160 --> 00:18:21,440

He seems like a nice guy.

565

00:18:21,440 --> 00:18:24,960

I just don't know how for real he is, basically.

566

00:18:24,960 --> 00:18:25,720

We don't know yet.

567

00:18:25,720 --> 00:18:27,800

I looked into his organization.

568

00:18:27,800 --> 00:18:28,300

No.

569

00:18:28,300 --> 00:18:31,320

We don't have any information, any financial statements.

570

00:18:31,320 --> 00:18:34,000

A credit check, a background check to make sure that.

571

00:18:34,000 --> 00:18:35,000

You do know.

572

00:18:35,000 --> 00:18:36,440

The only thing we can do is look at,

573

00:18:36,440 --> 00:18:38,200

he does have a product on the market.

574

00:18:38,200 --> 00:18:39,480

It seems to be selling well.

575

00:18:39,480 --> 00:18:42,400

It's a pretty high end infomercial.

576

00:18:42,400 --> 00:18:43,400

That's all we have to go on.

577

00:18:43,400 --> 00:18:44,640

Now, I think there's a really good chance

578

00:18:44,640 --> 00:18:46,560

we'll sign a contract.

579

00:18:46,560 --> 00:18:48,680

What do you think, Mark?

580

00:18:48,680 --> 00:18:50,600

I think I'll give it a 50-50 chance,

581

00:18:50,600 --> 00:18:52,480

but I think we'll know within the next two weeks.

582

00:18:58,840 --> 00:19:00,800

Whatever the fate of Win's beautiful buns,

583

00:19:00,800 --> 00:19:02,800

his win gym was already launched.

584

00:19:02,800 --> 00:19:04,080

But what was it like for someone

585

00:19:04,120 --> 00:19:06,400

to be on the verge of closing their first major deal?

586

00:19:12,720 --> 00:19:14,720

That's what led me to Chesere.

587

00:19:14,720 --> 00:19:17,240

A hairdresser and Elvis fan, Chesere

588

00:19:17,240 --> 00:19:20,080

was angling for a spot on the home shopping network.

589

00:19:20,080 --> 00:19:23,880

He had a perfume and a cosmetic system called face-shaking.

590

00:19:23,880 --> 00:19:26,280

Chesere, good to see you.

591

00:19:26,280 --> 00:19:26,640

How are you?

592

00:19:26,640 --> 00:19:27,280

How's it going?

593

00:19:27,280 --> 00:19:28,280

How you doing?

594

00:19:28,280 --> 00:19:29,080

Good morning, sir.

595

00:19:29,080 --> 00:19:30,000

You must be Rudy.

596

00:19:30,000 --> 00:19:31,480

I'm Rudy.

597

00:19:31,480 --> 00:19:32,040

Good.

598

00:19:32,040 --> 00:19:34,040

OK.

599

00:19:35,000 --> 00:19:36,240

Are you about to make face-shaking?

600

00:19:36,240 --> 00:19:39,680

I was just playing with Valerie's face

601

00:19:39,680 --> 00:19:43,400

as we were just playing around with the product

602

00:19:43,400 --> 00:19:46,440

as we're getting prepped for before we got on camera.

603

00:19:46,440 --> 00:19:50,640

If everything goes well today, what happens?

604

00:19:50,640 --> 00:19:53,680

You get a great presentation for the face-shaking product.

605

00:19:53,680 --> 00:19:56,480

What we're doing today is we're putting together a tape

606

00:19:56,480 --> 00:19:58,680

that is going to be sent to home shopping

607

00:19:58,680 --> 00:20:01,120

and so they can see how the whole concept works.

608

00:20:01,120 --> 00:20:03,760

And then we'll either get booked on it or not.

609

00:20:03,800 --> 00:20:06,200

Then also we're shooting like a commercial spot today

610

00:20:06,200 --> 00:20:07,720

for the fragrance.

611

00:20:07,720 --> 00:20:10,040

And we would also put that on home shopping.

612

00:20:10,040 --> 00:20:11,400

What's the fragrance bottle?

613

00:20:11,400 --> 00:20:16,000

I created the fragrance that is really special

614

00:20:16,000 --> 00:20:17,960

and it's in a bottle like this.

615

00:20:17,960 --> 00:20:18,480

Wow.

616

00:20:18,480 --> 00:20:21,520

And when you tilt it, that's one cent.

617

00:20:21,520 --> 00:20:25,560

And when you shake it like this, it changes.

618

00:20:25,560 --> 00:20:26,760

Wow.

619

00:20:26,760 --> 00:20:27,480

Isn't it beautiful?

620

00:20:27,480 --> 00:20:28,600

That is beautiful.

621

00:20:28,600 --> 00:20:31,720

It's like salad dressing.

622

00:20:31,720 --> 00:20:33,320

Yeah, yeah, you're mixing this algae.

623

00:20:34,080 --> 00:20:34,800

Yeah, yeah.

624

00:20:34,800 --> 00:20:37,880

Like that's why I say you've got to be really careful with this.

625

00:20:37,880 --> 00:20:39,120

But it really does work.

626

00:20:39,120 --> 00:20:43,720

It's the fragrance when you mix it together is so sensual.

627

00:20:43,720 --> 00:20:45,440

It really is so sensual.

628

00:20:45,440 --> 00:20:46,040

It's amazing.

629

00:20:46,040 --> 00:20:47,240

I've never seen anything like that.

630

00:20:47,240 --> 00:20:49,400

No, no, nobody has.

631

00:20:49,400 --> 00:20:52,920

Let's do a little lighting check, Bob.

632

00:20:52,920 --> 00:20:54,200

OK, we ready to roll?

633

00:20:54,200 --> 00:20:55,400

We can just play.

634

00:20:55,400 --> 00:20:56,760

All right, just play.

635

00:20:56,760 --> 00:20:58,720

This is our first big test here.

636

00:20:58,720 --> 00:21:00,080

Let's pretend we're on home shopping.

637

00:21:00,080 --> 00:21:01,040

All right, OK.

638

00:21:01,040 --> 00:21:01,760

Are we ready?

639

00:21:01,760 --> 00:21:02,760

Chesere up, B.

640

00:21:02,760 --> 00:21:05,000

Right, let's go, baby.

641

00:21:05,000 --> 00:21:06,640

Hi, my name is Chesere.

642

00:21:06,640 --> 00:21:08,080

And this is Valerie.

643

00:21:08,080 --> 00:21:11,400

And what I'm holding in my hand is a revolutionary, magical,

644

00:21:11,400 --> 00:21:13,120

almost like magical wand.

645

00:21:13,120 --> 00:21:14,400

Let's go, Chesere.

646

00:21:14,400 --> 00:21:15,200

Excitement.

647

00:21:15,200 --> 00:21:15,840

Hello.

648

00:21:15,840 --> 00:21:16,920

Don't bore me.

649

00:21:16,920 --> 00:21:18,120

Go over the top.

650

00:21:18,120 --> 00:21:19,760

We're playing here.

651

00:21:19,760 --> 00:21:20,240

OK?

652

00:21:20,240 --> 00:21:21,080

Boom, boom.

653

00:21:21,080 --> 00:21:21,880

Whoa.

654

00:21:21,880 --> 00:21:22,520

OK?

655

00:21:22,520 --> 00:21:23,480

Exciting, fun.

656

00:21:23,480 --> 00:21:24,280

How about an eyelift?

657

00:21:24,280 --> 00:21:25,120

Watch this eye thing.

658

00:21:25,120 --> 00:21:25,680

Watch this.

659

00:21:25,680 --> 00:21:26,200

Woo.

660

00:21:26,200 --> 00:21:26,600

OK?

661

00:21:26,600 --> 00:21:27,680

Want to use it for contouring?

662

00:21:27,680 --> 00:21:28,600

Want to use it for bronzer?

663

00:21:28,600 --> 00:21:31,120

Chins, cheeks, eyes.

664

00:21:31,160 --> 00:21:32,240

Shaping.

665

00:21:32,240 --> 00:21:34,240

Fun, fun, fun, Chesere.

666

00:21:34,240 --> 00:21:36,040

Yay, it's the Chesere Show.

667

00:21:36,040 --> 00:21:37,040

Here we go.

668

00:21:37,040 --> 00:21:39,040

We are ready.

669

00:21:39,040 --> 00:21:40,760

And action.

670

00:21:40,760 --> 00:21:41,960

Hi, my name is Chesere.

671

00:21:41,960 --> 00:21:43,720

And this is Valerie.

672

00:21:43,720 --> 00:21:45,680

Makeup should be fun, shouldn't it?

673

00:21:45,680 --> 00:21:47,160

It's a revolutionary product.

674

00:21:47,160 --> 00:21:49,080

It's got micronized minerals that

675

00:21:49,080 --> 00:21:51,480

are the key ingredients in this wand.

676

00:21:51,480 --> 00:21:53,800

So that your cheekbones appear to be.

677

00:21:53,800 --> 00:21:54,760

Hi.

678

00:21:54,760 --> 00:21:56,360

Tell me how it feels as I feel.

679

00:21:56,360 --> 00:21:59,480

You've been Chesmerized.

680

00:21:59,480 --> 00:22:01,000

Thank you.

681

00:22:01,000 --> 00:22:02,920

And I just stood up just a little bit.

682

00:22:02,920 --> 00:22:03,680

OK.

683

00:22:03,680 --> 00:22:07,600

It's your big fashion clamor shot.

684

00:22:07,600 --> 00:22:09,880

As they wrapped things up, I took my leave,

685

00:22:09,880 --> 00:22:12,000

with arrangements to meet Chesere later in the day.

