



## Meetings with the Masters of Marketing.

An exclusive interview series by Anthony Robbins with the world's leading Internet marketing experts sharing easy-to-apply strategies for making money now.

*"The only way to become wealthy is to add more value to people's lives than anyone else is adding."*

—Anthony Robbins

Anthony Robbins

# THE NEW MONEY MASTERS

Giving Customers the Unbreakable Power of Trust Marketing with Authentic Service.

Ultimate Cash Turnaround:  
**John Reese**

"How I Went from \$107,910 in Credit Card Debt to Making One Million Dollars in a Single Day Online"

*Action Book*



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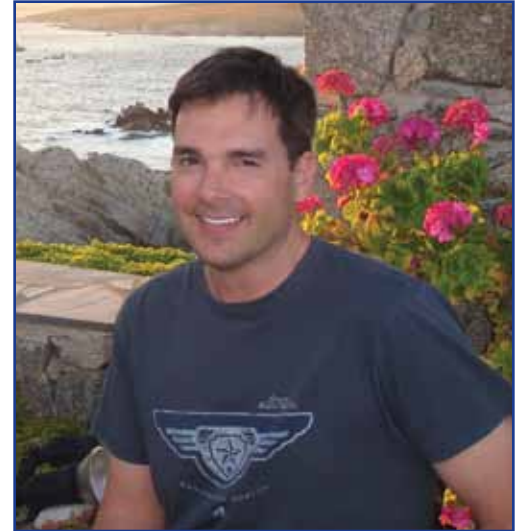
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## Profile: John Reese

Internet marketing pioneer John Reese was actively marketing online before the World Wide Web was even available. He is well known for Traffic Secrets, his step-by-step audio and video system that helps drive traffic to your Web sites, but John has been in the business for as long as there has been a business.

He was a problem-solver from an early age and knew that if he didn't own his own business, he wouldn't have the opportunity to create and lead the way he wanted to, so he vowed to never work for anyone else. After starting by selling candy to his classmates, John tried several different mail-order and direct marketing businesses until he finally found the domain name industry in the mid-1990s and started making a profit.



As soon as he had his first taste of success, John's momentum grew. He went from making \$6,500 in his first profitable year to \$300,000 and eventually to several million in just one year. In August 2004, John shocked the Internet marketing world by becoming the first person to ever make \$1,000,000 in sales in a 24-hour period, paving the path for others to follow.

In his 20-year career, John has created over 100 product launches, including the first autoresponder services on the Internet and a free photo-hosting service for eBay users, which went on to become one of the top 500 sites in the world for Web traffic only 10 months after it was launched. He now lives in Southern California and continues to build wealth for himself by enriching the lives of others.

### ***Selling Candy in the Schoolyard***

At a very early age, John learned that anyone could start a business. As he drove down the street with his parents, he would ask them who owned the local Wendy's. When watching sports with his father, he would inquire about who owned the team. When he realized that the owners were usually people who simply decided to start their own business and not people born with a destiny to be business owners, he decided that he wanted to follow the same path.

John was an entrepreneur from an early age, selling candy to his friends when he was just nine years old. By the time he got to high school, he was trading baseball cards and trying to think of new businesses he wanted to start when he was old enough to do so. Because his father was an engineer, John was taught to be a very strategic thinker and was always writing out plans and analyzing all of his options. He realized that in owning a retail business, he would be limited to one location, so he ruled out that option early on.

In his early teens, John started studying the mail-order industry and direct marketing. He recognized the opportunity the industry offered to sell to anyone, anywhere. He saw a lot of ads for products that would “get you rich quick” and used most of his savings from selling baseball cards to invest in those programs. One of the products he bought into was reprint and licensing rights to information about real estate investing and business management. Following some of the models he had been studying, John started placing ads and selling the reprint rights through the mail. John still remembers the day he received his first response, a postcard requesting more information, because it validated all of his hard work.

One night in college, John noticed an advertising section in the back of a magazine where companies placed ads asking people to “write for more information.” John stayed up all night, handwriting 300 letters to all the advertisers to get more information. Over the course of two months, he received free kits and marketing brochures from all of the companies he wrote to and started to model their strategies. John was spending a lot of money placing these ads when he discovered an online version of a classified section that was free. This was a huge breakthrough for him; he realized at that point that the Internet was going to have a greater impact on marketing than anything before it. Prior to discovering this directory, John was doing all of his business through the mail, waiting three or four months before his ads were even being printed and paying a ton of money to get his ads out there. But now with the Internet, he had the same results in an instant and for free.

