



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

THE NEW MONEY MASTERS

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

The Web's Best:
Frank Kern

"How a Surfer and Family Man Started with Nothing and Learned to Generate \$23.8 Million in 24 Hours"

Action Book

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Anthony Robbins

The New Money Masters

Welcome to the dynamic interview series, *The New Money Masters*. In it, you will meet The Million Dollar Masters of Marketing—people who are role models and examples of what you can achieve in the new economy. In this first edition, you will meet Frank Kern, a brilliant businessman and marketer who helped one company generate \$18 million in 24 hours with four different promotions.

In this new market economy, there are some of the most talented people in the world who are being forced to redesign and re-engineer their futures. Some have been displaced while others are saying, “You know what? This problem is probably not going to be a short-term problem. I need to find a way to have a back-up plan, or a plan that’s going to really give me the ability to pursue the economic freedom that my family deserves, and long-term be able to retire and to be free.”

Today, businesses everywhere are struggling to change and adapt. Consumers are hanging onto their money in a different way, and they need a different level of relationship. **Yet in the middle of it, technology has created some brand-new opportunities to serve customers in a way you never before could.** There is leverage in technology that can produce a personal impact, and a way to build a relationship, to truly serve customers in an individual way better than ever before, and still do it in a fiscally intelligent way so businesses can truly expand their scope.

If you’re the owner of a business, a small business, or you are looking to start a business or are thinking, “I have a great career, but I want another opportunity”—this is what this series is all about.

There are people out there who have started with nothing. It is not hype. They’re sincere, they’re real, and they are not taking advantage. Rather, they are adding real value, and they are making a difference.

During the course of a year, you will meet 12 of these Money Masters—people who have found a way to say, “Look, I want to have a great lifestyle, and give back in a way that creates raving fans.”

Throughout the series, we are going to put the spotlight directly on these new money masters and deliver their insight to you in a number of ways: In addition to the video, you’ll also receive the audio of the interview, as well as a booklet that features exclusive exercises and tips to implement into your own business—and life.

Who is this for? Anyone who’s tired of having scarcity around money. Anyone who understands that the Internet has opened up a new world for very little risk and with extraordinary rewards. Anyone who has a passion and wants to get it out. And, for anyone who has a business and is trying to figure out how to compete in a world that changes so much.

What better time than now to learn from the world’s leading Internet marketers—“money masters” who started with nothing, and who are now multi-millionaires. Each has not only mastered marketing, they’ve mastered the art of living, serving customers in an entirely new way, and inspiring others to become the next generation of entrepreneurs.

On the following pages, you will learn more about the “Web’s Best” Frank Kern, his journey to success, as well as tools and strategies for becoming your very own “money master.”

Profile: Frank Kern

Internet marketing expert Frank Kern is a lifestyle marketer like no other. His core system, *Frank Kern's Mass Control*, teaches people how to create income by instilling trust in their clients. He believes that anyone can make money without sacrificing the freedom to live life to the fullest. But Frank's journey to success wasn't always easy. He began his career as a door-to-door credit card machine salesman in Macon, GA. Walking around in a black suit in 100-degree heat was not the life he had envisioned for himself, so he sought out a new way. When he found an ad for making money online, he opted to give it a try.



Frank's early Internet marketing days were in the glamorous world of parrot training, where he learned the fundamental principles and how to replicate them in order to generate automatic wealth.

Real financial success found Frank with the release of his *Underachiever Mastery* course. His first course consistently sold out hours after its release because its techniques proved to be useful for anyone seeking simple money on the Internet.

Frank's flagship product, *Mass Control*, is also a revolution in marketing. By mastering his techniques of language and relationship marketing, a sense of trust is established with customers. *Mass Control* helped one company alone make \$18 million in 24 hours—a record in his field!

Married with two daughters, Frank lives in La Jolla, CA, and can often be found riding waves in the ocean. While he likes to brag about being the 9th worst surfer in California, he hopes to work his way to being 15th or 20th worst in the state.

How Frank Got Started in Internet Marketing

Frank discovered the Internet through an ad for a course on how to make money online. Initially, he thought it was a scam, but the teacher of the course claimed to be very successful. Moved by desperation, and realizing his alternative was continuing his door-to-door sales job, Frank decided to give it a try.

He bought the course and applied only one of its 300 pages, struggling through trial and error to eventually figure out how to sell things online. Exploring additional resources, Frank purchased a set of tapes of direct response seminars, where he learned about a man advertising a \$300 manual on training parrots to talk. Although he thought it was the most ridiculous thing he'd ever heard, he decided to try the exact same thing online. He figured that if people were already reading these ads and writing \$300 checks for the book, then he could simply advertise a downloadable parrot course online and make some easy money.

