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My Mass Control Notes

Frank Kern Part 1

Frank Kern started out with an exercise where he asked us to write down exactly what we want to have in life (material things) and how much it would cost. This exercise will help to clarify how much we have to make on a daily basis.

You need to know where you wanna be. You can't reach any goal if you don't have a goal.

What Kind of house
What Kind of car
What kind of vacation
Kid's education
Charity
Taxes
Health Insurance
and so on...

We were asked to give a detailed answer!

I now had to add the cost for everything and sum it up.

This amount divided by 365 will show how much you'll have to make on a daily basis in order to maintain your dream life.

Now you actually have a clear idea/goal and know what you have to strive for. You need to ask yourself: What do I have to do in order to achieve this goal?

The next exercise we had to do was to determine how we want to make this money. What product do we want to sell, to whom, what price and until when. He wanted us to write a sentence down including the mentioned points.

My sentence was the following: I'm going to sell a 97\$ CPA Beginner's Video Course to the Internet Marketing crowd until 2010.

I encourage you to do the same exercise. After doing it you will have a clear goal on how much you have to make daily to maintain your dream lifestyle and you'll have determined how you want to reach this goal.

Ed Dale

From Market Research... to Market Understanding... to Market Leader

In order to lead a market you have to understand it. That means that we have to really dive into a market once

we've decided which one we want to target.

We have to check the popular blogs, forums, feeds and use Twitter Search and Friend Feed.

The most important tool is Google Reader. This tool can make you an instant expert, literally. Google reader allows you to have all different feeds of one market in one central place. This means that you will have an overview of all popular feeds and you'll receive every news item on your topic. This will allow you to be ahead of your competition and always up to date.

If you haven't heard of Google reader go to the Thirty Day Challenge homepage and watch Ed's videos, he can explain it way better than I ever could and it's free.

He also mentioned that Leverage is the main power of the web2.0.

You now have market understanding.

The next step would be market leading. The market leader is the one who sets the agenda/opinion in the market. The others listen to.

You can achieve that by going from passive to active. You now have to create massive valuable content via Articles, Youtube, Podcast, Blogs, Twitter and so forth.

The more effort you put in your content, the greater your reward.
Some content is better than no content.

The market leader is the one creating the most content. (The content should always be created in a form that allows other people to leave feedback/opinion. → Forums, Blogs, Videos)

It all came down to this rule: Go Deep Or Go Home

The point he tried to make is that it isn't enough anymore to only target a market on the surface. This worked before, you could target a market you haven't had a clue about and still make a lot of money. Those days are over according to Ed, you need to understand and then lead your market.

He also mentioned a general tip that I found very helpful. It was about getting distracted. He said that we shouldn't edit something that we're writing until the draft version is done. So many people (especially I) start to write an article/sales letter/post and then stop to look something up on Google or in a forum. Before you know they end up looking at irrelevant stuff and get completely distracted.

That happens to me all the time.

I implemented his tip and I get way more stuff done focusing on one chapter till it's done before I start editing it.

Another great piece of advice was to 'sit on it'. By that he means that we shouldn't publish anything directly. You should always get away from whatever you've written and do something else, something completely unrelated. You should even sleep over it and check back the next day.

Now, with a fresh mind and some distance you can reread your post/article in order to see if everything is like you want it to be. Now publish it.

Great tip!

[Ryan Deiss](#)

He spoke a lot about his Continuity Blueprint.

He gave a couple of great sources in order to find experts to interview for your membership site or for

your niche.

www.rtir.com
www.expertvillage.com
www.metacafe.com
www.wikihow.com

Jeff Johnson

Talked about how he's making big money promoting product launches by adding a huge bonus.

First pick the right offer. Now create a bonus that compliments the original product. Look for a weak spot in the product and offer a bonus that gives the solution. Post a teaser of the bonus to your blog. The reason why you want to post the teaser to your blog is that the blog post can go viral. A regular e-mail is just an e-mail, it can't go viral. Now e-mail your list about your new blog post. Just a teaser, you don't wanna give details away too soon. Expose your bonus the night before your launch via blog post and mail your list on launch day as soon as possible. Keep your e-mails short and sweet. Short mails convert better.

