



# Mass Control Revealed

*With Frank Kern, Simon Hodgkinson and Jeremy Gislason*

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*On February 1<sup>st</sup> 2008 at 09.00 PST Mass Control Sold Out In Less Than 1 Hour  
(It Was One Of The Most Anticipated And Fastest Selling Courses Ever Created In Internet Marketing)*

*The Following Is A Recording Transcription From The Interview That  
Was Recorded On January 23<sup>rd</sup> 2008 - 1 Week Before Launch...*

**Simon Hodgkinson:** Hi. This is Simon Hodgkinson. Together with Jeremy Gislason and today's special guest we will be discussing the powerful marketing strategy known as Mass Control.

Our guest is the creator of Mass Control. He is hugely successful in both internet marketing and niche marketing. He is a sought after copywriter and probably the most in demand product launch expert online today.

Let me give you a couple of examples of those launches; The Underachiever System that generated a million dollars in two days. The Serializer Method that generated \$1 million in 54 minutes. The Annihilation Method that pulled in \$1.4 million in four hours. StomperNet that generated a massive \$10 million in one day. And Pipeline Profits which did \$3.1 million dollars in 24 hours.

In this call you're going to hear about the method that was used behind the scenes on all of those launches. Importantly how you can apply the same formula in your own promotions to achieve incredible results.

He's talking to us today all the way from sunny California is Mr. Frank Kern.

Frank it's great to speak to you.

**Frank Kern:** Hey, guys. Thanks so much for having me on today. I am really delighted. It is sunny California for about 30 minutes. I think while we're having the conversation I will be watching the sunset. I got the best of both worlds going on, talking to my marketing friends and watching the beautiful California sunset right over the ocean. Hard to beat.

**Jeremy Gislason:** Sounds nice. Hey Frank, let's just jump right in here. The term Mass Control is kind of a focus of this launch here. That term could quite easily be misunderstood by a lot of people listening or maybe people who are looking to pre launch or to launch of the sales page. Before we dig deeper here, could you just explain the concept of Mass Control? And explain to everybody listening what makes it such a powerful strategy and why is it positive and not negative?

**Frank Kern:** I'm really glad you asked that man. While Simon was introducing me I was thinking about the word or the phrase "Mass Control" and then he had mentioned the Annihilation Method launch. So many of these things are like these ominous sounding land mine type things.

Mass Control, I came up with that name really because it sounds and invokes curiosity. And it sounds a lot cooler than very simple marketing that makes you a Lot of money and it is easier to fit on a logo.

Essentially, Mass Control is not about controlling anyone at all, at least not against their will. I think it is almost impossible to control somebody against their will without the use of force, or violence, or any sort of distasteful stuff like that. So it's certainly not at all really about controlling people.

Instead what Mass Control is about and what makes it so powerful is that you simply use to your advantage the psychological triggers and ingrained behaviors that your market already has in place and has already had in place. Not only their entire lives but throughout, I would assume, throughout recorded human history. I haven't looked back that far to really set this stuff out.

So it's basically selling in a very, very natural environment. Almost the exact opposite of what people are used to experiencing as someone who is doing the selling and as someone who is being sold to.

**Jeremy Gislason:** You know I understand it and I know Simon does, but I'm glad you kind of put that out in the open, because a lot of people might think of some government control, or everybody tied up, or going down the line or something.

**Simon Hodgkinson:** Frank Kern the evil master hypnotist or something like that.

**Frank Kern:** Yes, the evil master hypnotist. You know what's funny man is that I've kind of gotten that reputation which is a little bit weird because, I've sort of invented that reputation with the name Mass Control. Now, I had a video and in the video I made a mistake in the spelling and I said something like "Oh, man I messed up on this slide guys. I'm not going to change it because I'm in a hurry." But you know what I'm trying to say here. There were all these comments back saying "Oh yes that was brilliant how you used the wrong spelling on the slide to make yourself appear more normal". I was like "No, I really did mess up the slide."

Really Mass Control is, I guess if you wanted to boil it down to its most basic sense, it's just giving away really good valuable content that helps people conclude that they want something, essentially. It's all based on the foundation that people already inherently want either what you're selling or they want the end result that what you're selling can provide them. And it's also based on the foundation that what you are giving is good and useful. So it's never intended to be used and should never be used if you are doing anything bad or uncool. It certainly isn't something that you could use to manipulate people into doing things they don't want to do, ever.

**Jeremy Gislason:** Yeah, that's a good way to put it. I guess in a more normal way to put it, I guess if you maybe it would be education marketing, but that's kind of boring. I suppose nobody would pay attention to education marketing or

something like that. Where as Mass Control everybody kind of peeks up, hey what's that? And they get curious and then once you discover the truth it is pretty powerful.

**Frank Kern:** Well that's actually part of it; I mean you kind of just hit the nail on the head. Because remember when I saying we're using to our best advantage as certain psychological traits that all people have. Where if you say like most people the phrase educational marketing is extremely boring and they would say "I already know what that means and that is not for me." Regardless of if they had any exposure to what we are talking about here at all.

