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FROM THE DESK OF FRANK KERN

So you have this program in front of you now. I want to start by congratulating you for being one of the rare people who actually follow through on this stuff!

Now I should point out that Mind Control is a product that has no intention of controlling anybody else’s mind or doing anything stupid like that.

Instead, it’s geared towards controlling the most important mind out there, which is yours. It’s not designed for anyone else to control your mind but you.

Because as is painfully obvious by the condition of the world—people do not control their own minds. (And no, I’m not about to go and make the tin foil helmet to keep the CIA’s death beams out of my head!).

The fact of the matter is:

1. No one ever really consciously sits around and thinks about what’s coming in,
2. No one ever really consciously analyzes their thought process, and
3. No one ever really consciously makes sure that their thought process and mental climate are best suited to get them the outcome they want.

One big factor in this is that most of us never really sit down and clearly define the specific outcome we want in the first place.

The reason this is so important is that the unequivocal biggest reason I’ve been able do all the things I have in my business, and lead the lifestyle I want, is because of the head-fixing stuff I’m going to discuss in Mind Control.

Today, I have the privilege of having had multiple overnight successes. I have the privilege of an ever-growing, nearly psychotic, loyal following. And, I have the ability to generate money on command regularly with decreasing amounts of effort.

And I firmly believe and will not ever be dissuaded of the opinion that none of this would have happened had I not done what I’m about to share with you in this program.

In other words:

Everything we’re doing in Internet Marketing (and business in general) is 90% mental and the other 10% is tactical.

If your mind isn’t right, you can have all the tactics in the world, but you’re useless. If your mind is right, you can have one crappy tactic and still make the most out of it.
As I have taken some time over the past few years to reflect on some of the common sticking points that people have, I’ve realized that one of the biggest problems is they never really get started.

They lack momentum.

What happens typically is someone will buy a product, they’ll be very excited, they’ll read ten pages of it and then they’ll quit.

If you’ve ever wondered why that happens, I have as well and I’ve been increasingly curious (borderline obsessed) about it for two reasons:

1. I believe that if people will consume your products in their entirety, then they are more likely to get the result they were after in the first place. So you’re doing good things by helping them.

2. I believe that when they consume your products in their entirety and get those results, they’re more likely to buy more stuff from you in the future because you’ve just helped them significantly.

It’s really a never-ending cycle of goodness; dare I say, down home, country goodness.

So with all this in mind, I began the quest to determine where exactly people lose momentum. Why does it happen? And more importantly, what is the key to unstoppable momentum?

I believe that I have cracked the code and I’m going to share the crux of that code with you right now.

I also believe this is single most important message I could ever convey to you for the rest of our relationship together.

And if you take this to heart and do what I suggest, even poorly, you’ll notice an increase in your overall happiness, productivity and financial gain greater than that of any tactical information I could ever share with you.

Let’s get started.

Frank
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“Unstoppable momentum comes from taking control of the most powerful force you have to create the wealth, success and lifestyle you desire: your mindset.”

FRANK KERN
Part 1

Deprogram Your Mind:
Eliminate the Barriers to Success
& Create the Habits that Build Momentum
“Stand guard at the doorway of your mind.”

JIM ROHN
Deprogram Your Mind

If anyone had ever really sat down and told me all the crap I’d have to go through to build my business to where it is today, it’s highly unlikely that I would have ever gotten started.

In reality, we all have our stories of woe, doom and gloom that have happened to us along the road to success.

But the truth is, if we focus on that doom and gloom story, or any of the negative crap that’s so prevalent out there in the world, it has a direct and immediate impact on our ability to get what it is we really want. Especially when the going gets tough, things go wrong and we have that inevitable “oh shit” moment when our kick-ass marketing tactics completely fail in the moment.

So if there ever was a magic pill that could turn all of this around and keep the momentum going regardless of the circumstance, it’s the stuff we’re going to talk about in this section.

Now this is getting dangerously close to motivational speaking, but you need to hear it. It’s important that you take it in, act on it, and come back to it again and again throughout your lifetime.

Because this magic pill is the thing that will ensure you keep going no matter what; that you kick ass and take names in your market; that you not only create, but enjoy the lifestyle that living by this stuff will afford you.

The magic pill I’m talking about of course is the ability to control and direct your own thoughts.

And this has two parts to it:

1. Making sure you avoid (and consciously remove) all the stuff that’s feeding your mind with negative crap.
2. Creating a plan, or a program, so you can continue to feed your mind with the stuff that’s going to create momentum and ensure you follow through.

So think of this as a primer for all the rest of the stuff in this course that will be proactively building your ultimate roadmap to massive success, wealth, and getting the lifestyle you ultimately want.

WHAT WE’LL COVER IN THIS SECTION:

1. Protect Yourself Against Negative Influences
2. Identify What You’re Letting In & How It’s Affecting You
3. Create a New Input Program
“Keep your mind on the things you want and off the things you don’t.”

NAPOLEON HILL
1. Protect Yourself Against Negative Influences

I discovered by watching my children that there’s some very concrete evidence that **what you put in your mind directly affects you**.

My oldest is seven now and we have deliberately set up experiments with her where we watch how she acts, thinks and behaves after watching television.

Our conclusion: What is fed into her mind definitely and immediately affects what comes out.

We’ve noticed that when we let her watch *Hannah Montana* and the *Jonas Brothers* show—whatever the hell it’s called, *The Wizards of Waverly Place* or something—that a very negative response occurs immediately after the show is off.

And it lingers as well.

She becomes sassy and petulant as well as behaviorally rebellious after watching those shows.

But if she watches other shows like *Tom & Jerry* or *Mighty Mouse* (which just got re-issued, I bought it on Amazon—awesome show!), she’s fine. Not adversely affected at all.

My point is if it’s happening to a 7-year-old, it’s happening to all of us.