Jeff Mulligan

You can heavily increase the conversion rates of your sales letter by overcoming the distrust of buyers. (as many don't want to pay online exposing their credit card number)

You can do that by taking a screen shot of the order form and including it on your sales page at the bottom near the 'click here to buy now' button. Often times the order form looks completely different than your sales letter (in terms of colors and so on) and this seems weird to a lot of people that are new to buying stuff online.

Please consider that not everybody out there is as used to as we are buying stuff online. In fact the vast majority out there still have a lot of distrust.

Another way to increase conversion is to use iFrame. Many marketers have a opt in form on their sales page/presell page or video squeeze page and once the person opts in they get taken away from the page where you tried to presell them.

Using iFrame enables you to keep your reader on your content page even though they opted in.

Perry Belcher

Perry was pushing his new social media product. Before his speech I was practically ignoring Twitter. Yes I heard how cool it is and I heard about getting followers but I was too lazy to get into it and I wasn't aware of its power.

Perry changed my opinion. He has around 75,000 followers on Twitter alone, not to mention Facebook and other social sites. Other people noticed his huge list and he got to speak on radio shows and he was interviewed a lot because of this.

He was approached by a woman who published a book and she asked him to tweet about it. He did it and her blog had 16,000 visitors on that single day. That's the power behind Twitter. Once you have a huge list you can exchange favors with other people who have huge lists and you can generate incredible traffic. All that without an e-mail list.

But that's the genius part, once in a while you send your followers to a funny/interesting blog post you made (including a opt in form) and now you'll have their e-mail and you can promote products.

His speech totally changed my mindset and I started on Monday to follow other people. It's recommended to follow 30-50 people a day till you have about 500. Then you can increase the number.

Most people make no money with twitter because they try to sell something straight away. They forget that

Twitter is a social site. It's a place to meet people and be social, a place to show interest in others and exchange information. Once you have trust, you can slowly start to recommend something to them.

Imagine that you are at a party and you're talking to people and there is a guy that shows up introduces himself and the next thing he does is pull out a bag with stuff he wants to sell. What would you think? Yes right, this guy is a jerk, I'll go ahead and talk to other people and enjoy the party.

That's what happens to all the marketers that try to sell something right away on Twitter. People are not stupid, they know when you're just trying to sell them something.

He also gave away the best time to be active on twitter. It's 1-3pm and 8-11pm on weekdays and it's 24/7 on the weekend.

I recommend that you start to get active on Twitter, now!

John Reese

Somebody from the audience asked how they should approach the market leaders in their niche in order to get them to promote your product. John Reese had some very interesting answers that I haven't thought about before.

Let's take the IM niche for example and let's say that you have created your own product and you want to get somebody like John Reese to promote it to his list of 300,000 subscribers. Here is what people would normally do. They send an email in which they say how awesome their product is and why he should promote it. Problem is that the market leaders get hundreds of requests like that each week and they have to dismiss 99% of them.

Now here are a couple of ways how John Reese would do it.

Promote your competitors product first! Go ahead, take his product and promote the hell out of it and make him a lot of money. Now when you contact him and he asks you who you are he will realize that you've made him a bunch of money and he will listen to you closely. Imagine somebody who made you a chunk of money shows up at your door and offers you a deal, you'd most likely listen to what he has to say wouldn't you.

Get the leaders attention by talking about them in the most popular forums, blogs and so on. Go ahead and make good and meaningful posts on their own blogs as well. All gurus check their blogs and forums and most of them have Google alert active and get a notice once their name is mentioned. This is a great way to get their attention.

Go to seminars! That's a great tip, this was my first seminar and I got to talk to most of them. Unfortunately I was a little shy as it was my first seminar and I don't have a big business yet. But I have no regrets, I've learned a lot and next time I'm going to be way more active.