686

00:22:16,240 --> 00:22:18,760

So that afternoon, I arrived at Chesere's hair cutting

687

00:22:18,760 --> 00:22:21,960

salon in Beverly Hills.

688

00:22:21,960 --> 00:22:23,880

What is the actual product?

689

00:22:23,880 --> 00:22:28,200

The actual product is a face shaping, almost magic like wand

690

00:22:28,200 --> 00:22:28,960

that I created.

691

00:22:28,960 --> 00:22:29,800

It's a wand.

692

00:22:29,800 --> 00:22:30,200

Yes.

693

00:22:30,200 --> 00:22:32,640

And there is a powder.

694

00:22:32,640 --> 00:22:36,000

These products right in here.

695

00:22:36,000 --> 00:22:38,920

It's made from micronized minerals.

696

00:22:38,920 --> 00:22:40,840

They're incredibly refined.

697

00:22:40,840 --> 00:22:41,340

Really?

698

00:22:41,340 --> 00:22:42,520

The process.

699

00:22:42,520 --> 00:22:44,520

It's very few people know how to do that.

700

00:22:44,520 --> 00:22:47,680

How to micronize them?

701

00:22:47,680 --> 00:22:49,480

Put it on, lines are gone.

702

00:22:49,480 --> 00:22:51,480

I might even do some on you, because you

703

00:22:51,480 --> 00:22:53,600

had a long trip from England.

704

00:22:53,600 --> 00:22:55,240

You might actually face shape me.

705

00:22:55,240 --> 00:22:56,760

I could face shape you.

706

00:22:56,760 --> 00:22:58,320

I might even do your hair and make

707

00:22:58,320 --> 00:23:01,080

your hair look a little bit fuller, I think.

708

00:23:04,680 --> 00:23:06,240

Do you watch a lot of info commercials?

709

00:23:06,240 --> 00:23:06,880

No.

710

00:23:06,880 --> 00:23:08,760

Well, how?

711

00:23:08,760 --> 00:23:13,840

Because there was a story about Albert,

712

00:23:13,840 --> 00:23:17,040

where he was asked by his step brother why he didn't listen

713

00:23:17,040 --> 00:23:18,640

to any other music.

714

00:23:18,640 --> 00:23:20,840

And he said, it takes the edge off of me.

715

00:23:20,840 --> 00:23:22,520

I don't want to go out there and look at somebody

716

00:23:22,520 --> 00:23:24,840

and have it in my head and be copying that,

717

00:23:24,840 --> 00:23:27,360

because I see things my way.

718

00:23:27,400 --> 00:23:27,880

That's right.

719

00:23:27,880 --> 00:23:31,160

Am I going to look like you when this is done?

720

00:23:31,160 --> 00:23:32,960

You're going to look like a better version of you.

721

00:23:40,720 --> 00:23:42,880

So are you going to use the wand on me as well?

722

00:23:42,880 --> 00:23:43,880

Yeah.

723

00:23:43,880 --> 00:23:46,320

But first, before I do that, I'm going to balance your hair

724

00:23:46,320 --> 00:23:47,840

out a little bit differently.

725

00:23:47,840 --> 00:23:49,360

You're actually going to cut it?

726

00:23:49,360 --> 00:23:50,280

Of course I'm going to cut it.

727

00:23:50,280 --> 00:23:51,600

Well, don't cut it too much.

728

00:23:51,600 --> 00:23:52,080

No, no, no.

729

00:23:52,080 --> 00:23:54,280

I'm going to make it look longer when it's done.

730

00:23:54,280 --> 00:23:55,760

Yeah, very lightly.

731

00:23:57,360 --> 00:23:59,360

It's going to be funky.

732

00:23:59,360 --> 00:24:00,360

Mm.

733

00:24:00,360 --> 00:24:02,360

Is Cheserey your favorite name?

734

00:24:02,360 --> 00:24:06,360

When I was style director for all the Saxon Avenue stores,

735

00:24:06,360 --> 00:24:08,360

my real name was Salvatore.

736

00:24:08,360 --> 00:24:11,360

I was Salvatore of Saxon Avenue, and I hated that.

737

00:24:11,360 --> 00:24:15,360

So I was watching a TV show called Comeback one day,

738

00:24:15,360 --> 00:24:18,360

and there was an actor on there, and his name was Cheserey.

739

00:24:18,360 --> 00:24:21,360

And then I was like, I'm going to be a good actor.

740

00:24:21,360 --> 00:24:24,360

And I was like, I'm going to be a good actor.

741

00:24:24,360 --> 00:24:27,360

And then there was an actor on there, and his name was Cheserey.

742

00:24:27,360 --> 00:24:29,360

And then he became Cheserey.

743

00:24:29,360 --> 00:24:31,360

Because you'd seen this show, Comeback?

744

00:24:31,360 --> 00:24:33,360

Yeah.

745

00:24:33,360 --> 00:24:35,360

One of the reasons I'm interested in infomercials

746

00:24:35,360 --> 00:24:39,360

is because you can sort of become a star through infomercials.

747

00:24:39,360 --> 00:24:40,360

Mm-hmm.

748

00:24:40,360 --> 00:24:42,360

I mean, is that something you'd be interested in?

749

00:24:42,360 --> 00:24:45,360

It's one of the reasons why I'm interested in it also, Lou.

750

00:24:45,360 --> 00:24:46,360

Really?

751

00:24:46,360 --> 00:24:50,360

Aside from creating something that is really beneficial

752

00:24:50,360 --> 00:24:52,360

in having a financial business,

753

00:24:52,360 --> 00:24:56,360

I wanted to have a syndicated TV show.

754

00:24:56,360 --> 00:24:57,360

Through infomercials?

755

00:24:57,360 --> 00:24:58,360

Coming from it.

756

00:24:58,360 --> 00:24:59,360

Coming from the income earner.

757

00:24:59,360 --> 00:25:01,360

Coming from the infomercial, yeah.

758

00:25:01,360 --> 00:25:02,360

Really?

759

00:25:02,360 --> 00:25:04,360

Come on.

760

00:25:04,360 --> 00:25:07,360

Now, Louie, I'm just going to go right forward.

761

00:25:07,360 --> 00:25:09,360

I'm going to shape out your face, OK?

762

00:25:09,360 --> 00:25:10,360

OK.

763

00:25:10,360 --> 00:25:12,360

Close your eyes.

764

00:25:12,360 --> 00:25:14,360

Is it going to revolutionize anything?

765

00:25:14,360 --> 00:25:16,360

In terms of women with makeup?

766

00:25:16,360 --> 00:25:17,360

Absolutely.

767

00:25:17,360 --> 00:25:20,360

Yeah.

768

00:25:20,360 --> 00:25:24,360

So will you get creative control of the infomercial you make?

769

00:25:24,360 --> 00:25:26,360

That's got to be a big issue, right?

770

00:25:26,360 --> 00:25:29,360

Yeah, that is a big issue.

771

00:25:29,360 --> 00:25:32,360

Because most companies try to take that away.

772

00:25:32,360 --> 00:25:36,360

The problem has been, it's something that I think is revolutionary

773

00:25:36,360 --> 00:25:40,360

in terms of how the minerals are and how to...

774

00:25:40,360 --> 00:25:44,360

And because of that, because of the very fact of what that is,

775

00:25:44,360 --> 00:25:45,360

it's...

776

00:25:45,360 --> 00:25:48,360

To some of the companies, it's scary, you know?

777

00:25:48,360 --> 00:25:49,360

Really?

778

00:25:49,360 --> 00:25:56,360

Yeah, it's not being fussed over, it's my favorite thing.

779

00:25:56,360 --> 00:26:03,360

I feel like a beautiful woman.

780

00:26:03,360 --> 00:26:05,360

There's a big mirror right over there.

781

00:26:05,360 --> 00:26:06,360

OK.

782

00:26:06,360 --> 00:26:07,360

Shall we?

783

00:26:07,360 --> 00:26:12,360

Over there.

784

00:26:12,360 --> 00:26:15,360

Hey, look at that.

785

00:26:15,360 --> 00:26:16,360

Amazing.

786

00:26:16,360 --> 00:26:18,360

There's so much body in the hair.

787

00:26:18,360 --> 00:26:20,360

Come over here.

788

00:26:20,360 --> 00:26:21,360

Thank you so much.

789

00:26:21,360 --> 00:26:23,360

You're welcome, you're welcome.

790

00:26:23,360 --> 00:26:24,360

You're welcome, it looks really cool.

791

00:26:24,360 --> 00:26:25,360

It looks really natural.

792

00:26:25,360 --> 00:26:27,360

It does, doesn't it?

793

00:26:27,360 --> 00:26:29,360

And your hair looks fuller.

794

00:26:29,360 --> 00:26:32,360

If everything goes according to plan, you're going to be known for this worldwide.

795

00:26:32,360 --> 00:26:33,360

For this, yeah.

796

00:26:33,360 --> 00:26:34,360

For doing this, right?

797

00:26:34,360 --> 00:26:35,360

Yeah.

798

00:26:35,360 --> 00:26:36,360

Creating the face shape.

799

00:26:36,360 --> 00:26:37,360

So how do you feel?

800

00:26:37,360 --> 00:26:38,360

I feel great.

801

00:26:38,360 --> 00:26:39,360

I feel terrific.

802

00:26:39,360 --> 00:26:40,360

I think it's going to work really well.

803

00:26:40,360 --> 00:26:41,360

I love it.

804

00:26:41,360 --> 00:26:42,360

Good.

805

00:26:42,360 --> 00:26:43,360

I really do.