Especially when you consider that for our 7-year-old, we deliberately limit the intake she has of media and television as most parents do.

She doesn’t look at the Internet all day. She doesn’t watch the news. She doesn’t read the newspapers.

So we’re standing guard deliberately at the doorway of her mind. Because we’ve witnessed first hand what happens to her mental condition after watching the average crap that’s out there.

The truth is our energy, our minds, our thoughts and our time are all under attack if we don’t take conscious control of how we’re spending our time and what we’re letting infiltrate our minds and our thoughts.

So I think something that would be beneficial is to take a few minutes and determine what you’re letting in consciously.
“Without doubt, the most common weakness of all human beings is the habit of leaving their minds open to the negative influence of other people.

This weakness is all the more damaging, because most people do not recognize that they are cursed by it, and many who acknowledge it, neglect or refuse to correct the evil until it becomes an uncontrollable part of their daily habits.”

NAPOLEON HILL, THINK AND GROW RICH
2. IDENTIFY WHAT YOU’RE LETTING IN & HOW IT’S AFFECTING YOU

This exercise is in two parts. Part I is identifying what you’re letting in and what it’s telling you.

**Step 1**

Make a list of all the crap you’re letting in.

Things like TV shows, Web sites you go to all of the time, news stations, media outlets, etc.

**Step 2**

Now, let’s look at and boil down the core message of each of these things.

So the core message of the local news for example, could easily be boiled down to “people are bad,” or “the world is very dangerous.” If you listen to Howard Stern, then the message might be, “women are objects.”

What you want to do here is ask yourself: If you stripped everything away, what’s the core message this media is telling me?

And do this for every damn thing you watch or read.

**Step 3**

When you’re done writing, imagine you’ve got a 7-year-old girl standing there.

Then, imagine you take each of the messages you identified above—all these core messages from all the shit you’re letting into your mind—and that you read them loudly and forcefully while making direct eye contact with that 7-year-old girl, as if you’re preaching to her the gospel damn truth.

Do this for each item you listed.

Now, imagine that the 7-year-old girl is yours and you’re witnessing someone else do that.

YOU ARE DOING THE SAME THING TO YOURSELF. That 7-year-old girl is your mind. It doesn’t know any better. It cannot filter that shit out!

So if you wouldn’t let someone else scream it to your 7-year-old then you damn sure don’t need to be letting it come into your own mind!
“I don’t like the negative of reality TV—the “you’re no good, so you have to leave.” Or, I choose you, but I thought you really loved me.”

It’s all about how bad people are and I just hate that.

I like Pimp my Ride where someone is helping somebody.”

BOB SAGET, COMEDIAN
EXERCISE: STAND GUARD AT THE DOORWAY OF YOUR MIND

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3. Create A New Input Program

Now, Part II is basically to do the flip side of this. Before we do this, though, I want to drive something home.

I was reading mean Ol’ Dan’s book *My Unfinished Business*. It’s a collection of essays by Dan Kennedy. In it, Dan talks about Napoleon Hill and his encouragement of having a reading program. I think the words “reading program” are particularly important. This is very different than someone saying, ‘Well, I should just friggin’ read.’ You can’t be like, ‘Oh I should read so I’m going to go out and read *People Magazine*.’

You have to get a reading program.

In *Think and Grow Rich*, Napoleon Hill says,

“No man’s education is ever finished. A man’s reading program should be as carefully planned as his daily diet, for that too is food, without which he cannot mentally develop.”

You have to make a stand for what you want to put into your mind and then create (and stick to) a regimented plan that you’re going to have to follow through on.

So it’s important now to reverse engineer what you identified in Part I of this exercise. Whereas we looked at what you’re taking in and the core message it’s giving you, now we want to reverse it.

**Step 1** What are 10 to 12 positive messages I could put in my mind that will help take me to the next level? What are the positive messages I want to put in there?

**Step 2** Where can I go out and find that positive message? Figure out what core messages you want and need to be exposed to continually and then go and find the media.

For example, if you want to establish, “My body is perfect and healthy. It was designed by God to be the utmost perfect specimen of nature,” then you need to find something every day such as a yoga channel.

Or my personal favorite, Tony Robbins’ *Living Health* audio program, which I think is one of the best programs of its kind out there.

But you need to listen to that every day. You need to take the hour you would spend watching the news and replace it with this new thing.
If you want to replace the “people are bad” message with “people are good,” then we go out and find something that has this message.

If you want to replace the “there’s no money,” with “there is money and I can easily get money,” then you need to find that outlet.

Things like Dan Kennedy’s wealth attraction content, or Napoleon Hill’s Think and Grow Rich.

Or, classic business advice stuff like Scientific Advertising or My Life in Advertising by Claude C. Hopkins.

I mean when you’re reading about how the guy took Pall Mall and turned it into a gazillion dollar empire when they had no Internet, that kind of stuff is really good!

Napoleon Hill called it a reading program, but I think we can substitute “reading” for “input program” or “media program” because they didn’t have the Internet or TV at the level we do today back then, right?

Today we can get media in every way possible!
# New Input Program: Core Messages I Need & Where to Get Them

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There are a ton of books out there that can add massive value to your life. Here are some of my favorites:

- All Dan Kennedy books.
- Gary Halbert’s newsletter (many issues free at The GaryHalbertLetter.com)
- “Unlimited Power” (Tony Robbins)
- “Think and Grow Rich” (Napoleon Hill)
- “Scientific Advertising” (Claude C. Hopkins)
- “My Life In Advertising” (Hopkins as well)
- “It’s Easier Than You Think” (Sylvia Boorstein)

And I’ll also read trash fiction knowing that it sells more than anything. So I read James Patterson and Harold Robbins because they are some of the best selling authors of all time.

I figure, hey, go where the fish are biting. These guys are telling stories that people want to hear more than anyone else’s stories.