Offer them 100% commission! John said that a guy approached him promoting his new software and he offered him one hundred percent commission for every sale. It's pretty tough to turn that down isn't it? Why would the other guy do this? He's a very clever marketer. John accepted his offer and blasted his mail out to his list, he has hundreds of thousands of marketers on his list and once they saw that John Reese is promoting that product, they jumped on it as well and started to promote it. This guy got thousands of affiliates thanks to his offer to John.

One important thing though, you have to make sure that you tested the conversion rate of your sales letter. You just get one shot. Once you can get a big gun to promote your product you should've tested your conversion rates up-front. Imagine that hardly anybody buys. A big gun wouldn't do business with you again and other marketers neither because of word of mouth.

Frank Kern Part 2

Frank Kern started to talk a bit about mindset. I'll try to break it down.

The following scenario is the mindset of the average guy out there.

He comes home after work and the first thing he does is:

->He mentally Escapes (watch TV, News, negative information about how horrible the economy is etc.)

this leads to:

->Mind of Fear and Wasteful Actions (Browsing Forums, Gossip, wasting time on Youtube etc.)

this leads to:

->State of Frustration, Anger and Disappointment (getting absolutely nothing done)

this again leads to:

->The wish to escape

This is a very dangerous cycle and we can all fall into this trap, I guess we all do once in a while. How much can somebody with this mindset achieve? Not too much.

Now let's have a look at the second circle that Frank mentioned.

This one starts with

->Right actions, trying to do the right thing that helps you or your business the most.

This will lead to a:

->Positive Expectancy ('I can do this')

which will lead to:

->Right work (focusing on the key aspects of your work)

which will lead to:

->Positive Results (encouragement)

which again leads to:

->Right Actions

This is the circle we want to be in!

Now let's get back to the first exercise that Frank was talking about.

You should by now have your sentence where you determined what you want to sell, to whom, at which price and when you want to achieve that.

Here is the next important step, you have to ask yourself the following question:

What am I willing to give/do in order to achieve my goal?

It's important that you answer this question. How much time are you willing to invest, how much money are you willing to invest and so forth.

Once you have decided what you want to create and what you are willing to give/do you're finally ready to take the Right Action.

It's tough to know what the right action could be if you don't have a goal or plan. Now you know what you want and what you're willing to give and you can determine what action you have to take to achieve this.

Doing the right things will feel absolutely great as you don't have the feeling anymore of wasting your time, you are working toward your exact goal (what product, how much you want to make day by day etc.) and this will eventually lead you to the Right Mindset !!!

And this is the whole point of this powerful exercise.

To get the right mindset by taking the right action. You can only take the right action if you know what you want and what you're willing to give.

I did the exercise and I strongly encourage you to do them as well, it works!!

Book tips giving by several speakers:

'The Go Giver' by Bob Burg

'It's easier than you think' by Sylvia Boorstein

'Tribes' by Seth Godin

'Brain Rules' by John Medina

'The Creative Habit' by Twyla Tharp

'Influence' by Cialdini

'Getting everything you can out of all you've got' by Jay Abraham

'The E-myth' by Michael E. Gerber

'Unlimited Power' by Tony Robbins

Yes! 50 Scientifically Proven Ways to be Persuasive by Cialdini

'Systems of Influence' by Brett Decker

'On Writing' by Stephen King

'Therapeutic Metaphors' by David Gordon

Frank Kern Part 3

Attracting the right customer

It's just as easy to sell high ticket items as it is to sell cheap stuff

Try to graduate your customer
example.

Frank released Infomillinaire for newbies so that they can learn the basics. This product was free and people could choose to join on a monthly basis (free/monthly payment of 50\$)

After teaching them the basics you'd try to get them into your more advanced product, which would be Mass

Control in Frank's case (2,000\$ one time payment with the option to get the newsletter for 300 bucks a month)

Once they've mastered that you'd try to offer them personal coaching or access to a platinum mastermind group (People pay 3,000\$ to join Frank's mastermind group)

Frank also accepted two clients for his coaching/private attention (100,000\$ each!)

That's what he means with graduating your customer. He gets them with a free offer which is connected to a monthly program, he then upgrades them to a high ticket product, also connected to a monthly program and he then upgrades them to a mastermind group. That's what I call a sales funnel :)

Next exercise.