806

00:26:43,360 --> 00:26:44,360

Thank you so much.

807

00:26:44,360 --> 00:26:45,360

I'm really happy, I'm happy.

808

00:26:45,360 --> 00:26:47,360

How are you doing?

809

00:26:47,360 --> 00:26:48,360

How are you?

810

00:26:48,360 --> 00:26:49,360

What do you think?

811

00:26:49,360 --> 00:26:51,360

You look fabulous.

812

00:26:51,360 --> 00:26:52,360

Do you?

813

00:26:52,360 --> 00:26:53,360

No, you do.

814

00:26:53,360 --> 00:26:54,360

Yeah, do you think so?

815

00:26:54,360 --> 00:26:56,360

Yeah, I think so.

816

00:26:56,360 --> 00:26:57,360

Definitely.

817

00:26:57,360 --> 00:26:58,360

Thank you very much.

818

00:26:58,360 --> 00:26:59,360

Well, you're very welcome.

819

00:26:59,360 --> 00:27:00,360

Yeah.

820

00:27:00,360 --> 00:27:01,360

See you later.

821

00:27:01,360 --> 00:27:02,360

OK, take care.

822

00:27:02,360 --> 00:27:16,360

I like Cheserey, but it seemed to me his real invention wasn't the only thing that

823

00:27:17,360 --> 00:27:21,360

magic like wand, but the Cheserey persona.

824

00:27:21,360 --> 00:27:28,360

He was really selling himself.

825

00:27:28,360 --> 00:27:43,360

But when it came to self invention, no one could match Dr. Wynn.

826

00:27:43,360 --> 00:27:48,360

And yeah, so that's it for now.

827

00:27:48,360 --> 00:27:51,360

Bye.

828

00:27:51,360 --> 00:27:53,360

That's Dr. Wynn working.

829

00:27:53,360 --> 00:27:54,360

Whoops.

830

00:27:54,360 --> 00:27:55,360

OK.

831

00:27:55,360 --> 00:28:00,360

Now listen, what I was going to do today is I was going to have you.

832

00:28:00,360 --> 00:28:01,360

Come here.

833

00:28:01,360 --> 00:28:02,360

What are you doing?

834

00:28:02,360 --> 00:28:03,360

Just have a seat.

835

00:28:03,360 --> 00:28:04,360

No!

836

00:28:04,360 --> 00:28:05,360

What's the matter?

837

00:28:05,360 --> 00:28:10,360

You know, yeah, how was she?

838

00:28:10,360 --> 00:28:12,360

Anyway, you seem lanky.

839

00:28:12,360 --> 00:28:14,360

Let's try it again.

840

00:28:14,360 --> 00:28:15,360

No, don't.

841

00:28:15,360 --> 00:28:16,360

No, one more time.

842

00:28:16,360 --> 00:28:17,360

No, don't, don't, don't.

843

00:28:17,360 --> 00:28:18,360

You've got to conserve your energy.

844

00:28:18,360 --> 00:28:19,360

Isn't your TV appearance today?

845

00:28:19,360 --> 00:28:22,360

Yeah, I got to slow down.

846

00:28:22,360 --> 00:28:26,360

You've got to slow down.

847

00:28:26,360 --> 00:28:29,360

What about, um, ah, see that?

848

00:28:29,360 --> 00:28:32,360

How did you think the meeting went yesterday?

849

00:28:32,360 --> 00:28:35,360

Let me tell you something.

850

00:28:35,360 --> 00:28:36,360

What?

851

00:28:36,360 --> 00:28:39,360

Those design groups, they try to charge you an arm.

852

00:28:39,360 --> 00:28:40,360

They make it very complicated.

853

00:28:40,360 --> 00:28:42,360

But you hadn't given them any money, right?

854

00:28:42,360 --> 00:28:43,360

No.

855

00:28:43,360 --> 00:28:45,360

They had come up with a proposal and they were being,

856

00:28:45,360 --> 00:28:47,360

you know, but it was a nebulous proposal.

857

00:28:47,360 --> 00:28:49,360

There was no design of the product.

858

00:28:49,360 --> 00:28:50,360

You hadn't given them any money though.

859

00:28:50,360 --> 00:28:53,360

They make it very complicated.

860

00:28:53,360 --> 00:28:57,360

And so, um, I may do it at a local university.

861

00:28:57,360 --> 00:28:59,360

I've been through this before, I understand it.

862

00:28:59,360 --> 00:29:01,360

So, TV appearance today, right?

863

00:29:01,360 --> 00:29:02,360

Yeah.

864

00:29:02,360 --> 00:29:03,360

Uh-oh.

865

00:29:03,360 --> 00:29:04,360

What?

866

00:29:04,360 --> 00:29:05,360

We've got to get going fast.

867

00:29:05,360 --> 00:29:08,360

We've got a lot of man stuff there.

868

00:29:08,360 --> 00:29:10,360

In the back.

869

00:29:10,360 --> 00:29:11,360

Okay.

870

00:29:11,360 --> 00:29:14,360

Have you figured out what you're going to say on the TV appearance tonight?

871

00:29:14,360 --> 00:29:16,360

I got all my notes right here.

872

00:29:16,360 --> 00:29:17,360

See that?

873

00:29:17,360 --> 00:29:20,360

Well organized, isn't it?

874

00:29:20,360 --> 00:29:22,360

Now, all I have to do is a little...

875

00:29:22,360 --> 00:29:23,360

Let me give you some...

876

00:29:23,360 --> 00:29:25,360

Well, shouldn't it be typed?

877

00:29:25,360 --> 00:29:28,360

Well, it should be, but I don't have the time, you guys.

878

00:29:28,360 --> 00:29:30,360

Okay, here's some key things.

879

00:29:30,360 --> 00:29:32,360

Yeah, I'm glad I have this.

880

00:29:32,360 --> 00:29:35,360

First of all, I'm declaring war on bad kids.

881

00:29:35,360 --> 00:29:36,360

Why?

882

00:29:36,360 --> 00:29:37,360

Because...

883

00:29:37,360 --> 00:29:38,360

They get picked on anyway.

884

00:29:38,360 --> 00:29:41,360

No, but they're doomed to die prematurely.

885

00:29:41,360 --> 00:29:44,360

We both want to die prematurely.

886

00:29:44,360 --> 00:29:45,360

Oh, here.

887

00:29:45,360 --> 00:29:48,360

We're going to the bank, because they're all set up over there.

888

00:29:48,360 --> 00:29:50,360

Okay, hands over here.

889

00:29:50,360 --> 00:29:51,360

Powerful.

890

00:29:51,360 --> 00:29:52,360

Powerful.

891

00:29:52,360 --> 00:29:54,360

It doesn't have a great show.

892

00:29:54,360 --> 00:29:56,360

Wait, wait.

893

00:29:56,360 --> 00:29:57,360

How's it going?

894

00:29:57,360 --> 00:30:02,360

I feel calm, peaceful, confident, positive.

895

00:30:02,360 --> 00:30:04,360

And I have Rick pop with me.

896

00:30:04,360 --> 00:30:06,360

I'm going to the bank, because...

897

00:30:06,360 --> 00:30:08,360

Yeah, I'm rocking.

898

00:30:08,360 --> 00:30:10,360

This is local cable access.

899

00:30:10,360 --> 00:30:13,360

So what would you say is roughly the audience of this show?

900

00:30:13,360 --> 00:30:16,360

I think our subscriber base is about 8,000.

901

00:30:16,360 --> 00:30:19,360

What would be a good viewership for this show?

902

00:30:19,360 --> 00:30:21,360

If you had 10, that's good.

903

00:30:21,360 --> 00:30:22,360

10 what?

904

00:30:22,360 --> 00:30:23,360

10 people.

905

00:30:23,360 --> 00:30:25,360

No, 10 isn't that good, is it?

906

00:30:25,360 --> 00:30:28,360

No, actually, I thought it was like the numbers are really small.

907

00:30:28,360 --> 00:30:30,360

So that's fewer people than are in here right now?

908

00:30:30,360 --> 00:30:31,360

That's correct.

909

00:30:31,360 --> 00:30:33,360

That doesn't look good.

910

00:30:33,360 --> 00:30:35,360

He's just here.

911

00:30:53,360 --> 00:30:56,360

They're singing a song called A Man Named to Win.

912

00:30:56,360 --> 00:31:01,360

Welcome to Talk to Town.

913

00:31:01,360 --> 00:31:03,360

Fitness Special, named after you.

914

00:31:03,360 --> 00:31:05,360

You are the father of Fitness Medicine.

915

00:31:05,360 --> 00:31:06,360

Solutions is simple.

916

00:31:06,360 --> 00:31:08,360

It's a global youth fitness revolution.

917

00:31:08,360 --> 00:31:10,360

From fat to fitness, from negative to positive,

918

00:31:10,360 --> 00:31:12,360

and from losers to winners.

919

00:31:12,360 --> 00:31:15,360

By the way, we are going on global TV with our wind fromers.

920

00:31:15,360 --> 00:31:19,360

This product, the Wind Gym, is on television now in the United States.

921

00:31:19,360 --> 00:31:21,360

We're going to get the customers.

922

00:31:21,360 --> 00:31:22,360

This is not supposed to do that.

923

00:31:22,360 --> 00:31:24,360

Yeah, we're on in another country.

924

00:31:24,360 --> 00:31:26,360

And you have bad digestion, you get constipated.

925

00:31:26,360 --> 00:31:28,360

You know what constipated means?

926

00:31:28,360 --> 00:31:31,360

And I want you to be emancipated.