So if I learn to tell stories like them, maybe people will line up to hear my stories too. 😊
Now if you want a good result, you’ve got to deliberately schedule it and then adhere to it like you would schedule an exercise regimen.

So if you’re spending an hour a day doing cardio or something, you also spend an hour a day reading something of value for your mind.

Or, you can even use your work out time to listen to audio programs or books on audio at the same time that can help deliberately maintain your mental schedule.

Now, I can tell you from experience that every person I have talked to who has made a lot of money and who is at the top of their field or industry, attributes a good amount of their success to standing guard at the doorway of their minds.

In fact, a great metaphor for this is that when you run your business (and do things like product launches, boomerang campaigns, etc.) it’s the equivalent of running a big marathon successfully and with grace.

You can’t do this if your preparation includes playing video games and eating fried chicken.

How can you expect to do the mental work that comprises everything we do (mind-based stuff like writing copy, making videos, selling things, creating products, etc.), without similar marathon-type training for your mind?

You need to get your mind right about this stuff and even more, feed your mind with intelligent, empowering information on a daily basis.

This is the basis of everything we’re going to talk about from here forward.
“I’ve often said I can estimate a person’s bank balance if he’ll tell me about the books he reads and the people he hangs out with.”

DAN KENNEDY
Part 2

How to Get What You Really Want:
The Ultimate P.I.M.P. Lifestyle Exercise
“You can do anything you want if you put your mind to it and work for it.”

E. Raymond Smith
HOW TO GET WHAT YOU REALLY WANT

So let’s get down to the practical matter and start by determining what the flashy things are that you really want and what it’ll take to get you there.

Before we get into that though, there’s some groundwork I want to set about how to think about this stuff.

In this session, we’re gonna talk about the single most important thing you can do to not only make more money but have all the freedom and lifestyle that you want too (which, let’s face it, is probably more important).

I believe that anyone can make money without sacrificing the freedom to live life to the fullest. And there are gazillions of marketing and business strategies that can get you there.

Certainly, if you apply these strategies, you’ll succeed at some level. But I believe that the secret ingredient you are going to learn in this session is the ONE THING that can catapult your business—and your life—into another dimension.

And it precedes any marketing stuff I can teach you from here forward.

So before we go any further, let’s get the disclaimers out of the way.

I am not a psychologist. I have not studied psychology and therefore really have no idea what I’m talking about and should never be listened to.

Nor am I a motivational speaker or anything. Remember, I created a product called “The Underachiever Method,” right?

I promise though that if you DO the exercises here and apply them, it will have a huge impact on your life. And then, at the end as our dessert, we’ll have a nice, warm batch of how to turn all this stuff into attracting and serving the ideal clients who will give you money.

So let’s get into it…

WHAT WE’LL COVER IN THIS SECTION:

1. Refuse to Be Part of the Average Majority
2. Your Personal Standards for Your Business Determine Absolutely Everything
3. The Ultimate P.I.M.P. Lifestyle Exercise
4. Five Steps to Getting the Dream
5. P.I.M.P. Lifestyle Plan Statement
“Just think how stupid the average person is, and then realize half of them are even stupider!”

GEORGE CARLIN
1. Refuse to Be Part of the Average Majority

Now I should point out that you’ve probably rarely, if ever, heard anyone talk about this kind of stuff and that’s because average people don’t do this kind of thing.

What we’re about to do is actually fairly easy to do. It doesn’t take that much time, it’s fun, and it will likely be something you’ll look back on as one of those things that kick started your life in a new direction.

But the biggest reason to do it is to set yourself apart from the average majority of people who are content with the status quo.

**KEY POINT**

If you do what the average majority does, if you ingest mentally what they ingest, you will get the same result they get, if not worse.

Now what is the status quo? Well, it’s not even what it used to be 50 years ago. *Average is not even average anymore.*

I mean, when my grandfather was around, you could talk about the average majority with pride. In fact, he was my hero and the person who most influenced my life.

I learned from him that you can do anything you want if you put your mind to it and work for it.

He accomplished more in 80 years than most families do in generations.

He built an empire starting from nothing and with no formal education. And he did it by always maintaining a high level of integrity and by making sure the people he did business with were happy.

And this was the norm of his generation. They lived by a very high standard. They had a sense of pride in what they did. They had a strong work ethic that they lived and died by.

This is no longer the belief of today’s “average majority.” We now live in a society where the standards are dropping, expectations are lowering, and what’s average is not only acceptable…it’s killing us!

I don’t mean to sound harsh here but I do want to get everyone’s attention so we can continue to be the exception, not the norm.
Here are some statistics I looked up on the Internet. (And of course everything you look up on the Internet is true, right? But even if it’s not 100% accurate, it’s close enough to be friggin’ scary.)

**THE AVERAGE MAJORITY**

- The average American watches more than four hours of TV each day (or 28 hours/week, or two months of nonstop TV-watching per year). In a 65-year life, that person will have spent nine years glued to the tube!
- Minutes per week the average child watches television? 1,680. Minutes per week that parents spend in meaningful conversation with their children? 3.5.
- Murders seen on TV by the time an average child finishes elementary school? 8,000. Violent acts seen on TV by age 18? 200,000.
- Percent of Americans overweight or obese? 68%—not hard to figure out why when the average person also consumes 50 cans of soda a month and is watching so much friggin’ TV.
- Percentage of Americans who can name The Three Stooges? 59%. Compare this to the percentage who can name at least three justices of the U.S. Supreme Court, which is 17%.
- The average American carries more than $8,000 in credit card debt and spends 13 hours a week surfing the Internet.
- Percentage of Americans who are functionally illiterate? 25% (50-55% can read just enough to understand street signs and basic words).
- What does the average person do while at work? 20% watch TV online, 61% gossip, 50% pay bills, 20% have non-work related phone calls, and 38% conduct job searches.