Frank discovered that there were 70,000 people a month searching for the word “parrot” online. If he stuck his parrot book in front of them, he was sure he would be able to sell a few copies. Knowing nothing about parrots, he hired an expert to write the manual. He made sure his expert fulfilled the promises that he had advertised and identified the promises that were impossible, so that he could remove them from his ads. Once everything was finished, Frank started selling his new parrot book, making up to \$3,500 per month. His plan had worked.

From there, Frank had so much success from product launches that he discovered a passion for teaching people how to make money using his techniques. Today he continues to share his keys to success, helping others build multi-million-dollar businesses.

**“The fact is everyone is in sales. Whatever area you work in,
you do have clients and you need to sell.”**

—Jay Abraham

Today Is Your Greatest Opportunity

To the business owner right now who's struggling, you're lucky that traditional marketing is failing you, because it's going to fail you eventually. And you might as well go ahead and get it over with and **start doing it the right way**.

The riches generated from doing it the right way and the bond that you will have with your customers is so great that once you experience it, you'll think it's unbelievable. Eventually, you will be in a situation where you don't even have to actively sell.

The real way to make a lot of money is:

1. Find out what people want.
2. Give it to them.

It's pretty simple.

Frank was able to succeed by overcoming his doubts and realizing that **anything is possible**. You need to have an underlying belief that you can do anything. This has been proven repeatedly throughout history, and if you don't believe it, then you're not paying attention. We've gotten people to the moon, so you should be able to make some money on the Internet.

In Frank's case, he created more e-books. Instead of writing them himself, he:

1. Hired writers.
2. Placed ads in magazines selling the books.

Due to the nature of the Internet, **a project like that can be done quickly**—you could have the beginning steps done by tomorrow! The Internet increases the ease and speed at which you do business, enabling you to:

1. Test traffic.
2. Post ads inexpensively.
3. Get immediate feedback, seeing quickly if people are interested.

“If you can imagine it, you can achieve it; if you can dream it, you can become it.”
—William Arthur Ward

We live in the most prosperous time in the history of our civilization. The economy is going to get better and the process of doing business has never been this good. It's effortless. You can send a promotion to people in China right now for zero dollars.

Technology has removed most of the barriers of traditional businesses and marketing.

If you don't have the technological ability, you can **hire someone else who does**. Frank paid his expert \$650 to write the manual on parrot training. He didn't risk looking dumb, he simply posted the job on a Web site and people clamored for it.

Ease and speed have improved dramatically from the 20th century. **You can emulate the presence of a giant corporation** without any real difficulty and with limited risks. You can be global by simply putting up a Web site. You can be a global leader in a particular category, by simply paying Google to put you at the top of the search list for that particular category. That has never happened until now. And it's fast. You can send a marketing message to a customer base or stick an ad in front of a group of people and get an instantaneous response. You can change things or create campaigns for new products more rapidly than ever before.

Philosophy of Marketing

Two Schools of Thought on Online Marketing

1. Traditional:

Someone comes to your Web site and you sell as hard as you possibly can, because once they leave they are gone forever. You might sell five out of 100 people, but you have to go for it, because you're never going to get another chance.

2. Moving the Free Line*:

People rarely buy at their first interaction—unless they're in the heat of the moment. So why spend 100 percent of your effort on this tiny, improbable group?

Instead:

- Build a relationship by drip-feeding them some good free stuff. They'll eventually come around and buy.
- Don't be lazy but also don't be pushy.

DEFINITION:

“Moving the Free Line”

The marketing concept of giving away good, quality content free upfront in order to build a relationship with a potential customer.

*This term was first coined by Internet marketer Eben Pagan.

Mass Control

Mass Control, based around the latter philosophy, is the program that teaches how to efficiently sell on the Internet and other mediums through kindness and relationship marketing. **The whole strategy is based on giving away cool stuff, being really nice to people, and gaining their trust through those techniques. It's really about creating raving fans quickly and turning that trust into sales repeatedly.** These are not one-time buyers, but a constant following that's waiting for you to release more products. The most expensive part of any business is getting a customer. Once you get them and continue to meet their needs, your marketing costs go through the floor, which enables you to do what you're really made for: **deliver service at a deeper level.**

Why Do People Go Online?

There are three primary reasons people go online:

1. **To read something.**
2. **To get information.**
3. **To look for instructions or advice**—either to buy a hard commodity or to find out how to do something.

We must understand the context and the state of mind in which people use the Internet. This is where a lot of people and businesses drop the ball—especially online. The Internet can be broken into three main sections:

1. **Blogs/Web pages:** Roughly 184 million people worldwide have started a blog. If someone's going to create a blog or Web page, it's usually for entertainment or news.
2. **Search engines:** Viewers are on the hunt for a new restaurant to visit or a diagnosis for their latest ailment.
3. **E-mail:** 210 billion e-mails are sent each day and more than two million e-mails are sent every second. People typically use e-mail as a relationship medium. Rarely is someone checking their e-mail looking for the latest special. They're wondering what dirty pictures have been forwarded from Jim in Accounting or what their friends are doing or whom they have to get back to. Buying someone else's stuff is very low on the totem pole.