927

00:31:31,360 --> 00:31:33,360

Emancipated from constipated.

928

00:31:33,360 --> 00:31:35,360

I mean, what could be better than that?

929

00:31:35,360 --> 00:31:37,360

What would it be like having a president of the United States

930

00:31:37,360 --> 00:31:40,360

who's a jelly belly and weak and afraid?

931

00:31:40,360 --> 00:31:43,360

If he gets into a problem, he'll just give up and we'll lose our freedom.

932

00:31:43,360 --> 00:31:45,360

One more time.

933

00:31:45,360 --> 00:31:47,360

Super Kids of the World, unite.

934

00:31:47,360 --> 00:31:50,360

Super Kids of the World, unite.

935

00:31:50,360 --> 00:31:52,360

Hallelujah.

936

00:31:54,360 --> 00:31:56,360

All right, Dr. Jones.

937

00:31:56,360 --> 00:31:59,360

Keep on fire.

938

00:32:10,360 --> 00:32:14,360

I wasn't sure what I'd just seen, but I thought I liked it.

939

00:32:14,360 --> 00:32:16,360

I also wondered, given the ratings,

940

00:32:16,360 --> 00:32:21,360

whether Wind's Global Fitness Revolution had been effectively launched.

941

00:32:21,360 --> 00:32:22,360

Good show.

942

00:32:22,360 --> 00:32:24,360

Oh, well done.

943

00:32:24,360 --> 00:32:26,360

Thank you. How'd it feel?

944

00:32:26,360 --> 00:32:28,360

You know, divine.

945

00:32:28,360 --> 00:32:29,360

Yeah.

946

00:32:29,360 --> 00:32:31,360

And you know, there's a lot more where that came from.

947

00:32:31,360 --> 00:32:34,360

Why is the world of the infomercial inventor-entrepreneur

948

00:32:34,360 --> 00:32:36,360

something that I might be interested in getting into?

949

00:32:36,360 --> 00:32:41,360

So you can become healthy, wealthy, and turn your dreams into reality.

950

00:32:41,360 --> 00:32:43,360

It's very exciting.

951

00:32:43,360 --> 00:32:45,360

Is that what it's about, dreams?

952

00:32:45,360 --> 00:32:47,360

Well, I have a poem that goes like this.

953

00:32:47,360 --> 00:32:49,360

When your dreams assume they're true,

954

00:32:49,360 --> 00:32:53,360

then transform yourself in the super low.

955

00:33:02,360 --> 00:33:07,360

The day had come, time for my appearance, live on the home shopping network,

956

00:33:07,360 --> 00:33:09,360

without the aid of a one-word name,

957

00:33:09,360 --> 00:33:12,360

or even knowing what product I was supposed to pitch.

958

00:33:12,360 --> 00:33:16,360

The big question, whether by the force of my personality,

959

00:33:16,360 --> 00:33:21,360

I could transmute an ordinary product into something viewers had to order,

960

00:33:21,360 --> 00:33:23,360

then and then.

961

00:33:26,360 --> 00:33:28,360

And it seemed I wasn't the only one worried.

962

00:33:28,360 --> 00:33:33,360

The vice president of programming had asked to meet me to see if I passed muster.

963

00:33:33,360 --> 00:33:34,360

I'm Catherine Amick.

964

00:33:34,360 --> 00:33:35,360

Nice to meet you, Catherine.

965

00:33:35,360 --> 00:33:36,360

Nice to meet you.

966

00:33:36,360 --> 00:33:38,360

You want to be a guest on home shopping?

967

00:33:38,360 --> 00:33:39,360

Yeah.

968

00:33:39,360 --> 00:33:41,360

And I have just a few questions to ask you.

969

00:33:41,360 --> 00:33:44,360

First of all, one of the first questions we asked,

970

00:33:44,360 --> 00:33:45,360

have you been on camera before?

971

00:33:45,360 --> 00:33:46,360

Yes, yeah, I have.

972

00:33:46,360 --> 00:33:49,360

I mean, I have a series in Britain on BBC Two.

973

00:33:49,360 --> 00:33:51,360

And is it live?

974

00:33:51,360 --> 00:33:53,360

No, my show is not live.

975

00:33:53,360 --> 00:33:54,360

It isn't.

976

00:33:54,360 --> 00:33:55,360

It's taped and edited.

977

00:33:55,360 --> 00:33:58,360

Have you ever sold anything before?

978

00:33:58,360 --> 00:34:00,360

I mean, no, not really, no.

979

00:34:00,360 --> 00:34:01,360

No?

980

00:34:01,360 --> 00:34:03,360

Have you ever had the little fuzzy in your ear?

981

00:34:03,360 --> 00:34:05,360

No, I'm not sure what that is.

982

00:34:05,360 --> 00:34:09,360

They're talking in your ear as you're speaking live.

983

00:34:09,360 --> 00:34:10,360

Wow.

984

00:34:10,360 --> 00:34:12,360

And a lot of people, it makes you lose your train of thought.

985

00:34:12,360 --> 00:34:14,360

It sounds like quite a lot to deal with.

986

00:34:14,360 --> 00:34:16,360

I see you brought some clothes.

987

00:34:16,360 --> 00:34:18,360

Yeah, yeah, yeah, I did, yeah.

988

00:34:18,360 --> 00:34:21,360

I mean, these, this is one option.

989

00:34:21,360 --> 00:34:23,360

We usually don't go with black on the air.

990

00:34:23,360 --> 00:34:25,360

It tends to absorb the colors.

991

00:34:25,360 --> 00:34:28,360

I'm very fond of this orange shirt of mine.

992

00:34:28,360 --> 00:34:30,360

You can be fond of it at home.

993

00:34:30,360 --> 00:34:32,360

So what do you think?

994

00:34:32,360 --> 00:34:33,360

How do you think I'll do?

995

00:34:33,360 --> 00:34:34,360

I mean, do I get to go out there?

996

00:34:34,360 --> 00:34:35,360

What do you think?

997

00:34:35,360 --> 00:34:38,360

You've been on TV before, so that's a plus.

998

00:34:38,360 --> 00:34:39,360

Not live, though.

999

00:34:39,360 --> 00:34:40,360

Well, we'll see.

1000

00:34:40,360 --> 00:34:41,360

What happens to you?

1001

00:34:41,360 --> 00:34:43,360

I've seen people freeze up live.

1002

00:34:43,360 --> 00:34:44,360

Have you?

1003

00:34:44,360 --> 00:34:45,360

Are you scared?

1004

00:34:45,360 --> 00:34:46,360

A little bit.

1005

00:34:46,360 --> 00:34:47,360

Oh, good.

1006

00:34:47,360 --> 00:34:48,360

That's good.

1007

00:34:48,360 --> 00:34:49,360

Fear is good.

1008

00:34:49,360 --> 00:34:50,360

Is it?

1009

00:34:50,360 --> 00:34:51,360

Which way?

1010

00:34:51,360 --> 00:34:53,360

Okay, we're going down this way.

1011

00:34:53,360 --> 00:34:55,360

And we're going to go to the green room.

1012

00:34:55,360 --> 00:34:57,360

Oh my gosh, look who's in the chair here.

1013

00:34:57,360 --> 00:34:58,360

It's Sue.

1014

00:34:58,360 --> 00:35:00,360

How do you do?

1015

00:35:00,360 --> 00:35:01,360

This is Louis.

1016

00:35:01,360 --> 00:35:02,360

This is Sue.

1017

00:35:02,360 --> 00:35:03,360

Louis, this is Sue Ferrara.

1018

00:35:03,360 --> 00:35:04,360

And Louis from BBC2.

1019

00:35:04,360 --> 00:35:05,360

You too.

1020

00:35:05,360 --> 00:35:08,360

And this is who you're going to be on the air with tomorrow.

1021

00:35:08,360 --> 00:35:09,360

You're working with me tomorrow, right?

1022

00:35:09,360 --> 00:35:10,360

Yeah, absolutely.

1023

00:35:10,360 --> 00:35:11,360

I'm very excited about it.

1024

00:35:11,360 --> 00:35:14,360

Yeah, we have a whole hour for yourself, though.

1025

00:35:14,360 --> 00:35:15,360

No!

1026

00:35:15,360 --> 00:35:16,360

Just one item.

1027

00:35:16,360 --> 00:35:17,360

Yeah.

1028

00:35:17,360 --> 00:35:19,360

Do we know what the item is?

1029

00:35:19,360 --> 00:35:21,360

Do we know what the rundown of items is?

1030

00:35:21,360 --> 00:35:23,360

Well, actually, I have a couple for you to choose from.

1031

00:35:23,360 --> 00:35:25,360

Oh, you're going to give them choices.

1032

00:35:25,360 --> 00:35:26,360

Good.

1033

00:35:26,360 --> 00:35:27,360

That's good.

1034

00:35:27,360 --> 00:35:29,360

Because you might feel stronger about one than the other.

1035

00:35:29,360 --> 00:35:30,360

Yeah.

1036

00:35:30,360 --> 00:35:34,360

So, we have, if you're a true romantic, we have a roses.

1037

00:35:34,360 --> 00:35:35,360

Roses.

1038

00:35:35,360 --> 00:35:36,360

Do they have thorns?

1039

00:35:36,360 --> 00:35:37,360

Mm-hmm.

1040

00:35:37,360 --> 00:35:40,360

Well, that'll be a helpful selling tip.

1041

00:35:40,360 --> 00:35:41,360

Yeah.

1042

00:35:41,360 --> 00:35:42,360

Smoke out.

1043

00:35:42,360 --> 00:35:45,360

It's a smoke odor absorber.