*Sources: US Department of Health, Centers for Disease Control, National Adult Literacy Survey, MSN*

Pretty alarming, huh? I’ve *conglomerated these stats into a statement I made up:*

**The average American is fat, stupid, watches TV all day and slacks off on the job!**

The average majority are attacking our minds and systematically turning us into bigger and bigger losers by telling us that ‘it’s all ok and we’re not to blame.’ They give us permission to be lazy, watch TV, eat crap, and encourage us to lower our standards and expectations. That’s not the way to go…and we don’t have to!

The biggest problem that people have, and I’ve certainly suffered from it before, is they don’t believe in themselves; therefore, they don’t take any action.

We are going to fix that in this session.
2. Your Personal Standards Determine Absolutely Everything

We all have the ability to make different choices and live by higher standards. My grandfather taught me to live life by my own standards and no one else’s. This is easily one of the most important lessons I’ve ever learned.

In fact, in thinking about it, I’ve realized that one of the reasons I’ve been able to do so many successful launches that have sold out in minutes or hours is that I have incredibly high standards for how this stuff goes down.

And, I think it’s worth it for all of us, from time to time, to examine our own standards in terms of how we’re running our businesses.

When I look back at how I created this standard personally, a lot of it comes from my grandfather and his uncanny ability to see through my bullshit and call me out on it numerous times growing up. Not to mention his own demonstration of what high personal standards really meant.

So if you want to increase your income, one of the standards you want to look at is your measure of what’s acceptable to you financially.

One of the best ways to raise your standards financially, is to raise your standards dramatically of what an acceptable income is.

When I moved out to La Jolla, CA I went from a mortgage that was somewhere around $2,500/month in Georgia for a $350,000 house to a $2.3 million dollar house which I then proceeded to renovate to the tune of an additional half million dollars. And, I rented a house for $10,000/month in La Jolla as well.

Overnight, my monthly overhead went from about $2,500/month to $25,000/month!

But simultaneously, my income went from where I had just had my first million dollar year to now having multiple million dollar years and even multiple million dollar days. Now, they don’t happen all the time, but when they do, it’s not even that big a deal anymore. It’s kind of like, “Yes, okay, that’s good. What am I going to do next?”

A key point here though is that the raising of the standard in my case was a welcomed ‘have to’ not an ‘oh crap have to.’

It wasn’t like I realized suddenly I’ve gotta support my dying mother-in-law or something like that. Instead, it was “Oh, this is cool. I need to make sure I keep the ‘cool’ going.”

When you raise the standard, everything changes. It affects everything you do because you start to perceive every opportunity through a new lens.
Now, the caveat here is **I wouldn’t ever advise anyone just to go overextend themselves.** When I moved to La Jolla, I wasn’t overextending myself. But if I hadn’t made a payment, I would have been. I had enough to get me through about eight months at the time.

In other words, I don’t condone doing anything stupid. You’ve gotta have a sense of what you can do, what you need, and how long it’ll take you to get cracking.

“If you want to do the many things that most people can’t do; simply do the few things that most people won’t do.”

FRANK KERN
3. The Ultimate P.I.M.P. Lifestyle Exercise™

Perfectly Profitable Information Marketing Products

You’re about to do an exercise that only 1 in 1,000 people may actually do. This absolutely changed my life. It will give you a total life makeover while developing a super precise plan of action and strategies to follow through with it.

The P.I.M.P. Lifestyle Exercise stands for something like “Perfectly Profitable Information Marketing Products”—well, I guess that’s too many “P’s” but you get the picture.

The Ultimate P.I.M.P. Lifestyle Exercise:

Write down your responses and approximate annual amounts for each step. For your description, be as specific and detailed as possible. (For the monthly cost, include interest payments for any loans. You can use BankRate.com as a resource to determine current interest rates.)

1. **HOMES**: Do you have a vision in your mind of what your dream home is like? (number of bedrooms, square feet, amenities, unique details, location) How much does it cost?

   Description: __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

   Annual Cost: _______________________ (if you know the monthly payment, multiply it by 12)

2. **VEHICLES**: What car(s) do you want? What about your spouse? (model, color, etc.).

   Description: __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

   Annual Cost: _______________________ (if you know the monthly payment, multiply it by 12)

3. **VACATIONS**: Of course, you’re a hard working dude (or dudette) and need a break! So where and when do you want to vacation? (number of times a year, location, lodging, how you’ll get there – first class, charter jet*)

   Description: __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

   Annual Cost: _______________________ (if you know the monthly payment, multiply it by 12)

* I strongly suggest that you use private aircraft, however, as your attorney and medical doctor and head trainer at NASA I advise you not to purchase one…instead charter or go with a membership like you can get with someone like “NetJets.”
4. **NANNY/HOUSEHOLD HELP:** Do you have kids? What about a nanny? Housecleaner? Driver? Personal assistant? Personal Chef (what will they cook? How often?)?
   Description: 
   
   
   Annual Cost: ________________

**WARNING:**

Don’t lame out on your nanny—she’s taking care of the kids, dammit! It’s not how little you can pay her. It’s “will she keep the kids away from daddy’s book of matches and the family knife collection?”

5. **SCHOOL/EDUCATION:** Do you have children you want educated? (private school, college)
   Description: 
   
   
   Annual Cost: ________________

6. **CHARITY:** Which charity do you want to support (or do you just wanna say “screw ‘em”)? (name of organization, type of charity, what is their cause, etc.)
   Description: 
   
   
   Annual Cost: ________________

7. **SHINY OBJECTS:** What about a random budget for shiny objects? Motorcycles? Gold Chains?
   Description: 
   
   
   Annual Cost: ________________

8. **ENTERTAINMENT:** What about other forms of entertainment? Flat screen TVs? Decked out stereo systems? Gangster computer systems? What do you want?
   Description: 
   
   
   Annual Cost: ________________
9. **Taxes:** What about taxes? You gotta pay Uncle Sam. What’s your estimate?
   