But if you say something like mass control it immediately invokes that sense of this is forbidden, this is borderline scary, possibly dangerous. And you have that curiosity and you have that immediate desire to find out more of what it is. It's all about using that kind of stuff in your marketing to get people's attention and help them decide that they want to buy your material.

**Simon Hodgkinson:** Wow! That's cool. You are actually using the strategy itself even in things like the name of the course you have got out there, that is very, very powerful. I have been wanting to ask you this for a while, Frank. As a copywriter myself, I would love to know what you think on this. You create some fantastic sales letters. I mean am I right in thinking that you wrote the StomperNet sales letter?

**Frank Kern:** Yeah, I'm trying to remember how that whole StomperNet sales letter came about. I would have to look at it but yes, I am pretty sure that was about 90% me at the last minute. The way that happened is that they had a copy team and that copy team submitted a draft which Andy didn't like at all. And then he was like, "Dude, will you fix this?" We had like 24 hours to go before the launch went live, and I was like, Okay, I'll do it.

**Simon Hodgkinson:** The one thing I want to ask you on that. I've got a slightly more serious question on the back of it, but the headline on StomperNet was "This space intentionally left blank." That is one of my all time favorite headlines. It smacks you in the face a bit in what it's actually saying. But I think you are just incredible. I always wanted to know, was it intentionally left blank or was it just a masterstroke of copywriting that you created that headline?

**Frank Kern:** It was a master stroke of copywriting. Andy Jenkins created it. I hope this recording never gets out, because I don't want him to hear it. Because someone is going to say, "Yes, that was great copy", and I hated it. I was like, "Dude, this is the worst headline ever, I can't stand it."

That was in with the first draft before I got a hold of it. By the time I finished writing the sales letter I didn't have anything left in me to fix the headline. I was like, "Well man if you like the headline it kind of works with what the copy is now,

let's just run with it." And I remember he was joking around. He was like, "Dude, I hope this launch really does well, because then I can say that I wrote like the greatest headline ever." And now you have given him fuel for the fire. So I'm going to be sure to tell him you said that, he'll love it. I was on the phone with him earlier today, so I'll call him back and I'll be like, "Well, you were right it was the headline."

In retrospect that was a great headline especially considering the whole vibe of the time. That is like a huge way that Mass Control works is you need to really be in constant feedback with your market and understand how they are feeling and what they are going through and what is going on in their mind so you can respond. Because it's really like a two-way conversation, it's just you're talking to hundreds of thousands of people.

And at that moment in the history of our world community people were just totally sick of launches in general. They were just angry and jaded. They weren't angry at StomperNet or jaded by StomperNet by any means but as a whole they were feeling very frustrated and angry and jaded. So when Andy wrote that headline and all throughout the launch actually we were trying to take an undertone, we were mocking the entire launch process.

We weren't trying to hide the fact that we were doing a launch at all. But we were kind of coming out and saying, "Yeah, we're doing a launch and we know this is silly but hey, what can you do, we are doing a launch. So hopefully you'll buy our stuff." So it really resonated well with the market for sure.

**Simon Hodgkinson:** The question behind that was obviously you have been responsible for the whole marketing strategies not just the sales letters and these huge campaigns. I mean that has to be like you say, if you don't know the day before when the sales letter gets written. I mean, that has to be incredibly stressful. Especially when you have an idea or that you know that there are millions of dollars at stake.

For the people listening to this, I know there are going to be people listening to this that write their own sales copy. Can you talk us through a little bit of your mindset and the thought processes as you sit down to start writing a sales letter or planning a strategy? What is going through your mind?

**Frank Kern:** Well, when I had the best results, nothing. And this is completely counter intuitive. I know there's lots of people say, "Well you need to have all these checklists and you need to 400 million things before you write the sales letter." Every time I sit there and I try to analyze it, I screw it all up. But if I am under a tremendous amount of pressure which forces me not to analyze it and just to start writing, it's easy.

The big trick, the huge, huge, huge, big glaring pot of gold in the middle of the desert that people somehow overlook is that the copy needs to be primarily about the end result. What people will receive or achieve after using, or consuming, or owning whatever it is you are selling to them. That has to be like theme one, like a big overall theme, like here is the end result.

And then the underlying themes need to be, “I know that these are your objections and I know that if I say that I’m overcoming them it is going to sound like I’m trying to sell you something, but here is why these objections are going to be overcome anyway.”

When you have all that stuff there’s really is no magic to it. It is kind of like John Carlton said once when I was talking to him actually about StomperNet. He was like, “Man, all you have to do is say, here’s what I got, here’s what it will do for you, here’s what I want you to do next.” And I have written that down. That is pretty much my big magical checkbook or checklist formula. Okay, here’s what it is, here’s what it will do for them, here’s what I want them to do next.

There are often times no need to weave in a lot of extraneous junk in there, especially if you have gone through a launch sequence already with the market, because throughout your entire launch you should be selling them anyway.

**Simon Hodgkinson:** Yeah, I think like you say I guess on a lot of those big launches, I mean I found this as well when we did Marketing Main Event 3 back in the summer. I was pretty much annoyed, because I timed how long it took to read the sales letter as fast as possible and it was something like 35 minutes.