Traditional online marketing and non-*Mass Control* methods often involve marketers yelling at people. There is so much noise that most marketers just make theirs bigger and louder, figuring someone is going to look. And by sheer volume of communication, they will get a few sales.

***Mass Control*, however, takes all of the different contexts of usage into account and crafts messages specifically to match the state of mind so it aligns with the recipient's nature at that moment.** It works under the radar and gets you in the door.

The old model for blogs and Web pages is to try to sell people just because they're there. You have one millisecond before they click away or throw the direct mail in the garbage, and then they're gone forever. Some marketers took that theory and stuck it online, and it worked OK. But ultimately, it doesn't match the mindset of the user. **Instead use humor.** Why put on the business hat? Remember, your client is your best friend.

**“Treat your customers like lifetime partners.”
—Michael Leboeuf**

The Proven Formula: How to Create a Multi-Media Product

Find a group of people looking for something. Find out what they want, in terms of information, and then give it to them.

Using **the parrot example:**

- 1. Determine what people want:** Determine that all these people are searching for parrot information.
- 2. Find out what specifically they're looking for:** Through Google, you find out that a large majority of them are specifically searching for "training parrot to talk."
- 3. Find an expert:** You might not know how to train a parrot, so you can go to Guru.com, post a job there, and hire an expert to interview on the topic of parrot training.
- 4. Turn big promises into questions:** Come up with questions to ask your expert by looking at your competitors and seeing all of the promises they make. Turn those promises into questions. For example, if your competitor's big promise is how to make your parrot sing *Mary Had a Little Lamb* in three steps or less, ask your expert how to make your parrot sing *Mary Had a Little Lamb* in three steps or less.
- 5. Transcribe the answers:** The person tells you what to do, you record that conversation or use a service called FreeTeleconference.com and they will record it for you. Then have it transcribed.

Now you have a book and a downloadable audio file—a multi-media product. You know it works, and that 70,000 people a month are looking for this. For 25 or 30 cents per person, they are now coming to your Web site, when you can then sell them a \$100 course. It's really that easy.

Frank showed his cousin this technique. His cousin went to Guru.com, interviewed an expert over the telephone for \$200, and then went on to make \$3.8 million in his first 24 months.

Now, you have the ability to **immediately determine how many people are looking for something:**

- 1. Go to Google.com/ads**—the Google Ad Words program.*
- 2. Sign up for a free account.**
- 3. Use the tool in which you can type in a word and it will tell you how much search volume can be expected from that word.** This means how many people, based on the biggest search engine ever, are looking for that thing.

Once you've determined what to sell based on what's popular, you can pay Google to advertise. The great thing about search engine advertising is that you only pay when someone clicks on your ad and goes to your Web site. This is the equivalent of an old-school business going to a local TV station and offering to buy a lot of commercials but only paying the station every time someone comes into its store.

You can literally create that whole scenario, set up an account and buy ads starting at \$20, and you can have people coming to your Web site tomorrow. Where you used to have to get a business license, rent a place and outlay money, now if you have \$20 you can at least be moving. It's so easy and inexpensive to create.

*Note: Google controls about 60% of the search market share, but at the same time there are a lot of regulations in place today that can make it difficult to effectively use ad words at times. Some Internet marketing techies call it "*the Google slap down.*" So, note that you can also generate traffic by using Yahoo and MSN. Combine them together and you can start generating traffic in the same neighborhood as Google from a PPC (Pay Per Click) perspective.

7 Steps to Making Friends, Getting Results

Step 1: Communicate Like You Would With a Friend

Notice that **e-mail communication no longer looks like a magazine ad** these days. For example, Frank sends e-mails that read: “Hey, this is Frank. I just made this video for you. I think you might like it. I hope you do. Got to go. See you later.” Someone from a big business would think that method is unprofessional and would never replicate it. But that is why corporate communications will not get read; you have to communicate the way friends do with each other in order to be effective.

Friends don’t talk to each other formally, so you really need to:

1. **Embody the friend mentality** in your communication.
2. **Feel like you’re writing to your best friend** and view clients as your best friends.
3. Really **let it come through in your communication.**

Step 2: Be Empathetic

Know who your customers really are and what they really want to be. Use the **Instant Empathy Exercise:**

1. Come up with a name for one person who most embodies your prospect and identify his or her biggest fears.
2. Talk about what they do for a living, how many children they have, what they wear, what they would rather be doing—the life they really want outside of what they’re doing now.
3. Get all of that stuff and then write to them, having that end result in mind. In other words, if you really want to sell to someone, you have to understand them. Get them to see the light at the end of the tunnel and then gradually move them toward it.