John continued to get more involved in online programs. Although he was not making a profit from his businesses, he was making sales, and since he was receiving some response, he had the mindset that he only needed to make small improvements to make his businesses profitable.

Around this time, John made the decision to leave college. While he doesn't make this recommendation to others, he knew that it was the right decision for him. At the time, he was 23 years old, had over \$100,000 in debt and had destroyed his health by going without sleep every other night for almost three months. He was so depressed that when he was offered a free meal by friends, he sat paralyzed in the car by anxiety about his situation and couldn't even go inside to accept it. And yet only 36 months later, he bought his first Porsche.

## Shifting from Debt to Domain Names

The first step John took toward climbing out of debt was facing his reality. For months he had been throwing his bills into a box under his bed, figuring that if they were out of sight, they would be out of mind. He realized that in doing this, he was actually letting the fear of his debt control his life. One night at 3 a.m. when he couldn't sleep, he decided to pull the box out and calculate down to the penny how much money he really owed. He stayed up all night creating a spreadsheet of the latest credit card statements and figured out that he was \$107,910 in debt. He wrote the number on a piece of paper and taped it to the wall so he would have to see it every day until he had earned enough to erase it.

John's next adventure was in domain names. He realized the potential in virtual real estate and used his last \$500 to register a few names (domain names cost \$100 at that time). Once he spent his last few dollars, his life finally changed. Three days after he had registered the names, someone contacted him and offered him \$1,000 to buy one of the domain names he had just purchased. Although he had read about negotiating higher prices, John was so excited about the 900% profit that he accepted the offer immediately. He was on cloud nine.

Ten days later, the same man called John and asked him to sign an agreement releasing John from any copyright claims and stating that there were no tax liens or lawsuits involved in the sale of the domain. Without a second thought, John signed the agreement and faxed it back to the new owner. Immediately, the new owner called John to tell him that he had sold the domain name for a million dollars to a venture capital firm. John had sold "the winning lottery ticket" for \$1,000.

He sat in his room with the lights out and didn't eat, shower or do anything for three straight days. He couldn't bear to tell his friends and family what had happened when just three days earlier he had been bragging about how much money he had made on his initial sale. After those three days, a lightbulb went on in his head, and John realized that this was just like all of his other businesses: **Every result, good or bad, is an asset.** He realized that it wasn't a failure; it was a learning experience.

He then got on his computer at 4 a.m. and learned everything he could about domain names. He started studying and within three weeks had learned how to proactively market the four names he had left. When he made a few sales, he bought more names and continued that cycle, eventually owning 40,000 names at one point and selling one name for \$250,000.



## From Seminar Attendee to Speaker

John had been hearing about seminars for years and at this point in his career finally decided to attend one. During the first speaker, he started to take notes but quickly realized that the majority of the speakers were full of it. They were giving advice that John knew was false because he had the data and the results that proved otherwise. During a break, he started to talk to some of the other attendees and started sharing some of what he had learned throughout all of his experiences. He ended up at 4 a.m. with over 30 people sitting around him, teaching the principles he had spent years learning. At the end of the conference, people complained to the promoter that John should have been one of the speakers because he knew more than most of the speakers who were there. After that experience, John started getting invited to speak at events and really became a part of the Internet marketing culture.

He met a few other Internet marketers (Frank Kern and Jeff Walker—both featured in the New Money Masters series), who encouraged him to do a seminar and create a product out of it. He followed their advice, although he couldn't bring himself to charge the full amount that they suggested, and produced a seminar, from which he was able to create a product. He used Jeff's advice, and instead of simply offering his seminar and product, he used the power of anticipation to create a fan base before even releasing his new products. He learned that if customers had something to look forward to, the numbers would be much higher once that product was available for sale. The sales from his seminar reached \$100,000 in 12 minutes, and John surpassed Jeff's "Six in Seven" (six figures in seven days), which was a benchmark at that point in the industry.