Ask yourself who you want as a customer. In detail. It's better to have customers who are willing to pay for a high ticket item as they have less complaints and they're easier to deal with.

So ask yourself this question, who do you want as a customer?
Gender, Income, Profession, Views about your type of products, Do they share your perspective/philosophy, What qualities are a must have, What does instantly qualify them ..

Answer every question!

This will help you to determine who your perfect customer would be. Without this information you can't attract your perfect customer as you don't know who they are. Now that you know, you can create your product/price/sales page and so on targeting your perfect audience.

Now that you know what product you want to create and who your perfect customer would be, imagine creating an ad consisting of a couple of sentences in which you try to attract your perfect customer.

Let's say your product is coaching and you want to create an ad.

It could look like this:

Looking for a goal driven and determined guy who wants to make extra money online. You should be new to online marketing and you should have a budget of at least 1k to spend for promotion.

This is an important exercise. Don't just think about your customer, write it down! In this example the person doing the exercise wanted his customer to have the following qualities:

- being male
- goal driven and determined
- looking for an extra income through internet
- new to Internet Marketing – budget of at least 1k

Now he actually knows who his perfect customer is and he can now start to attract the right people by creating his ads/product/sales letter targeting his favorite customer. Attracting the right customers will give you piece of mind as you're going to deal with the people that you want to be in touch with. You are going to deal with people who are interested and qualified for what you have.

Successful Guy

I talked to another successful (yet not so well known) marketer and I asked him about his working schedule. He said that he works in blocks. He starts out around 10am and he's working for 45 minutes followed by a 15 minutes break. He does that 3 times. He does the 45 minutes without any distraction at all. No cell phone, phone, e-mails, browser or anything else, just pure focus on his project. He never does that for more than 3 hours and he tries to do something completely different in his 15 minute breaks. Stretching, closing his eyes, talking a short walk or reading a book.

The rest of the day he's spending his time with stuff that has nothing to do with business. Time with family, sports, reading and so on. If a project is urgent he's including a second session of 2-3 hours in the afternoon from 5-8. Same thing 45 minutes of focus, 15 minutes break.

He says it's unbelievable how much you can achieve if you really focus on one thing without any distraction. He also stresses the importance of really letting go in between two sessions. Make sure that you do something totally unrelated to your business, something you like, something that you enjoy doing and where you feel relaxed afterwards. And don't spend more than 3 hours in a row on focused working as it expends a lot of energy.

Take a break and relax for a couple of hours before you start the second session.

I wanted to mention this because I thought that it might be interesting to other people as well. I was always wondering how other people schedule their time and how they can achieve so much in less time.

My Most important take away from the seminar.

I got this from the guy who invented Formula Five. It was a tip that is so obvious to all of us but we still don't do it.

Promise me to implement the following and you will realize a huge impact on your business/endeavor/project.

Write a list of the 1-5 most important things for your business, by that I mean the stuff that you have to do in order to really grow your business, the stuff that really adds to your bottom line, the actions you take that have the most impact.

Now ask yourself the following question:

Am I'm doing one of these things right now?

If yes, great.

If not, and that's more likely, STOP DOING whatever you are doing right now and START WORKING on your list!

Write this question down on a paper and keep it near to you whenever you start working on your project.

I implemented this Monday and it already had a huge impact by Thursday!

One example: I'm working on my next WSO right now in which I will reveal how I managed to have 2 highly successful WSO's that generated 3k being a newbie.

My list of most important things is:

1. Create content, finish the next chapter!
2. Create the camtasia videos
3. Write your sales letter

Whenever I start to work on my project I pull out the paper and put it beside my computer. You wouldn't believe how often I catch myself browsing the Warrior forum, reading mails or following some stupid stuff. Then I ask myself the above question and the answer is 'no, I'm not working on one of my most important tasks'. I then close all browsers, shut everything down and work on my content, create a video or go ahead with my sales letter.

A very powerful question and it works great for me.

Okay I hope you enjoyed my notes and I wish you all the best.

Good luck and to your success,
Mario Brown

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