   Description: __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________
   
   Annual Cost: _______________________ (or just factor in seven billion dollars 😊)

10. **Health Care:** What about health insurance and health care? Do you have any ongoing health issues? What about preventative stuff (chiropractor, yoga, massage)? Are you and your family appropriately insured?
    
    Description: __________________________________________________________________________
    __________________________________________________________________________
    __________________________________________________________________________
    
    Annual Cost: _________________

11. **Insurance:** What do you need to be protected? (Life insurance, disability, car insurance, etc.)
    
    Description: __________________________________________________________________________
    __________________________________________________________________________
    __________________________________________________________________________
    
    Annual Cost: _________________

12. **Anything else?** What else do you want?
    
    Description: __________________________________________________________________________
    __________________________________________________________________________
    __________________________________________________________________________
    
    Annual Cost: _________________

---

**YOUR PERSONAL P.I.M.P. LIFESTYLE NUMBER**

Now, add up all the annual amounts from above.

_________________________ (write amount here)

Now divide this by 365 (to get your daily cost):

_________________________ (write amount here)

So now we’ve got a dream and what we’ve done is turn it into a simple matter of how much money you need to make per day. We have an income target per day, albeit likely a high one.
### SUMMARY: MY ULTIMATE P.I.M.P. LIFESTYLE

<table>
<thead>
<tr>
<th>#</th>
<th>Category</th>
<th>Short Description</th>
<th>Annual Cost</th>
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<tbody>
<tr>
<td>1</td>
<td>Homes</td>
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<td>2</td>
<td>Vehicles/Cars</td>
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<td>Vacations</td>
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<td>Nanny / Household Help</td>
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<td>School / Education (self/kids)</td>
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<td>12</td>
<td>Other</td>
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</tbody>
</table>

Annual Total: Ultimate P.I.M.P. Lifestyle Number

### DAILY INCOME TARGET

How much money I need daily to support my Ultimate P.I.M.P. Lifestyle:

____________________
4. FIVE STEPS TO GETTING THE DREAM

We’ve identified your dream and we’ve created an income target per day. Now we need a plan. We need to turn your whole dream lifestyle into five steps (otherwise known as “selling stuff on the Internet”) that will allow you to achieve your daily goal.

Now obviously we’re in the business of selling things online, but most people approach it backwards and never really plan it out. In essence, the way to reverse engineer this thing is to plan out these five things, starting with the market you want to serve.

5 STEPS TO HIT YOUR DAILY P.I.M.P.
LIFESTYLE INCOME TARGET

1. Who’s your Market?

Contrary to popular belief, the product is not really the big driver. It’s the market. So you need to determine what market you’re going to serve.

The best market is the one that’s insanely passionate, easily reachable and has plenty of money. Any market other than this really increases the challenges you’re going to encounter in meeting any kind of income goal by selling lots of stuff.

2. What’s your Product?

If there were a magic button that you could press that would make your market happier than anyone else in the world, what would that magic button do for them? In other words, what’s the single most important thing you can do for your ideal market?

For example, if you have a market of morbidly obese people who wanted to lose weight, then the single most important thing that the magic button would do would be to give them instantly healthy and vibrant bodies.

So as you think about your product, ask yourself, “How does the product I have in mind compare with the thing the magic button can do? How can my product be made better?”

3. What’s your Price?

Most people get into the game thinking that they’ll just sell a $20 e-book or something like that. I can tell you from experience, however, that it’s just as easy, if not easier, to sell high priced products than it is to sell a ton of low priced products.

For example, let’s say your daily income goal is $4,000. That’s 200 units you need to sell every single day. But if you’re selling a product that costs $2,000, you only need to sell two. Also, the more money you can get per sale, the more you can spend on advertising.

And, in general, customers who are more likely to buy a higher priced product are in general the customers who are easier to serve and to deal with. Like attracts like, right?
Another way to look at this is, *what in the world is the point of making less money selling stuff to people who are going to be a pain in the ass?*

Remember though that you don’t want to pull price arbitrarily. When you determine your price, you need to be able to answer the question “why is this an incredible value for your customer? Why is this product an incredible value for your marketplace at this price?”

4. **What’s your plan for Traffic?**

Once you understand your market, have the ideal product and determine your price, you need to have a plan to generate traffic.

Now in the above example where you’re selling a $2,000 product, if your conversion rate is 1%, you just have to get 200 people to your website to achieve your goal of two sales per day.

To do this, it’s not about how much traffic you can generate, it’s about attracting the right traffic. And, I’m not just talking about the right key words. I’m talking about getting your message in front of exactly the right person.

*Ask yourself: who will benefit the absolute most from your stuff and then where do you go to find them?*

5. **What Conversion do you need to get?**

Understand and measure your conversion rates constantly. This will determine how much of your traffic will take action and help you hit your Daily Income Target. The better your conversion rates (which comes from getting the right message in front of the right customer), the less traffic overall that you’ll need to generate.
CREATING YOUR ULTIMATE P.I.M.P. LIFESTYLE PLAN

So all you need to do is write down your own quick, hypothetical plan for how you could achieve this. What Market? What Product? What Price? And Why? Why would you choose that market, price and product?

Exercise:

1. **Who is your ideal market?** Why is it important that you market to them?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
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________________________________________________________________________

2. **What’s your product?** If there were a magic button that you could press that would make your market happier than anyone else in the world, what would that magic button do for them? In other words, what’s the single most important thing you can do for your ideal market?

________________________________________________________________________
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3. **What’s your price?** Why is this an incredible value for your customer? Why is this product an incredible value for your marketplace at this price?”