And we started getting orders in after about three minutes. And you think to yourself, “Why did I just spend the last month writing that?” And I think that’s the power of Mass Control isn’t it? It’s the launch it’s the whole strategies. It is everything as a concept, that when people actually get to the sales letter they are in a buying state. They are all ready to buy the product.

**Frank Kern:** Yeah, definitely. I mean when I did Serializer, the second batch of Serializer seminars that class was, I don’t remember the percentage, let’s say 60 percent sold out before I even released the sales letter, before it. Because people would write me and they would say, “Frank it is physically impossible for me to be in front of my computer the day that you are going live. Can I just send you some money?” And not wanting to be rude I actually said, “Well okay, I certainly wouldn’t want to be insulting to you and not take the money.” If done correctly, Yeah Mass Control will get them in the frame of mind where they are ready to buy.

Again, I might end up sounding like a broken record here but it’s all about helping them decide for themselves that they want their product. I really want to make it

clear that we're not trying to trick anyone or manipulate anybody into doing anything. It is just being extremely straight up with people, straight forward, giving them lots of value and showing them exactly why your stuff is going to help them achieve whatever it is that they want to achieve.

That process is significantly different from what we experience now. Like if you look at lots of the Internet marketing promotions it's all about like the guru, and how great that person is, and why you should listen to them, and all that stuff. And the bottom line is, nobody cares. It's like is this thing going to work for me? What's it do, is going to work for me? Okay what do I need to now? That is it. That is what we all think. That is why people don't read sales letters a lot of times, because they're like, "Well does it work or not? Okay, cool prove it and if you can prove that it works then I'll buy it." So that's what this whole process is really all about. We just do it in a little bit more of a subtle and natural manner.

**Jeremy Gislason:** Yeah, I really like how you said about the customer they don't like to be sold, because everybody is a salesman and a customer at one point in time. If you are a marketer you also buy things. And I don't like being sold either. Whenever I go to a sales page I read the headline, and then I scroll down check the price, and read the PS, and that is about it. If it looks interesting I'll go back and maybe read the sales letter a little bit. But basically I am just looking for key points as do I need this, what's it going to do for me kind of thing. I think a lot of people, maybe, when they go to a sales page, they might have some blocks or maybe they are just automatically thinking, "Okay, what is this guy going to sell me." Especially if there's a big launch and they get 50 emails about everybody selling the same product.

In Mass Control you talk about the key components a launch needs to be successful. You talk about empathy, why it is so important. Looking at promotions through a customer's eyes, can you kind of talk us through some of the psychological blocks a potential customer might have that we need to overcome and how someone can overcome them, that kind of thing?

**Frank Kern:** Yeah, absolutely. There are three big glaring reasons people won't buy your stuff. Then there are a bunch of little reasons, but like these three big glaring reasons will eliminate 80 percent of the non-buyers out there. It will help turn them around.

And big glaring reason number one as painfully obvious as this is is that they just don't want it. That really escapes people. Lots of people will come into the marketing world with the product first market later idea. So someone comes out and they say, "Yes I just invented this machine that allows you to make microwaved popcorn out of recycled ping pong balls it's awesome. I'm going to sell it for \$97.00." And then nobody buys it and they're devastated and they say, "Internet marketing doesn't work." And well in reality, nobody wants that.

And that's a silly example, but a more concrete example might be someone like me. I love Internet marketing; I'm a student of marketing on and offline. I've been a hardcore monk like fanatic disciple of it for the past ten years almost. And logically if someone were to release a course on search engine marketing, I would be a prospect for it, like logically. But the truth is for me personally, I think search engine optimization and all that stuff is painfully boring. So I would not be interested in that, because I simply do not want that. You know what I mean.

So you really need to be completely in touch with whoever it is you're dealing with. Obviously, it is pretty hard to be in touch with every single person on a subscriber list or whatever. But you can always gage the theme, the general overall vibe of a subscriber base or of a market really quickly. So that's the big number one is they have to want what you're selling. You have to be selling the right thing to the right people.

The second big glaring thing is that they have to believe you. So if someone says, "I'm going to sell you this \$5,000 report and it is going to tell you the three words that if you use them in succession people will buy stuff from you no matter what you are selling." Now see I would want that.

**Simon Hodgkinson:** Yeah, I'd buy that.

**Frank Kern:** Yeah, but would we believe it? No, I don't think we would believe someone who is making that claim. So we've lost the sale, right? So we know we want that end result, but we just don't believe them. So that is the second one, you have to get them to believe you, and that's really where the gold is, is getting them to believe you. Because like you and I sell things on how to make more money and we have people who don't know us personally yet who haven't been exposed to our marketing for a long time, don't feel like they know us yet. So they are less likely to believe our stuff, and that's where we lose the customer. So if you can get people to believe you then you are really in good shape.

And the third reason, the third major barrier is that they don't have any money. They just can't buy it. That has a lot to do with market selection. However, the upside to it which is they can always get the money if they desire your product enough. So it's like a combination of no money/not enough desire.

