

SPECIAL REPORT

CONVERT 2.0

How to Create a Cult Following
of Raving Fans and Repeat Buyers
for Any Business

By Frank Kern

From the desk of Frank Kern

San Diego, CA
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Dear Friend,

I originally wrote this book in 2014.

When creating the updated version, I was tempted to take out some of the cultural references that date the book. (Wait until you see the part on Donald Trump!)

But I decided against it because the original has been so helpful to so many people that I feel it's best not to mess with it.

So what I did instead is I added to it.

What you have now is essentially two books.

The first part describes a "modernized" approach to utilizing the psychology and tactics described in the original version.

This newer approach is really revolutionary because it allows you to deploy pre-framing and indoctrination (as described in the original text) much faster, much cheaper, and to far more people than I ever dreamt possible when I originally wrote this in 2014.

So let's talk about it.

The Big Idea Behind This Whole Book

The underlying premise of this whole book is that it's much easier to sell people stuff if they:

1. Know you.
2. Like you.
3. Trust you.
4. Already want what you're selling ...before you ever even try to sell it.

And in the book, I walk you through a psychological and tactical process for making that happen.

In fact, the steps are:

1. Pre-framing.
2. Indoctrination
3. Conversion.

When I wrote the original version, we accomplished those steps typically by running ads that got people on an email list ...then creating a bond with them through a series of emails that were rich in value ...and then making them an offer.

And boy did it work!

And it still does.

But fast forward to today and we've been handed something that's infinitely more powerful ...and infinitely more effective.

I call it ...

Part 1: Intent Based Branding

Intent Based Branding is about:

Building your brand while simultaneously selling stuff.

Here's what it's not: brand building just for the sake of brand building, like you see in traditional ads.

Intent Based Branding is brand building for the sake of *selling* - specifically to help you **accelerate the sales process by building a bond and relationships between you and your prospects.**

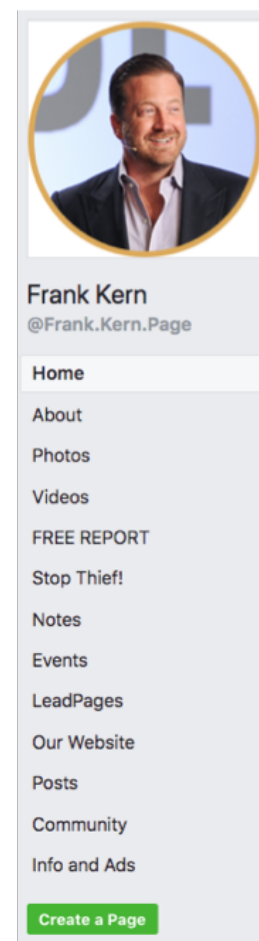
The Experiment

Here's the deal. A few weeks ago, Facebook did this thing where they put something on everyone's business page that says "Info and Ads" (it's on the left of the page, toward the bottom).

And maybe if you're a funnel hacker or something like that, you are probably really excited because if you click on that on someone's business page, you can see almost every ad they're running on Facebook.

Here's what happened: **We got copied!**

So we're running our book funnel ad and everything's working. I mean, we've been running the same damn funnel for two years and it's been fantastic.



And then all of a sudden, things went totally bonkers.

Now, Brad (as our CMO, he's the guy who buys all the media in our business) came to me and said, "Dude, I just went and looked. There are *hundreds* of people within these funnel-hacking groups blatantly copying your stuff."

My first thought was, "Well, I hope it works for them."

But of course it didn't do me any favors because now everyone's out there running the same ad that I was running!

And that led me back to what's been a fundamental premise of my business from day one:

***Plenty of people can copy the actual words in an ad,
or the pictures, or even the strategy behind it. But nobody,
can ever copy the relationship and bond that you have with
your customer base and prospects.***

So what we decided to do was basically the equivalent of, "Funnel-hack this, bitches!" We started to go very heavy live on multiple platforms, delivering as much value as we possibly could.

At the time I thought to myself, "Well, I think I'm going to teach a class about this model of consulting that's called "Rainmaker Consulting."

So I started giving away a lot of good value about that concept.

And in those videos, I started talking about how I help private clients and how my most profitable work was being done in the capacity of a Rainmaker.

The purpose of this is really what makes up Phase 1 of Intent Based Branding, which is called: “Seeding for Priming.” More on that in a moment.

So I wasn’t trying to sell anything. I didn't say “Hey, go buy a course.” I didn't even say there was a course that existed.

Instead, I was always saying, “I'm working with clients in my capacity as Rainmaker.” And what I’m doing here is I'm trying to prime that to seed that concept so when I release it later it'll be really ready to go.

Here’s what happened:

I’m releasing all these videos and then I get a call from my friend who says, “Hey, I know this person, they want to become a client of yours. They saw your video on Facebook and they want to be one of your private clients.”

My response was, “Oh, okay... I wasn’t really talking about that.” I didn't try to sell it at all.

So I sold that person to become a private client.

24 hours later, another dude messages our page and says, “Hey, I saw your videos. I'm interested in becoming one of your private clients.”

Now I never even mentioned becoming a private client.

I simply said that I do that kind of work and it’s pretty cool. And then I focused on giving all this Rainmaker-y stuff, and then I put out content, content, content.

The crazy thing is I had no intention whatsoever of trying to get more private clients.

The Crazy Results

Long story short, those two people became clients. \$76,000 of combined revenue from those folks, which is unbelievable.

Then, the following week, I started making the test offer, and the test offer was, “Hey, you know, this Intent Based Branding thing is pretty cool. I’m looking for a couple guinea pigs to let us actually do these commercials for you. Because we really want a good content piece to make this work, so essentially I want you to think of it as a long form commercial.”

By the end of that week, we had four people: three at the “guinea pig” level and one at the all-time super pro-level.

And our total revenue (if you extrapolate it out because this is a longer-term play) for this is \$226,000.

And we never tried to really pitch anything except at the end.

So, that’s the experiment.

Now here's what’s really interesting ...

During this experiment phase, which was about two weeks, I did a lot of FB Live events, and then we would boost them and we would run paid traffic to them.

So we built this big audience of people, a lot of them strangers, who had watched a lot of my video content. And, apparently one would think that they liked my stuff, otherwise why would they watch it? (Of course, maybe they had insomnia, but the ones who weren't insomniacs or just masochistic or whatever, they liked it!)

And my thought process was that I would offer this professional services thing that we do (because we now have an entire project within my company where we make these long form commercials for you) and show it to people who watched the videos in this experiment to see what would happen.

The video basically just said, "Hey, we're doing this thing. If you want to become a client, go to this webpage." It was about 60-seconds, like a regular TV commercial slot - maybe a bit longer, but you get the idea.

And the first day we did that, we spent \$342.53 on the 60-second ad.

And we got 5 people!

These people went to the website, saw the offer, and thought, "Hot damn, I want this!" and they signed the form to talk with me. I spoke to two of them right away and one immediately signed on to become a client.

That's potentially \$120,000 of revenue over the next 12 months or so.

Of course, you never know how long they'll stay, but we plan on doing an exceptionally good job for our clients so they'll stay forever, and therefore, there's no reason why they wouldn't.

So, I'll take those numbers all day long.

Now, once we started running this experiment, and now that you see these crazy numbers, I decided I wanted to break down exactly how to do it, so you can try it.

The 3-Phase Process

Think about it this way.

If you're trying to sell stuff directly on Facebook all the time, it's super frustrating.

I know this because we have something like 970 people that we coach every Friday on buying media and running ads, and that's their biggest challenge.

Intent Based Branding solves that challenge completely.

So let me give you a deeper dive on what Intent Based Branding really is. And my hope is that you'll avoid the stupid mistakes that I've already made.

In a nutshell, here's how Intent Based Branding works:

1. **You find out the exact type of content that's going to provide the most value to your ideal prospect, and you present it to them in a way that is going to cause them to bond with you on an emotional and psychological level.** So you're actually helping them, and you're also creating a bond with them so they like you.
2. **Once you've done that then you start showing them ads that pitch things without breaking that bond.**

That's the big picture strategy.

Now, here's why I never did it: I always thought social media was dumb, except for using it as an advertising medium.

I still think it's dumb, except for using it as an advertising medium. All the people who are going social media crazy, guess what? They're using it as a freaking advertising medium.

The challenge is that most of these people have this one mentality, which is "If I build up enough followers on social media, I will make a bunch of money."

This used to be true, until the algorithms changed.

A little less than a year ago, Facebook changed their algorithm with something called "organic reach" and now, trying to get free traffic from Facebook at scale doesn't work.

I'm not talking to the dudes out there who are like, "Hey I did something and I got 50 people or 100 people to watch it." because that doesn't count. If you're trying to get real traffic for free from social, it's bad. Or it's bad for your wallet, basically.

I mean that's adorable that you got 1,000 likes or whatever for a couple posts, but you can't eat likes. I've tried them and they're horrible. (Although it's a good diet to go on because you really slim down on the "like" diet!)

So my mentality was that I thought it was all stupid because it's basically a bunch of people trying to get free stuff.

It never occurred to me that you could create long-form content on social and then pay to have that content viewed by complete strangers, and then retarget those complete strangers later.

And, again, that's it.

The whole idea around this is to genuinely help people by actually helping them with your content and then use that as ads that you pay for.

I'll walk you through the strategy in a moment, but first, you need to understand a bit more about the process.

Here's how you build the bond with people (which again is the big purpose of Intent Based Branding)...

And the reason for this is that...

1. It's freaking cool. You're actually helping people. You're doing a good thing.
2. It makes selling easy.

So let's start by looking at the process of actually selling stuff.

There are three steps, whether you're doing it on social, from traditional email marketing. No matter what platform you're doing it from, it's the same process.

Phase 1: Pre-Framing

Pre-framing means they're going to draw a conclusion about you before they ever consume any of your content, before they ever consider buying anything from you.

You know how they say you shouldn't judge a book by its cover?

Well, yeah, you shouldn't. But guess who does? Everybody. Including me. I'm a shallow person, I'll admit it. And, actually we all do it. It's just human nature.

Here's how you can put this to work for you in Intent Based Branding:

Pre-Framing: If we know people are going to assign a label to you the second they see your stuff, then logically, it makes sense that we can actually influence in advance what label we want them to assign. In other words, we can help them decide in advance what something means.

And that's Step 1: Intent Based Branding starts with the knowledge that people form an opinion before they ever consume any content.

Phase 2: Indoctrination

The next phase is Indoctrination.

Indoctrination is where you create a bond with the people who consume your stuff because you've helped them.

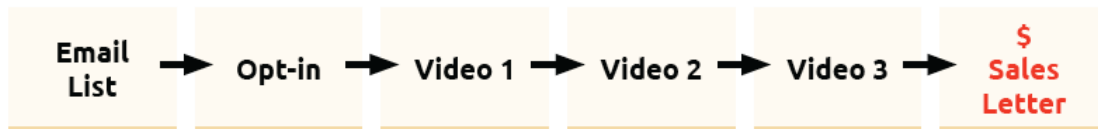
You've helped them. They're getting value from you. For lack of a better word, they're your fans, but they're real fans, not like a "like" on Facebook. These are people who actually consume your stuff and they feel like, "Oh yeah, I like that person because that person helped me."

Phase 3: Conversion

One of the greatest processes to ever really illustrate this concept is something I think almost everyone in the Inner Circle can relate to, which is a classic internet marketing funnel, such as a product launch.

In fact, a product launch does this perfectly.

A product launch works like this...



1. **A bunch of people will email their list.** Typically, with the email - and if you've ever been the subject of a product launch you know this - you have 9 million affiliates hitting your inbox every 10 seconds.

And in the process, you're getting emails that are saying, "Hey, you gotta check out this video by so and so, he's amazing, blah blah blah..."

Guess what that is? That's pre-framing. Your opinion is being influenced before you ever see anything.

2. **Then you get to the opt-in page.** And the opt-in page is going to have some images, some copy, maybe a video and whatever else. (Now remember, this isn't what I'm telling you to do. I'm telling you that this is a classic example of this process working.).

That's still pre-framing, right? You haven't consumed any content. Now, you might see the person you're talking about and think, "That guy looks like Charles Manson, I don't want to opt-in on there." Or "This web page looks sketchy. It looks like you're gonna try to sell me generic Viagra from Nigeria..." Either way, it's still pre-framing.

3. **Now (assuming the opt-in page is decent), you've opted in.** You formed an opinion before you ever opted in, by the way, because of your email that you received because of the pre-framing, as well as the opt-in page itself.

And now you're gonna get typically, what? A series of videos – video 1, video 2, video 3, and so on.

What do the videos do? The videos are providing you value in advance, they're telling you stories, they're doing a good job of building that bond with you. And hopefully if they're doing it right, they're genuinely helping you get to where you want to go.

So in a traditional product launch environment, that's exactly how it works.

4. And only then, at the end of the launch, does the sales letter come into play.

So this is a classic example of the conversion process at work.

What I'm telling you right now though is that this process is great, but email is dying.

In fact, research shows that almost every measure of click rates, open-to-click rates, etc. is showing a decline over the past few years.

And anyone who has a big list out there who does a lot of email marketing knows this to be true.

Now I'm not talking about guys with 10 people on their list who are like, “Hey, I emailed 10 people and one of ‘em wrote me back. I'm crushing it!”

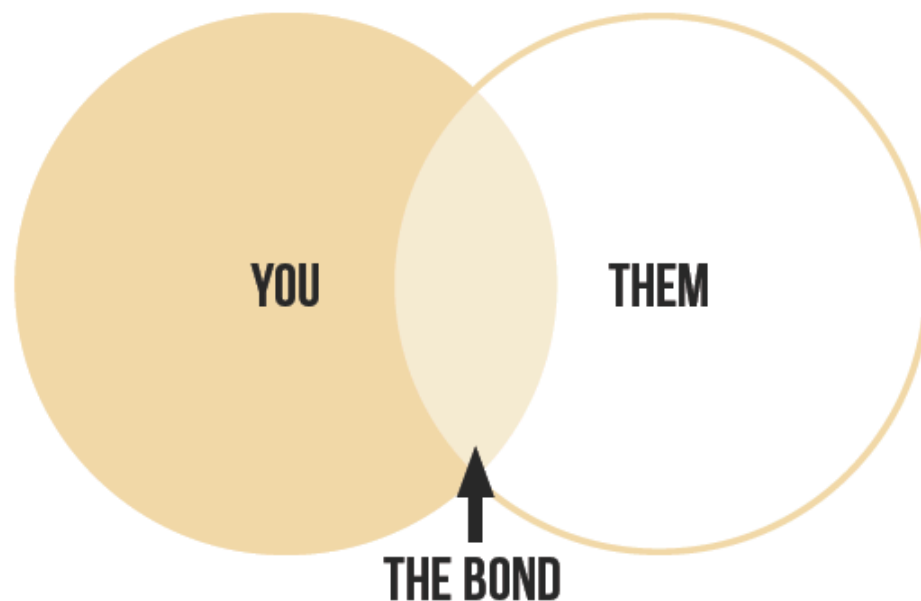
No, I mean if you have 100,000 or 200,000 people on your list, think about your open rates and your response from your email this year versus last year versus the year before.

It's going away, right?

So what we do now is **we use this framework on social through Intent Based Branding and it happens way faster.**

So we can indoctrinate and we can pre-frame right people right now and you can start making offers to those very same people tomorrow. So it's really, really cool.

How It Works



Here's the deal.

You've got YOU in one circle. And you've got THEM in another circle.

Where it overlaps, you've got the bond.

Intent Based Branding is all about creating, building, maintaining, nurturing and strengthening the bond between you and your audience.

And you can't fake this, by the way.

You have to actually give a damn about the people that you're trying to sell stuff to, or else they're going to see right through you.

You can't get away with anything in the world of social. It ain't gonna happen. (And that's a good thing.)

You have to genuinely care.