John reached another benchmark when he released the recorded version of his seminar (the first version of Traffic Secrets) as a product. **He was the first person to make \$1,000,000 in sales in less than 24 hours** (this product went on to make him \$1,000,000 in profits by the end of the week). Although there was a hurricane that caused a power outage the day before the launch was scheduled, John pried open his garage door, drove an hour and a half to his parents' house to set up a command station and ran the launch as scheduled. Up until that point, reaching this feat was considered impossible, but since John accomplished it, many have followed in his footsteps.



# In Order to Change Your Reality, You Must Face It

Much like what John went through in facing his own debt, he teaches that in order to pull yourself out of that situation, the first step is to stop hiding from your debt and look the number right in the eye. It won't stab you or beat you up; the debt is just a number and once you know how big or small it is, you can start a plan on how to decrease and ultimately eliminate that number.

## **The Value of Failure**

**Anything you do or spend money on or put your time into, even if it doesn't give you the result you want, has incredible value.**

## **Reverse Engineering**

The biggest mistake people make about money is thinking that they want to make as much as possible. As much as possible isn't an amount; it doesn't exist. Much like facing the real number of your debt, you need to have a real number amount that you want to make so that you can actually create a real plan for how to get there.

**“Life is not a problem to be solved, but a reality to be experienced.”**

**—Soren Kierkegaard**



# Discovery and Validation

Most entrepreneurs and people starting businesses think that they need to create a product. They have the idea that they need to invent something that no one has ever come up with before. That is the hardest way to make money. A much faster and simpler way to make money is to open your eyes and observe the phase of discovery. In this phase, you monitor advertising, look at markets, see where others have already taken the risk and notice where they're advertising and selling products. **Find out where the money is already flowing and get in there.**

## Model What Works

The first step to find this out is to do some research. If you go to a search engine, type something in and don't see any ads, you want to stay away from that market. Contrary to popular belief, that is not a niche market that has not been discovered. The Internet has been around now for enough time that the moneymaking ideas are already tapped into. If you type in a keyword and there are a lot of ads, that is not just a good thing; it is the best of things for two reasons:

1. It validates that there is a market and that money is already flowing.
2. Once you start your business and get going, you will want to leverage that and scale the growth of your activity by tapping into all the marketing assets, distribution and traffic of the other people in your industry. The very people whom you compete with could become your partners.

Once you find some ads, follow them. Keep your eye on the ads that you've found, and you will see which ones are making money and which have a solid business reach. Click on these ads and see what they're for, what Web page you land on and what that Web page says. **You can figure out someone's entire business just by opening your eyes and using the Internet as a competitive research tool.**

## Exercise: Modeling Advertisements

Just like you do with your online research, you can look into other areas too.

1. Take a bunch of issues from one magazine. Look at a January issue and then at a June issue, and compare which ads are still running.
2. Study these ads, and figure out what is working for them and why they are still in the magazine five months later.
3. Model the strategy of these advertisements in your own ads.

## Understanding Keywords

Every keyword and every search phrase has to be considered as a separate miniature business, because every keyword that someone types into a search engine causes a different reaction and does something different.

For example, the term “Louisville Slugger” could convert one out of 10 people who clicked the accompanying ad into a sale, but if someone typed in “metal baseball bat” and clicked on the same ad, they might not be converted into a sale. The only way to figure out which terms work and which don’t, without guesswork, is to let the math and the results speak for themselves. You can spend \$50 to discover keywords that will turn into a million-dollar-a-year business.

The beauty of the Internet is being able to test at a small level and get the results; then once you have proven which results you want, ramp up your tactics. In order to test your ad results by keyword, you can use Google: They give you a code to put on your Web page that measures the results based on which keywords were entered to direct the customers and which of those customers turned into sales.

**“The process of Internet Marketing, which is so powerful and so easy, is the process of gradual improvement.”**

**—John Reese**

# Leverage

Once you've found out where the money is flowing, don't copy or clone anyone; do something complementary. If you do something complementary, you can promote other companies' products that go along with yours and create a partnership while making money.

## Affiliate Marketing

The Internet affiliate marketing is a seven-billion-dollar-a-year industry and it's growing.

### Your Customers Are Not Exclusive

There's no such thing as "your customer." Customers buy from other people. Instead of trying to beat those other people, it is really in your best interest to partner with the ones who are in your industry.

For example, if someone wants to buy a Corvette, they will go to Barnes & Noble and come out with three magazines on Corvettes and five books, all from different companies and different publishers.