For example, and this is kind of an unpleasant example to use, but it's the best way I know to illustrate the point. Let's say that my friend had cancer for example and the cure is sitting on the table in front of us and there is a syringe and all he has to do is hand someone a million dollars in cash and take the shot and he'll be cured and it works. Let's just say that we know that it works. We believe it, it's been proven, it works and all that stuff.

Well we don't have the million dollars in cash. So we might have that one problem of well they don't have any money. However, that desire would be there enough so we'd figure out a way to get the million bucks, right? In some cases people would rob a bank if they had to, to get the money to get that cure.

So that's the number three, not enough money/not enough desire for the product. They might want it, they might believe you, but they might not want it enough. That is the third thing you have to overcome.

**Simon Hodgkinson:** That's great. You talked about in the beginning there you said, "People just don't want the product." And that just goes back to people listening to this call, do your research before you create a product. Internet marketing there are certain evergreen subjects, list building, traffic generation and all those sort of things that just sell themselves.

But if you haven't built a product that anybody wants, I mean I've done this on a number of occasions I've sort of sat down and thought, "Wow, everybody would want one of these." And it turns out it has just been me. So that's really something very important to listen to there, and again when you say it's about desire, they have got to want it enough. We talked a little bit about belief as well. You have got to prove to people that the product does what it says it does.

One of the things you talk about in Mass Control is the way to get that across. You talk about sort of creating a character and building back stories into the promotion and into the long strategy. As a copywriter I know how important stories are to a process. But I think the big problem that people face is how they go about creating that story for themselves. How do they create those back stories? People aren't always confident in telling a story about themselves. Have you got any advice for people listening that you can use to overcome that?

**Frank Kern:** Well it is to tell the truth in an interesting fashion. Someone might think well, my story is very uninteresting or whatever. But if you're talking to a market of people who are rabidly passionate about something then your story is about a product which feeds and fuels that passion and desire. Then it is going to be interesting to them.

It might not be interesting to you anymore, because you lived it and you might have a little bit of modesty or self doubt or anything. So I like to advise people to just tell the truth and make it interesting, and keep it interesting. If you can add elements of mystery and intrigue in there or weirdness, people love weird stuff. A book about bowling or something you could talk about how you discovered this technique after you had broken your ankle, and you were having to sit in a cast, and you had this weird hobbling approach as you went up to the thing to throw the ball. And you threw it correctly and you hit a strike. Well, that's interesting right, because you have this imagery of the guy hobbling up there. He

has the broken ankle for all this time and it's about bowling which the market is really, really into.

So it's truth, but with interest is the best way that I know how to put that. And the reason stories are so important. You can actually tell a bad and boring story, but if it is to the right market it is still going to go over well. So don't think you need to be Faulton or Kurt Vonnegut or anything. The fact of the matter is the way we communicate is through story telling, not only in the selling environment, but for primarily almost all conversation.

If you think about the last time being at a bar, or a restaurant, or a party with a group of friends and look back at the conversation that not only you had with people, but that the entire group as a whole had with each other collectively and individually. I would wager it was probably 80 percent stories. And that could be stories of just people recounting what they did the night before. It could be stories about what friends did.

The typical story might be like, "Yeah, this is a pretty good restaurant. Yeah, one of my favorite things is the prawns. Oh, yeah I had those with my girlfriend, I remember we came here this one time and there was this waiter that was working and the guy had a gold tooth and he had his initials in this gold tooth and my girlfriend and I got in this crazy argument about whether or not that would be cool." A classic example of someone just immediately going into this story telling scenario, even unconsciously, it's just the way our brains work. We tell stories.

We even tell stories in our minds. If you think about it and you replay events that have happened in your past it almost always gets replayed back to you by your own brain as a story. Some people it gets replayed as a movie. That's the way it works inside my own brain is I see my past replayed as a movie with me in it. Not like Star Wars and stuff. That would be kind of funny though wouldn't it? It depends on how your brain works, but that's just the way it is. That is the way we are hardwired. And so many people just completely overlook that.

Mass Control is like, let's say you're standing on the banks of a river and the sale is at the end of the river where the current is heading. Well Mass Control is about just like stepping in the river and just letting the current take you to the sale. What most people in marketing do, they go up stream, and they build this bridge over the river, and then they tunnel under it, and then they get an airboat to take them, and then they finally get to the sale. They try to do all this extraneous stuff that's completely unnecessary.

If you just go with the way the humans are built psychologically. You just use that to your advantage you are really going to have an easier time. I don't see the point in going through any extra effort. That is why stories are so important.

**Simon Hodgkinson:** If people listen to this you should really read Frank's copy. You write such great copy, because it's in such a conversational tone. It is just like you sat with a friend in a bar or a restaurant having a conversation. And that's immediately more appealing than the hyped up big headline, sub headline not in paragraph bullet points. All those things are not done properly in bum sales letters.

It's engaging with the person as well. The story helps you become engaged and the way Frank writes copy, please go and look at that, because it's a great style of copywriting that works. I very, very rarely read huge sales letters and most people don't either. But Frank's people just stay glued to the page and keeps growing. That's a good tip, go and read Frank's sales letters.