1044

00:35:45,360 --> 00:35:46,360

Oh, yes.

1045

00:35:46,360 --> 00:35:47,360

I like that.

1046

00:35:47,360 --> 00:35:48,360

You like that?

1047

00:35:48,360 --> 00:35:49,360

Yeah.

1048

00:35:49,360 --> 00:35:50,360

That's good.

1049

00:35:50,360 --> 00:35:51,360

And that actually absorbs the odor of the smoke.

1050

00:35:51,360 --> 00:35:52,360

Oh, I like this.

1051

00:35:52,360 --> 00:35:55,360

You have, sometimes, you have friends coming around and you think, well, he's going to smoke.

1052

00:35:55,360 --> 00:35:56,360

It's going to stick up the place.

1053

00:35:56,360 --> 00:36:00,360

But now you can invite them around and say, smoke as much as you like.

1054

00:36:00,360 --> 00:36:01,360

Millie, look at that.

1055

00:36:01,360 --> 00:36:02,360

Why are you laughing?

1056

00:36:02,360 --> 00:36:03,360

Smoke everywhere.

1057

00:36:03,360 --> 00:36:04,360

Smoke everywhere.

1058

00:36:04,360 --> 00:36:05,360

Smoke more.

1059

00:36:05,360 --> 00:36:06,360

There you go.

1060

00:36:06,360 --> 00:36:07,360

Kill yourself.

1061

00:36:07,360 --> 00:36:08,360

There you go.

1062

00:36:08,360 --> 00:36:09,360

Lots of smoke.

1063

00:36:09,360 --> 00:36:12,360

Or you could do a paper shredder.

1064

00:36:12,360 --> 00:36:13,360

Paper shredder's good, yeah.

1065

00:36:13,360 --> 00:36:18,360

And that's for people who don't want, you can't look at the paper as secret.

1066

00:36:18,360 --> 00:36:19,360

It's like secret documents.

1067

00:36:19,360 --> 00:36:20,360

Exactly.

1068

00:36:20,360 --> 00:36:23,360

That's kind of an interesting item, because this is like a domestic paper shredder.

1069

00:36:23,360 --> 00:36:24,360

The home.

1070

00:36:24,360 --> 00:36:25,360

Yeah, the home.

1071

00:36:25,360 --> 00:36:26,360

That's, which is interesting.

1072

00:36:26,360 --> 00:36:27,360

Yeah.

1073

00:36:27,360 --> 00:36:28,360

We sell a lot of them.

1074

00:36:28,360 --> 00:36:29,360

That'd be good.

1075

00:36:29,360 --> 00:36:34,760

Every day we see where people come in with one, like, little item, it's phenomenal what

1076

00:36:34,760 --> 00:36:36,400

you see come through the doors here.

1077

00:36:36,400 --> 00:36:37,400

Look at the smart chopper.

1078

00:36:37,400 --> 00:36:39,260

It was Sully and the smart chopper.

1079

00:36:39,260 --> 00:36:40,260

That's a good example.

1080

00:36:40,260 --> 00:36:44,760

I mean, if I'm in this one little plastic gadget, and that has sold millions.

1081

00:36:44,760 --> 00:36:46,760

Dreams can come true.

1082

00:36:46,760 --> 00:36:47,760

Absolutely.

1083

00:36:47,760 --> 00:36:50,760

In a big way.

1084

00:36:50,760 --> 00:36:56,160

With just hours until my on-air slot, for help, I visited my old friend Sully, master

1085

00:36:56,160 --> 00:36:58,160

of the smart chopper.

1086

00:36:58,160 --> 00:37:00,200

So what are we looking at, Sully?

1087

00:37:00,200 --> 00:37:03,880

This is a previous presentation by a host who's done a paper shredder.

1088

00:37:03,880 --> 00:37:07,440

It should give you some kind of feel for what you're up against.

1089

00:37:07,440 --> 00:37:08,640

You don't know anything about this, right?

1090

00:37:08,640 --> 00:37:12,480

The information you see on the screen talk to me about this product.

1091

00:37:12,480 --> 00:37:13,480

Okay.

1092

00:37:13,480 --> 00:37:18,000

Hi, my name is Louis, and what I'm going to be showing you today is the...

1093

00:37:18,000 --> 00:37:19,000

Paper shredder.

1094

00:37:19,000 --> 00:37:20,000

No, it's not a paper.

1095

00:37:20,000 --> 00:37:22,840

It's the Achiever 3-Page Crosscut Paper Shredder.

1096

00:37:22,840 --> 00:37:24,200

You already sound like an expert.

1097

00:37:24,200 --> 00:37:25,200

All right.

1098

00:37:25,200 --> 00:37:26,200

Now, okay, you got me interested.

1099

00:37:26,200 --> 00:37:27,200

Okay, I know what it is.

1100

00:37:27,200 --> 00:37:28,200

All right.

1101

00:37:28,200 --> 00:37:31,880

It's then run through the features, kind of run through the presentation, ask a question

1102

00:37:31,880 --> 00:37:33,400

that is going to provoke a feeling.

1103

00:37:33,400 --> 00:37:34,400

What about if you...

1104

00:37:34,400 --> 00:37:36,840

You know, like, you can have your identity erased.

1105

00:37:36,840 --> 00:37:38,360

It's like a science fiction thriller.

1106

00:37:38,360 --> 00:37:39,600

I mean, with Sharping here.

1107

00:37:39,600 --> 00:37:40,600

Stay close.

1108

00:37:40,600 --> 00:37:41,600

Stay focused.

1109

00:37:41,600 --> 00:37:42,600

Stay very, very close.

1110

00:37:42,600 --> 00:37:43,600

So give me the basics.

1111

00:37:43,600 --> 00:37:44,600

What are you going to do?

1112

00:37:44,600 --> 00:37:45,600

I'm going to go out there.

1113

00:37:45,600 --> 00:37:46,600

I'm going to describe what it is.

1114

00:37:46,600 --> 00:37:47,600

Yeah.

1115

00:37:47,600 --> 00:37:49,120

Then I'm going to describe it physically.

1116

00:37:49,120 --> 00:37:50,120

Right.

1117

00:37:50,120 --> 00:37:51,560

Then I'm going to talk about the features and benefits.

1118

00:37:51,560 --> 00:37:52,760

What does it do and how does that help?

1119

00:37:52,760 --> 00:37:53,760

Hell, right.

1120

00:37:53,760 --> 00:37:57,040

Then I'm going to demonstrate it and get a bit more creative about uses and...

1121

00:37:57,040 --> 00:37:58,040

Right.

1122

00:37:58,040 --> 00:37:59,040

Absolutely.

1123

00:37:59,040 --> 00:38:00,040

Good.

1124

00:38:00,040 --> 00:38:01,040

Good.

1125

00:38:01,040 --> 00:38:02,040

Saddle up, as we say.

1126

00:38:02,040 --> 00:38:03,040

Saddle up.

1127

00:38:03,040 --> 00:38:04,680

Not really.

1128

00:38:04,680 --> 00:38:07,560

What would ease the pain?

1129

00:38:07,560 --> 00:38:08,560

Think about it.

1130

00:38:08,560 --> 00:38:11,560

I guess getting the whole thing over and behind me.

1131

00:38:11,560 --> 00:38:20,600

So where are we actually going now?

1132

00:38:20,600 --> 00:38:21,600

It's studio F.

1133

00:38:21,600 --> 00:38:22,600

Studio F?

1134

00:38:22,600 --> 00:38:23,600

Yeah.

1135

00:38:23,600 --> 00:38:25,600

And then do I get to look at the product, the paper shredder?

1136

00:38:25,600 --> 00:38:27,600

Yeah, if you're on the island about, I'd say, a couple of hours.

1137

00:38:27,600 --> 00:38:29,600

At least all the guys are going to be taking your calls.

1138

00:38:29,600 --> 00:38:30,600

Set the lines on fire.

1139

00:38:30,600 --> 00:38:31,600

Yeah.

1140

00:38:31,600 --> 00:38:36,600

Put it on the table.

1141

00:38:36,600 --> 00:38:41,360

You've got quite a nice finish on here as well, haven't you?

1142

00:38:41,360 --> 00:38:42,360

Yeah, wood finish.

1143

00:38:42,360 --> 00:38:43,360

What's that?

1144

00:38:43,360 --> 00:38:44,360

Wood finish?

1145

00:38:44,360 --> 00:38:45,360

Teak.

1146

00:38:45,360 --> 00:38:46,360

Teak?

1147

00:38:46,360 --> 00:38:47,360

Yeah.

1148

00:38:47,360 --> 00:38:48,360

There you go.

1149

00:38:48,360 --> 00:38:49,360

You know what you're talking about.

1150

00:38:49,360 --> 00:38:50,360

Try it.

1151

00:38:50,360 --> 00:38:51,360

Get familiar with running paper throw.

1152

00:38:51,360 --> 00:38:52,360

I love this.

1153

00:38:52,360 --> 00:38:53,360

This is my favorite item.

1154

00:38:53,360 --> 00:38:54,360

All right.

1155

00:38:54,360 --> 00:38:55,360

There you go.

1156

00:38:55,360 --> 00:38:56,360

You got it.

1157

00:38:56,360 --> 00:38:58,360

So definitely play with us a few times to make sure you got it there.

1158

00:38:58,360 --> 00:38:59,360

That's the sense.

1159

00:38:59,360 --> 00:39:00,360

This is tough.

1160

00:39:00,360 --> 00:39:01,360

This is what you don't want to do with water.

1161

00:39:01,360 --> 00:39:02,360

What?