But your mission, your very first mission, is to really build this strong bond.

So what we want to figure out is, how do we create the bond? How do we do it?

Two Types of Affinity

In a nutshell, the very first thing you want to do in the bonding is to create what's called "affinity" with the marketplace that you're trying to influence.

There are two levels of affinity:

Level 1: Surface Affinity

Surface affinity is often going to be based on your appearance. It includes things like the graphics and the images. If you're shooting video, it's going to be based on the set and setting of your video. Is it well-lit? Does it look slick? Professional? Hollywood grade? Or homemade?

All of that stuff matters.

By the way, if you've been watching any of my content, I've been publishing a lot of videos and I've been spending a lot of money on ads - specifically sending traffic to these videos. And you'll notice they're all shot on an iPhone. Some of them have some graphics. Some of them have some music, but none of them have the Hollywood quality.

Even though I've got the fancy house and I've got the big fancy cars and everything, I don't really make it a point of showing them in the videos.

That's by design.

I'm not saying you should copy my style, I'm just telling you it is by design to appeal on the surface level.

Why do you think that might be? If I've got all the crap - the big fancy house and the fancy cars - how come I'm not showing it? How come in my videos I'm dressed very casually and that I'm not trying to look all uppity and fancy?

I'll tell you why.

Because you guys have had damn near enough of Internet dudes standing in front of their fleet of exotic cars saying, "You could be rich, too, and I'm gonna show you how..." Right?

It doesn't work anymore.

(Well, it might work for those dudes, but you've had enough.)

I'm trying to appeal to the surface level affinity here.

My goal is to have my viewer feel like, "Hey, I can relate to this guy. He's just like me. I get it. He's not trying to come off as showy. He really cares about me."

So, that's your surface level affinity. And all of this stuff is very carefully done.

As it happens, by the way, I am a pretty normal guy. I do have fancy cars and stuff because I think they're cool, but really they're to pick up my clients in. I drive one of those boxy, very uncomfortable Mercedes G Wagons all day.

Level 2: Deep Affinity

This is where the magic is.

You could look like a weirdo, you could talk funny, you could be little, it doesn't matter, just come up with any freaking reason why someone wouldn't like you, and if you can have an affinity and a bond at the deep level, then you've got it made.

I'll prove it to you.

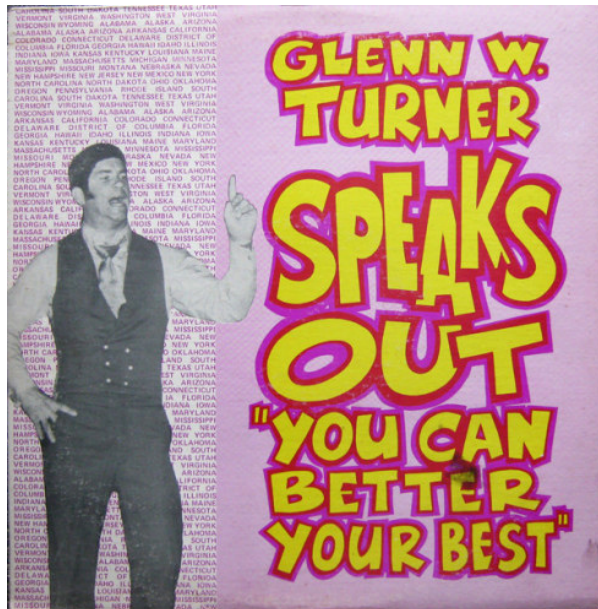
Years ago, there was a man named Glenn W. Turner.

Glenn W. Turner was a smaller dude.

And he was born with a
harelip and had a very
noticeable speed
impediment. (This is before
you could really fix it, this
was in the late 70s / early
80s.)

So he's this little dude. He talked super funny. And, he had a record.

He *crushed* it.



He would mesmerize stadiums. They loved him. His fans thought he was the greatest person ever. He had this entire series called, *Challenge to America*, and it was phenomenal.

Of course again, he got involved in multi-level marketing and things didn't work out.

But we don't care about that part. We don't want to emulate that part.

The point I'm trying to get across is don't get caught up on getting the surface level. Don't try to make yourself all fancy. Just be who you are.

And we want to focus on this: **what really drives the deep bond with somebody?**

The first thing we have to understand is that nobody cares about us.

And thank God this is true. I mean we often don't have any idea how lucky we are. At least that's true for me. Nobody cares about us.

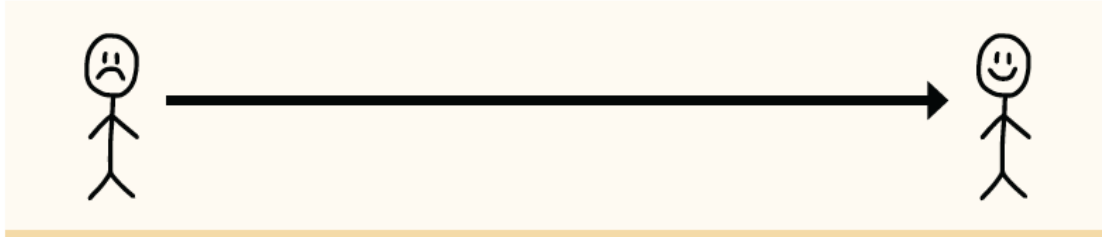
Now this sounds like almost nihilistic or something, if that's even the right context for that word. (It sounds cool tough, doesn't it? And it's in *The Big Lebowski*, remember? "Don't worry, Walter, these men are nihilists!")

So it sounds like kind of fatalistic that nobody cares about us, but think about how lucky we are.

Everybody just cares about themselves, and that's good because **we need to make it our sole freaking focus to show those people that we can help them and that everything we do is about them.**

Now, with that understanding, we can dig deeper into the process, which starts with...

Your Core Messaging Pillars



Everybody that you're trying to sell to is on the left, with the sad face. And they want to get to the other side, with the happy face. And it's our job to give them content that can help them get from where they are now to where they want to be.

So, someone's on the left of this diagram. They're unmotivated, they're unhappy, they feel out of control, they feel like they don't have any certainty, they feel like the relationships in their lives are bad.

If you look at like Tony Robbins, or "Big Buddy" as I always like to tease him, because he is really freaking huge. I'm 6'2 and 240 lbs, and I feel like a dwarf standing next to Tony Robbins. It's unbelievable.

And Big Buddy gives them content. They consume the content. They feel better.

It's very, very simple.

So your job is figure out what we call in Intent Based Branding: Your Core Messaging Pillars.

Your Core Messaging Pillars are always going to be about:

What are the immediate steps someone can take to get from unhappy, where they are not getting the results they want, to getting the results that you can help them get?

Here's how this works in action. Let's look at two people that are on my radar because I like them both.

Example Number 1: Grant Cardone.

Grant's audience is not making enough money. We'll call this "No Mo."

Now, I'm not saying they all don't have money, but you know what I mean, their income isn't what they want it to be. For all we know the people watching are like, "I only have \$10 million dollars, I wish had \$11 million." Who knows, right?

But they more financial certainty.

And they want to get to "A Buncha Mo," meaning they want a lot of money.

And you probably know Grant. He's awesome. I know him personally. He's a good dude and a fun guy. A little bit crazy, but in the good way.

If you watch my man, Grant, he's got three core messages that he puts out there:

1. You didn't learn about money right in school.

If you watch Grant he's like, "Look, man, school ain't gonna teach it to you, the traditional Wall Street guys are gonna rip you off, your parents' model of building wealth, it didn't work. You gotta get your money right." That's message number 1.

2. Message number 2 is real estate.

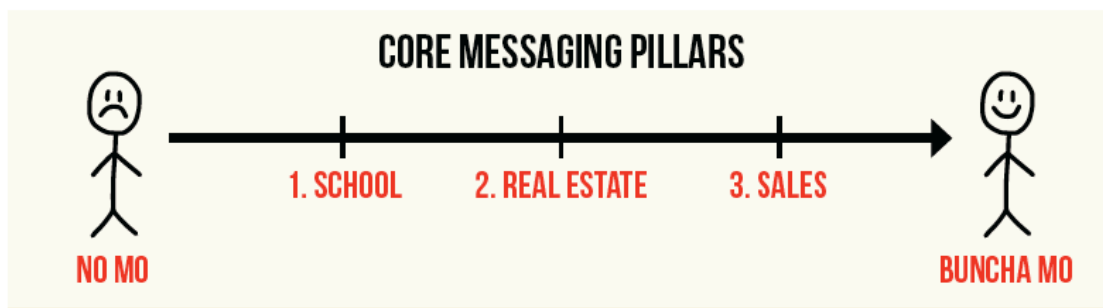
He's always educating his market on the value and the importance of buying multi-family real estate.

I think he's onto something with that, by the way. But I'm not an investment guy, so don't listen to anything I say about anything other than advertising, ever. But anyway, that's his second core message.

3. His third one is sales.

Now, my man's been on social forever, and he probably makes 7,000 years of content a day. He's got a time machine. I don't know how he does it. He's constantly on video.

If you were to take the 9 billion hours of video that my man has shot, and run them through a filter, that filter is going to spit 99% of his videos out into one of these categories of content.



Example Number 2: Gary Vaynerchuk.

If you look at Gary Vaynerchuk, who I don't know personally, but I'd like to because he seems like he's pretty cool.

Now I haven't listened to enough of his stuff to really get this down, so this is just from my observation. Even though I don't know him, I do like his work and I agree with him on a lot of points.

1. He talks about the opportunity.

One of the messages that he puts out there, which is 100% spot-on, by the way, is we have never seen an advertising opportunity like this, ever, ever, ever, ever, ever, ever, period, and we might not again.

And he's right. Like social.

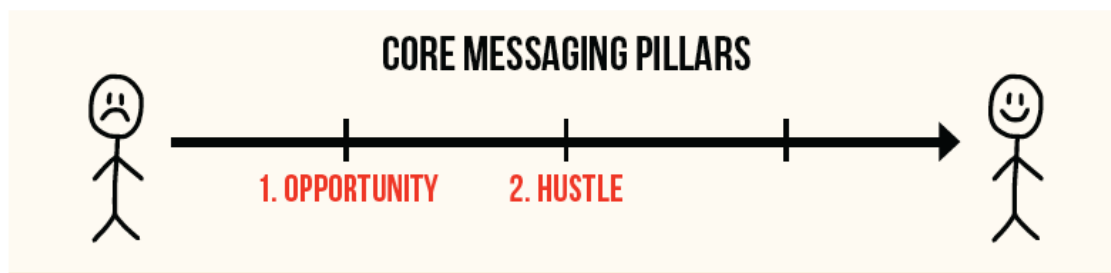
I'll tell you how to think about social media in a minute, but his basic message is that social media is a big deal. It's a big opportunity for us if we do it right.

2. His second message is about hustle.

He says it a lot more articulately than that, but if you watch his stuff, he shares a lot of mindset, about how you have to get your mind right, you have to hustle, you have to work, and this isn't easy.

He loves to say, "Hey, you gotta be ready to eat crap for 10 years." (Not literally, I don't think he's into that kind of thing, but I think you know what I'm saying.)

3. Then he's got a third core message. (You can watch his stuff in more detail and you'll figure out that third message because he's very consistent with what he does.)



Now, the message itself is super important.

If your prospect is on the left side of the drawing, with the sad face, and he wants to get to the other side with the happy face, you need to find out what three core pillars of messaging are going to be most magnetic to him and are going to be the most helpful to him.

Now, there's another layer to your messaging...

Emotion through Story

We've got these core messages and we're giving good content, but man cannot live off of good content alone.

You can be giving the greatest content in the world, but you might not establish that bond because you're missing something.

And what you're going to be missing is emotion.

Every piece of content that you have, to the best of your ability - this is easier said than done (and this is where we come in, if you work with us) - has to be able to convey some type of emotion.

You want to instill emotion into the minds of your prospect.

Because if they keep feeling that emotion while they're consuming your content over and over again, an anchor is going to be created.

I know that most of us are students of psychology, at least when it comes down to the marketing and advertising standpoint.

So if we can anchor a certain feeling to you in your prospect's mind - not based on B.S. manipulation, but based on genuine goodwill - not only are you going to be helping them, but you're going to be anchoring this positive emotion to them.

(And I've said it before but actually helping them is huge. It's like, welcome to the club of one person, because everyone else is just yelling at them and you're the only person helping them. It's a pretty easy fight to win right now.)

Think about Big Buddy, Tony Robbins.

People just hear the name Tony Robbins and they feel pumped up, right?

I mean he's become a verb, people are so anchored to this emotion of 'rahh!' when they hear Tony's name. It's like, "I'm gonna get all Tony Robbins-ed up today." It's a phrase.

That's when you know you've done it right: when you've anchored people so strong to an emotion, they start to use your name as a verb.

So how do we do it? And how can we do it quickly?

The way to do create emotion is through story.

And there are three types of stories:

1. **Aspirational:** This type of story-telling is about painting a bright future for your prospect. It's about showing them something that they will aspire to.

The problem with this one is that a lot of people do it in a very clunky way. You'll often see internet guys saying things like, "Look at my collection of yachts!" and then they show them being anchored to the dock by a giant solid gold rope. There's just not any elegance to this. So you want to be authentic and elegant when you do this.

2. **Motivational:** This is about giving people a reason or motive to do something. And we've all heard the motivational stories where people are telling you to get out there and just do it! For example, there are tons of social media people who are always talking about the grind and the hustle and how you can do it - you just need to get up early and then we'll go conquer today and crush it! Rah! Rah! Rah!
3. **Inspirational:** This one is a little bit deeper. It's about making people feel inspired toward a greater purpose. When done properly, it makes people feel hopeful and encouraged and it makes them want to do something to take action.

So, there are other things you can try to anchor through story, but these are the main types of stories.

Now, you can use stories that are controversial. It can be done and if you are successful at unifying people against a common enemy, then you can create a bond. The challenge is you're really just creating a bond with a bunch of people who are mad, which usually doesn't turn out all that well. So I don't tend to include this type of story with this process.

The Framework of a Story

Now let's look at the framework of an effective story.

Because you can't just tell stories. You could, but it's not going to help anybody in the long-term. So every piece of content is going to follow a specific framework.

Now, I don't actually think Grant Cardone could make anything boring, but if he could, imagine how boring his stuff would be if he just made a point with no storytelling. For example, if he just said, "Here's the point. What you learned in school about money is wrong. The end. Thank you."

There would be no bond whatsoever.

Of course you still have to make a point, but there needs to be more to it.

Here's the framework for your story:

Step 1: Start with your main point, which is going to relate to one of your three core messages.

Step 2: Use effective stories to make your point, ideally ones that tap into the core emotions of your audience.

Step 3: Use metaphors people can relate to in order to further illustrate your message.

Here's an example.

I helped my wife build this one.

My wife, Natalia, helps women who have everything but feel guilty about it, and therefore are still not happy. She helps them get out of their own way get their crap together.

There are a lot of people out there who have everything and they're still miserable, so she works with folks like that.

One of her core messaging pillars is: "Look, you have all this stuff but you're still waking up unhappy, and it's because things happened to you in your past and you just keep hanging onto them."

So that's the point. (She says it way better than me, by the way. I'm trying to give you something that's not marketing, that has a little bit fresher perspective for you.)

Now if she just makes that point with nothing else attached to it, it's going to be hard for someone to really consume it.

They might think, "Yeah, that's pretty cool, okay I get it, yeah, you're right," but they're not going have that bond with her.

So here's the story she uses to make this point.

And, this is a true story, like all the stories we tell need to be.

Again, I'm going to butcher her language, so if you're reading this, please forgive me, honey!

So, imagine she made the point:

Core Messaging Pillar

"Hey, old and bad experiences are going to screw you up.
It's going to ruin your day. It's gone. Forget about it."

Here's her story:

Story with Emotion

"When I was a kid I always wanted to speak English. I took English in school and I wasn't very good at it. My teacher told me I would never ever learn how to speak English and I would never come to America. And she failed me from the class. That hurt me. That made me very, very upset."