________________________________________________________________________
________________________________________________________________________
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________________________________________________________________________
4. What’s your plan for traffic? How many people do you need to attract to a website in order to make this sale? How many do I need to get passively to hit that daily allotment?

________________________________________________________________________
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5. What conversion do you need to get? To hit the daily sales goal with the above traffic, what conversion do I need to consistently achieve?

________________________________________________________________________
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NOTE: If you don’t have a business, it’s totally fine too. Write down, what business would you start? What would you do if you could do this? How would you go about doing it? Then write down the market, product, and price above.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
Why would you choose this market, this product and this price?

Now, I want you to think about this question as if you are on trial and you have to defend this position or you’ll be sentenced to 20 years in hell. The reason this is important is because so many people arbitrarily choose this. These are probably the most important decisions you can make, and if you choose wrong in any of these things you’re screwed. Also, when it comes time later for you to start selling it, this whole seed will have been germinating in your brain, making for a better result.
“It’s in your moments of decision that your destiny is shaped. Choose well.”

TONY ROBBINS
5. YOUR ULTIMATE P.I.M.P. LIFESTYLE PLAN STATEMENT

Now we’re going to put it all together. To do this, take the information you wrote down for your Ultimate P.I.M.P. Lifestyle Daily Income Target along with the answers you wrote down to the five targets to achieve it in order to create your Personal P.I.M.P. Lifestyle Plan Statement.

The statement will read something like:

By October 10, 2010, I will have successfully created a machine that nets me $X amount per day, whatever your $X amount is, by doing the following: One, I will serve the, whatever, market. Two, I will sell them, whatever, for a price of, whatever. Three, I will sell no less than, blank, per day on average.

---

MY ULTIMATE P.I.M.P. LIFESTYLE PLAN STATEMENT

By ________________________, I will have successfully created a machine that nets me $____________ per day by doing the following:

1. I will serve this market: ________________________________

2. I will sell them this product: ________________________________

3. I will sell them at this price: ________________________________

4. I will sell no less than ______________ per day on average.

5. I will attain this level of conversion consistently: ________________________________
Here are some other examples for you.

**JENNIFER**

By April 24th, 2010 I will have successfully created a machine that will provide the following: I will serve the career development market; I will sell motivation and strategy courses to teach people how to realize and implement their goals; I will make $55,000 a day on average for $20 million a year.

---

**DAN**

By April 24th, 2010 I will have successfully created a machine that nets $2,740 per day (I picked that number for my first million). I will serve the internet marketing community. I will supply a re-sellable support platform with products and tools and an affiliate program. I will offer this service for $29 per month allowing me a gateway for up-sells.

Congratulations! You have just created what 98% of the average majority never establishes: you set a goal and you have created a written plan of action to achieve it (even if you don't know how you're going to carry it out...which is fine!)

We’ve taken the dream and we’ve turned it into a number. And now that number is really nothing more than a matter of Market, Product, Price, Traffic, and Conversion.

Now, what’s the only thing that could get in your way? Not having your head on right. We’re going to address that next in Part 2.
MY ULTIMATE P.I.M.P. LIFESTYLE PLAN STATEMENT

Name: _____________________________________________

MY ULTIMATE P.I.M.P. LIFESTYLE PLAN STATEMENT

By ______________________, I will have successfully created a machine that nets me $________ per day by doing the following:

1. I will serve this market: _____________________________________________

2. I will sell them this product: _____________________________________________

3. I will sell them at this price: _____________________________________________

4. I will sell no less than ______________ per day on average.

5. I will attain this level of conversion consistently: ____________________________

Here is why I chose this market, product and price:

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

Here is why I will achieve this no matter what:

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

Signature: ___________________________ Date: ____________________________
Part 3

Get Your Head Right:
How to Create Unstoppable Momentum to Follow Through
GET YOUR HEAD RIGHT

Now that you’ve completed the Ultimate P.I.M.P. Lifestyle Exercise, I want to spend some time on the only thing that could stop you from following through on it—in other words, the head fixin’ stuff.

What I mean by this is that there’s really no shortage out there of ‘how to’ information. In fact, most courses out there being sold today basically lead folks to the same outcomes. Whatever your target is, you can reach it using the instructions you find in these programs.

If it’s so easy though, how come so many people don’t follow through?

I really think the biggest problem that faces our market today in terms of not enough people progressing on this stuff is a lack of implementation.

And the biggest barrier to this is actually a mental barrier, more than a tactical barrier. The mental barrier is essentially this little block in your mind (whether we want to admit it or not) that says, “Yes, this might work for them, but I really can’t do that. It’s not really going to work for me.”

Now you should know that it’s totally normal and natural to have those thoughts, but it’s also complete and total bullshit!

In reality, our minds are an instrument—like a surgeon would use a scalpel or something—but our minds are really there to serve us and help put together what we’re wanting to do.

What’s interesting about this though is that it’s extremely rare for anyone to actually try to cultivate and strengthen their mental aptitude. In almost 99% of all cases our minds are being constantly influenced by exterior stuff and we’re in a state of mental reactivity as opposed to pro-activity.

If we can just improve how we’re using our mind in positive ways by even a few percentage points, then our productivity will be huge because we are a little more clear and a little more focused.

So this session is about directing your mind consciously to create the momentum you need to follow through.

WHAT WE’LL COVER IN THIS SECTION:

1. The Three Keys to Creating Massive Momentum Now
2. Step 1: Decide What to Give
3. Step 2: Right Actions
4. Step 3: Right Mind
5. How to Cultivate and Maintain Right Mind
“No one ever got rich by being a pussy.”

DAN KENNEDY
1. **Three Keys to Creating Massive Momentum Now**

Most of our minds are like a navigation system with all these magnets all around the compass, causing it to go in all kinds of directions at all times.

If you were to stick that compass in an airplane, it would crash immediately!

Yet for some reason no one really gives any attention or importance to the fact that this is how our minds are working all the time.