Knowing that customers will buy from other companies, those you consider your competitors, you might as well take advantage and get paid from those sales.

Start by becoming an affiliate in any market and driving traffic there. You can buy ads with Google that people will see on the side of their search results, and you can use your affiliate link to track your activity. It doesn't take long; you can start running ads within an hour. Someone will click on one, go to that merchant's site and buy the product, and automatically you will be paid a commission.

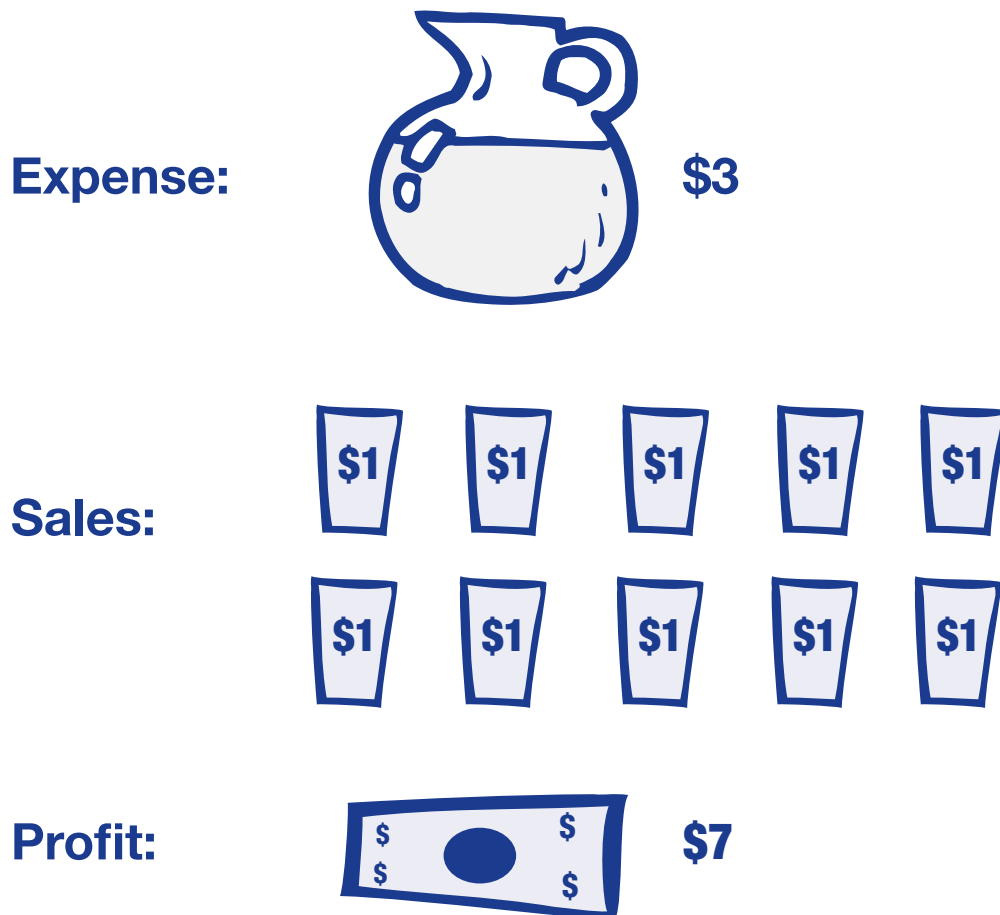
## Scale

Do whatever you need to do, using affiliate marketing, running ads, validating the market, sending an ad to another site to make some commissions, whatever it is, but your goal is simply to do this: make one dollar. It doesn't even have to be profit, just a dollar coming in that's getting handed to you in a check. This way, you see the system actually works, and now it's just about scale. The important lesson, the one that registers with your brain, is that you did something and, as a result, made money. **If you start by making your first dollar, you're 95% of the way to making \$100,000.**

It seems complicated when you talk about click rates and conversion and unique visitors, but when you get down to it, those are just labels. The bottom line is to look at where the money is coming in and do more of that. By using the scaling method, you can measure what is working and making money and stop doing what's not making money. Once you learn the fundamentals, it's as simple as running a lemonade stand.