**Frank Kern:** They're always, it's like I said earlier, it's truth made interesting. The sales letter for Mass Control is that Mafia report and that's 33 pages. And it's just a story about all these launches that I've done. It is the true story of the launches, but it's made interesting talking about how StomperNet we didn't have a sales letter at the last minute because of this and that. And they give all the crazy details about that and I talk about how I didn't even want to do it. I was trying to hideout for the summer and surf. I told them to give me some money hoping they would just tell me to go away because they didn't know me and damn them they took it and said okay. And then I had to do this launch for them.

And I talk about how the Annihilation Method came about. Where my crazy cousin and I had this dream, really my crazy cousin dreamed up this bizarre scheme. Truth is interesting enough, when you're dealing with people who are extremely into whatever it is that the topic is about. Someone who was not into marketing would find that story incredibly boring and mundane and would just be miserable trying to read all 33 pages of that. But people who are into selling lots of stuff on the Internet and making lots of money as a result are compelled to read it.

**Jeremy Gislason:** I remember a couple of years ago Simon was writing a sales copy for MME2 and it was really good and I ran it by Mike Long and he immediately came back and said "Where's the story, there's no story here?" I was like "Huh, why do we need a story? We don't need a story." Then he rewrote some stuff and made it into a story and I showed Simon. I don't know if he was too crazy about it, but I think he had a point about telling stories. And at the time I was maybe it would work, maybe not. Simon's copy did great. I think it did about \$700,000 or \$800,000 in sales. Thinking about that in retrospect, stories can really help.

I was listening to Evan Pagan too, and he just starts talking casually about some story like you were doing. But that's like what he does in his sales process too, which you do that too. Yeah, I think it's really interesting, because if you can get people into your story, they immediately feel comfortable with you. And then

they're going to trust you more and they're going to be like, "Yeah, this guy's for real. He's not trying to B.S. me or something, or just after my money or whatever." And I think that's a really, really good way to do that.

And I think, like you said about people talking to each other everybody's telling stories and that's so true. A few months ago when I was in the U.K. at a seminar with Simon I don't think we once, really, talked about business too seriously the whole time. We were just kind of telling stories the whole time, and just talking.

**Simon Hodgkinson:** I have lots of blackmail stuff on Jeremy if people want to send me checks on that.

**Jeremy Gislason:** Yeah.

**Frank Kern:** Well you know what's funny is throughout what you just said you have two stories. You are talking about the use of stories; you actually just told the story about having the copy and running it by Mike. And then you just told the story about the first time you were at a seminar with Simon and you guys told stories. So you've just illustrated the point perfectly. It's the way natural conversation goes. So it all goes to that metaphor of standing in the river's current and just letting it carry you to the sale.

**Jeremy Gislason:** People are always curious. Everybody says that the National Enquirer is crap, it is garbage, I never read it. But, why do they have so many sales? Why have they been around for so many years? Because people like gossip, people like stories. People want a story I guess.

I don't read fiction. I'm more of a nonfiction type of guy, but I really got sucked into the Harry Potter story a few years ago. I just couldn't help it. I started reading it to my kids as a bedtime story and they fell asleep and I just kept reading it. It's just weird, because the flow just got me so into it. So anybody who can tell a good story I guess can really do well.

Going into how people are listening what they can do here to help too. I'm pretty confident everyone who is listening to this call would like to replicate your success. And create the kind of launches you've pulled off either for themselves or maybe their copy writers. And they're writing for somebody else's product or maybe they have a product they want launched or something or they just need ideas. Let's assume someone has a product already and maybe they've made a few sales or they're doing okay, but nothing spectacular. Where do they need to focus their attention now? And how do they start the process to get to the next level?

**Frank Kern:** Well it depends on the reason for them not doing anything spectacular. And fortunately there are only a few reasons that could be. First of all they should be commended on doing something, right? I mean the difference

between making a ton of money and not making any money at all is ultimately just doing a little bit of work. The people who have made even one sale have already done miles and miles more work and have made much more progress than 99.99 percent of the folks out there, so that's good.

But the reason that you might just kind of be getting along and doing okay versus doing really well is only going to come down to a few things. And the first thing would be traffic. If you got a product and it's selling for a couple hundred bucks and you're not making a lot of sales. You might not be getting your message in front of a lot of people.

So, one thing to do would be to get your message in front of more people. And this is logic, but it is strangely overlooked by lots of folks. There are plenty of ways to get traffic. My favorite is pay per click search engines. Another favorite of mine which very few people use is something called CPM Email Drops. That stands for Cost Per Thousand and that's where you can pay email brokers to actually email their lists about your stuff. And this is not Spam. I am not remotely suggesting anybody send any Spam or do anything weird. These are reputable email brokers.

One that I've had clients use recently with great success is a company called Arcamax, A R C A M A X. However, I wouldn't recommend using any traffic source unless you have good conversion which is reason number two that someone wouldn't be doing well. Is that they're getting the traffic, but their sales materials aren't converting well.