On some level, we’re constantly crashing and burning as a result of this lack of clarity in the navigation—usually brought on by the dreaded mental voice saying, “You can’t to it. This won’t work.”

And so we’re going to fix that wagon right about now.

---

**THREE KEYS TO MOMENTUM**

In order to get past this pervading ‘navigational’ mental barrier and actually get clear and more focused, there are three steps you have to take:

1. **Deciding What to Give**
2. **Taking ‘Right Actions’**
3. **And Ultimately, Getting Into a State of ‘Right Mind’**
“Desire is the starting point of all achievement, not a hope, not a wish, but a keen pulsating desire which transcends everything.”

NAPOLEON HILL
2. STEP 1: DECIDE WHAT TO GIVE

In order to create unstoppable momentum, thing #1 that you need to do is decide what you’re going to give. Now I should clarify that I don’t mean this from a perspective of “what am I going to give the universe?”

What I mean directly is:

**Exactly how far off my ass am I willing to get to make all this happen?!?**

Napoleon Hill says in *Think and Grow Rich* that the strength of someone’s desire is determined by what he or she is willing to do to obtain it.

For example, I would love to be built like Matthew McConaughey but I’m not really willing to put down the cold cervezas and the gym is entirely out of the question. So I want this, but it’s not really that strong of a desire at the end of the day.

I would actually like to amend Napoleon Hill’s statement to say, “it’s actually determined by what you’re willing to become.”

Because in many cases—certainly with me—the achieving of the goal requires an entire shift of both beliefs and behavior like a big make-over. If you really want to do big things, you can’t do the same stuff and put a little wrapper on it and think it’s going to work.

People rarely think about this whole thing and yet it’s such a critical decision.

---

**Once you make a decision about what you’re willing to give (and who you’re willing to become), you’re able to actually move forward with a concrete, clear idea of what it’s going to take to make things happen.**

---

**Here’s an example of what I mean by this:**

There are times when people will return one of my products, which are all about significantly increasing one’s income or starting your own Internet based business, and the email will say something like, “I got your stuff. I tried it for over eight hours and it didn’t work so I’m sending it back.”

And my response is always, “Okay, that’s fine. Had you done this exercise though, you would have realized that you were only willing to give four hours or eight hours and you might have thought twice about the reality of your aspirations to actually make a difference in your life.”

Now if you’re willing to put in a few hours to do something every day, you can accomplish a lot, but in this case, the person was willing to try it only one time for just eight hours!

So deciding what you’re willing to give and do helps you get clear and therefore keeps you from wasting time screwing around with stuff you’ll never really follow through with.
“Am I motivated by what I really want out of life—or am I mass-motivated?”

EARL NIGHTINGALE
**Mind Control**

**KNOW WHAT YOU’RE WILLING TO DO AND WHAT YOU’RE NOT WILLING TO DO**

In the not so distant past, I turned down what literally would probably have been a $3 million a year income stream, during which time I could basically sit around and do nothing and get paid.

Here’s the back-story:

There’s an infomercial producer and celebrity who used Mass Control to do a mini-launch with no affiliates—just to his in-house list. And, he did $1.5 million from that launch.

Subsequently, he bought me a 9’ 6” GNS 50th Anniversary triple stringer, single fin surfboard, which I have affectionately named “The Space Ghost.”

When I called him to thank him, I said, “Hey, thank you very much for that. Why did you send it to me?” He replied, “I bought your Mass Control and it made me a lot of money. I sent you that gift because it was really awesome!” So I said, “Thanks so much! I like your stuff. Maybe we could do something some day.”

So he came out, picked me and Cousin Trey up in his plane and flew us to his super secret hideout—a big, undisclosed, corporate location.

And we plotted and schemed.

In the process, it became readily apparent that we could sell the ever living crap out of “How to Make Money on the Internet” stuff via an infomercial with me as the spokesperson.

So I considered taking the Underachiever Methodology and updating it a little bit. And, then creating a course that would be sold in book form based on that information via an infomercial.

Then, we would create a high-end coaching program that would be sold over the telephone by his office based on that approach.

And it all started looking really, really good.

Then, about a week later, something happened. I had a prior long-term partner/client (one of the ones who pays me $9,700 a month) in town.

We were walking down the street in La Jolla to go eat some Thai food when I noticed this car coming close to me at a pretty fast pace.

---

In a nutshell, the Underachiever Method is essentially:

1. Find a responsive market.
2. Look at what they’re purchasing now (what’s being sold now).
3. Create a superior, but better version of whatever is being sold now.
4. Sell it with similar, but better marketing.
Inside, there’s some guy looking at me somewhat excitedly. And the dude pulls over and, at speed, jumps out of the car. He runs towards me and starts telling me how he recognizes me from the Internet.

And he goes on and on about how he likes all the free stuff I’m putting out, which is cool.

So I was very nice to the guy because he was nice to me. I was genuinely glad to see him.

But at that moment, despite the fact I was glad to see him, I knew that infomercials were not for me.

Because as strange as it might seem, I get recognized in public about once a month on average. Sometimes it won’t happen for a month, but then it’ll happen three times in two weeks or something.

And I’ve determined that’s about enough fame for me! That tiny little rebel is enough.

Being seen literally by millions of people and having some stranger come up to me on a daily basis would be too much and it would weird me out beyond belief.

Of course, at the end of the day, I decided not to do the infomercial.

The reason I tell you all this is one thing:

If I didn’t have a clear idea of the fact that I’m not at all willing to be seen by millions and millions of people and I’m not willing to be on television or be really famous, I would have said, “Sure, let’s do the infomercial.”

Then, chances are, I wouldn’t be able to go out to eat or go to an airport without someone going, “Hey, I know you from the infomercial.”

Plus, let’s face it. It’s not like infomercial people are revered celebrities.