Step 3: Show Them Results in Advance

Inevitably, you’ll run into **three reasons people don’t buy.**

1. They don’t want it.
2. They don’t have the money.
3. They don’t believe or trust you. If there is no trust, you won’t have the business. Now more than ever, the big entity—the faceless, nameless corporation—is not trusted. It’s feared!

The future is people doing business with people. It requires a shift in the thinking of business, to view customers as your friends and to genuinely care.

Step 3: Show Them Results in Advance (continued)

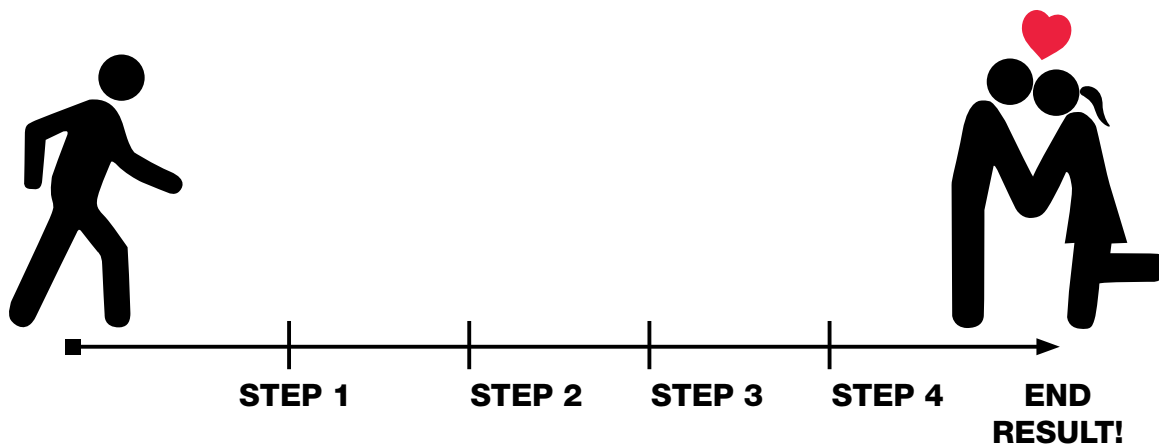
Results in Advance in Action

Marketing is what you do to make money. Traditional marketing techniques teach you to go out there and get clients and to be aggressive in your promoting. Frank's marketing philosophy is to give people the best that you can by helping them out and being genuine. By doing so, you actually create a situation where they will ask you to sell them stuff. The bottom line is if you provide enough value, people will ask how they can get more.

For example, let's say you write a book for men on how to date, helping them attract the woman of their dreams. There are a lot of people already in that space and not a lot of trust there. Your strategy then is to take the market and give the men incremental results in advance. Each time you give them more information, their trust in you will grow and their desire for your product will grow. And it will grow exponentially with every little bit you provide.

How to imagine it:

1. Take a pen and piece of paper.
2. On one side, draw a little guy and a timeline, and then divide the timeline into four or five little units.
3. Then draw the end result on the other side. The little lines you're drawing mark each step it would take to get to that end result.



How to execute it:

1. Tell them — for free — how to just approach a woman:

“We understand it’s scary to approach a complete stranger, because of rejection, so here are some ways to overcome that and also some ways you can approach someone without looking like a complete idiot.”

Tell them to do with this what they will. The men who get that information think it’s awesome, they go do it and they get results.

2. Their next question is going to be **what do they do now that the door’s open?** Already they’re coming to you saying, “Thank you. I owe you one. That’s great. Now what do I do?” You’ve just moved that person from the beginning of the timeline one step closer. **You have their trust and desire.**

3. Now you tell them, “We understand a lot of folks had great luck with this approach thing. It’s not as scary as it seems. The women wanted to talk to you, too, didn’t they? Isn’t that great? So here are some conversation starters that you can use without looking dumb, so you can be cool.” Give them that, and now they have a conversation.

4. They’ll come back to you asking how to get the phone number, how to ask the woman out on a date, what they should talk about, etc. **Deliver those little chunks of information and by the time you’re ready to sell them something, there is no selling involved.** They’re saying, “Would you please just give me all the stuff now? I am sold.” They need the whole solution.

So instead of being a salesman, you’ve become one **friend helping another friend.** You not only gain a lot of customers, but you gain raving fans who really like you and want to know what you’re selling next.

**Instead of selling customers, become their friend.
They’ll want to know what you’re selling next.**

Step 4: Create Scarcity, Cause Action

To create scarcity, you might tell potential customers, “I don’t have a billion of these things. If you want this and your gut is telling you it’s right for you, you need to go ahead and get it right now, because let’s face it, we’re on the Internet. As you probably know, I have 79,487 subscribers as of yesterday, and I get about 200 more a day. They’re all seeing this, and these products are not going to be around forever. So if you want this, go ahead and get it.”