So you might get a thousand visitors a day and only make one sale. Well if you have your sales conversion up a little bit you could make 10 or 20 sales which of course would give you a dramatic increase in income. So the best way that I know to improve your conversion from your marketing materials is to focus on the offer. Make sure that the offer is something people want. And even better is to make sure it's something that people feel like they simply could not live without. And then you structure the offer in a way that it would make them feel like they were just dumb not to accept the offer.

An example of that would be, yes if you buy this Honda Accord today as a bonus you're also going to get this Ferrari. And if you buy before lunch you're going to get the Ferrari and the Lamborghini. They want a car and now that you've structured it so they would just feel like they were complete idiots if they didn't take the offer. That's a silly example, but you can also do it in your own stuff especially if you are selling information products. You can stack on more things of higher perceived value. So that's another reason why you might not be getting to where you want it to go.

And the final reason I'll give is that you haven't positioned yourself properly in the marketplace to be able to charge enough. Low traffic, and low conversion, and

low prices, those are the three lows that can all be repaired relatively quickly. So you can see a tremendous surge in income.

And the way to position yourself to be able to charge more, to be able to position yourself as a market leader and someone who should charge more is to do pretty much the opposite of what everybody else does. In fact, I have made a video about this for the Mass Control promotions which is not the very next video coming up, but there are two videos away for the promotion.

For example, let's say we are looking in the dating market, because you mentioned Evan earlier. Evan Pagan, he owns [doubleyourdating.com](http://doubleyourdating.com), right? So if someone's studying that and they say, "I want to start selling dating stuff." Well they'd look and they would do some searches on Clickbank and maybe look in Google and they would see that all the folks who are selling dating advice type of things and selling the ebooks for under \$50. So that's what they would do, because that is what everyone else does.

Well what happens is the market gets conditioned to believe that is the maximum amount any product of that sort is going to be worth is whatever the other guys are charging for it. So if ten people are selling into that market and they're all under \$50, so that market is now conditioned to say, "Oh well, this is what an ebook about dating is worth."

Well if you want to reposition yourself to make more money you just do the opposite and instead of selling the ebook you repackage your information and put it on a DVD with a manual and you now sell it for \$200. The information can be the same but it's repositioned differently. It is repositioned against what every single other person that you're competing with does.

So now you're somebody new, you're rising above the noise and you have a higher perceived value. And just by a way of charging more, assuming your stuff is good and you're delivering the end result, just by charging more you can often see an increase in sales. Because it is our own human nature to believe that if something is more expensive it must be better.

So if you combine expensive plus different then you are already pulling on two psychological strings that make people believe that it must be better. And good Lord, if it really is better, which it should be, then you're really onto something. If you overcome those three L's you can start seeing pretty good results really, really quickly, and long term results, because Mass Control is about so much more than launching.

You will notice that we haven't really talked that much about launching throughout this conversation. That's just like say we have a dozen different assortments of donuts. Launching is just one flavor of donuts and the dozen which would be Mass Control.

So in a long-term strategy if you want to employ the launching thing what you need to do is start giving your list really, really good useful content immediately. The content should always be something that can stand on its own even if you weren't selling something. People could get it and be like, "Oh wow, that was really interesting I'm glad I saw that today." And it should give them some useful information, but it should also lead them to conclude that, "Man, I would love to use this in conjunction with what else, what other stuff this person can show me."

An example I'll give you is I'm in the middle of watching Mass Control right now. I've recently had 30,000 people now have joined the subscriber list to find out more about Mass Control. And a lot of the folks who are on that list have said, "Hey, I know Mass Control works it is obvious what do I do if I don't have a list?" Well, I want to help them consume my product and I want to provide value to my subscribers. So I made them a video that shows them how to build a list.

Now, I'm sneaky for doing that. Obviously I want them to like me I want them to feel like they can get good content from me so they will buy stuff. But I also just overcame a major objection they might have for why they couldn't buy my stuff which is I don't have a list so I don't know if this is for me? Well I just gave them a video that says, "Here, here's how you have lists. And now you know how to get a list, and now you can buy my stuff." Does that make sense?

**Simon Hodgkinson:** That is awesome information. Right in the beginning of the call we talked about StomperNet. That launch I think it was \$10 million in a day. I guess a lot of people are listening to that. That sort of figure is just so hard to comprehend. It goes back to, I think it was probably John Reese out of his Million Dollar Day. That was a sort of a target for a lot of marketers out there. What are you thinking next? Do you think people using the Mass Control techniques are ever going to beat the \$10 million in a day? We all sort of think nothing should be impossible, but what do you think? Where is this thing going at the moment?

**Frank Kern:** We are all really a bunch of amateurs. If you look at, I guess in terms of marketing we are not. First of all StomperNet was \$18.3 million that was in a 24 hour period. So the first day the cart was open it was open for less than 24 hours. It did like \$10 million or something. Then they opened it again a couple days later for a period of time, both periods of time equaling 24 hours when they were combined equaled it was \$18.3 million bucks.