1162

00:39:02,360 --> 00:39:03,360

What are you laughing at?

1163

00:39:03,360 --> 00:39:04,360

Good.

1164

00:39:04,360 --> 00:39:05,360

Good.

1165

00:39:05,360 --> 00:39:06,360

You're going to have no problem.

1166

00:39:06,360 --> 00:39:07,360

I'll get a car.

1167

00:39:07,360 --> 00:39:08,360

Have you got a car?

1168

00:39:08,360 --> 00:39:09,360

I have a meeting.

1169

00:39:09,360 --> 00:39:10,360

I'm just going to leave it.

1170

00:39:10,360 --> 00:39:11,360

I'm going to leave you here.

1171

00:39:11,360 --> 00:39:12,360

I'll be back before you go in here.

1172

00:39:12,360 --> 00:39:13,360

Why are you going?

1173

00:39:13,360 --> 00:39:14,360

So you're going to be okay.

1174

00:39:14,360 --> 00:39:15,360

All right.

1175

00:39:15,360 --> 00:39:16,360

You're going?

1176

00:39:16,360 --> 00:39:17,360

I'll see you before you go in here.

1177

00:39:17,360 --> 00:39:18,360

Where are you going?

1178

00:39:18,360 --> 00:39:19,360

I'll get you the blue card and I'll see you shortly, all right?

1179

00:39:19,360 --> 00:39:20,360

All right.

1180

00:39:20,360 --> 00:39:21,360

Excellent.

1181

00:39:21,360 --> 00:39:22,360

Good.

1182

00:39:22,360 --> 00:39:23,360

Good luck.

1183

00:39:23,360 --> 00:39:24,360

Hi.

1184

00:39:24,360 --> 00:39:25,360

How are you doing?

1185

00:39:25,360 --> 00:39:26,360

Great.

1186

00:39:26,360 --> 00:39:30,360

Do you know is Sue the host coming by?

1187

00:39:30,360 --> 00:39:33,360

She should be by probably anytime.

1188

00:39:33,360 --> 00:39:34,360

Here I am.

1189

00:39:34,360 --> 00:39:35,360

Hey, Sue.

1190

00:39:35,360 --> 00:39:36,360

You're ready?

1191

00:39:36,360 --> 00:39:37,360

I heard you like the shredder.

1192

00:39:37,360 --> 00:39:40,360

Yeah, I like the shredder a lot, which is important.

1193

00:39:40,360 --> 00:39:43,360

You're following the Phantom Thunder Vacuum Cleaner.

1194

00:39:43,360 --> 00:39:45,360

I'm going to get you the blue card.

1195

00:39:45,360 --> 00:39:46,360

All right.

1196

00:39:46,360 --> 00:39:47,360

All right.

1197

00:39:47,360 --> 00:39:48,360

All right.

1198

00:39:48,360 --> 00:39:49,360

All right.

1199

00:39:49,360 --> 00:39:50,360

All right.

1200

00:39:50,360 --> 00:39:53,360

You're following the Phantom Thunder Vacuum Cleaner.

1201

00:39:53,360 --> 00:39:54,360

Yeah.

1202

00:39:54,360 --> 00:39:55,360

What are we looking to sell?

1203

00:39:55,360 --> 00:39:58,360

Oh, realistically, I think we can probably move about 1200 pieces.

1204

00:39:58,360 --> 00:39:59,360

Right.

1205

00:39:59,360 --> 00:40:00,360

Just go ahead.

1206

00:40:00,360 --> 00:40:01,360

I want you to have fun and relax.

1207

00:40:01,360 --> 00:40:02,360

I'm out there.

1208

00:40:02,360 --> 00:40:06,360

So like I said, if you lose your train of thought or you goof up, it's a big deal.

1209

00:40:06,360 --> 00:40:07,360

Excellent.

1210

00:40:07,360 --> 00:40:08,360

Well, I'm looking forward to it.

1211

00:40:08,360 --> 00:40:09,360

Me too.

1212

00:40:09,360 --> 00:40:10,360

It's going to be fun.

1213

00:40:10,360 --> 00:40:11,360

It'll look good, I promise you.

1214

00:40:11,360 --> 00:40:12,360

Thank you.

1215

00:40:12,360 --> 00:40:13,360

You'll be pleased, but don't worry about it.

1216

00:40:13,360 --> 00:40:14,360

Okay.

1217

00:40:14,360 --> 00:40:15,360

And Kim will make you gorgeous.

1218

00:40:15,360 --> 00:40:16,360

See you later.

1219

00:40:16,360 --> 00:40:17,360

See you later.

1220

00:40:17,360 --> 00:40:18,360

All right.

1221

00:40:18,360 --> 00:40:19,360

You can run without it.

1222

00:40:19,360 --> 00:40:20,360

If you don't, it'll be awesome.

1223

00:40:20,360 --> 00:40:24,360

You know, this is basically a walk in the park.

1224

00:40:24,360 --> 00:40:27,360

Leave this open and I'll know about it.

1225

00:40:27,360 --> 00:40:28,360

Really?

1226

00:40:28,360 --> 00:40:29,360

Yeah.

1227

00:40:29,360 --> 00:40:30,360

Just maybe.

1228

00:40:30,360 --> 00:40:31,360

Don't even put it before it just, and then.

1229

00:40:31,360 --> 00:40:32,360

Oh, you have a home shopping shirt on.

1230

00:40:32,360 --> 00:40:33,360

How cool is that?

1231

00:40:33,360 --> 00:40:34,360

Well, just maybe.

1232

00:40:34,360 --> 00:40:35,360

Don't even put it before it just, and then.

1233

00:40:35,360 --> 00:40:36,360

All right.

1234

00:40:36,360 --> 00:40:37,360

All right.

1235

00:40:37,360 --> 00:40:38,360

All right.

1236

00:40:38,360 --> 00:40:39,360

All right.

1237

00:40:39,360 --> 00:40:40,360

All right.

1238

00:40:40,360 --> 00:40:41,360

All right.

1239

00:40:41,360 --> 00:40:42,360

All right.

1240

00:40:42,360 --> 00:40:43,360

All right.

1241

00:40:43,360 --> 00:40:44,360

All right.

1242

00:40:44,360 --> 00:40:45,360

All right.

1243

00:40:45,360 --> 00:40:46,360

All right.

1244

00:40:46,360 --> 00:40:47,360

Don't even put it before it just, and then.

1245

00:40:47,360 --> 00:40:48,360

Imagine it.

1246

00:40:48,360 --> 00:40:49,360

Imagine it happen.

1247

00:40:49,360 --> 00:40:50,360

I often will do that.

1248

00:40:50,360 --> 00:40:52,360

You can like make sure that on your hands, you've got a good dexterity.

1249

00:40:52,360 --> 00:40:53,360

You know where the credit card is.

1250

00:40:53,360 --> 00:40:54,360

How many are we looking to sell?

1251

00:40:54,360 --> 00:40:55,360

We have a lot of great value coming your way.

1252

00:40:55,360 --> 00:40:56,360

I think if you hit like two and three hundred, you'll be doing good.

1253

00:40:56,360 --> 00:40:57,360

Two and three hundred?

1254

00:40:57,360 --> 00:40:58,360

Yeah.

1255

00:40:58,360 --> 00:40:59,360

I think I think we'll do that.

1256

00:40:59,360 --> 00:41:00,360

Yeah.

1257

00:41:00,360 --> 00:41:01,360

Relax.

1258

00:41:01,360 --> 00:41:02,360

Thank you, Brad.

1259

00:41:02,360 --> 00:41:03,360

And get out there and have some fun.

1260

00:41:03,360 --> 00:41:04,360

You know?

1261

00:41:04,360 --> 00:41:05,360

This is your time.

1262

00:41:05,360 --> 00:41:06,360

How do you feel, Brad?

1263

00:41:06,360 --> 00:41:07,360

Oh, that's, you know?

1264

00:41:07,360 --> 00:41:08,360

Yeah.

1265

00:41:08,360 --> 00:41:09,360

I'm breaking my pants.

1266

00:41:09,360 --> 00:41:10,360

I am.

1267

00:41:10,360 --> 00:41:11,360

Really?

1268

00:41:11,360 --> 00:41:12,360

Yeah.

1269

00:41:12,360 --> 00:41:13,360

And still available.

1270

00:41:13,360 --> 00:41:14,360

The fan of butter.

1271

00:41:14,360 --> 00:41:15,360

You can already order yours.

1272

00:41:15,360 --> 00:41:18,360

Seven, four, eight, one, four, six is the item number.

1273

00:41:18,360 --> 00:41:21,360

Now, I told you we had a little bit of a surprise today, and we do.

1274

00:41:21,360 --> 00:41:22,360

Louie Theroux.

1275

00:41:22,360 --> 00:41:23,360

It's great to have you in it.

1276

00:41:23,360 --> 00:41:24,360

Good to be here, Lou.

1277

00:41:24,360 --> 00:41:26,360

Now, you're from the British Broadcasting Corporation too.

1278

00:41:26,360 --> 00:41:27,360

Yeah.

1279

00:41:27,360 --> 00:41:28,360

From...

1280

00:41:28,360 --> 00:41:29,360

BBC Two.

1281

00:41:29,360 --> 00:41:30,360

And you're also here to try out as a host today.

1282

00:41:30,360 --> 00:41:31,360

You're doing a good job.

1283

00:41:31,360 --> 00:41:33,360

Well, as a host and a salesperson for this, the shredder.

1284

00:41:33,360 --> 00:41:34,360

I showed Louie a lot of different things.

1285

00:41:34,360 --> 00:41:36,360

And I said, okay, you pick out something that you like on the show.