She tells that way better than me and with more emotion, but that's her story.

Now here's the metaphor for that story:

Metaphor People Can Relate To

“Every time something bad happens to us, every time we get upset, it’s kind of like life is just handing us a big rock.

And we've got two choices. We can take that rock and we can hold onto it and we can put it in our backpack that we're carrying on our backs. And here's what's going to happen: We're going to have a lot of rocks in our backpack, because bad stuff's going to happen to us no matter what.

If we keep doing that, eventually we're going to be crushed by the weight of the backpack and we won't be able to move.

I would have never been able to come to the United States, have a business where I work with English-speaking clients and have an English-speaking husband and family, if I didn't drop that backpack.”

So Natalia's story follows this framework beautifully...

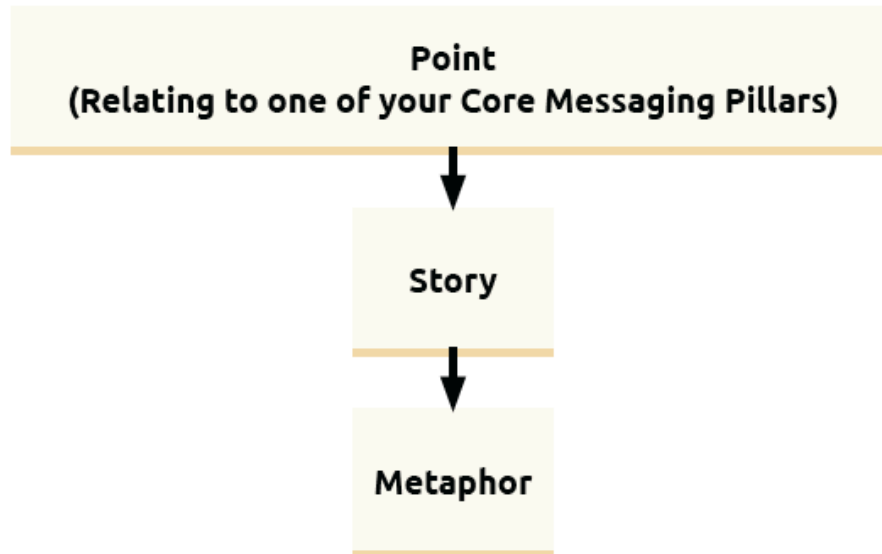
You've got the emotion where people feel like, “she's just like me.”

And here's the deal: When someone sees Natalia, she's intimidatingly beautiful, if I do say so myself, and so people feel like they can't relate to her. So she has to make herself relatable.

So she's making herself relatable through this story. People hear it and think, “Oh man, bad stuff's happened to her? That's great. She experienced failure in life just like me? That's great.”

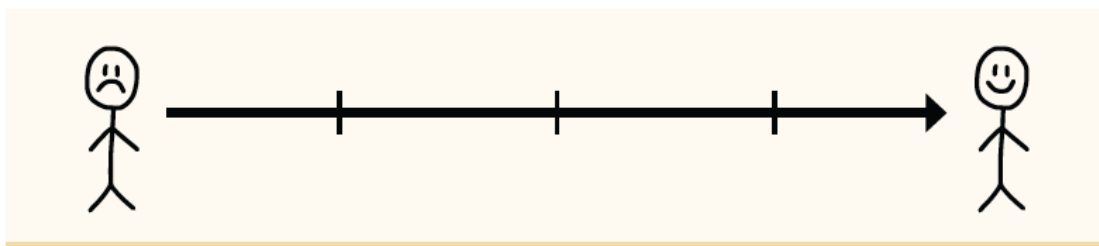
She tells the story, she creates that emotional bond, that affiliation, and she gives a metaphor to make the point.

And this is how you want to structure your content when you're using Intent Based Branding.



Now remember, every single piece of content has to be supporting one of your core messaging pillars that are designed to help your prospect to get from where they are now (unhappy and not getting the results that you can help them with) to where they want to be (happy and getting the results they want).

Here's why:



The closer that we get to the right side of this line, the greater the desire of your prospect is to do business with you. He or she is watching your stuff on social and as he or she consumes the content, their desire is going to increase.

Here's how I can explain this at the most basic level.

Let's say you're starving. And you're in a good restaurant. The closer you get to the restaurant, the more you can smell the food. What's going to happen?

You're going to get to the very right side of the line and at that point your desires is so great, you feel like, "I don't give a damn what it costs, I'm going in. I don't care if there's a waiting line, I'm hungry."

Remember *Fletch*? When Chevy Chase barges in the club house and says, "Reservation for the Underhills?" and he just orders whatever he wants on their bill?

It's the same thing here. You're so close to it that you can taste it, metaphorically speaking.

So remember:

The closer you get them down this line to where they want to be, the greater their desire is going to be to get the end result. And, because you're the only freaking person in the marketplace that's actually helped them instead of trying to cram offers down their throat, their trust of you is increasing.

The more Intent Based Branded content you put out there, the more desire and trust they are going to have. And with every piece of content, you're anchoring them to those heightened emotions, which just makes everything more powerful.

Intent Based Branding Traffic Getting Strategy

Now, there's one more piece to tie this all together and that's to show you how the Intent Based Branding Traffic Getting Strategy works.

Step 1: The first thing you do is figure out what the three core messaging pillars are.

Step 2: Then, you want to create a series of videos, and we will call these goodwill content.

Now, I like video best for these and I recommend that you have around eight of them.

Of course, you don't have to create all eight in one day, but ultimately you want to have around eight of them. This allows you to make sure that each video is supporting one of your core messaging pillars and that to the best of your ability, they follow the point-story-metaphor framework.

Remember, it's important that people are being helped, that they're hearing the story so that it creates the affinity and the deep bond and that you're anchoring these emotions to them.

Step 3: This is where people want to screw up. Don't make this mistake. Don't just post the videos on your wall and not send traffic to them! You want to use those videos as ads.

Also, please don't make ads that say, "Watch this video and buy my stuff."

The ads need to convey, "Here's a video. Enjoy." The end.

So you'll say something like, "I hope you liked watching this as much as I liked making it for you. And if you know anyone who'd find it helpful, please share it with them!"

The reason to do it this way is that for the first time ever in the history of mankind, we have the ability to know if someone watched the freaking video, because Facebook and all the other platforms will tell us.

So at this stage, we just want them to watch it and build that bond.

Of course, none of these platforms are going to give us the name, address and phone number of whoever watched your video, but they will tell us, "Hey, 20,000 people saw this video yesterday. And, 500 of them watched the whole damn thing."

Step 4: After a little while, depending on your budget and how aggressive you are, you're going to have this pool of people who have watched your content - some or all of it, but enough to be indoctrinated and like you. **This is going to be now a warm fan base and NOW you can show ads to these people.**

And that is how you sell stuff with intent-based branding.

Now as a footnote, how likely do you think these people are going to be to respond to the ads?

When people already like you before they see your sales message - whether it's a video sales letter, a webinar, an actual sales letter, a phone call or whatever - you don't need to be that good at the marketing! :)

People say to me, "Oh man, Frank, if I could write copy like you I'd be so rich."

My answer is, “ No, dude, you would write moderately good copy if you could write copy like me. And, it would take you forever to write the copy!”

The reason I personally sell so much online is because I'm using this Intent Based Branding method. I've always done it from email. I just hadn't been doing it on social.

But now, we can do it on social, because here's the final coup-de-grace:

Speed and acceleration.

Someone can watch a video of you today and then be getting ads the next day. Gone are the days where you have to do this stuff for months or years.

With Intent Based Branding on social, we can accelerate the whole thing.

And with that, let's move into “Part 2” of this book, which is a 3-step psychological and tactical process for getting people to already want what you're selling ...before you ever even try to sell it.

Part 2: Convert - An Easier, More Efficient Sales Process

The purpose of this book is to help you. It is to help you rise to the top of your niche in terms of brand position, sales, goodwill, and reputation.

Another benefit you might experience as a result of deploying what you learn is EASE.

When you utilize the strategies I show you, you'll become magnetic to your ideal customer – easily attracting them toward you the way a bright light attracts a moth.

You'll find yourself in great demand and you'll find yourself able to easily command more in fees and price than your competitors.

And if done properly, all of this will culminate in ***an easier and more efficient sales process.***

Your ads will convert better, your emails will be read more and will get a higher response, your sales letters will generate more revenue, and your overall customer acquisition will be EASIER.

And the best part of it all is you'll be delivering a great customer experience ...even BEFORE the sale ever occurs.

Gone are the days of hype, overblown claims, false scarcity, and sales pressure.

What you're about to discover will quickly position you as “one of the good guys” in your marketplace.

You'll turn prospects into fans, fans into customers, and customers into **evangelical converts** who reward you with their business for years.

The Opportunity We've Been Given

Think about it. **We have the ability RIGHT NOW to reach more people than ever before at any point in human history.**

And we can do so for next to nothing, right?

When you think about it, you can put a post up on Facebook, thousands of people see it, and it costs us nothing. It's amazing.

Then we can advertise to millions of people through PPC, through email, sponsored email, banner ads, social media, etc.

It's insane the reach that you and I can have now and that opportunity alone – the opportunity such reach provides – is significant.

But it gets so much better.

Your Competitors are Making It Easy for You

The best part of all this is that, even though there is a lot of competition – because greater opportunity breeds more competition – your competition is actually making things significantly easier for you.

Here's why I say this.

If you bought this book then you and I are on the same marketing lists, right?

I'm getting the same garbage you are. Hype, empty promises, and cookie-cutter emails that would insult the intelligence of a 10-year-old are the norm in our little "marketing community."

And that's wonderful news! Because it's not just us. It's happening in every market.

Your prospects are probably experiencing the same thing in your marketplace.

***Your competitors in almost every marketplace
have a “disposable” mentality when it comes to prospects and
customers.***

It sucks for the customer but it's great for us from a competitive standpoint.

Because all we have to do is just do a little bit better (*or maybe even a lot better!*) and we can completely dominate the market.

**All we have to do is just do
a little bit better and we
can completely dominate
the market.**

Here's the way it is:

In almost every industry, there's a top player.

And in most cases, their marketing is horrible. It might sell ...but it's a short-term play because the prospects are turned off by how hype-y and high-pressure it is.

By the way, if you doubt this, go back to your inbox and see the latest email promos from whatever “big players” are in your industry.

Let me guess ...lots of scarcity wrapped around huge claims with nothing but sales pressure. Sound familiar? Of course it does.

We should be *glad*. They're making our jobs *easy*!

Especially since it doesn't stop at the marketing.

Look, we've all bought the same stuff. You know what I'm talking about – you buy something that is supposed to work and it *kind of* works.

And that's supposed to be acceptable In fact – it's the norm! *“Almost competent” has become the new “good.”*

I have news for you:

That mentality is giving you a MAJOR opportunity to swoop in and gather masses of customers with greater ease than ever before just by NOT being an idiot.

People are getting more and more frustrated with “almost competent” and becoming increasingly desperate for someone to treat them WELL.

Think about it this way: To a man in the desert, even dirty pond water looks delicious.

Your prospects and customers are in that desert ...and if you present them with GOOD water, they'll flock t you in droves.

So I want you to keep all of that in mind as we dive into this methodology now.

Remember that people are desperate for someone to actually treat them with respect and dignity ...and that they will LOVE you when you do it and reward you with sales for years to come.

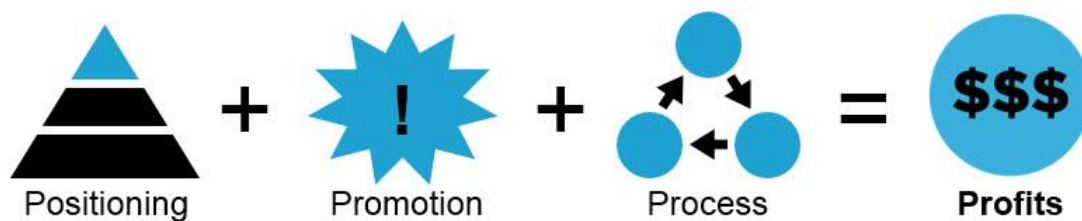
So without further ado, let's get to work!

The Victory Equation

What we're going to be covering here is based on an equation that I've created illustrating:

- Where profits come from
- How we get them
- How we increase them

So let's go ahead and go over that now. The equation goes like this:



This is the pathway to profits in any business ever – and especially in a business that's driven by a personality (such as an author, coach, speaker, “guru,” etc.)

We start with positioning, so it's positioning plus promotion plus process equals profits.

That is really the entire basis of how you can generate revenue. Let's start with the end goal in mind and talk about what specifically drives profits.

There are two things you can do immediately to affect profits.

First of all, you can *sell more stuff*. Duh! Right?

This is known as ***improvement of process***.

So, if we improve our process – meaning, if we increase our conversions, if we generate more leads, if the opt-in page gets more opt-ins, if the sales letter gets a couple more percentage points of a bump – then we’re going to sell stuff, right?

Obviously.

Here’s what’s kind of funny. Improvement of process is where most people focus. This is why there are so many books, courses, and seminars about how to write better ads, get more leads, get better conversions, and so forth.

Well – send your competitors there as fast as you can because that’s the LEAST profitable place to focus initially.

Here’s why:

What a lot of people overlook is that, in order to increase profits, we can also simply **get more money for the same sale**.

The fastest thing to affect the bottom line is your price.

*Think about it. If all things remained constant and you simply doubled your price, you’d **double your business instantly**.*

So price is worth working on.

There are essentially three things you can do to control price.

You can have it be affected by **supply and demand** like the diamond industry.

There's this perception that there aren't that many of them. Now there are always these theories that big diamond companies have them all in a vault somewhere, which may or may not be true, who knows?

Of course, that's a little bit harder for us to control in some markets but if you're in the advice-dispensing business or info-marketing, it's not hard for you at all.

Now let's talk about the other two because these are the really big ones.

There's **positioning** and then there's **value** – and the one that affects price the most is *value*.

But it's not the value that you're thinking.

The Value Equation

Let me give you another equation; this is the Value Equation:

$$\begin{array}{ccccc} \text{PRACTICAL} & & & & \text{TOTAL} \\ \text{VALUE} & + & \text{INTRINSIC} & = & \text{PERCEIVED} \\ & & \text{VALUE} & & \text{VALUE} \end{array}$$

Practical value plus intrinsic value equals total perceived value. The way to write this down by the way is $PV + IV = TPV$.

Okay, so let's talk about it.

- **Practical Value** is the thing that your stuff does. If you have a kitchen knife, for example, it would be more valuable because it cuts vegetables better than the other kitchen knife.

- **Intrinsic Value** is the unseen perceived value that is created largely by positioning and promotion.

You add these together and that gives you the total perceived value.

Let me tell you something:

The money is in the intrinsic value.

It's not in the practical value.

That's not to say in any way, by any stretch of the imagination, that you should make your service or product less valuable, ok? I'm not getting at that at all.

What I'm telling you is you can have the greatest product in the world but you can increase the total perceived value – once you have made it good of course – by focusing on boosting that intrinsic value.

I want to prove that to you right now because it's kind of a weird concept so let me give you an example.

The Practical Value of a Car

Let's consider the practical value of a car. This is something that we can all relate to. What is good about a car, practically?

It goes from point A to point B faster than walking. It keeps you sheltered from the rain and cold and all that kind of stuff; you can put your stuff in there – golf clubs, dog, whatever. You don't have to ride the bus, ok? So these are the practical values of a car.

Let's look at the high-end spectrum of cars and let's talk about the practical value of the BMW 750 LI.

- It's very well appointed
- It's got nice leather
- It's very dependable
- It rides well
- It looks cool

And of course, everything else – it gets you from point A to point B, it keeps you sheltered, you put stuff in it and you don't have to ride the bus.