# Lemonade Stand Model

Think about what it takes to run a lemonade stand; that's what it takes to run an Internet business. If you're spending \$3 on a pitcher of lemonade and selling it for a dollar a cup and you sell 10 cups, you have \$7 in profit. The same rules apply to Internet marketing. If you spend \$10 in advertising, figure out how many sales that ad is bringing you and you can calculate your profit. The beauty of Internet marketing is that everything can be tracked, so figuring out your sales based on one advertisement is as easy as looking at your Web site statistics.



## Dollar Visitor Value

Another way to measure your metrics is to figure out how much each customer is worth to you in dollar amounts. For example, let's say you ran an ad for baseball bats, 10,000 people saw the ad and it made you \$20,000. If you divide the number of people who ended up on the site into the amount of money they spent, you will get an average dollar amount per person. So in this example, each customer is a \$2 customer. If you can buy your ad for less than that number, you will make a profit.

$$\frac{\$20,000 \text{ earned}}{10,000 \text{ people visited}} = \$2 \text{ per visitor}$$

When you first start out and launch your product, John recommends that you should shoot for at least a dollar per visitor in return.

## Maintain Your Focus

Most entrepreneurs fall into the trap of abandoning one business and getting into something else without putting their full focus, time and effort into the first business. Because it's so cheap and easy to start a business online, starting multiple businesses at once can happen very quickly. A lot of people have the idea that if they have 10 businesses that make \$1,000 a month, they can easily make \$10,000 a month, but that is not realistic. Spreading your resources that thinly will only make you ineffective. The only way to start another business is to make sure that all of your focus was on finishing the first business, and then, and only then, you can start the next business.

The real magic happens when the pressure is off. If you can make that first dollar and create an income that supports a basic lifestyle for you and your family, you have the opportunity to take more risks and be more creative. You have more freedom to create additional businesses.

## Promises Are Out and Favors Are In

A lot of old-school marketing from 10 or 20 years ago was about the core marketing message of hitting people with as much advertising as possible. The marketing communication itself had no value in it. Since then, marketing has evolved so that now the most effective marketing is when there is added value for the reader. If you give people great value and content within the marketing message and don't just try to sell a product, people will have a much better response to you. **Give and you shall receive.** That is the key to Internet marketing.

John grew up being taught by his father the principle that you should always do more than what is expected of you. He has seen that belief take hold online: **People who are willing to do 5% more than their competitors make most of the money.** Overdelivering, giving more than what was promised has helped John create a fan base that keeps coming back for more. When you give people things that were not advertised as a part of the product, you can't go wrong.



# Maximize

## Hybrid Sales Page

One of the tactics that was so successful in John's million-dollar day was the hybrid sales page. Because people are multimodal and respond to different forms of marketing (video, audio or written language), the best way to advertise to people is to create a hybrid combination. John found that by creating a sales letter that had an embedded video that people could click on, alongside supporting text, he was able to reach more people.

## Super-Happy-Fun Day

Lifestyle is a major reason why so many people want to make money; they think that it will buy them the time and freedom to do as they please. John's friend and fellow Money Master Dean Jackson created what Dean calls the "super-happy-fun" day to make sure that he made time to celebrate life.

There are rules to the day, including that the day needs to be at least nine hours. You must eat at least two meals out at different restaurants and participate in at least two different activities (for example, John likes to play a round of golf and then go see a movie). At the end of the day, you must reflect on what happened during the day and laugh about the little things that happened.

Whether you follow Dean's rules or create your own, the idea of having a day for yourself, to relax and do the things that you want to do, is important for entrepreneurs, business owners and employees alike.

**Taking the time to enjoy the little moments is what makes life truly special.**

**"Live life fully while you're here. Experience everything."**

**—Anthony Robbins**





# Money Masters Article: John Reese

## The Art of Selling or Making People Take Any Action

This is a two-part discussion about a very powerful concept: the art of selling. Simply by implementing what you are about to discover, you'll be way ahead of the game! If you get this \*one\* single concept figured out, you can write your own paycheck for virtually any amount you want.

### PART 1: Discovery!

#### The Real Secret to Making Money

If you want to become really good at being a marketer and be able to make a lot of money in your business, you need to learn about the real secret to making money.

*What Do They Really Want?*

No matter what market you are working in, the better you can answer this one question, the more money you will make. Regardless of whether you are selling an e-book in the gardening market or building opt-ins in the automotive industry, you have to ask yourself this specific question, and the more accurate you are at answering it, the more money you'll make.