Scarcity Example: Tires

If you’re selling tires, create scarcity by:

- 1. Adding more bonuses**, such as a free oil change to the first 100 people.
- 2. Pressure through scarcity** is very effective. Scarcity can be created by lack of material or bonuses or by using a deadline, saying, “This pricing is only going to be available for 72 hours and frankly, I’m in business to service my clients, not to sell to people. So after we’re done, we’re done. So if you want this, get it now. If not, well, we’ll see you next time.” **Tell them to do something.**
- 3.** They know you’re going to make a commission, so you might as well make a joke of it. Say anything, as long as you have their best interest at heart and you’re not lying or making stuff up. **A reason to tell them to buy now is sufficient** — a lot of people don’t do that.

Step 5: “Stacking the Cool”

“Stacking the Cool” is Frank’s term for offering more bonuses. It’s a simple formula: The more bonuses you offer, the more sales you get and the more money you make. Your ultimate mission is to make your offer irresistible by making your bonuses more desirable than the actual product itself.

Case Study: A New Honda

You can’t sell to everybody today. Say you want to get a new Honda, so you go to the Honda store and just don’t feel like buying one of the cars. You didn’t buy it for whatever reason, so you go home. Most prospects are going to be like that. It’s rare that you get that sale the first time.

Now imagine your Honda salesman calls you the next day and says, “Thanks for coming in yesterday. I wanted to let you know that today only, for some weird reason, we’ve got this new sales manager and he wants to make a good first impression with the owner. So everyone who buys a Honda today is going to get a Porsche 911 Twin Turbo. Go figure, but that offer ends at 6 p.m., so I figured I’d tell you. I hope to see you. If not, cool. I’ll see you next time.”

The “Cool” has been sufficiently stacked. Then he **continually stacks**, adding cool stuff, a Lamborghini, a private jet, etc. By the time you make your buying decision, you don’t even care about the Honda anymore. You just want the Porsche and Lamborghini and the plane that they’re throwing in. This is an exaggerated example, but that’s how to do it.

Step 6: Think Different

Case Study: Car Dealership

For example, every car dealer on Sunday has a full-page, full-color \$10,000 ad that looks exactly like everyone else's: Best Selections, Lowest Prices. So if you're a car dealer, face the problem head-on.

1. Send a direct response letter — an eight-page letter will cost you about \$1 to mail — with an ad that doesn't look like a slick brochure.
2. In it, say something like:

"Dear Bob, I guess you've seen all the tales of doom and gloom on the news. Well, we want you to know we've got your stimulus package over here at Eddie's Used Cars. So here's what we have for you today. I want to give you a car today. That's right. I actually want to give you a car today. I'm confident that you're going to love this car. I know you want a new car. You know you want a new car. We've got plenty of new cars down here. Come on down. Pick out a car that you want. We'll sign all the paperwork, but I want you to take it home first.

I am also going to give you a \$100 gift certificate to your favorite restaurant, so you can take your wife out. I'm going to fill that car up with gas for you. Take it home. Drive it for a week. If you like it, then I'll submit this paperwork to the bank and the car is yours. If you don't, bring it back, no questions, no hassles, no harm. All right?"

You will probably get 10 people to come in; five of them will bring the car back and the other five will keep it. If you don't do it though, you're going to get nothing.

Of course, on a psychological level, you're working all kinds of magic here. It's the puppy dog sale: Once you take that sucker home, you're screwed because even if you can't stand the dog, your wife or somebody else in the family loves the dog, and you can't take it away after that.

"Many of life's failures are people who did not realize how close they were to success when they gave up."

—Thomas A. Edison

Step 7: Interrupt Their Pattern

Typical marketing and business professionals are such boxed thinking. Many people go to college, read the standardized book, and let their professor tell them what to do. Where everyone else in business is running these types of ads, so is the lawnmower guy: His ad says, “Eddie’s Lawnmower Shop, established 1953. Phone number.” That’s it. In order to get through to clients, you need to be able to break their routines.

Case Study: Eddie’s Lawnmowers

Let’s take the first step and look at who’s buying lawnmowers. Typically, it’s going to be a guy. For lots of men, mowing the lawn is a pain in the ass. For lots of other men, mowing the lawn is a fun way to have a little bit of solitude and show off his yard.

Knowing this, Eddie decides to break the pattern and air a TV ad saying:

“I am Eddie from Eddie’s Lawnmowers. What you see behind me is a cross diamond hatch pattern that you might have seen on Sunday night at the Atlanta Braves game. When you were watching, did you notice how it looks like little diamonds out there? We’ll show you how to do that. Now what we’ve got here is the Escalator blade on the lawnmower. Jimmy, crank that sucker up. Jimmy’s going to run across here and do it. You do 10 diamond crosses like this, and come back here and you do 10 more.