So, how much does it cost? Well, from \$86,000 to \$93,000 according to a little internet research I did on cars.com or something like that. That's where I got these figures; they are pretty common knowledge.

Now let's look at another car.

Let's talk about the practical value of a Rolls Royce Ghost.

It's very well appointed; it's got nice leathers, nice wood veneers and all that stuff. It's very dependable. I should know, I'm on my fourth one right now; they are all awesome. They're great cars.

It rides well, it looks cool and of course all the other stuff. You get from point A to point B faster than walking, it keeps you sheltered from the rain, you can put stuff in it; you don't have to ride the bus, right?

Now the price of this guy is between \$256,000 and \$296,000.

Now, here is the deal.

Let's compare these two; a \$300,000 Rolls – I don't really think you can get a Ghost for \$256,000 for the base model, it's usually closer to \$300,000 – and a \$100,000 BMW (I'm going to round up here!)

- **A \$300,000 Ghost:** Very well appointed, very dependable, rides well, it looks cool.
- **A \$100,000 BMW:** Very well appointed, very dependable, rides well, it looks cool.

The question we need to ask ourselves really is why does the Rolls Royce cost 300% more than the BMW?

Especially when, you consider this...

BMW owns Rolls Royce.

That company is owned by BMW. The cars are still manufactured the same but it's BMW running the show.

The Ghost is actually built on the same chassis as the BMW 7 series. They're essentially the same car.

The main differences are cosmetic. You've got a different body shape and your interior trim is different; slightly different quality of leather. That could be debatable in some cases but that's your main difference.

**The answer to why the
Rolls Royce costs more is
in the intrinsic value.**

There are some engine differences as well. The Ghost has a 12-cylinder motor. The 750 does not. However the 760 does.

The price difference between them, like I said, is about \$200,000. So why is the Rolls Royce 300% the price of the BMW?

Well, the answer of course is in the intrinsic value.

Again there are some practical value differences, but not \$200,000 worth. So the answer is in the intrinsic value.

Here's the thing – Rolls Royce is positioned as the best.

In popular culture, we use it as a metaphor for describing a product as good – we say this is the Rolls Royce of the XYZ industry. That is how you would describe the best possible thing.

It is globally positioned as simply the best. When you drive a Rolls Royce you have a different identity. You pull up to a meeting in a Rolls, you're treated differently than if you pull up in the BMW or in a Honda Civic or whatever.

You're viewed differently. You're viewed as a success. You're viewed as being significant. People notice this car.

This stuff is what you're really paying the \$200,000 extra for.

It's not the fact that there might be a slightly different grain of leather or an extra four cylinders in the motor on some models.

It's all this intrinsic value.

So, here's the thing... If we want to raise prices and want to be able to charge higher fees and close those big-ticket sales, the first step we need to do to increase profits is to increase our intrinsic value.

If we want to charge higher fees and increase profits, we need to increase intrinsic value.

Again, I'm going to state it for the 900th time – none of this stuff can make up for not fulfilling on your promises to your customers.

So no matter what we do, none of this is intended to be prescribed as a trick to be able to make up for having a crappy product or service. It just won't work. It might work for a short time but it won't work long term.

I know you know this, but I just want to make it abundantly clear. So let's get back to work.

The Power of Intrinsic Value

So why is this a big deal?

Why is increasing intrinsic value going to boost your profits more than anything else?

First of all...

Increasing intrinsic value allows you to charge more – and price is the number one factor in profitability.

People talk about conversion and all of this kind of stuff, but let's say your conversion rate stayed the same; your cost to acquire a customer stayed the same; your cost to fulfill your services stayed the same; but you doubled your price.

What would happen to your profits?

They'd double – boom, just like that.

We need to focus on how we can charge more instead of just little breakthroughs like “Should we change the headline?” or “Should we use a different blogging software?” or whatever.

We need to focus on how we can charge more instead of just little breakthroughs.

That’s not a breakthrough.

Figuring out ways to charge more to close these high-ticket things, that’s a breakthrough.

That’s where that top 1% is that really wants to make it.

Another reason for increasing intrinsic value is because it increases your demand.

Think about this – we’ll go back to the cars. Every time Ferrari comes out with a new car, for example, the car sells out before it is even shipped from Italy to the United States.

The new model is already gone and there are people paying \$50,000 – \$60,000 over sticker price just to have the car when it comes out.

Now the sales person doesn’t have to try.

So when the new Ferrari 458 or whatever the last one was came out, Ferrari salesmen were in heaven. Because they just stood around and took orders for above sticker.

There was no negotiation. There was no effort.

The demand is so high because the intrinsic value of that car has been built up so much to its loyal fans that they're crazy about it.

The demand is so high because the intrinsic value has been built up so much.

The same thing happens with the iPhone. A new iPhone comes out – the first day it's out, the second day it's out, people stand in line to get the new iPhone.

Half of them already have an iPhone. So they're paying extra to get what's basically a carbon copy of the thing they've already got, but it's new and it's exciting. And it has all this intrinsic value.

By the way did you hear the thing about how the last time the new iPhones came out, people were hiring homeless dudes to stand in line for them?

Then the homeless dudes started fighting over who could stand in line for who. It's kind of crazy.

- You want to whip your marketplace up into that much of a frenzy.
- You want to make your fans love you that much.

All of this has to do with intrinsic value.

Intrinsic value also increases the effectiveness of your sales process.

Let's go back to Apple. They didn't have to try to sell you the phone at the store.

They're like, "Oh you want a phone, go stand outside in line with all these other people and we will let you in when it's your turn."

Does the Ferrari guy have to try to sell the new model of the Ferrari when it comes out?

Hell no. He's like; "Yeah well you know it's going to cost you about \$50,000 more than what it says on the window of the car."

And there are guys fighting over it every single time it happens.

It happens with all of the high line. With everything.

Why is this?

Because the intrinsic value is built up so much. So all of this stuff matters.

Let me illustrate it just a little more.

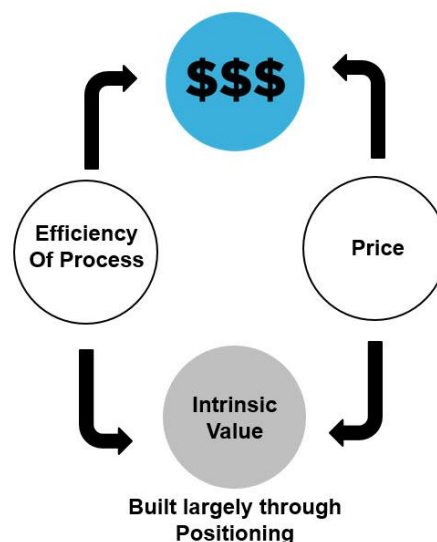
We'll talk about profits here – that's what the little dollar signs represent in the diagram.

This is affected by two things.

Over on the left is **efficiency of process**.

That means if we use a red button instead of a blue button on our checkout page, we might get a couple percentage points more. Well, that matters.

The other side of that is **price**. If we double the price and everything else stays consistent, we have doubled the business.



Every factor of price that you increase with all other things staying the same and remaining constant – that’s how much you grow your business.

Both of these things are fueled by increasing intrinsic value.

***Both of the main profit drivers are fueled by
the increase in intrinsic value.***

How to Build Intrinsic Value

The question we now have to ask is how do we build intrinsic value?

The answer to that is we build it through positioning.

Now I want you to think about positioning differently. Usually, when we think about it, we think about big brands, brand positioning and all that.

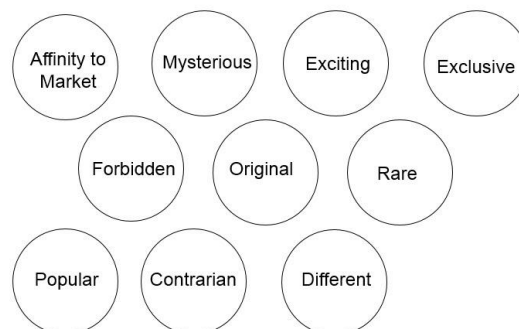
It’s pretty cool but we’re not in that business.

If you’re reading this book, you’re probably in the information business. We work with people to help them get a better result – whether that’s in business, their relationships, diet, fitness, whatever it is.

So let’s talk about how this matters to you and me.

First of all let’s identify some magnetic positioning; some basic positioning that will draw your people to you.

MAGNETIC POSITIONING



One of those is exclusive, right? We want what other people don't have. We want to be exclusive – it makes us feel significant.

Another one is rare. It's right up there with exclusive. Look at diamonds. They're rare allegedly – there's that whole conspiracy thing; who knows? But that drives it.

Being different to a degree. Being exciting is magnetic positioning. Original is magnetic positioning. Contrarian is magnetic positioning.

One of my favorites is Dan. Mean old Dan Kennedy. One of my earliest mentors and a mentor to this day.

He's notorious for being contrarian – he argues with everybody in terms of traditional media. His whole positioning is, *"Look, all you big ad agencies are idiots. Everything you're doing is wrong. I can do a hundred times better than you can."* And he's right, for the record.

Mysterious is another. We're drawn in by mystery and intrigue. Forbidden is another one. Totally magnetic. Think about how hard 19-year-old kids try to get into a bar? Why? Because they're not supposed to be in the bar.

It's just like cats – people are like cats – you put us in a room and close the door and the only thing we want to do is see what's on the other side of the door.

You leave us on one side of the door and close it and we want to get on the other side of the door. We're all wired the same.

Another one is popular. There's safety in numbers. That's a big effective positioning that's magnetic.

Affinity to market. This person is just like me. That is another level of positioning that is magnetic to money.

You can choose any of these or make up a different one that you find is going to work for you.

The bottom line is to use the thing that's going to pay you the most.

You can choose any of these positioning elements or make up a different one that is going to work for you.

Now all of this again is assuming you do a good job; it's assuming you live up to your promises and you deliver good service.

But, with that as a given, the thing that's going to pay you the most is your position in the marketplace.

You will be paid the most for your position in the marketplace.

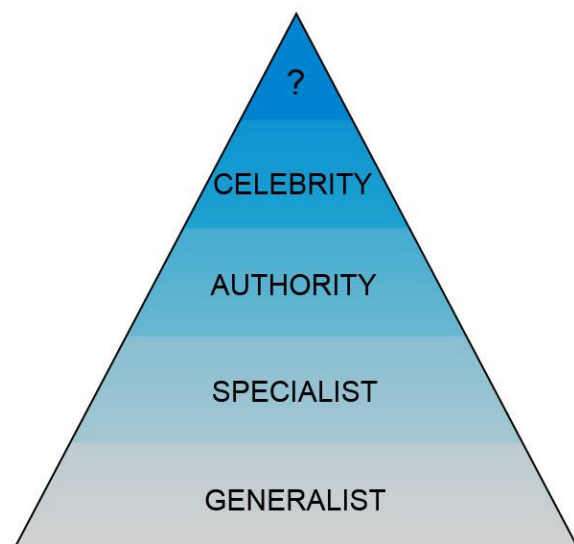
Period. Let me show it to you.

There's kind of a pyramid where we have varying positions and the higher up on the pyramid you go, the more money you're going to typically make.

Now this is like a generally accepted rule. I did not create this.

At the bottom we have the generalist. The guy that does everything. The handyman. The general practitioner physician.

Let's look at it at that level.



Let's think about doctors – because we can all relate to that. The general physician, he's not going to get paid as much as the specialist.

The heart surgeon is going to command a bit more in fees than the guy who you go see when you have a cold. All because he's a specialist.

Next you have an authority. If you have the heart surgeon who is the number one heart surgeon in town – and all the other heart surgeons say you need to go to this guy, he's going to get paid even more.

He's in even greater demand because he's the authority. Classic stuff.

Now the magic right near the top is celebrity. The power of celebrity positioning has two significant things that we need to be aware of:

- Number one it's very magnetic to money.
- Number two it can be engineered from thin air.

I'm not suggesting you be deceptive, but all celebrity is engineered through a series of events. We can deliberately mimic those series of events to create celebrity in our marketplaces.

Let me give you an example. You remember on the first season of *The Apprentice* by Donald Trump? I'm sure you're familiar with *The Apprentice* but, if you're not, just briefly, you win *The Apprentice* by winning various business challenges.

One year it was focused on who's going to increase sales revenue for a restaurant.

There were two teams and one team was led by this guy named Troy. And on this team there was this other dude and his name was Kwame Jackson.

I think he was a Wall Street Guy at the time. I don't know what he does now. I'm sure he's done well. He's a super sharp guy.

Their positioning was they stood outside of the restaurant and they just sat Kwame down at a booth, a table outside of the restaurant, and acted as if he was a famous NBA basketball player.

We can deliberately mimic events to create celebrity in our marketplace.

They didn't even say he was a famous NBA basketball player. They just acted like he was.

They said, *"Get these balls signed by Kwame Jackson everybody. Come over here and meet Kwame Jackson. Go ahead and get his autograph."*

And just like that, people flocked to him thinking that he was a celebrity of some sort because he was positioned as such and they bought these basketballs.

Thus their team won the challenge.

So celebrity positioning is a big deal.

Now of course, I'm not telling you that you should just go out and do something like that. I'm going to declare a little bit of shenanigans on that one and Donald Trump felt the same way.

He's like, you know, "I admire your hustle, but I'm going to declare a slight degree of shenanigans here." However it just displays the power of it.

Now speaking of Donald Trump – let's talk about positioning, and celebrity positioning specifically.

I can't remember the site that I got this on but it said that his fee to speak is \$1.5 million. Can you imagine that? Why is that? Why in the world does Donald Trump get \$1.5 million to speak?

Let's think about it from a practical value standpoint. Is he the best speaker? I don't know – he's pretty good I suppose. I prefer other speakers.

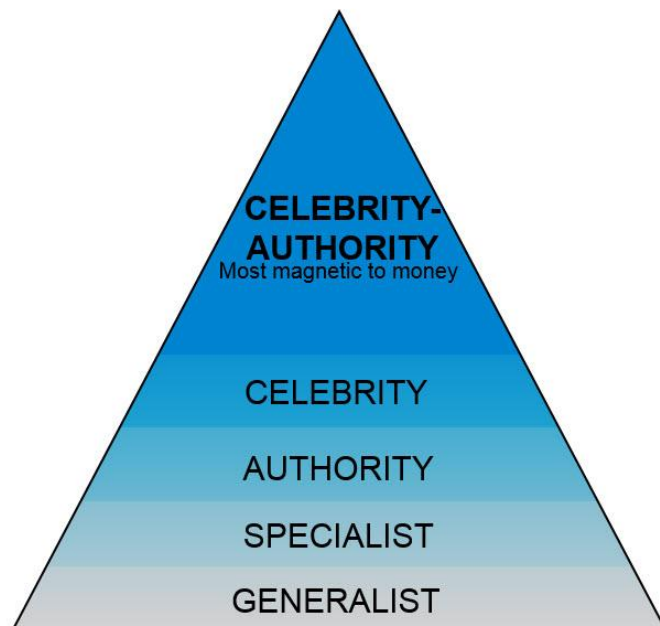
Nothing against Donald Trump. If I'm going to pay \$1.5 million I'd probably want go see someone else. Is he providing the best content? Is he the most inspiring? Is he the most articulate? All of these are arguable, right?

Most people would say, well he's good, but I don't know, not really, I'm not going to go see Donald Trump and then have the ability to walk on water or anything.

So with all this said, how the hell is he getting paid one and half million bucks to speak? I think the speech was like 90 minutes or something.

What's going on here? The answer is this – because he's Donald Trump. That's why.

Donald Trump has taken it up one level from celebrity to the very top position that is the most magnetic to money in the world and that is the position of celebrity authority.



There's no other position in any marketplace that is more magnetic to money than that of celebrity authority.

The Donald Trump case proves it.

I know you've probably heard it before so the question isn't really, "How do we know it's true?" Because it's pretty much a universally accepted fact.