This question isn't as simple and basic as most people may think because most people don't get what's going on behind the scenes. In order to answer this question, you actually have to ask yet another question...

*How Will Their Life Be Any Better After They Buy Your Product Or Take the Action You Want Them To?*

If you think about it, in most instances anything that people buy is done with the purpose of making their

lives better or they wouldn't part with their money. If someone buys some aspirin, for instance, it's to make that person's life better by getting rid of a headache. When people buy shoes, it makes their lives better by fulfilling some sort of need or desire: It makes their feet feel better, helps them keep up with the latest fashions or adds to their collection of shoes. No matter what it is that people buy, whether it's aspirin or shoes, that purchase represents that their lives have been improved in some way for having bought that item.

You really have to dig deep into the mindset of your ideal prospects to figure out exactly how their lives will be improved by buying your product.

Here's the secret...

*Focus: The Benefit Within the Benefit*

**The core foundation of selling to a group of people really comes down to finding the "benefit within the benefit"** of a particular product or service. There is a difference between the benefits and the features of any product, such as how a car may have aluminum door handles, dual side air bags and so on. The dual air bags, for example, are one of the features; their specific benefit is to keep you from smashing your face into the windshield in a collision.

Marketing 101 dictates that you focus on the benefits more than the features because the benefits of what those features provide cause people to want to buy a product. However, to really get maximum results with your marketing, once you've determined what the main benefits are of certain products or services,

you need to break down those benefits even further into the elements that your prospects are truly looking for.

***Example:***

If you're selling a course on how to invest in foreclosures, what is the benefit?

*Most people would say making money.*

While making money might be the benefit on the surface, what is the benefit within the benefit?

*How that extra money will help make the customer's life better. The additional money will allow them to take a vacation, buy a new car, get new clothes or have some financial freedom. And each of these things has its own additional benefits as well.*

Most people don't realize that marketing is more than what they see on the surface. It's much deeper than merely stating the features of a product. You really have to dig down into the reasoning behind the marketing to pull out the hidden benefits of a product so that you can focus on these characteristics to push the hot buttons of your prospects. As you thoroughly examine your products and services to find these golden nuggets, you can greatly improve your bottom line by highlighting them in your marketing.

***Exercise:***

1. Start out by grabbing a legal pad and a pen and start thinking about all of the things that your prospects and customers really want and how your product can truly change their lives.
2. Write down what your product's main benefits are, and then brainstorm the many benefits within the benefits and write those down.

***Exercise (cont.):***

For example, if you have an e-book about how people can grow giant carrots, the obvious benefit is that they will have giant carrots that they can eat, but you also want to think about what the hidden benefits are: admiration and respect from their neighbors or other gardeners for having an impressive garden. This could be taken even further by including improvements in their confidence because they were able to do something few others have achieved. This improved confidence gained from being able to grow bigger carrots can extend into their personal lives by giving them more courage to attempt bigger goals, such as dating, starting a business, etc.

Because both psychology and marketing run deep, the better job you can do at figuring out these hidden benefits and then communicating these things to your prospects, the better you can sell and the more money you can make.

**What Does This Affect?**

So what's affected in your marketing by this whole discovery and understanding phase of why people want to buy things that change their lives or how their lives will change?

Everything!

You need to know how to speak to your target market, how to figure out what they want, and then you need to apply this knowledge when communicating with your prospects through the various marketing channels and tools that you use in your business.

**1. AdWords Listings**

You have to be able to communicate the benefits within the benefits of your product in your AdWords listings—and other PPC search engine listings—the best you can so that people will click on your advertising.

## 2. Opt-in Pages

People need to know why they should opt-in and what they're going to get on the other side once they've opted in that's going to make their lives better for having trusted you enough to give you their e-mail address. They need to know what's being exchanged during this value proposition.

## 3. Sales Letters

When promoting your product, you really need to be able to express how this thing will lead to a positive change in your prospects' lives.

A good exercise to try, before you even write your sales letter or opt-in page, is to sketch out who your ideal target prospects are, maybe how old they are, where they live and what the details of their current situation are. If, for instance, your target prospects are going through foreclosure, what are they dealing with? Perhaps embarrassment, desperation, pain of hurting their family and fear of ruining their credit?