Now what you’re thinking is ‘my lawnmower will never do that,’ and you’re probably right and that’s why I want to talk to you today. We’ve got a brand-new selection of Stamford lawnmowers, and I want you to have one. And your yard is going to be a lot cooler than everybody else’s yard, and they’re going to talk about you and how cool your yard is.

I know times are hard for a lot of people, and they might be hard for you. It’s certainly hard for a lot of other businesspeople out here. Well, here is what we’re going to do. I want you to take this lawnmower home, and if people don’t come over to your house and tell you that you’ve got the coolest-looking yard and ask you how you did it, I want you to bring that lawnmower back. I will give you a case of Budweiser too. So just call or come on down and see me. Now I’m scared they’re going to run out of beer, so I’m going to have to end this offer Monday at 7:30.”

Say a man is watching TV and sees Eddie’s lawnmower ad. Immediately there is a **pattern interrupt** because it’s not a typical preachy commercial. **It’s a guy speaking his language**, referencing his experience of seeing the baseball diamond, and he’s **being shown how to** actually do something with the lawnmower instead of being told “Best selection, lowest prices.” And he’s told that he should come buy it because of these reasons.

To tie it all back into *Mass Control*, **use a major pattern interrupt**. There are many ways to break a pattern, but if you use a warm humor and not a biting humor, it’s a wonderful thing. And if you’re not funny, then just say, “Hello, my name is Neal. I’m the most boring accountant in the world, and before you slip into a coma, I want you to understand that if you don’t get my accounting services, Uncle Sam’s going to show up at your house with a gas mask. OK, well maybe not, but it could happen.” Just go for it. People will talk about Eddie’s lawnmower ad and how awesome it is, and want to go. And Eddie becomes a celebrity in his marketplace.

Your Action Plan

Tony Robbins usually ends his programs by having you take immediate action on what you've learned. Remember, the first step to lasting momentum is taking massive and specific action in the moment. Take a minute now to think about Frank's strategies and how they can apply to your own business or life. Answer the following questions:

- 1. What two distinctions have you now made as a result of what you've learned? How will these principles change your life and/or business for the better?**

- 2. What are two actions (one big, one small) you can take right now? What will you immediately apply/change/do/decide today to make the biggest difference in your life?**

**“Knowledge is of no value unless you put it into practice.”
—Anton Chekhov**

Notes

Money Masters Article by Frank Kern

There Is Money Everywhere. Here's How to Get All You Want (and a Little Extra for Your Friends!)

The Three Magic Bullets

It's quite possible that these are basically the only three ways that you can get more money in your business besides borrowing it or stealing it from someone else. So here they are:

First is to get more customers. Pretty simple, right? This is the one that most people focus on, but unfortunately (or fortunately depending on how you're looking at it), that's just the tip of the iceberg. The second way is to sell your existing customers more stuff. Sounds like a breakthrough idea, huh? But seriously—so few people ever really take this step that it's shocking.

The third way to get more money is to sell your people more stuff more often, also known as increasing the frequency of purchase.

So to sound really grown up about it let's say step one is called "increase the number of transactions," step two would be "increase the size of each transaction," and step three would be "increase the frequency of transactions."

STEP ONE: Increase the Number of Transactions

As previously mentioned, this is where most people put their focus, although it is the least profitable way to grow your business, because of customer acquisition costs. You have to place ads in search engines, write direct mail campaigns, give away all kinds of free videos and content just to bribe people to come to your Web site and buy your stuff. It's the hardest sale

to make. I know "get more customers" is a big issue, so here's some ways that you can double the amount of customers you have:

1. Increase Traffic

Most people rely on only one primary source of traffic. One is the single most dangerous number in business because that "one" can go away. And if that "one" goes away, you have zero. Let's talk about other ways to get traffic.

Banner Ads

The banner ad is certainly not dead. The easiest way to make a banner ad is to simply make a white background image with plain text describing your offer such as, "Free report reveals top seven mistakes ugly dudes make with women," as opposed to the typical banner ad, which would look like a logo or slogan. The "ugly" banners almost always work.

Direct Mail

Stephen Pierce, a fellow internet marketer, is having a very successful go of it right now sending out direct mail postcards directing people to a Web site where they can get a free book for the cost of shipping and handling. But what's he really doing? He's acquiring that very first customer. He's making that first sale and then using steps two and three, which we discussed earlier, to really make a fortune.

Radio Ads

There's a guy named Chet Holmes right now who's doing really, really well running radio ads targeting small business owners, sending them to a telephone number or a Web site where they can register for a webinar that teaches them how to get more customers. Of course that is just the first point of his customer acquisition and where he's making most of his money is in, let's say it together, steps two and three.

Start small and test, naturally.