The real question is "Okay, how do we create and deploy this positioning so we can utilize its benefits in our marketing and in our marketplace?"

Step #1: How to Create and Deploy Positioning

So let's get on it. Step one is we want to determine what your global desired position is.

Here's what this means as it relates to us.

Positioning is different for guys like us than it is for big corporations. We're not as concerned about branding and stuff.

We're concerned about getting as much money as possible while delivering the most goodwill we can to our community.

Your positioning will be centered around what you want your marketplace to think about you.

Your positioning will be centered around what you want your marketplace to think about you.

Here's a good way to think about this.

Imagine that you are about to take the stage in front of 1,000 ideal prospects – the best people you could possibly be presenting to.

The perfect prospects become your customers. How would you want yourself to be introduced to those people?

You're about to take the stage, the emcee is about to introduce you. What do you want that emcee to say about you?

Asking yourself, "What it is you want him to say about you?" is a great way to really zero in on what you want your global desired position or perception to be.

Here are some ways to sort of work it out.

The first thing you want to do is find out what your magic power is. Of course you know what your **magic power** is. You might be really good at rapid weight loss. You might be really good at client conversion. You might be really good at instituting change within someone. Whatever it is; that's your thing.

For example, in our marketplace Jeff Walker, everyone knows him, loves him; he's the product launch guy. Andy Jenkins is the video guy.

The next thing you need to understand and really identify is what your **superhero** identity is.

This is really the character, almost, that your marketplace knows you as.

I was a Mass Control surfer guy and then I switched to President of the Internet, which was largely by accident. I figured hey, I'll take it. Why not? Now I have moved to being the guy who is primarily the consultant to the internet marketing industry.

So you can define this – as long as it's true, obviously.

***You can define it and you need to be very specific
in what you want it to be.***

Because what your market perceives you as is going to function as a means to increase your conversion; increase your profitability; increase your demand, and all manner of stuff. Everything.

So it's really, really important.

The next thing you need to understand is **what you stand for** that you can present to the marketplace and finally **what you stand against**.

I know we're starting to get a little ethereal here – so let me bring it into context for you.

Let's take it back to that day; you're about to take the stage, 1,000 people there, you're stoked. They haven't met you – you want to make the best possible impression you can and we know that you're about to be introduced by the emcee.

What do we want him to say?

Well a good way to craft that and thus really get clear on what your global desired position is, is to fill in the blanks in this sentence:

- **What is your magic power?**
- **What is your superhero identity?**
- What do you stand FOR?**
- **What do you stand AGAINST?**

“[Your name] is known as the most sought after [insert magic power or superhero identity] in the marketplace.”

So that's sentence number one. Incidentally, you could be known as the something else. I'm just putting “the most sought after” but, if you want, you could be known as something else – whatever it is.

The next sentence says, “He or she is famous for...”

...and now you fill in this blank with the application of your magic power applied to what you stand for.

I know we're getting a little weird so I'm going to show you an example here in a moment.

Then you wrap that sentence up with what you stand against.

The reason this is important is because one of the most classic and effective headline formulas in the world is something I call “how to yay without boo.” In other words, how to get an awesome result without bad stuff.

That’s why we want to have this in the last sentence in terms of building up your global desired perception.

Let me go ahead and just answer these blanks or fill in this sentence for you as it would pertain to my own business.

If I were being introduced here is what I would want them to say about me:

Frank Kern is known as the most sought after direct response Internet marketing copywriter and consultant....

Now I’ll stop there – what am I doing? I’m inserting my superhero identity and also my magic power to a degree.

Yeah, my magic power is getting clients, etc. for consultants, coaches and service providers, helping them structure that business and achieve simplified growth.

So I’m inserting all of that in there. And now we continue:

Frank Kern is known as the most sought after direct response Internet marketing, copywriter and consultant in the online business community.

In the previous example I said in the “marketplace.” But you want to define your marketplace a little more. So I said in the “online business community”.

Now we go to the second half of this – “He is famous for...” and now I’m going to insert the application of the magic power in conjunction with what it is I stand for.

He is famous for creating wildly profitable Internet marketing promotions...

That's the application of the magic power.

...that also skyrocket brand loyalty and goodwill.

Because that's what I stand for. If anyone's studied with me for any amount of time you know that my primary goal is not only to generate customers and clients but to do so in a way that builds goodwill.

Now the final part of this sentence is:

...without being obnoxious or even remotely salesy.

What are we taking away? The thing that I stand against. Because one thing I can't stand in the marketplace and in marketing in general is that hype-y obnoxious "me too" type of stuff.

So my assignment for you is to really get very clear on this.

You don't actually have to use this as a statement in your advertising but you want to frame all of your advertising and promotional materials around this perception.

When you do this exercise, this is how you get really clear on your global desired perception.

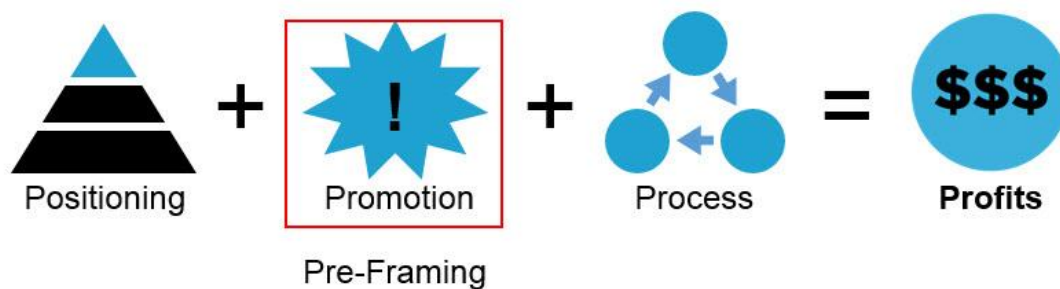
What do you want them to think about you before they even have a chance to meet you?

Just to bring everything back down to mechanics, here's where we are in the equation. We just did that little exercise and figured out what you want the positioning to be. We did so in a way that would be conducive to you getting more clients and customers with greater ease.

We did the "Imagine you're about to talk to a 1,000 people."

Once we've established your global desired position, once we know exactly what that is, it's time to deploy it.

So now we're in this phase of the equation, which is promotion. There are three aspects to promotion and the first one we're going to deal with here is something called pre-framing.



Pre-Framing

The first thing I use a process called pre-framing.

Pre-framing is essentially using marketing to control their opinions and feelings about you before they even have a chance to read your sales message or interact with you in any way.

It is literally just like that announcer introducing you on stage. Everything we're talking about here is before the point at which they opt into your funnel. So, this pre-framing stuff all occurs before they even opt in.

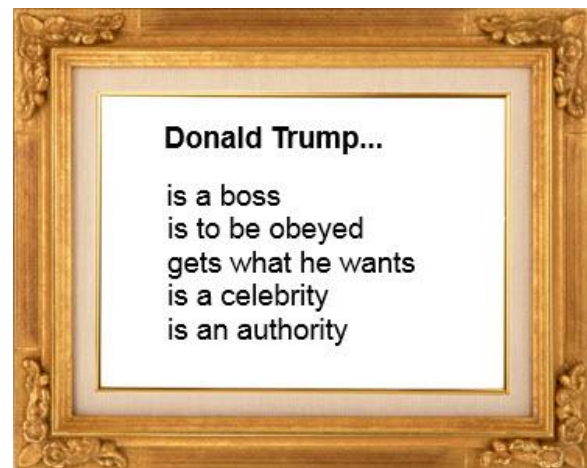
If it's done properly, by the time they opt in, they already love you. And most of your battle is already won.

So let me show you how to do it.

We talked about Donald Trump earlier. Let's talk about what his pre-frame is.

This is stuff we believe about Donald Trump before we even have a chance to consume any Trump material or propaganda.

We think Donald Trump is a boss. He's to be obeyed. He might fire us. He gets what he wants. And of course he's a celebrity and he's an authority on the topic of money and business in general.



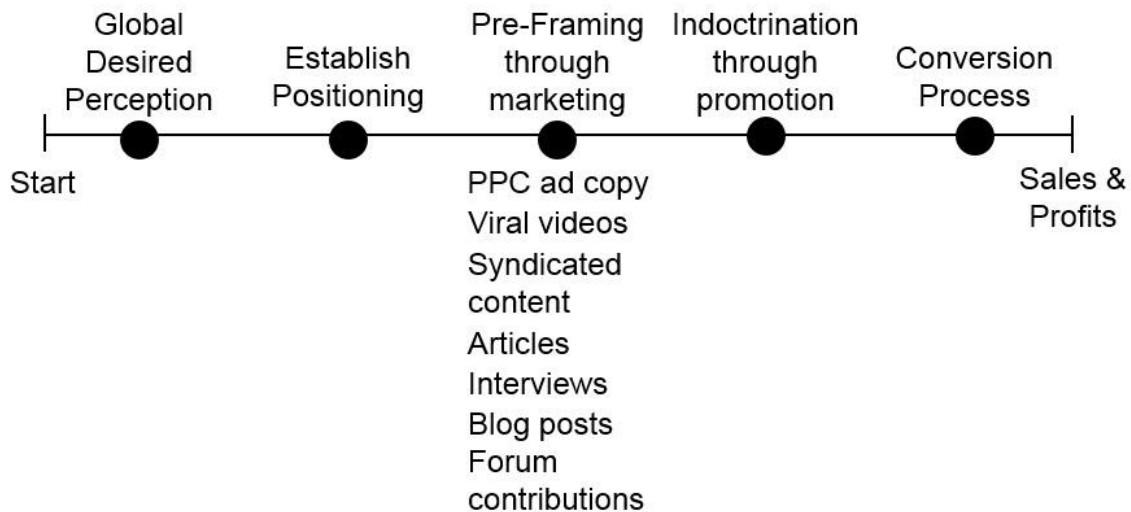
He's really established all of that pre-framing and positioning beautifully.

Let's talk about how normal folks like us do it.

We're not in the mass media world. Most of us are in the online and direct response world. How do we do it?

It is a pretty simple process with a lot of moving parts. All of this is easy to do if you pay attention to it.

What we're starting with over on the left is our starting point and over on the right represents us making money.



Here we go in sequence. The first thing we do, just like we did a minute ago, is we determine with great care our global desired perception or position. I always mix them up. It's the same thing.

Once we do that, we decide to establish it: *"I'm going to stake my claim here. I'm going to plant this flag in the marketplace. I'm this person. This is what I stand for. Here's my magic power. Here's my super identity. And here's what I stand against."*

Now that we have that it's time to deploy it first with pre-framing through marketing.

Here are some examples of pre-framing materials. These are things that people can see before they actually interact.

- **PPC ad copy.** It matters; what they see in the ad affects everything they do after clicking on the ad. It sounds basic and it is. But there's a

twist to it that makes it more powerful. I'll explain in a minute and show you an example.

- **Viral videos.** This is stuff they see of you. I'll give you some examples in a minute.
- **Syndicated content:** In this case, that means articles written by you in other people's products and on other people's websites. If you can get your stuff in someone else's product you are pre-framing a buyer, which is perfect.

This means that someone has bought a similar product or service to you and now they are reading something written by you, which thus places you psychologically on a level playing field with the same person they just gave money to. That removes a lot of resistance for you so it's a big one.

If you can get your stuff in someone else's product, you are pre-framing a buyer, which is perfect.

- **Articles written by you.** I was approached multiple times by *SUCCESS* magazine. They said, "Do you want to do an article? Do you want to do an interview?"

My response was a resounding, "Hell, yes; I want to do an article and an interview. I will drive to your studio. I will take the time out of my day to do that. I'd be delighted."

Why? Because it's good pre-framing. My name was on the cover of one of the more recent ones right above Richard Branson's head – which I thought was awesome.

- **Interviews.** Interviews with you is another one. Who you are interviewed by makes a huge difference and who you are interviewing can make a big difference.
- **Blog posts.** Blog posts by you are also good pre-framing things.
- **Forum contributions.** I know people who actually do the vast majority of their prospecting and client acquisition through answering questions on forums and Facebook. No kidding.

All of this is pre-framing. People are seeing this with no pitch included at all. They're just seeing you but everything they see of you and the message they get from you matters in the next part of this process.

**Everything they see of you
and the message they get
from you matters in the next
part of the process.**

Once we establish all of that, now we have the second phase – which is something I call *indoctrination*. This is really what starts to happen at the point of opt-in and beyond.

Then, when they finally give you the money, we have something called a *conversion process*.

I'm going to walk you through all of these things here. This is going to be significantly important to those of you who decide to implement this in your business.

***My goal here is for you to implement this with ease and clarity
and thus make significant profits as a result.***

Let's see if we can make it happen, okay?

Some Examples

The way I learn everything is by example so I figured I might share that process with you. So let me give you some examples.

Here is an example of pre-framing and PPC. This is an early one. I'll show you a recent one here soon. This is when I was doing my first test using Facebook advertising.

I don't really talk about this a lot but I have spent almost \$300,000 in Facebook PPC advertising in the past few years promoting my own brand.

Young, Rich, And Crazy.
join2webinar.com



The highest paid
Internet Marketing
consultant in the world
is hosting a free
webinar for Internet
Marketers. Register
here.

Most of that money was spent years ago.

These days, I really don't have to promote very much because of what I did – which is perfectly in line with everything I'm telling you now.

So all the stuff I'm telling you to do, I did it. That is the momentum I'm riding on currently, which is awesome.

Let's look at the elements of pre-framing.

Back when I did this – it was 2010 and I know the example is a little blurry – my superhero identity was this crazy irreverent guy that happened to make a whole bunch of money, I wanted to be congruent with that.

Before they even click, they see “Young, Rich and Crazy”.

Now it's important to understand something – and this is worth writing down and really adhering to regardless of what you do from this point forward.

In marketing and sales not only do you want to be magnetic to the clients that you want, you want to be repulsive and repellant to the ones that you do not want.

So to this day I do not want uptight, uncool, anal-retentive people. I don't work that way. I'm not going to deal with it. I do want fun, creative, exciting, enthusiastic, optimistic people –who are also hard workers.

If we look at this headline, what does it do? Well an uptight guy with a stick up his ass is going to look at this and go, "I don't like this guy."

But someone who's pretty cool and pretty fun to work with will look at this and say, "Okay, maybe I'll check this out."

Now there's another element of pre-framing in here as well.

Remember I told you my superhero identity – part of that is highest-paid Internet marketing consultant in the world. Actually my title is a little longer!

Well, that's another example of pre-framing right here in the ad. So, before they even opt-in or see anything about me, this stuff is already implanted into their subconscious and into their minds.

They're already forming that opinion before they even have a chance to do anything else. You want them to be malleable. You want them to be receptive to you before you even present.

I'll show you another example. Remember I said viral videos. Check this out.

Tony Robbins - Frank Kern And John Reese Interview - Money Masters



This video is not mine. This was uploaded years and years ago by someone going by Frank Kern Mass Control on YouTube. That is not me. I don't upload my own videos to YouTube. This was viewed over 82,000 times.

Now this is important because it pre-frames me to be on the level with Tony Robbins; to be an equal and appear with Tony Robbins.

Why? Because he's interviewing John Reese and me. Remember when I said who interviews you is very, very important; it really helps you.

If I got interviewed by Jeffrey Dahmer or Bernie Madoff or something I wouldn't really want that to be on YouTube. That would be kind of bad for my positioning.

But hey, why not take advantage of this? So you can engineer these things.

In this interview I don't promote myself or sell anything of mine at all but I have gotten countless customers and clients as a result of this very interview.

Here's another example, speaking of our friend Tony. This is when he recorded some footage of me speaking at one of his events in Las Vegas and put it on his blog.



Pre-frame number one is the fact that it is on Tony's blog. Remember I said blog posts and articles written by you and about you can really help? This is essentially the equivalent of a blog post written by and about me. It is a post about me but I am appearing in the post on video.

We have a lot of pre-framing going on there. The fact that I'm on there is pre-framing me as being in the same universe and caliber as these great business leaders, which is a tremendous honor for me as you can imagine.