Then, once you've described the details of what your ideal prospects are currently like, you map out how you see their lives changing by putting your product to use. You're basically figuring out how your prospects' lives would be more perfect by using your product, and then you simply get them to imagine those same benefits in their lives.

## 4. HTML Titles and SEO Traffic

By knowing what it is that will make your prospects' lives better, you can communicate that in the HTML titles of your pages. This works in much the same way as your AdWords listings, in that your HTML titles show up in organic search engine listings just as your AdWords titles appear in your AdWords ads.

## 5. Articles, Blog Posts, Special Reports, E-zine Issues, Autoresponder Messages

No matter what type of marketing you do online, all of it needs to be focused on how your product can make your prospects' lives better.

## 6. Any Part Of Your Communication

In addition to using the online marketing tools and resources mentioned above to share the hidden benefits of your offer with prospects, you also need to use any other type of communication, such as speaking with a client on the phone or conducting a teleseminar, to keep touching on how your prospects' lives will be improved once they use your product.

## PART 2: Communication!

Once you've done all you can to figure out what it is that your prospects want and how your product will improve their lives, the next phase involves effectively communicating that message to them so that they are more likely to do what you want them to do, whether it's buy a product, opt in for a free report or complete a survey.

### Communicating for Maximum Response

Many people get caught up in the mechanics of copywriting, such as explaining the benefits and following the AIDA (Attention, Interest, Desire, Action) formula, but there's something that is often overlooked when it comes to writing good copy: storytelling—the biggest secret in all of copywriting!

Our lives are all about stories, from our families gathering around the dinner table and sharing stories about how their day went to telling ghost stories with friends around a campfire to reliving high school days at class reunions. Stories are interesting and, therefore, keep people's attention.

If you can become a good storyteller, you can easily become a great marketer.

If you're selling an e-book or course about stopping a foreclosure, tell a story about a family who went through the pain and embarrassment of losing their home to foreclosure and how they wished they had found your solution. Then complement that with a story about a different family who faced the same predicament but found a way to stop their foreclosure in the nick of time by using your system.

Success stories are even more powerful than testimonials. Although testimonials are good to use, they are usually just people talking about how great a product is, without any mention of specific results. Success stories, however, give details of exact results gained from using a particular product or service, showing what's truly possible for people to achieve. It's just like the benefit within the benefit mentioned earlier because success stories dig deeper into a testimonial to discover the specific results, which is ultimately what your prospects really want to know.

### **Some Tips for Making Maximum Money in your Business**

1. Your prospects' lives must be BETTER after they consume EVERY step of your marketing process (not just buy your product). This isn't just about simply improving people's lives by having them buy your product, download a free report and so on but improving their lives through every aspect of your marketing PROCESS. If your marketing doesn't do this, you are making a MAJOR mistake.

It's difficult enough to get and keep your prospects' attention, but when you do get people to take action (read your sales letter, opt in, etc.), you need to make sure that you're providing great value through every step they take as they progress through your marketing sequence, even with the stuff you give away for free.

If you offer them a free minicourse, for example, make sure that it provides enough valuable content that they can actually use it in some way to improve their lives, regardless of whether or not they ever buy your complete product.

2. Follow your own marketing process to see if your Web pages, autoresponder messages, blog posts, free reports and so forth are truly providing value for your prospects, and if they're not, simply improve those aspects of your marketing. Your prospects will never again give you the time of day if they don't feel as though their lives were improved during every stage of your marketing process.

3. When anyone is about to make ANY decision, one of the most powerful influences can be hearing or reading about someone who already made the SAME decision. Testimonials and success stories are very powerful in getting people to pay attention to your marketing message. There's probably nothing else that's more influential in getting people to take action than this concept of social proof.

If you're driving traffic to a squeeze page where you're trying to generate leads for your business, running a split test where you've added a testimonial or two to the page will increase the rate at which people will opt in, as long as the testimonials seem real to the prospects.

So anytime you're asking someone to do anything, find a way to work in a demonstration of how others were happy taking that same action.

**Critical Takeaway:** *The currency that your prospects are paying you with when they enter your marketing funnel is their \*attention\*. Your marketing must EARN their attention by providing far greater value than the currency they're paying you, or they will direct their focus elsewhere!*

*Never fail to exchange something far greater in value than the ATTENTION people are spending for it, or you run the risk of never getting their attention again!*



A N T H O N Y R O B B I N S

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