Television Ads

Believe it or not, TV doesn't cost you tens of thousands of dollars anymore, or hundreds of thousands of dollars. Contract with a company like Spot Runner that finds available spots nationwide through a gazillion different types of TV media and have your ads run there. They have a tracking system set up so you can see which ads on which networks brought in revenue. Then focus on those profitable spots.

CPM E-mail Drops

These are companies with legitimately acquired e-mail addresses that will send those addresses a solo ad for your product for a fee. CPM stands for cost per thousand impressions, so it's usually a few hundred dollars per thousand e-mails sent.

CPA Networks

That simply means Cost Per Action, and it's basically like a giant affiliate program. You can go to companies like CPA Empire and say, "Listen, I'll give you \$5 for every \$1 trial customer you bring me." Then all these affiliates in the CPA network go out and start promoting your stuff. You're paying for the leads, and you make your money by selling them stuff. You're going negative on the front-end situation, but you immediately have a back-end sales process to turn that around.

This is a good list of multiple options you can explore, and you should be exploring them.

2. Increase Your Conversion

So even if your traffic remains the same, if you just double the amount of sales conversions you'd be doubling your amount of front-end sales.

Improve Your Sales Letter Copy

The first thing you'll want to test is the headline. Then you want to follow that by testing the offer, but you don't want to test them both simultaneously. Test your headline first by making a more powerful, more compelling headline or a more ridiculous headline. Once you have control of that headline and you're happy, you start testing the offer.

Testing your offer means instead of selling an e-book for \$47, you might want to offer a physical version of your package for \$9 shipping and handling plus three easy payments of \$30. That might be a better converting offer. Changes in offer can dramatically affect your conversion, which of course affects your money, right? So it's important to tweak your offer a lot.

Improve Your Order Form Copy

So many order forms or order pages are absolutely abysmal, they're just terrible. They don't restate your guarantee, they don't restate your bonuses and they don't SELL. This is like going on 25 dates with a beautiful woman, finally getting her into your bedroom and then blowing your nose in your hand or something. You get the prospect all worked up to buy and then you send them to a crappy order page. The order page is one of the most vital (yet overlooked) parts of your sales funnel.

Offer More Bonuses

Also called “bonus stacking.” The more bonuses you offer, the more sales you will have. A lot of people drop the ball on this by offering worthless bonuses. Your ultimate mission should be to make your offer irresistible by having the free bonuses be of even higher perceived value than whatever it is you’re selling.

In the words of the marketing guru Dan Kennedy, “It’s the offer, STUPID.”

Make Down-Sells Available When People Exit the Page

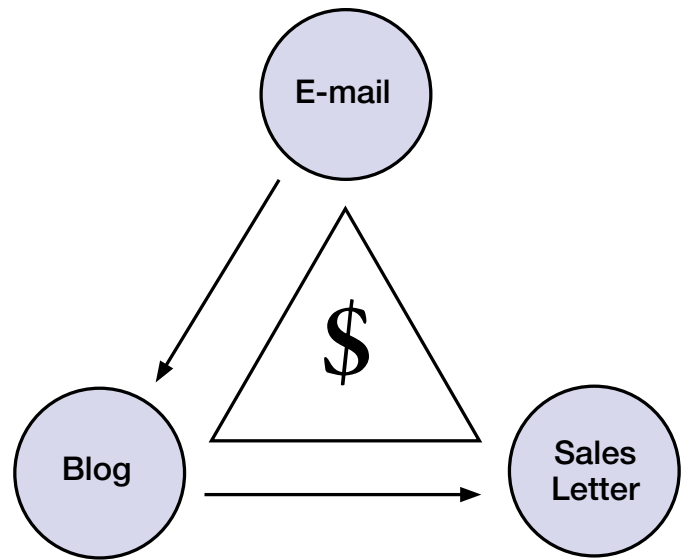
For example, let’s say you have a physical product for \$500 and like fools they leave your order page without buying. You can say, “Wait, if you act today you can get the digital-only version of this for just \$97. It’s the same product, but we’re not shipping it so we’re passing on the savings to you.” Or if you’re selling a digital product and they’re leaving, you can say, “Wait, today only we have a special test offer for you. We’d like to offer this on a seven day \$1 trial. Just give us a dollar, test the product out, if you like it after seven days, just keep it and we’ll bill you. If not, we never bill you, but you can keep the product for free anyway.” That’s an irresistible offer, right?

If you put that as a down-sell on your order page then you’ll get more sales. It’s free money. And the little stuff adds up to big stuff.

3. Increase the Frequency of Your Offers

This usually kind of freaks people out a little bit. It makes people say, “Oh man, I’m going to bombard my list, and they’ll get mad at me. I don’t want to be selling stuff all the time.” There are two sides to that coin. If you sell cool stuff to them, they’re not going to get mad at you. If you’re not the kind of person that hears this message, believes it and goes ahead and does it, here are two ways to increase the frequency of offers without just blatantly selling things (while still selling things).