And there's also a little more. In the body copy, I'm referred to as an "Internet marketing legend."

Incidentally on that day, I'll never forget it. I didn't plan to speak that day. I went, I saw Tony. There was a guy that had a question. He was in a business I used to be in – merchant services years ago – and he had a question. I texted Tony and I said, "Hey man, if you'd like me to answer some of these questions about lead-gen I'd be happy to."

This was one of my areas of expertise and still is. He goes, "Cool dude, why don't you talk tomorrow?"

I'm like, "Okay!" So I stay out super late the night before because it was Vegas. What am I going to do, right? I stayed out all night the night before. I showed up and I'm like, "Okay, what time do I speak, like one o'clock?"

They're like, "Yeah, right before you we've got Tony, Peter Guber, the movie guy, and Steve Wynn." So I had to follow those guys. Could you imagine? It was crazy.

I was shaking in my boots, but it went over well and there was video of it.

That's some good pre-framing there. That's exactly what I want my market to see and know.

As a matter of fact, that story right there could actually be considered a bit of pre-framing to imbed that Frank Kern is on the same level with these guys. He's able to text Tony Robbins and just appear on his stage on a whim and he's able to speak with these incredible titans of industry.

Everything you do and say can be used for you in your favor, if done properly.

Here's another example of pre-framing – remember when I talked about syndicated content? Where if you can get interviews or any content in someone else's product that you want to access their customers and clients and you're really doing a good job?

Well, I helped Tony create a series, still for sale to this day, he talks about on QVC a lot. About every two months I'll get all these texts and Facebook messages, "Tony Robbins is talking about you on QVC." It's awesome.

We created the series – it's called *Money Masters* – where he interviews people who are very successful in what we call new media, which is the Internet and non-traditional businesses.

© 2018 Frank Kern



Triple pre-frame!

Frank Kern



Frank loves teaching folks how to make money without sacrificing the freedom to live life to the fullest. His revolutionary system, "Mass Control" shows people how to create income by instilling trust in their clients. These strategies have helped one of his companies alone make **\$23 MILLION in 24 HOURS.**

From Frank, you will learn:

- The state of mind in which people use the Internet, and how to use this information to attract clients.
- How to communicate to our clients as if you were a friend, not another company selling stuff. And how this tactic can gain their trust and sales.
- The genius behind offering bonuses even more enticing than your actual product.

We conceptualized and created this together. I am in the product and on his page – and we have a triple pre-frame:

- The fact that I’m on the page is one.
- The fact that I’m in the product is another.
- He’s saying good things about me on the page itself, perpetuating legend. Which is perfect.

All of this stuff; everything I’m showing you when people say, *“Man how did you get to be engineered in this marketplace being so famous and such a celebrity and blah, blah, blah?”* This is it. This is the big secret.

Do this stuff. You engineer it like this. None of it’s hard. I’m not doing anything particularly difficult. I’m just talking, answering questions and stuff.

Here’s another one. This is a video interview that somebody did with me for a movie.

This was posted on a blog I think by a client friend of mine, Chris McCombs. It’s a classic example.

Frank Kern Tells All

Like 143 likes. Sign Up to see what your friends like.

Enjoy this video where I interviewed internet marketing guru Frank Kern... and the dude tells all... this is the real deal and there's no-holds barred... just push play and you're good to go... enjoy (=



Those are some examples of pre-framing. It gets all the way from the minutia – the little PPC ad, the banner ad, that email someone might see about you, the article that you published all the way up to the bigger stuff like being in someone's product. That’s how people like us engineer it.

Step #2: Indoctrination

Once they have come into our sphere as a result of our pre-framing materials, our next phase – in terms of firmly implanting this positioning in the marketplace and magnetically attracting who we want – is a process I call indoctrination.

Your indoctrination materials are what they see after they have been pre-framed to already think you're awesome.

This is where people drop the ball in our community and in all business; it's that they don't soften up the prospect.

This is where people drop the ball in business; they don't soften up the prospect.

It's kind of like, you say, "Hi, my name's Frank," she goes "Hi, my name's Natalia." You say, "Hi Natalia, let's go to bed!" and she's like, "What the hell is this?"

That's what people do in business.

They don't do any sort of courting of the prospects.

This pre-framing indoctrination is all psychologically powerful stuff you can do to make them want to do business with you before they even have the chance.

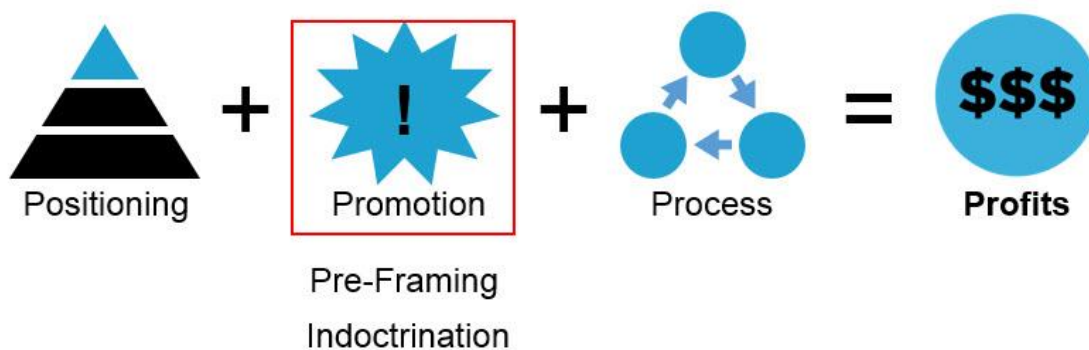
This of course increases your demand and increases your intrinsic value; increases your ability to charge. Everything is easier when you do it.

Indoctrination and conversion is everything from the time they opt-in and land on that landing page to after they have bought and your ongoing relations.

Indoctrination materials are what they see after they have been pre-framed and the goal of indoctrination materials is to control their levels of trust and desire leading up to your conversion process.

Let me show you where we are in the equation. Like I said, we went through and determined the positioning and we're still in the promotion category.

We have attracted them through pre-framing and now it is time to build them up, build up the desire and trust through indoctrination. So that is our next phase.



Now, what are Indoctrination materials?

Launch videos: They're launch videos to a degree; post opt-in launch videos. The stuff you see before you opt in to a launch series is pre-framing, but once you're in the funnel those are indoctrination materials.

Webinars are indoctrination materials to a degree and they can also be used as conversion mechanisms. We'll talk about that in a minute.

Manifestos/PDFs: You know our man Rich Schefren? He's a delightful man – just lovely. He broke into the industry and really made a huge splash by creating a PDF, which was a manifesto. I'm guessing you've read it – “The Internet Business Manifesto” – I think that's what it's called.

It's been downloaded like a million times by the way. Incidentally if you haven't read his Manifesto, what did you just experienced there? Pre-framing for Rich.

If you were to go read that Manifesto now, you would probably read it through different eyes than if you saw it through a different pre-frame. I'm telling you this stuff is a big deal. The little things add up to huge things.

Teleseminars: No kidding – teleseminars. I know a dude who does seven figures with recorded teleseminars. I swear to God. You guys probably know him. It's Kevin Nations. The guy does teleseminars. I mean dude, it's 2014! Seriously, teleseminars?

But he does them and they work great.

Speaking of indoctrination materials, what are the best to use? What work the best?

Well, video is a big one – if you're not using video, start using video. It's not hard. If you look terrible on camera and you're scared of being on camera, then don't be on camera. Record your screen and talk. Not too hard. Not a big deal.

You cannot go wrong with webinars if done properly; even somewhat badly, they can really be very, very profitable for you from a sales perspective and a customer and prospect loyalty perspective.

The bottom line is don't overthink this. Whatever one feels natural, use it.

Kevin crushes it with teleseminars so you don't have to overthink it. Use whatever you're drawn to.

The bottom line is don't overthink this. Whatever one feels natural, use it.

Whichever one of these four – pick one and go. Don't beat yourself over having to do all of them perfectly. Just choose whichever one you want to and go.

I'm going to give you some examples of several of these.

This is indoctrination material to indoctrinate people who already knew me into viewing me as the President of the Internet.

This is from 2012's State of the Internet Address.

I have done this almost every year since 2010 – I took 2013 off.



This is a celebrity-building piece of indoctrination.

Another one (not shown) was for a launch I did called "List Control" and the title of that video was "Mysterious Stranger."

That was one of my more famous videos, which got people to really be indoctrinated to me as someone who is a flat-out expert on delivering goodwill and building subscriber loyalty.

The purpose of that indoctrination video wasn't to make a sale.

The purpose of the video was to strengthen that relationship so that, when it's time to make the sale, the conversion is effortless.

People are saying, "Yeah dude, but I don't want to be on camera. I don't have a fancy video guy. I don't have any technical skills."

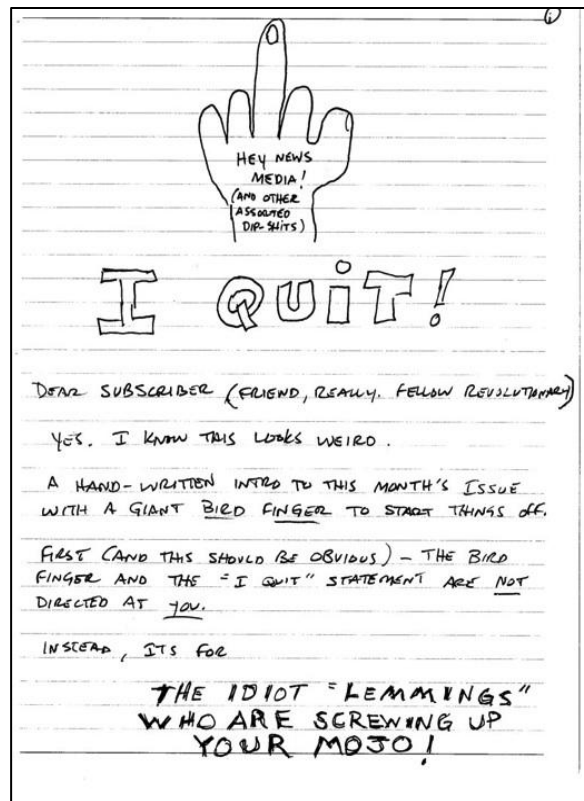
Let me show you one of my more notorious yet highly effective pieces of indoctrination material.

I don't want you to be intimidated by the incredible degree of professionalism I am exhibiting here!

I wrote this on a plane.

The guy beside me thought I was completely out of my mind, I'm sure.

This is something like a 20-30 page handwritten manifesto that I wrote on a plane railing against the negativity in the media and scarcity mindset; it was used during a promotion for a product that I created called "Mass Control."



This thing was downloaded I think eighty or a hundred thousand times. It was circulated like crazy and people loved it.

I wrote it by hand and ran it through a scanner. Boom! Indoctrination material.

***We don't have to overthink this.
It just has to have a good message.***

And what you say is important.

I'll say all of this again to really clarify for you.

Here's the function of the indoctrination process: Number 1 is to further establish positioning.

So, when I showed you the State of the Internet, that was when I was further establishing moving away from crazy marketing guy to President of the Internet; a more real business guy.

That was really a function of personal maturity.

A lot of people say, why did you do that? Did you find it was a better way to attract the clients you want?

The truth of the matter is I just stopped partying all the time.

Well I don't actually live like this. There's no point in pretending. I live a more normal life now I'm in my 40s. I've got children, etc.

As well as to further establish positioning, another objective was to establish goodwill. I've said this before, I'll say it until I no longer walk the Earth:

***Our income is often – and by often I mean almost always –
directly proportional to the amount of goodwill
that we have with our marketplace.***

Through indoctrination materials, you can establish and maintain goodwill.

Now when you have that goodwill and they like you – they feel like they know you, like you and trust you – what happens? Your conversion process is more efficient.

What is one of the ways, one of the only two ways we can increase profits?

- Way #1: Optimize your conversion process.
- Way #2: Increase price.

Establishing goodwill, further establishing positioning does both. So you really can't go wrong through this indoctrination thing.

Another thing is you establish trust. Why won't someone buy from you?

There are only two reasons why someone won't buy from you.

- **#1: They don't want it.** Sometimes there's not a lot you can do about that. Hey if they don't want it – they don't want it.
- **#2: They don't trust you.** Well we can do a lot about that. Indoctrination material establishes trust.

The next point about indoctrination material is very, very important. It builds desire.

We've all had this experience where we see something – oh that's kind of cool. But we don't really want it badly.

Then, over time, we're exposed to it more and more and we're like, "Man I've got to have one of those."

That's when indoctrination process accelerates.

We should never assume that someone is just going to want to buy our stuff immediately upon seeing us.

We have to really indoctrinate them to feel like they know us, like us, trust us and want our stuff.

They have to buy into our positioning and identify with that positioning.

It is a very, very well-orchestrated, finely-tuned machine that can yield massive, massive results.

Thank God, nobody really does this in our community, which is great.

That makes it very simple for people like us who are willing to make the effort, which isn't particularly that hard to do.

And of course I've kind of made this point earlier; the purpose of it is to grease the wheels for the conversion process.

Incidentally all of this stuff builds intrinsic value:

- The pre-framing builds intrinsic value.
- The positioning is a huge intrinsic value builder.
- Indoctrination continues to build that value.

And what drives price? Intrinsic value.

Total value actually drives price but the most important part of that equation was intrinsic value.

I asked about the Rolls Royce \$200,000 difference versus BMW – pretty much the same car. What's the difference? Intrinsic value.

Step #3: Conversion

Now let's talk about step #3, which is conversion. A conversion mechanism is simply the process the customer goes through when they give you money.

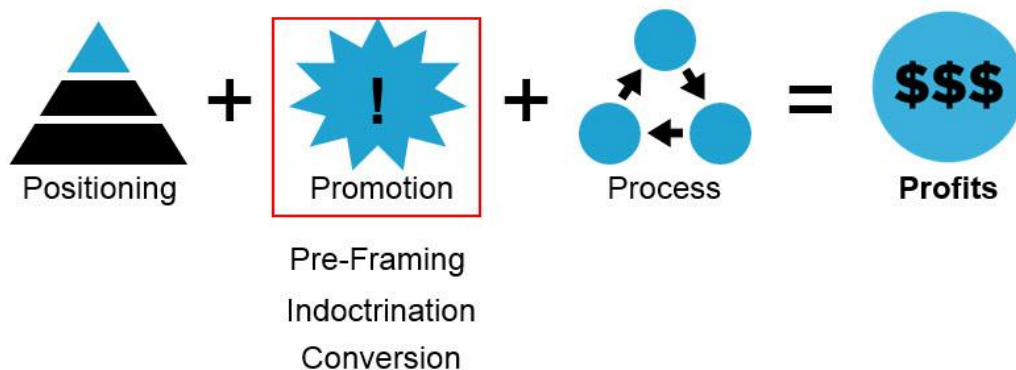
The goal of the conversion process or the conversion mechanism is to make the sale while maintaining position and goodwill.

Now we have two choices:

- We can see if we can work hard enough and long enough to be one of the .05% of the marketing and business population who is a master at writing copy and crafting ads. That is one way to increase conversion.
- Or we can master positioning, pre-framing and indoctrination.

Door #2 is 1000% easier. A million percent easier. Because it's natural.