1286

00:41:36,360 --> 00:41:37,360

That's true.

1287

00:41:37,360 --> 00:41:38,360

And he picked this out.

1288

00:41:38,360 --> 00:41:39,360

This was the most beautiful thing I've ever seen.

1289

00:41:39,360 --> 00:41:40,360

That's right.

1290

00:41:40,360 --> 00:41:41,360

I had a choice of different items.

1291

00:41:41,360 --> 00:41:42,360

And, you know, you showed me a couple.

1292

00:41:42,360 --> 00:41:43,360

I don't want to mention the other ones because that makes sense to me.

1293

00:41:43,360 --> 00:41:44,360

Not so good.

1294

00:41:44,360 --> 00:41:45,360

Yeah, don't...

1295

00:41:45,360 --> 00:41:46,360

Producer's desk, this is Andy.

1296

00:41:46,360 --> 00:41:47,360

It's the Louis Theroux from the BBC correspondent.

1297

00:41:47,360 --> 00:41:48,360

There was a big email that went out.

1298

00:41:48,360 --> 00:41:49,360

It shreds five pieces of paper at once.

1299

00:41:49,360 --> 00:41:50,360

How good is that?

1300

00:41:50,360 --> 00:41:51,360

That's great.

1301

00:41:51,360 --> 00:41:52,360

You're not going to stand there forever.

1302

00:41:52,360 --> 00:41:53,360

You might be asking, well, why do you even need a shredder?

1303

00:41:53,360 --> 00:41:54,360

Would you be asking that?

1304

00:41:54,360 --> 00:41:55,360

Louie, why do you need a shredder?

1305

00:41:55,360 --> 00:41:56,360

Well, good to be here.

1306

00:41:56,360 --> 00:41:57,360

I'm not going to be here.

1307

00:41:57,360 --> 00:41:58,360

I'm not going to be here.

1308

00:41:58,360 --> 00:41:59,360

I'm not going to be here.

1309

00:41:59,360 --> 00:42:00,360

I'm not going to be here.

1310

00:42:00,360 --> 00:42:01,360

I'm not going to be here.

1311

00:42:01,360 --> 00:42:02,360

I'm not going to be here.

1312

00:42:02,360 --> 00:42:03,360

I'm not going to be here.

1313

00:42:03,360 --> 00:42:04,360

I'm not going to be here.

1314

00:42:04,360 --> 00:42:05,360

I'm not going to be here.

1315

00:42:05,360 --> 00:42:06,360

I'm not going to be here.

1316

00:42:06,360 --> 00:42:07,360

I'm not going to be here.

1317

00:42:07,360 --> 00:42:08,360

I'm not going to be here.

1318

00:42:08,360 --> 00:42:09,360

I'm not going to be here.

1319

00:42:09,360 --> 00:42:10,360

I'm not going to be here.

1320

00:42:10,360 --> 00:42:11,360

I'm not going to be here.

1321

00:42:11,360 --> 00:42:12,360

I'm not going to be here.

1322

00:42:12,360 --> 00:42:13,360

I'm not going to be here.

1323

00:42:13,360 --> 00:42:14,360

I'm not going to be here.

1324

00:42:14,360 --> 00:42:15,360

I'm not going to be here.

1325

00:42:15,360 --> 00:42:16,360

I'm not going to be here.

1326

00:42:16,360 --> 00:42:17,360

I'm not going to be here.

1327

00:42:17,360 --> 00:42:18,360

I'm not going to be here.

1328

00:42:18,360 --> 00:42:19,360

I'm not going to be here.

1329

00:42:19,360 --> 00:42:20,360

I'm not going to be here.

1330

00:42:20,360 --> 00:42:21,360

I'm not going to be here.

1331

00:42:21,360 --> 00:42:22,360

I'm not going to be here.

1332

00:42:22,360 --> 00:42:23,360

I'm not going to be here.

1333

00:42:23,360 --> 00:42:24,360

I'm not going to be here.

1334

00:42:24,360 --> 00:42:25,360

I'm not going to be here.

1335

00:42:25,360 --> 00:42:26,360

I'm not going to be here.

1336

00:42:26,360 --> 00:42:27,360

I'm not going to be here.

1337

00:42:27,360 --> 00:42:28,360

I'm not going to be here.

1338

00:42:28,360 --> 00:42:29,360

I'm not going to be here.

1339

00:42:29,360 --> 00:42:30,360

I'm not going to be here.

1340

00:42:30,360 --> 00:42:31,360

I'm not going to be here.

1341

00:42:31,360 --> 00:42:32,360

I'm not going to be here.

1342

00:42:32,360 --> 00:42:33,360

I'm not going to be here.

1343

00:42:33,360 --> 00:42:34,360

I'm not going to be here.

1344

00:42:34,360 --> 00:42:35,360

I'm not going to be here.

1345

00:42:35,360 --> 00:42:36,360

I'm not going to be here.

1346

00:42:36,360 --> 00:42:37,360

I'm not going to be here.

1347

00:42:37,360 --> 00:42:38,360

I'm not going to be here.

1348

00:42:38,360 --> 00:42:39,360

I'm not going to be here.

1349

00:42:39,360 --> 00:42:40,360

I'm not going to be here.

1350

00:42:40,360 --> 00:42:41,360

I'm not going to be here.

1351

00:42:41,360 --> 00:42:42,360

I'm not going to be here.

1352

00:42:42,360 --> 00:42:43,360

I'm not going to be here.

1353

00:42:43,360 --> 00:42:44,360

I'm not going to be here.

1354

00:42:44,360 --> 00:42:45,360

I'm not going to be here.

1355

00:42:45,360 --> 00:42:46,360

I'm not going to be here.

1356

00:42:46,360 --> 00:42:47,360

I'm not going to be here.

1357

00:42:47,360 --> 00:42:48,360

I'm not going to be here.

1358

00:42:48,360 --> 00:42:49,360

I'm not going to be here.

1359

00:42:49,360 --> 00:42:50,360

I'm not going to be here.

1360

00:42:50,360 --> 00:42:51,360

I'm not going to be here.

1361

00:42:51,360 --> 00:42:52,360

I'm not going to be here.

1362

00:42:52,360 --> 00:42:53,360

I'm not going to be here.

1363

00:42:53,360 --> 00:42:54,360

I'm not going to be here.

1364

00:42:54,360 --> 00:42:55,360

I'm not going to be here.

1365

00:42:55,360 --> 00:42:56,360

I'm not going to be here.

1366

00:42:56,360 --> 00:42:57,360

I'm not going to be here.

1367

00:42:57,360 --> 00:42:58,360

I'm not going to be here.

1368

00:42:58,360 --> 00:42:59,360

I'm not going to be here.

1369

00:42:59,360 --> 00:43:00,360

I'm not going to be here.

1370

00:43:00,360 --> 00:43:01,360

I'm not going to be here.

1371

00:43:01,360 --> 00:43:02,360

I'm not going to be here.

1372

00:43:02,360 --> 00:43:03,360

I'm not going to be here.

1373

00:43:03,360 --> 00:43:04,360

I'm not going to be here.

1374

00:43:04,360 --> 00:43:05,360

I'm not going to be here.

1375

00:43:05,360 --> 00:43:06,360

I'm not going to be here.

1376

00:43:06,360 --> 00:43:07,360

I'm not going to be here.

1377

00:43:07,360 --> 00:43:08,360

I'm not going to be here.

1378

00:43:08,360 --> 00:43:09,360

I'm not going to be here.

1379

00:43:09,360 --> 00:43:10,360

I'm not going to be here.

1380

00:43:10,360 --> 00:43:11,360

I'm not going to be here.

1381

00:43:11,360 --> 00:43:12,360

I'm not going to be here.

1382

00:43:12,360 --> 00:43:13,360

I'm not going to be here.

1383

00:43:13,360 --> 00:43:14,360

I'm not going to be here.

1384

00:43:14,360 --> 00:43:15,360

I'm not going to be here.

1385

00:43:15,360 --> 00:43:16,360

I'm not going to be here.

1386

00:43:16,360 --> 00:43:17,360

I'm not going to be here.

1387

00:43:17,360 --> 00:43:18,360

I'm not going to be here.

1388

00:43:18,360 --> 00:43:19,360

I'm not going to be here.

1389

00:43:19,360 --> 00:43:20,360

I'm not going to be here.

1390

00:43:20,360 --> 00:43:21,360

I'm not going to be here.

1391

00:43:21,360 --> 00:43:22,360

I'm not going to be here.

1392

00:43:22,360 --> 00:43:23,360

I'm not going to be here.

1393

00:43:23,360 --> 00:43:24,360

I'm not going to be here.

1394

00:43:24,360 --> 00:43:25,360

I'm not going to be here.

1395

00:43:25,360 --> 00:43:26,360

I'm not going to be here.

1396

00:43:26,360 --> 00:43:27,360

I'm not going to be here.

1397

00:43:27,360 --> 00:43:28,360

I'm not going to be here.

1398

00:43:29,360 --> 00:43:30,360

\$29.85.

1399

00:43:30,360 --> 00:43:31,360

Unbelievable.

1400

00:43:31,360 --> 00:43:33,360

You know, I think convenience.

1401

00:43:33,360 --> 00:43:34,360

Convenience.

1402

00:43:34,360 --> 00:43:35,360

Now, what do you like about the home shopping

1403

00:43:35,360 --> 00:43:36,360

that we're going to?

1404

00:43:36,360 --> 00:43:38,360

Where else can you buy stuff from the company

1405

00:43:38,360 --> 00:43:39,360

of your own front room?