**Simon Hodgkinson:** Wow!

**Frank Kern:** But if you look at all these, because these are big Internet marketing launches right? And our community is tiny. To us and the folks who are listening it seems like we are part of a really big world. But the other 99.9 percent of the earth's population have no idea what we're talking about. No one

would know what StomperNet is outside of the Internet marketing community. No one would know about Mass Control or Frank Kern or anything.

First of all I think someone will eventually beat it in our community, sure. Because it is just the nature of progress, but I think if a record label were to start using this stuff or if good Lord, imagine a car manufacturer started using this type of thing of thing. Or a major, major, publisher started using it then you would see that record absolutely shattered, simply because of the reach.

I don't remember the size of the list specifically, for StomperNet. But I think the prospect list was only around 50,000 people. And I could be wrong, but it is somewhere around that. It wasn't like a ton but imagine there are businesses out there that have internal house lists of several million people and they just don't use this stuff. And if they did they would shatter the record immediately. The only reason they don't use it is because they don't know it.

**Simon Hodgkinson:** Yeah, that is true. I guess like you are saying the Internet marketing is only a small community on the global scale. But you've used the same sort of techniques outside of Internet marketing. It is not just to make money get rich sort of marketplace this works in. And I think you covered some of that in the Mass Control course. The question that I'm sure that everybody listening to this call really wants some know is,, you hit one of these big launches and it's like you knock it out of the path, just tell us what that feels like emotionally. Because I'm sure that is going to help people get into that state of mind and to picture that feeling. It's going to help them get there I think. What is it like when something like that happens?

**Frank Kern:** It is really, really good. It's right up there, well it's not right up there, but it's I would say maybe like half as cool as having children or something. Because nothing's as cool as having your kids, right? But it's comparable respectfully so in the scale to having a child be born or something, in terms of just the aw that you feel.

I remember when StomperNet happened I woke up extremely early like it was Christmas. I think they were going live at, I don't recall the time, I think it was 6:00 in the morning our time or 7:00 or something. I got up I went over to Mike's house he had come to La Joya for a while during that launch.

And I went over there it was like Christmas. I was like get up get up let's look at this course. This isn't even my business. Even if it only made \$4.00 it wouldn't have really mattered to me. I just charged them this obscenely small amount of money to write the copy. And again, because I didn't really know that they would take me up on it. I didn't really want to do it.

It's like Christmas times four million, I guess. And to me it's not necessarily even the money. It's just about like, it's like a concert. If you could imagine you're

Aerosmith or something, and you are walking out on stage and all these people are going nuts. That's kind of like what a launch is, but you don't actually see the people. But you can look in real time and you can see the money coming in. You can be like, "Wow, oh my God we just hit a \$100,000, oh wait a minute there is a \$150,000." I've had instances where by the time you refresh the status it went from \$100,000 to \$300,000 in a several second period of time.

That's pretty much what it is like. For me the financial ramifications have come in second, like that settles later. After it's all over and it's like, "Oh my God, we just pulled in X amount of million dollars today. That is absolutely insane. Can you believe that?" And then I will go home and I'll be like really freaking out going "Honey, honey we just did all this money." She will be like "Great, we need to get some ketchup and some baby wipes. Will you go real quick down to the store and get some ketchup and baby wipes?" I'm like, "Yeah, okay."

It's really cool though. Just learning this stuff to the point that I have, I still consider myself a student of it. Even though I have pioneered this whole mass control thing I have kind of taken a lot of disciplines and put them together into what is working right specifically for the Internet. But I still think I'm a student of it too. Just what I've figured out so far as what it can do for your life and your lifestyle is amazing.

A couple years ago we lived in Georgia. We were in an area that was pretty much economically depressed and filled with racial tension, and really wasn't that great. And over the course of two launches to my small list to under 9,000 people I brought in a \$1 million to me. And was able to take my family and move them to a beach community in Southern California where we wake up every day and look straight out at the ocean. And not like we are up on a big mountain looking over the ocean. It's like I wonder if I can throw a tennis ball and hit that guy in the Speedo. We are that close to it.

The long term effects of being able to do that are really, really good. I know my children are living somewhere very safe and they're surrounded by natural beauty and they can grow up in this environment. And if you think about well what kind of effect is that going to have on them long term? What kind of effect is an active and healthy lifestyle going to have on me personally long term, because I learned this stuff, made a bunch of money and was able to move out here and maintain this lifestyle. You could go on forever, but it's definitely worth pursuing or has been for me. And the people that have used it it's really worked out well for them as well.

**Jeremy Gislason:** Yeah, that's cool. When you mentioned it's like Aerosmith coming out and all the fans out there for you. When you're online you don't see anybody, but when you can see the orders coming in those are real people. If you can imagine a line of people buying a ticket or something or buying a pass to your product, I guess, it's like you look at it.

When we did MME3 last year it was kind of like that. We had people email us going “Hey I took a day off of work just so I could get up early and buy your product and be one of the first people.” When people tell you that kind of stuff it kind of makes you think, “Wow!” You feel good knowing that somebody really respects you enough, really looks up to your business enough to really want your product that bad.