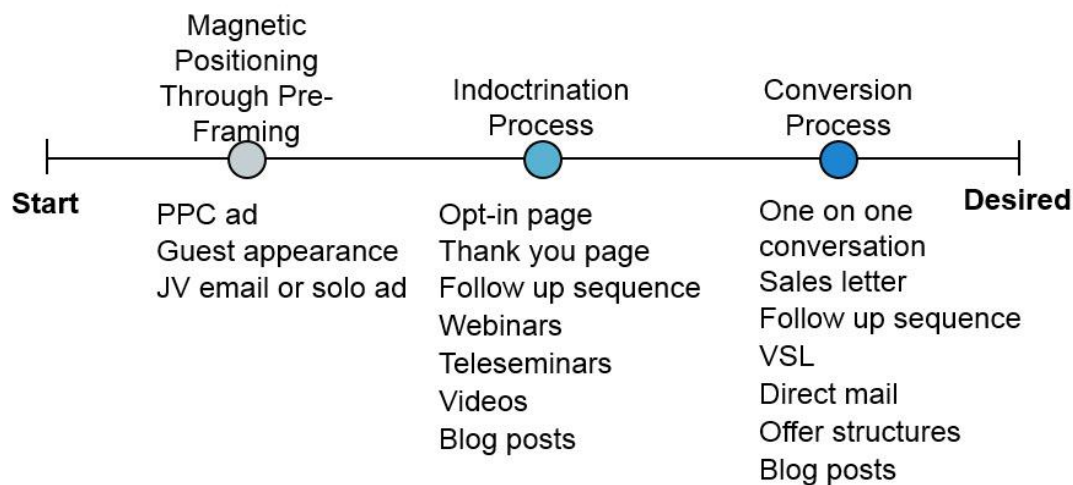
We're playing to natural human psychology when we do that. Let's look at where we are in the equation right now and I'll give you some more stuff.



We established positioning; I walked you through that exercise – the 1,000 people that you’re about to be speaking to and you want them all to love you through what they believe about you before you take the stage.

We said, “Hey, if we’re going to want these 1000 people to believe that, we might as well want the world to believe that.” So we talked about how we promote that positioning through pre-framing and indoctrination.

And now we’re on conversion. Look at the big picture here.



We start by deploying magnetic positioning through pre-framing. Remember we went over the examples of magnetic positioning as it relates to our markets.

Then we said, okay, we pre-framed with PPC ads, guest appearance on blogs, at seminars even, emails sent by joint venture partners, syndicated content or even solo ads. It doesn’t matter. All kinds of stuff.

Then we said, once we’ve attracted them, now we need to really build that desire and trust and further build intrinsic value through indoctrination.

Actually, indoctrination begins at the opt-in page and then what they see immediately after they opt-in matters.

The follow up sequence, what we say in the email, what we put in our videos, what we put in the PDFs that we give them; what we say in the webinars that we hold for them and even, if you want to go old school, what we say on the teleseminars. All of that stuff leads to an easier conversion process.

The Conversion Process

Let's talk about the conversion process. There are multiple ways you can get money.

***The most efficient and most effective way to get money is,
of course, a one-on-one conversation.***

It's interesting; in marketing – and Internet marketing specifically – we do everything possible to avoid human interaction.

We try to jump through all of these hoops and master these near impossible art forms. To a degree, we focus on crafting perfect sales presentations in print and on video to avoid one-on-one conversations; but if you do a one-on-one conversation it's like the easiest process in the world.

Next is the sales letter, then the follow-up sequence, the video sales letter and a piece of direct mail.

Your offer structure itself has an impact on the conversion process.

Blog posts can actually be part of the conversion process.

We want to start with the goal of effective, easy conversion being our end result here.

We're going to go through this as if we're using celebrity authority positioning.

We start out by pre-framing to establish the celebrity and authority positioning.

The next thing we do is we educate them in our indoctrination materials; we educate them to further establish the authority positioning so that they can come in thinking, "Oh, this guy is famous for all kinds of stuff."

Then they come in and we start providing value and educating them.

When you educate, the brain automatically assumes authority.

So we can write a book; the book can be a complete horseshit, but the people who read the book say, "Oh, this guy must know he's talking about. He's an authority on the subject, he wrote the book", right? Well, that's the sad truth. Fortunately, most books are accurate but many of them are not. So education creates a sense of authority.

Furthering this process, we engage with them to establish goodwill, desire and trust. These three are part of indoctrination and we motivate and inspire them to retain our positioning and create more loyalty with them.

I'll give you an example of that. One indoctrination email I sent had the subject line, "I believe in you," and the email didn't sell anything.

There was no link in the email. It was telling the story about how my late grandfather used to tell me that I could do anything that I wanted to do if I worked hard, put my mind to it and I believed him.

It's because of his faith in me and those words of his that I got through many, many hard times and challenges in my life; they are directly responsible for some of the success that I've experienced. So I wrote my list, I told them about that and I said,

"I just want you to know – in case you don't ever hear this from anyone like I got to hear it – that I believe in you, and you can do it and hang in there."

I'll tell you, that email is the one of the most impactful emails I've ever sent. That was years ago and I still have people talking about it to this day.

***Never underestimate motivating and inspiring
to retain position and create loyalty.***

It's also a good thing to do; it feels good to make someone happy. You know, just spread positivity in the world. Wouldn't you agree?

Finally, to aid in effective conversion, all of these things I just mentioned are designed to pull that prospect to you instead of pushing your products and services on them.

Now, about conversion, here's the fact. The further removed from your conversion process you are, the more complex it must be.

Remember I said, we're terrified of human interaction because we're introverted internet marketers, like so many others, right?

So we build all these complex machines basically to engineer a sale without us having to deal with anybody.

Well, if you just deal with someone, it becomes mindlessly simple, right?

If you're looking to increase the ease of what you sell, just even emailing back and forth with the prospect personally, can create massive sales.

In fact recently, in this past year, I did three experiments with that and sold over a quarter million dollars' worth of stuff by email only. No sales letter; nothing. Just emails back and forth. It was phenomenal.

The Power of Pre-framing and Indoctrination

Now, advancing onwards, another fact. Your pre-framing and indoctrination efforts have more effect on your conversion than all the tricks and tactics combined.

Your pre-framing and indoctrination efforts have more effect on your conversion than all the tricks and tactics combined.

You can use the red button or the blue button or change the headlines all you want. It's going to give you some incremental benefit. But...

You will have breakthrough level change when you master pre-framing and indoctrination.

In fact, I will amend that statement. I don't believe you have to master it. I believe you could do it half-assed and still have breakthrough level change because nobody else does it, right?

We're all in the same marketplace. We see what everybody else does.

- It's not that hard to be different.
- It's not that hard to be better.

I'm inviting you right now to rise up and be better.

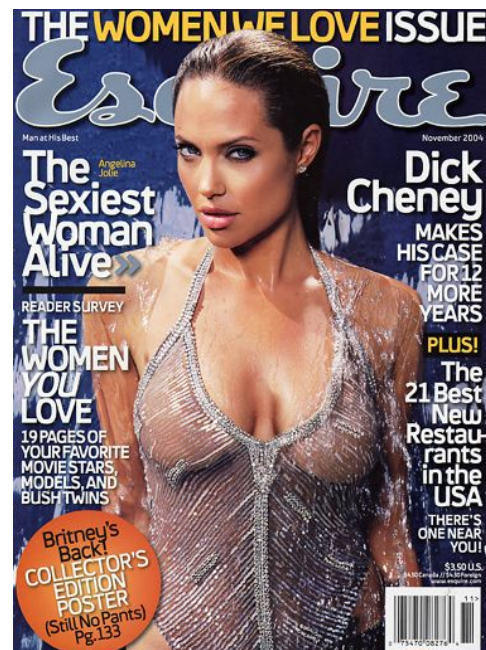
Now let me prove all this stuff – how important pre-framing and indoctrination is, and how it affects the conversion process.

The Angelina Jolie Test

I think Angelina Jolie is the second most beautiful woman in the world, next to my wife Natalia who, interestingly enough, looks in many ways a lot like Angelina Jolie, I'm happy to report!

Angelina is a beautiful lady; now some folks are saying, “Well, Yeah? Okay, but there's a lot of beautiful women. Have you even been to Ukraine or Russia for example? They're all over the place. It's crazy, right?”

So, what makes this lady so special? Well first of all, of course she is naturally beautiful, just like you and I, in regards to our ability to fulfill our promises.



So if her promise was, “I want to deliver the experience of you being with a beautiful woman,” she can do it just like that. If I promise you I’m going to deliver to you good advice on customer acquisition, I can do it just like that.

If you’re going to promise your marketplace that you can deliver to them this certain experience and this certain service, you can do that. Right?

So, we’ve all got that going forward, so what makes her so in demand?

Well, it is positioning and pre-framing.

Now, look at this. You’ve seen this, I’m sure. She has been on a gazillion magazine covers, right?

Here she is being pre-framed as “The Sexiest Woman Alive” by Esquire Magazine. That’s a pretty big statement, “Sexiest Woman Alive”!

And now, here in *People Magazine*, she is listed as one of the 100 Most Beautiful People, in the world.

Classic pre-framing, classic positioning.

Now, let’s talk about Angelina Jolie trying to get a date.

How hard do you think it would be for her to get a date if this was the sales letter she sent to a list of 500 billionaires?



Let’s say we have 500 billionaire eligible bachelor men; very powerful, very discerning men.

How hard do you think it would be for her to get a date if she sent this letter to them?

Dear Peckerheads,

Which one of you losers wants to buy me gifts, take me around the world on luxurious adventures and cater to my every whim?

You need to let me know in the next 12 seconds or forget about it.

Hurry up, dammit!

Angelina

I guarantee you, as sure as the sun will rise tomorrow, that her response rate from that letter would be better than just about anything you or I could ever create for our own advertising.

Why?

- Because of her positioning.
- Because of the indoctrination.
- Because of her pre-framing.

These billionaire dudes can probably have whatever beautiful woman in the world that they want as dates, but Angelina's special. She's on magazine covers; it says right here in the magazine that she's the Sexiest Woman Alive. That builds up all manner of intrinsic value.

Now I happen to think that Angelina is a very beautiful lady and I think she has done a lot of good things in the world; so I like her and I'm happy that she's so popular, right?

But that is a classic example of how this works.

We can engineer this. I try to dress like Angelina Jolie sometimes. It doesn't go over as well as I want it to!

But in other areas of marketing and sales, we can cause the same type of compliance with our prospects.

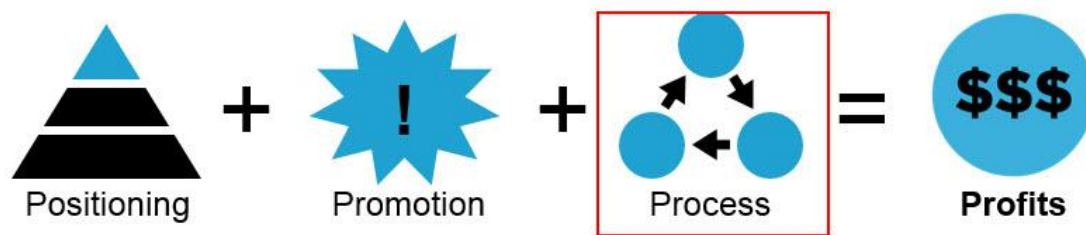
**In marketing, we can cause
the same type of
compliance with our
prospects.**

Of course, we would never want to mistreat someone like this letter suggests but we can build up huge demand and intrinsic value. We don't even have to be master advertisers and copywriters in order to make the sale if we do the other steps properly.

Conversion is Also Increased through Process

Now we know that conversion is made easier through intrinsic value, deployed by positioning and specifically pre-framing and indoctrination.

But it is also made easier of course, through process. Now, notice I've used this last. We established positioning, we talked about promotion and now we're talking about process.



I've done this last because in my opinion it's the least important.

***Process is what everybody focuses on,
but it's really the least important.***

Process is how all the moving parts fit together – do you use the red button or the blue button; how is your opt-in page laid out, etc.?

Yeah, it's important but it's not nearly as important as the other stuff.

So, let me give you an example of a very effective campaign done recently.

I promised to take you behind the scenes of some recent stuff here, so I'm going to do that right now. I'm going to just walk you through this to show you all this stuff deployed in semi-real time. This happened very recently.

First of all, I ran a campaign and I decided, as I always do, to clearly identify the global desired position that I want people to adopt in relation to this.

- Number one is, I want to be perceived as different from “them.”

In this case, the “them” is all the other internet marketing guys. Right now, there are many of them.

My friends are delightful people, but the worst thing you could be perceived as in your marketplace – aside from a horrible person – is just another “blank.” So, the worst thing I could be perceived as is just another marketer, right? Just another internet guy.

You don't want that. So I immediately wanted to differentiate. Big deal for me, right?

And whatever is a big deal for you is okay. I'm just giving my perspective on this particular campaign, I'm not telling you something to adopt. Although, differentiation was critical.

GDP

Frank Kern is Different
From “Them”

Frank Kern Actually
Gives A Damn

Frank Kern Will Help Me
Get What I Want

- The second thing, I wanted to be globally adopted here is that “Frank Kern actually gives a damn.”

Unlike the other guys who send 900 million emails during the latest launch of the second, Kern does not. He actually cares, he has taken the time to find out exactly how he can best serve me.

That is something I wanted to convey through this promotion.

- The third is that “Frank Kern will actually help me get what I want.”

So these are the three things that I want people to feel about me prior to having any ability to give me money at all. How do I do that?

Case Study

I start with the PPC ad – and I use pre-indoctrination in this PPC ad.

In this case, I am using a PPC ad on Facebook to ask for their advice, and display differentiation.

Frank Kern
HELP NEEDED: Will you give me some advice real quick? Takes like 30 seconds....



So, I'm being different because no one ever asks people for help in an ad.

They're always like, "Hey, come here and get my stuff because I'm awesome." Well, this is the polar opposite of that.

Immediately, that is conveying and pre-framing the positioning that Frank Kern is not just another marketing guy.

The fact that I'm actually asking them a question and asking their advice for something shows that I actually give a damn.

So a lot is done just in the ad. Just one little sentence can make all the difference, right?

In this case, I could say "Free Report Reveals How to Do Stuff" and my whole situation would have been different, but instead we lead with this because it was based on this formula I'm showing you.

Our next step is they click on the ad and they go to an opt-in page.

Now remember, one of the pieces of the positioning that I wanted to convey is that Frank Kern actually gives a damn.

So, my question here on the opt-in page is *"Will You Answer Four Multiple Choice Questions and Tell Me What Kind Of Webinars You Want Next?"*

That implies that I actually care – because I do; otherwise I wouldn't ask.

We are creating that positioning and pre-framing that positioning right there on the opt-in page.

Incidentally, notice how different that is from every other opt-in page you've ever seen.

It's simply a question. It's not the usual "Free Report Reveals a Big Benefit" that is usually just a bunch of hype.

It is basically how can I serve you better? I'm interested.

They click on that and now, they're taken to an actual survey. So, this is congruence.

On the survey (sorry it's blurry so you won't be able to read it all) were real questions like:

- *What time of the day would you like me to do them for you?*
- *How would you like them to be done?*
- *What would you like to learn about?*
- *What type of business are you in?*

So what does all of this do? This furthers the positioning that Frank Kern actually gives a damn, and Frank Kern can help me get what I want.

After they click “submit” on the survey, they're taken to this page and this page gives them something.

In this case, it shows them some preliminary results. It then has a video teaching them one of the best ways that I know to achieve some of the goals they said they wanted to learn about on the survey.



In doing all of that, it is conveying that other piece of positioning, which is that Frank Kern can actually help me get what I want.

Before they have any ability to even consider buying anything from me, all of these things are implanted.

And I just don't come out and say it; I actually demonstrate it through action. That's one of the really, really big takeaways here.

Of course, at the end of that video, they had the opportunity to buy something from me. It was relative inexpensive – two payments of \$97.

What happened there? Well, it worked. Let's talk about it.

The Process and Results

It takes a lot of pieces to make a conversion mechanism actually complete. People think about each individual piece; I always want you to look at it synergistically.

- I bought the traffic on Facebook.
- They clicked on the ad.
- They went to the opt-in page.
- They completed the survey. It cost me \$0.79 per survey taken; not just an opt-in, but someone who actually completed the survey).
- The video delivered value, built goodwill, educated and inspired my prospects and made sales at the rate of 2.1%.