1406

00:43:39,360 --> 00:43:41,360

I don't think you can buy stuff from the company of your own front room.

1407

00:43:41,360 --> 00:43:42,360

Convenience.

1408

00:43:42,360 --> 00:43:44,360

So, and convenience is easy and that,

1409

00:43:44,360 --> 00:43:46,360

and we remember buying stuff from the company of your own front room.

1410

00:43:46,360 --> 00:43:47,360

Thanks again.

1411

00:43:47,360 --> 00:43:48,360

It is such a pleasure to have you with us.

1412

00:43:48,360 --> 00:43:49,360

My pleasure, sir.

1413

00:43:49,360 --> 00:43:50,360

But I do okay.

1414

00:43:50,360 --> 00:43:51,360

You did excellent.

1415

00:43:51,360 --> 00:43:52,360

You passed with flying colors.

1416

00:43:52,360 --> 00:43:53,360

Thank you for that.

1417

00:43:53,360 --> 00:43:54,360

I look forward to thank you for being with us.

1418

00:43:54,360 --> 00:43:55,360

It's been a pleasure.

1419

00:43:55,360 --> 00:43:56,360

It really has.

1420

00:43:56,360 --> 00:43:59,900

we'll be back with you with more great values right after these messages to

1421

00:43:59,900 --> 00:44:01,660

don't go away

1422

00:44:01,660 --> 00:44:04,780

will be right back

1423

00:44:04,780 --> 00:44:07,300

thanks to thank you for you

1424

00:44:07,300 --> 00:44:10,780

was that all right

1425

00:44:10,780 --> 00:44:13,140

well i don't know

1426

00:44:13,140 --> 00:44:15,980

i felt like i had one bit where i was okay but

1427

00:44:15,980 --> 00:44:18,780

thank you

1428

00:44:18,780 --> 00:44:21,780

so i didn't even think she meant when she said i did great

1429

00:44:21,780 --> 00:44:23,860

how do you feel after doing it

1430

00:44:23,860 --> 00:44:25,660

was there anything like you thought

1431

00:44:25,660 --> 00:44:28,420

i just hope i didn't look down the home shopping network i don't think you want

1432

00:44:28,420 --> 00:44:29,920

to see how many you saw

1433

00:44:29,920 --> 00:44:31,420

yeah

1434

00:44:31,420 --> 00:44:33,120

how many did we sell

1435

00:44:33,120 --> 00:44:35,140

115 sold

1436

00:44:35,140 --> 00:44:36,140

115

1437

00:44:36,140 --> 00:44:40,500

yeah but you've got 136 people calling in so you're probably gonna hit about 180 pieces

1438

00:44:40,500 --> 00:44:42,780

i have a thousand dollar

1439

00:44:42,780 --> 00:44:43,780

it's not bad

1440

00:44:43,780 --> 00:44:46,620

my earpiece, i could have heard what was happening in my earpiece

1441

00:44:46,620 --> 00:44:47,620

somewhere a minute ago

1442

00:44:47,620 --> 00:44:49,120

i still screwed up

1443

00:44:49,120 --> 00:44:51,220

no you didn't screw it up

1444

00:44:51,220 --> 00:44:52,220

screw it up

1445

00:44:52,220 --> 00:44:55,020

okay you didn't freeze you were quite humorous

1446

00:44:55,020 --> 00:44:58,020

i think the crockery thing went down a bomb that was they loved the crockery

1447

00:44:58,020 --> 00:44:59,580

i remember what i said about the crockery

1448

00:44:59,580 --> 00:45:01,260

you mentioned crockery three times

1449

00:45:01,260 --> 00:45:03,380

you and prostituted miss charles

1450

00:45:03,380 --> 00:45:06,860

oh man is this coming up what did you think

1451

00:45:06,860 --> 00:45:07,860

pretty good

1452

00:45:07,860 --> 00:45:08,860

hey

1453

00:45:08,860 --> 00:45:09,860

how'd i do

1454

00:45:09,860 --> 00:45:11,740

i'm sure i couldn't really hear you in my earpiece

1455

00:45:11,740 --> 00:45:15,020

you were excited out there and i wanted to i didn't want to ruin the spontaneity and

1456

00:45:15,020 --> 00:45:16,420

everything like that

1457

00:45:16,420 --> 00:45:18,100

it's nice working with you

1458

00:45:18,100 --> 00:45:19,300

you didn't bomb

1459

00:45:19,300 --> 00:45:20,980

you didn't bomb you did good

1460

00:45:20,980 --> 00:45:22,500

honestly

1461

00:45:22,500 --> 00:45:23,500

i didn't bomb

1462

00:45:23,500 --> 00:45:24,740

no you did well

1463

00:45:24,740 --> 00:45:26,020

what do you think of the whole experience

1464

00:45:26,020 --> 00:45:27,860

um

1465

00:45:27,860 --> 00:45:30,980

i don't know really still i tell you what's weird is i

1466

00:45:30,980 --> 00:45:33,660

i got so freaked out and panicked and nervous

1467

00:45:33,660 --> 00:45:36,460

and yeah something so trivial really do you know what i mean

1468

00:45:36,460 --> 00:45:39,860

yeah i mean it's it's one product that's small and silly that you can sell if you

1469

00:45:39,860 --> 00:45:44,220

ever hit infomercial which will normally come from here you can go and sell 15 million

1470

00:45:44,220 --> 00:45:48,500

of them so that little trinket the thing that people laugh at is someone is gonna make a

1471

00:45:48,500 --> 00:45:52,380

lot of money someone's gonna and sometimes not always the money they realize a dream

1472

00:45:52,380 --> 00:45:56,260

so this very important what happens here it's very important it's almost like the trials

1473

00:45:56,260 --> 00:45:57,260

you did good

1474

00:45:57,260 --> 00:46:00,740

i was quite proud quite proud of you

1475

00:46:00,740 --> 00:46:06,260

solly was trying to console me but the truth was i hadn't exactly set the phones on fire

1476

00:46:06,260 --> 00:46:12,340

i'd been aiming for 1200 happy with 200 but at the end of the final tally i'd sold just

1477

00:46:12,340 --> 00:46:15,580

123 shredders

1478

00:46:15,580 --> 00:46:19,420

i left the world of tv sales with a new respect for the people i'd met

1479

00:46:19,420 --> 00:46:24,300

i'd expected hucksterism but they really seem to believe their own height and some of

1480

00:46:24,300 --> 00:46:29,300

them were out to change the world

1481

00:46:29,300 --> 00:46:32,260

hey don't go in

1482

00:46:32,260 --> 00:46:34,300

a friend of mine's on the uh...

1483

00:46:34,300 --> 00:46:36,780

will i die?

1484

00:46:36,780 --> 00:46:39,020

no one else just hypnotized

1485

00:46:39,020 --> 00:46:43,020

only dr win the world's most outstanding hypnotizer

1486

00:46:43,020 --> 00:46:47,020

it's pretty appropriate isn't it?

1487

00:46:47,020 --> 00:46:49,020

is he leaving a message on his

1488

00:46:49,020 --> 00:46:54,020

is this your answering machine?

1489

00:46:54,020 --> 00:46:55,020

the world stands by

1490

00:46:55,020 --> 00:46:58,020

dr win

1491

00:46:58,020 --> 00:47:00,020

ended message

1492

00:47:00,020 --> 00:47:03,020

i did a spot in the home shopping network

1493

00:47:03,020 --> 00:47:05,020

selling shredder

1494

00:47:05,020 --> 00:47:07,020

oh you did a commercial?

1495

00:47:07,020 --> 00:47:08,020

no i can't

1496

00:47:08,020 --> 00:47:09,020

for who?

1497

00:47:09,020 --> 00:47:11,020

the guy called solly and then he's Sullivan

1498

00:47:11,020 --> 00:47:12,020

i know solly

1499

00:47:12,020 --> 00:47:13,020

do you?

1500

00:47:13,020 --> 00:47:14,020

yeah

1501

00:47:14,020 --> 00:47:15,020

what do you think?

1502

00:47:15,020 --> 00:47:16,020

he's a good guy

1503

00:47:16,020 --> 00:47:17,020

i like him

1504

00:47:17,020 --> 00:47:21,020

if you couldn't do infomercials for whatever reason would it be okay if you just did

1505

00:47:21,020 --> 00:47:28,020

say poetry and uh... you know and appeared on tv and did other kinds of media and didn't do infomercials?

1506

00:47:28,020 --> 00:47:31,020

i like infomercials

1507

00:47:31,020 --> 00:47:34,020

it fits the bill 100%

1508

00:47:34,020 --> 00:47:36,020

the key is to reach as many people as possible

1509

00:47:36,020 --> 00:47:42,020

to control it and not have the head of cbs or abc or cancel your show and all

1510

00:47:42,020 --> 00:47:45,020

that to me is zilch

1511

00:47:45,020 --> 00:47:48,020

that has zero inches

1512

00:47:48,020 --> 00:47:52,020

i don't know how it goes but i like to be master of my fate and captain of my soul

1513

00:47:52,020 --> 00:47:55,020

and captain of my tv show

1514

00:47:55,020 --> 00:47:57,020

we gotta shove off win

1515

00:47:57,020 --> 00:47:58,020

see you later thanks again

1516

00:47:58,020 --> 00:47:59,020

okay

1517

00:47:59,020 --> 00:48:00,020

cheerio

1518

00:48:00,020 --> 00:48:01,020

cheerio

1519

00:49:02,020 --> 00:49:03,020

super

1520

00:49:06,020 --> 00:49:07,020

excellent