On one hand it’s kind of scary, because if your product doesn’t meet their expectations they’re going to come down on you. On the other hand it makes you feel good to know that you’re doing something to really help people out and it’s cool. And like you said it all comes down to your family in the end providing a better lifestyle. That’s pretty cool.

**Frank Kern:** And the people, and this is going to sound corny, but it is really true. And it’s not only been proven true in my business, but in other people’s that I’ve observed and helped work with. Is that the people who come into your little world through doing one of these launches. It’s not even about launches; it’s just for building a business where you create very happy people who want to do business with you repeatedly. That you really do have like this family type atmosphere.

I came across the Serializer student the other day. Just to know, just to look at this person, it was a couple, and to know that they by no means were having a hard time pre Serializer. Like you can’t go buy a \$10,000 seminar, but as a result of that they took their business and it was doing around \$70,000 a month after applying Serializer strategies to it. And I’m talking to the guy and he is like, “Yeah, we really don’t do anything anymore. My biggest dilemma right now is to figure out whether I should go to South America first or go to Australia first to surf.” I recommended Australia, because it’s their summer down there right now. It’s such a nice place to go.

But if you follow the rules of always give really good stuff and always help people the money as dumb and clichéd as it sounds the money becomes almost like a secondary benefit to this whole thing. It’s like, “Yeah, okay, you got a lot of money that’s great. But I just met someone who had cancer and because of their business I was able to show them how to build they were able to feed their family while they were undergoing chemotherapy instead of being financially strapped and endure that kind of stuff. That’s way cooler than the financial gain.

**Jeremy Gislason:** Yeah, that’s neat the big picture. Excellent, excellent information here Frank. You’ve revealed a lot more than we really could have asked. We’ve covered a lot of great stuff in this call and everybody listening is going to benefit I’m sure.

Just before we finish up can you give the listeners, because it is a lot to take in, maybe just some bite-sized Mass Control tips that they should remember today? Just thinking of their brain that this can really work for them.

**Frank Kern:** Yeah, I will give you the big number one which is always prospect be in control of the lead he is. Nobody wants to be convinced of anything, but if your prospect convinces himself that he wants your stuff not only is it a more powerful position, but it's also a decision that he will own and he will defend.

So if your prospect convinces himself that your stuff is good and that he wants it. Someone can come along and try to convince him that you're a terrible person and that the minute he buys your product his left arm will fall off. He will try to argue with that person and say, "No, actually this product is great, and I can't wait to buy it, and my arm is not going to fall off." Because he has decided for himself in advance that he wants it.

That's the way the brain works. That is how we are wired. When we make a decision for ourselves we will defend that position we own that, it's ours. And we'll stick to it even if we're proven to be wrong.

This is completely different from what other people teach you. Other people teach you that you need to convince the prospect that they have to have your stuff or else you will have all these horrible repercussions or whatever. And yes that works and it's worked over time. It's certainly not nearly as powerful as what you can achieve when your prospect convinces himself that he wants your stuff. So the way you do that is you give him excellent content of value that allows him to achieve incremental portions of his desired end result.

For example, I will use Mass Control. Mass Control works, one of the ways it works is when you have a mailing list you can use Mass Control to literally drive them into this near psychotic buying frenzy where they just throw money at you. Well by giving people incremental glimpses of that end result I can make them decide that I'm telling the truth and decide that they want to buy my stuff.

And one way I did that was I released some content that showed them how to get a list. So people put that information to use and they start building a list already way before my stuff goes on sale. So I gave them an incremental bit of what it is they are already after. I gave them one piece of the pie. Because I had given that to them, now they really want it like, "Oh my gosh I just got some subscribers. I've got a list they're actually doing something I wonder what I do with them now?" So I gave them that incremental piece of what it was that they wanted.

It's kind of like if you have a course and you're teaching people how to write their own book. Well if you give away some content that shows them how to design the cover of the book, well you just gave them an incremental piece of the

desired end result which is their own book. You just gave them their cover they just made their own cover. Now they are already psychologically committed to this end result. They're with you along for the ride.

So if you do that then you will prosper and you will sell lots of things and you will be dealing with very happy people who do not resent you at all for contacting them and who really frankly would wish that you'd write them more. Then they'd wish you would come out with more stuff and they would want you to sell them more things.

And if you really do a good job of it you'll have situations where people will call your office and say, "Here's my credit card number just charge me and send me whatever your new thing is. I don't even care what it is just tell me what it is." And I know this because I do that to several people myself and people do it to me.

**Simon Hodgkinson:** Frank, thank you so much for sharing all this with us today. It's been fantastic. I think I probably made about three pages of notes myself while we have been talking here.

**Frank Kern:** Well good, I really enjoyed it.

**Jeremy Gislason:** Thanks a lot Frank everybody listening I'm sure is going to get a lot out of it and really appreciated it.

**Frank Kern:** Cool. All right thanks everybody listening. Thanks for your time today I appreciate it.

Thank you for listening to this course in Simon Hodgkinson and Jeremy Gislason's Membership Millionaire. The complete guide to residual income, marketing and profits located at [www.membershipmillionaire.com](http://www.membershipmillionaire.com)