The Triangle of Trust



The way it works is simple. You make a video about something you’re selling, and you put it on your blog. The video does the selling for you, and there can be a link to the sales letter or order form below it. Then you simply send out an e-mail telling them about your recent video blog post. The key words here are VIDEO BLOG POST.

Here’s why this works. People still view blogs as a “non-sales” environment. They equate blogs to news, not sales pitches. So when you tell a list to go look at a blog post, they’re more likely to check it out because their sales radar is down. Next, it’s working because it’s a video. Video has a higher perceived value. The final reason it works is because of the actual content in the video. You don’t want to “blow it” by being too salesy. Just give some content and make it related to whatever’s being sold, then a simple call to action.

Hiding Offers in Content that You Give Out Regularly

If you have weekly podcasts, put the offers in those podcasts. Or you could start your own live internet channel on Ustream and make offers on your weekly show. Or you could just hold sales in relation to, or reaction to, the news. So you'd have Christmas sale, an election sale, a "my daughter's graduating from kindergarten" sale, anything. People love sales—they never get tired of sales.

STEP TWO: Increase the Size of Each Transaction

Now let's talk about the second and more powerful way to get more money. That is: to increase your transaction value, also known as increasing transaction size, also known as increasing the amount of stuff you sell to those customers during the initial purchase.

1. Charge More

You're probably thinking, "Oh man, that's really basic. Could you tell us something that we don't know already?" The fact of the matter is it's one of the easiest ways to get more money. No one wants new, exciting, and hard ways to get more money, they want old, proven and easy ways to get more money. So charge more.

People will almost automatically and methodically desire the more expensive option. Consumers have the embedded and permanent belief that if it costs more money it's got to be better. Even if they don't buy it because they don't have the money, they will still want it just so they can feel special for having the most expensive thing. It's just human nature.

If you're afraid to charge more just for the sake of charging more, you could build more value into your product. There is a myriad of ways you can do this: if you sell an e-book, add an audio

component, or add some screen cam videos. Or you could go from a digital product to a physical product, or add an accompanying webinar.

2. Add More Bonuses

If you add more bonuses, then you can up the price a little bit because the perceived value of your overall offer is going to go up.

3. Scarcity and Exclusivity

"I'm only going to allow 50 people to take this course, It's very expensive, but those 50 people are going to get more personal interaction with me, so it's worth it." Boom. Instant price justification.

4. Have a Deluxe or Platinum Version

According to Dan Kennedy, 20 percent of all buyers are going to elect to choose the more expensive options just out of principal. They'll buy it just because it's there.

5. Have Up-sells or One-Time Offers After the Initial Purchase

You've seen this before in the past. You buy the product and instead of a thank-you page you see a one-time offer that says "Wait. You'll only see this offer one time. For an additional \$17 you can now have the deluxe version." You see this all the time because it WORKS.

STEP THREE: Increase the Frequency of Transactions

The third and most powerful way to increase your overall wealth and your overall money-getting capability is to increase the amount of times people buy stuff from you. You need a back-end product. This is something you've heard before, but the fact of the matter is probably 20 percent of people reading this will probably do it. Don't be one of the 80 percent.

1. Sell Another Product Webinar

This works great with information products, but you can also do this with physical products. Show them how to do something new and cool with your product. Webinars are very inexpensive and can be pulled out of thin air, literally.

Seminars

You can sell these quarterly, annually, whatever works for your company. Your customers want to be around other people just like them. So don't worry that no one will come. If you sell a seminar to your customers, they will come because they want to be around people like themselves.

Missing Link

This is the ultimate back-end setup. Create a product that complements your front-end product. This is possibly the most profitable back-end strategy. A missing link is something that takes all of the information people learn in your front-end product and automates it or makes it easy.

Let's say, for example, you were selling a course on internet marketing and you said, "A great way to make lots of money is to go to all the Web sites that are related to you, find the person who owns the Web site, and e-mail them to cross-affiliate your sites (they put a link to your site and you put a link to theirs)." Let's say you taught this strategy. Then let's say your customers were like, "That's a great concept, but I don't have the time to do that. If only I had something that would automate it." Well naturally, your back-end product would be the piece of software that automates the whole thing!

2. Add Continuity to Your Offer

This can be a continuity program tied to your front-end offer by forced continuity (automatic subscriptions until cancelled), or you could simply offer all your customers the ability to join your "whatever of the month" club.

3. Increase the Size of Your Transactions on the Back End

You do this by adding an ascension model (also known as simply selling more and more expensive stuff on the back end). If you build it, they will come. If you create a double, triple, quadruple platinum, chances are you're going to get at least one person to take it on sheer fact that people like to buy more expensive stuff. It's called the ladder theory. Humans are hardwired to want to get to that next level.

So there you are. Three magic bullets that are guaranteed to make you more money. What are you waiting for? Get out there and start selling!

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