So, here's what all of this means.

I spent \$0.79 per survey taken – and, of course, you have to opt-in to take the survey. So for every 100 emails and all that data collected, it cost me only \$79 through advertising.

I had a 2.1% conversion rate on the video to sales so each 100 people at 2.1% conversion, brought in \$407.40 – pretty good, right? Considering that it cost me \$79 to get them.

So if I subtract that \$79 hard cost, from the sales brought in, kablaaam! I made \$328.40 net profit per 100 subscribers that came in through this big conversion mechanism.

I'm showing you this to demonstrate, not just tell you, but to demonstrate the importance and relative ease of making this work if you take the time to think it through.

None of this was fancy, okay?

I mean seriously. Look at how simple the opt-in page was; there was no picture, there was nothing. The survey, nothing to it. The video, it's me talking on the computer microphone while I'm pressing the spacebar on the Keynote presentation. I hosted the pages on leadpages.net – a great little platform for building opt-in pages and stuff.

I got paid \$328.40 net profit for every 100 subscribers that came in through this funnel. Pretty good!

I also sent this to my list by the way, so what I'm showing you is just the Facebook advertising results. I also sent my list through the same process, the only difference is that if they're already on my list, I send them straight to the survey.

So, total sales from just this phase of the process that I'm showing you – including the mailing and traffic from my existing list – \$25,220.00 so far.

Did any of that look like a pitch to you? No. It delivered goodwill and further cemented the positioning.

.79 per survey
100 for \$79
2.1% conversion
\$407.40 per 100
- \$79 cost per 100
\$328.40 NET PER 100

However, we're not done.

As they say in the infomercial; “But that’s not all, what else have they got Bob?”

Well, we also get phase two of this.

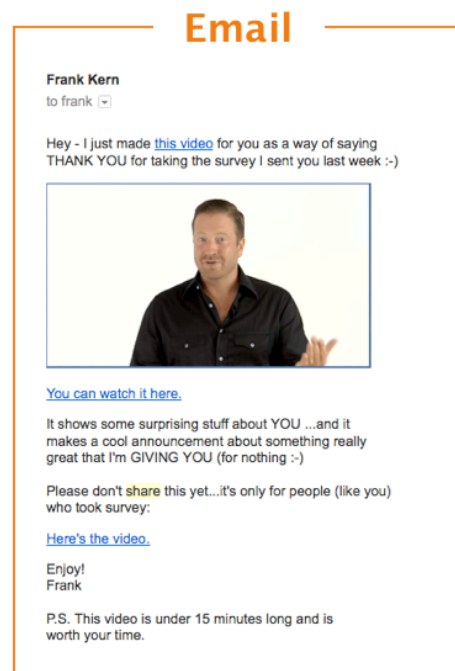
Phase 2: What Happened Next

After everyone got done taking the survey and I got all that data, I did another half of the equation.

I sent this email to everybody that took the survey and, in this case, the email's saying:

“Hey, I made this video to say thank you for taking the survey and I'm showing you what everyone wanted to learn and I also want to teach you some stuff in here and then I'm going to offer you some more stuff.”

So, people read the email, it was non-pushy, not an uncool email at all; it was “I made you a video, I hope you enjoy it, here you go.”



When they clicked on the link in the video, they went to a page like this:



This page had the video as promised and it also gave them the ability to opt-in to get more free training.

Again, it's: give, give, give, give; indoctrinate, indoctrinate, indoctrinate.

So in the video I'm indoctrinating, I'm teaching. I'm continuing to give and deliver value. And I'm giving them exactly what it is they asked for in the survey.

Again that is congruent with the global desired position that I want, which is "Frank Kern gives a damn" and "Frank Kern is different" and "Frank Kern will actually help me."

So, once they did that, if they chose to receive more free training by simply entering their name and email address, after they entered their email address I gave them even more stuff.

I walked them through a \$100,000 case study and at the end of that case study I made an offer.

So, how well did it work?

Again, the point of all of this is to demonstrate a recent campaign and to show you the importance of process – how everything fits together and is thought out properly.

Well, let's go through it, check it out.

Starting with the page offering the free training, the conversion rate was pretty, pretty good. It was a 50% opt-in rate.

I almost wish it was 50.07% because it would sound better, but it was literally 50%. Dead even opt-in rate. Go figure.

So after they opt in, I give them the \$100,000 case study right there in the video, it's about 20 minutes or so, give or take. And then I made an offer.

The offer at the end of that video converted at 3.2%. So, 3.2% of people who watched that video bought something.

So what does that all mean?

Well, that means that from the opt-in page alone I got 3,122 – and counting – webinar registrants. That's pretty good.

You want people on your webinar so that, if you choose to sell stuff, you could sell them stuff, right? So, that worked pretty good.

Now that little video has brought in \$19,400.00 in sales so far. Just from that video. And they're still coming in. I'm not going to complain about that at all.

Overview of Process

What I just walked you through is an example of good process. Most people think process is send traffic to sales letter.

Well, if you want to be making the kind of money you've been making now then yeah, do that.

If you want to dramatically increase your revenue and join the 1%, you need to rethink what process really is.

Incidentally none of this was hard. It took me like a day to do this. At the end of the day, I got two landing pages, a survey and a video page. Not that hard.

So what are the total sales from both of these phases?

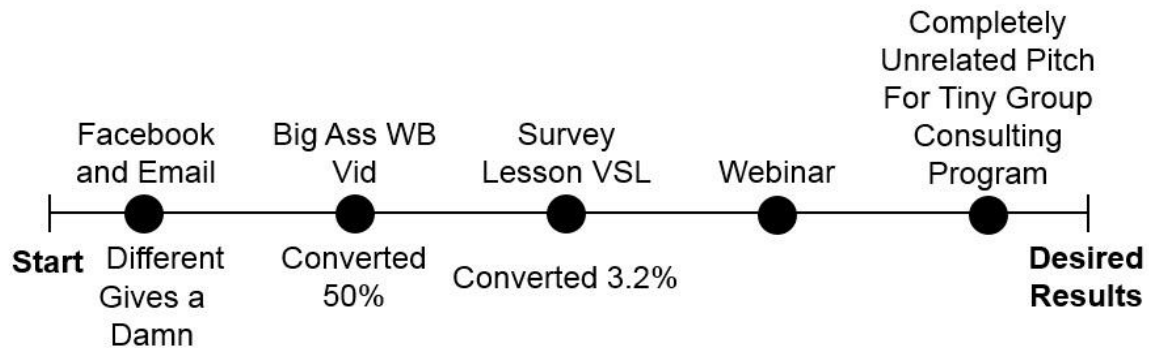
Incidentally this is all one big process: phase one and phase two that I just walked you through.

Well, total sales are \$44,620.00. Okay?

That is why you really need to understand that process matters.

And what makes process work best is when it is congruent with maintaining your global desired perception or position.

Let's walk quickly through the whole process from start to finish because there's more to it than meets the eye.



At the start, I have my global desired position.

I started to promote that positioning through pre-framing and indoctrination on both email and Facebook.

You remember what the global desired positioning was?

It was just three little parts: *"Frank Kern is different. He's not like those other dudes. He is not just another internet marketing guy. He actually gives a damn. His stuff works. He can help me."*

Then they went to the website so they did all manner of stuff. They opted in, they took the survey, they saw the big ass whiteboard video – the one that gave them the survey results and invited them for further training; that converted at 50%. Awesome.

Then they saw multiple pitches, too. Well, two to be exact. But still multiple. And they converted great.

The Survey Lesson VSL (Video Sales Letter) converted at 3.2%. Ridiculous. It wasn't even a hard pitch.

And then there are more pieces to the puzzle. Those very people were invited to a webinar and at the end of this webinar there might be a completely unrelated pitch for a tiny group consulting program.

So, we have yet to see how it ultimately pans out but just think about this.

What if nobody bought anything else from that point forward?

Well, gosh. I've got 3,122 people – and counting – registered for the free training, which of course educates, inspires and furthers positioning and also makes an offer.

So heck, even if no one does anything, it's already brought in \$44,620.00 – and counting – in sales. That's not too shabby, is it?

Why am I showing it to you?

Again, to illustrate what can be done with relative ease and simplicity – while generating massive goodwill and providing value in your marketplace – if you just pay attention to the easier stuff that everyone else is overlooking.

Even if I didn't include that great training at the end, I'd just have been paid \$44,620.00 to maintain good positioning and further indoctrinate prospects. So, you really can't go wrong with that.

The Big Secret

But here's the big secret around this stuff.

What I actually did with that whole promotion I walked you through was this:

***It was not just a promotion; I created an asset
for my business and my brand.***

That is an asset that will continue to put out the word forever. If a promotion works one time, chances are it will keep working for a long time.

**This is an asset that will
continue to put out the
word forever!**

For example, what if I told you I have used this very same structure in the past, and what if I told you that its results had been almost identical every single time for three straight years in a row?

With that in mind logic states, “Hey, next time I need 44 grand and counting and some goodwill, I can deploy this exact same asset and expect the very same result.”

The best part of the whole thing is it didn't count as a pitch at all. I'm delivering value.

If someone leaves before I even get a chance to make an offer to them, I feel pretty good knowing that I probably helped them a lot. And that's great. Because I don't really have to sell that much stuff.

Neither do you if we focus on the top of the marketplace and attract the perfect people through positioning and indoctrination and pre-framing, etc.

So here's the thing. All folks online and most – if not all – of your competition are always asking about tactical stuff, right?

“What could I do to sell more stuff?”

You know what? That's not the question to be asking.

The right question to be asking is this:

“How many deployable assets can I create in my business that consistently provide the income I want while maintaining my positioning and simultaneously building goodwill?”

That is where our focus should be. Not this little incremental improvement like everybody else is doing.

See, there's two types of thinking.

Dumb Guy Thinking

We've got dumb guy thinking and here's the deal. Most people never think about positioning and long-term strategy.

That's why you get a hundred emails a day about the launch of the minute.

Look, I'm not going to say names; it's a viable strategy. It makes sales but hey, you're a prospect, are you sick of it or not? You're sick of it.

All that's done without any conscious thought given to strategic long-term planning.

And that's why people don't last.

***That's why you've got a guy with 300,000 people on the list
and he gets like 500 clicks when he emails.***

Because that's dumb guy thinking.

Most folks only focus on "What can I sell today to meet my income goals?"

And then they make it worse. The next question that immediately follows that one is:

"What's the very least I could do in order to meet those goals? How do I live up to this internet dream of doing absolutely nothing and having money fall from the sky?"

**Most folks only focus on,
"What can I sell today to
meet my income goals?"**

Well, that's dumb guy thinking.

So we have a choice. Remember, I said if you keep doing the stuff...

Now I'm not saying you're using dumb guy thinking – if you are, it's time to stop. The old stuff is going to get us the old results.

We have to shift our thinking.

Rich Guy Thinking

So, let's talk about rich guy thinking.

Rich guy thinks differently. Rich guy thinks:

"How do I create, nurture and perpetuate positioning that is magnetic to my target market?"

How do I pull these people to me all the time?

How do I create indoctrination conversion processes that build intrinsic value thus increasing my demand, thus increasing my ability to charge more, thus making the conversion process more effective while simultaneously selling like crazy?"

Rich guys deliberately engineer everything they do so that it goes from being a one-off promotion to an asset that can continuously and systematically and predictably bring you money as a result.

Rich guys deliberately engineer everything they do so that it goes from being a one-off promotion to an asset.

So what I'm telling you and what I'm asking you to do is to make the shift and notice as your business dramatically increases.

I firmly believe that you can double if not triple or quadruple your business by making this type of shift.

Don't think about the opportunistic one-off little promo.

Don't be thinking about "How can I write a better headline?"

That's Mickey Mouse stuff. That's what my grandfather used to call stuff that wasn't cool.

He used to say "Son, that's just a bunch of Mickey Mouse bullshit." Well, that's what he would say about that type of thinking.

Here's what I want you to think about instead:

I want you to think about creating and deploying these assets using the equations and strategies I have shown you here.

The Difference It Made

I want to share with you how it changed my life and my business life.

Here's the deal. I haven't done a launch or created a product since 2010.

I essentially left the marketplace, which is why all you ever really see from me is the occasional webinar or content video or little survey.

I don't e-mail people all the time. I'm not all over the place. I don't have to be because I made the shift.

In 2011, I didn't really work at all. I just kind of needed a break and I consciously decided I would chill out and surf a lot in 2011.

In 2012, I didn't work very much either. I took most of 2012 off because I got married to my beautiful wife Natalia and I had a son, his name is Alexander. He is awesome - he does not like sleep though at all.

When he's a teenager, I'm going to wake him up 5.30 every morning and we're going to do yard work or something: that's my revenge!

I started working in earnest in July of 2012 and it paid off pretty good. My total revenue for that year was \$2,530,000 - that excludes endorsements like affiliate revenue and stuff. That's just from my own efforts.

So it was a pretty good year, especially considering that I was essentially out of the marketplace and laying deliberately low as a result of new family and just not wanting to work that hard.

In 2013, I made a fundamental shift again. I decided that really my very best work is done in higher-end consulting and group coaching with people that are really actively doing business.

I worked specifically with a certain type of business – those who sell advice as consulting, coaching or those who do any sort of done-for-you service like ad management, marketing.

I've even worked with attorneys, financial services guys.

So I made that shift in 2013 and I structured the business so I only “have to” work from nine to noon three days a week. That's my sort of established pattern; you've got to do stuff on these days, business hours.

I structured the business so I only “have to” work from nine to noon three days a week.

So I cut back even more but I made the shift that I just showed you and I started creating these assets like I walked you through.

So, as a result of that, the business in a typical average month – excluding affiliate endorsements – is about \$200,000.

And what's my profit? Well, I'll let you'll be the judge of that.

I don't really advertise at all and I have one employee. I don't ship any hard goods, I provide advice over the Internet to people.

So one can say that it's a pretty good profit margin.

It's a pretty good gig making the shift.

Incidentally this is a very scalable operation. I just really don't feel like doing much more than that.

I have a lot of ambition up to a point. You know what I mean? And then, OK, there are waves up there that need to be ridden by people like me.

How I Did It

I'm sure you don't really care about my business, more like, "How can I continue to learn stuff from you so that I actually do some of this?"

So let me show you how I did it.

The first thing I did was I shifted focus from promotions and products.

Instead of thinking about, "Okay, what's my next promotion? What's my next product?" and all that stuff, I started thinking about:

"What's the perfect business model and what are the assets I can create to fuel this business model to continuously, systematically and predictably create revenue without me having to constantly be on the hamster wheel?"

Once I did that, I started deliberately really, really getting focused on the use of magnetic positioning and selling to attract and convert only high-paying good customers. I decided to leave everyone else to my "competition".

That's why you don't see me doing the affiliate thing and that's why you don't see me selling little products, unless it's a one-off thing like I showed you in this last process. Other than that, I just don't do it.

There's a reason for that:

I only want to sell on the higher end and work with clients who are actually going to do the work with me and get the results.

It's important to me, like I know it's important to you, right?

So, to make that shift from the bottom 80% of the marketplace to working with the top 20%, the only level of difficulty is simply making a conscious decision to do it.

That's the only extra work you have to do.

That enabled me to work significantly less than ever and maintained a multiple six-figure monthly string of revenue, which could be scaled up any moment that I chose.

So, I'm asking you something right now that I really want you to consider very, very seriously.

What would happen to you if you made the same strategic and tactical shifts in your business and in your life?

What would that be like? Think about that for a minute.

If you no longer thought about having to create the new thing, if you no longer had to be on the hamster wheel, and think, "Oh my God! I have to make a new promotion", or "I've got to keep tweaking all this stuff."

What if you didn't have to do that? And what if instead you engineered your business so that you're perceived as however you want to be.

I've given you the roadmap and the blueprints to do this. Now the ball is in your court. Get out there and get to work. Do good things. Help people. Follow those steps and you can't lose.