No one’s like, “Yeah, dude. I saw your infomercial. That’s awesome!” Usually, they barely tolerate it in a lot of circumstances.

I just didn’t want that for myself or my family.

The moral of the story is be extremely clear about what you’re willing to do and what you’re not willing to do because if you’re not, you could end up getting hosed.
YOUR 10 THINGS

Now, one of the things that happens when we have this thing that we want really bad, is it’s easy to say, “I’ll do whatever it takes. Yeah, that aspect of it sucks, but I’m willing to put up with it in the short term.”

This never really works though because ultimately you end up saying, “God, I hate doing this. It sucks.” And then you sabotage yourself (and this might not even be conscious).

So it’s important for this reason to be brutally honest about what you’re willing to do and not do.

When you draw this line in the sand, it also helps you develop a lot better plan to make it happen.

If I hadn’t been absolutely clear on the fact that I don’t need the money that badly to risk the adverse effects of what would have happened had I done the infomercial, I might have thought, “Well, the whole fame thing is kind of a bummer, but that’s a lot of money. Screw it. I’m going to go for it. I’ll deal with the fame thing later.”

If I had done this, I could have likely ended up in a situation where I was absolutely miserable had the show succeeded.

So if I were to flesh out my own personal list of stuff I’m willing to do and stuff I’m not willing to do, it might look something like this:

Willing:
• Private consulting occasionally for a lot of money, plus royalties.
• Work with amazing clients that do what their told.

Unwilling:
• Sit in a board meeting, or have to act normal.
• Sell business opportunity, MLM-ing type of stuff.
• To be super famous.

Another example of this is a dude who won the gold medal in the Olympics in Turin and also a silver in Vancouver in moguls skiing. He competed for Australia after being fed-up with the Canadians who in a nutshell wouldn’t let him balance his training with his very successful Internet marketing business (where incidentally he made millions).

His list of what he was willing to do? He was willing to give it his all in terms of training and focus on the task at hand of competing in the Olympics. But he was not willing to compromise his business aspirations for his ability to compete in skiing, nor was he willing to talk about his business or any other aspects of his personal life when it came to dealing with the media.

At the end of the day, what happened? He’s been dubbed the “International Man of Mystery.”

Say what you want about him and his business, but I’m willing to bet he doesn’t give a crap what they want to call him as long as he can play by his own clear rules of what he’s willing to do and give (and not do or give).
"Dude. The waves you don’t take are just as important as the waves you do take."

AS TOLD TO FRANK KERN BY GREG SALMON, FREAKISHLY GOOD SURFER
**EXERCISE: YOUR 10 THINGS**

Take five minutes and write down 10 Things you are willing to do/give/be and 10 things you are not willing to do/give/be.

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<th>10 THINGS I AM WILLING TO DO, GIVE, BE</th>
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<th>10 THINGS I AM NOT WILLING TO DO, GIVE, BE</th>
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“I’d do anything for love (but I won’t do that).”

MEATLOAF
Now one thing you might have noticed when doing this little exercise: **it can point out some obvious conflicts in your mindset.**

For example, let’s say you want to be a highly paid private consultant that earns large sums of money for results produced. But on your ‘not willing to do’ list you have “work on projects that require late nights or pulling ‘all-nighters.’

It just ain’t gonna happen if you’re looking to punch in and punch out somewhere. That kind of position requires you to be accessible essentially around the clock.

So here’s a way to take any conflicts you might have and turn them around.

1. **Look at your list and see if you see any conflicts that might prevent you from following through.**

   One I hear a lot in Internet Marketing is “I want to make a lot of money but I don’t want to sell. I’m afraid to sell.” Of course, if you don’t want to sell, you need to earn wages because you can’t earn money without selling. In some way, shape or fashion, you’re going to have to influence someone else to make a decision.

2. **Once you do this, brainstorm some ways you can remove that conflict.**

   Now when you do this, I don’t mean that you should just tell yourself you’re going to have to learn to like it. For example you can tell yourself, “Well, you’re just going to have to learn how to sell.” The challenge with this solution though is it’s like your mother telling you that you’re going to have to learn to like broccoli. It’s not going to work.

   What you need to do instead is:

   A. **Take the conflict and break it down into the specifics of what it is you don’t want to do and why.**

   For example, if you don’t want to sell, then start by defining what part of selling it is that you don’t like. It might be things like not wanting to make cold calls over the telephone, or not wanting to speak to anyone with a high possibility of rejection.

   B. **Then, brainstorm some ways you can still achieve your outcome by removing the negative aspects and replacing them with positive aspects.**

   So now the question in the selling context becomes, “Can selling be accomplished without cold call phone sales and without personal face to face interaction with a high probability of rejection?” And the answer is of course is, “yes.”

   What you need to do is learn how to build a machine that gets prospects pre-qualified to come to you and ask you to accept their money which is called marketing (which is the difference between marketing and selling). With proper marketing, the selling is already done and you just take the money.
The bottom line is that it’s of critical importance to identify any conflicts and to be realistic about whether or not the conflict is going to trip you up or stop you. If it is, then you need to strategize how to make the conflict not really a conflict any more.

And here’s how I did that with the infomercial guy.

My outcome was to get a lot of money for not doing anything, but I wasn’t willing to become really famous in the process.

So I figured out another way I could easily make a lot of money without doing anything, which in this case was to license marketing campaigns. Because this person gets 4,000 customers a week and he has this giant list that’s completely under-utilized.

Instead of me getting on TV and making a compromise, I said, “What I’ll do is I will just make money off his fame and help make him even more money because he’s comfortable with that.”

And now I have a deal where I give him campaigns and get free money for it in the form of royalties.

At the end of the day, my point in all this is that it’s of critical importance to identify the conflict and to be realistic about whether or not the conflict is going to stop you. If it is, you’ve got to figure out how to make the conflict not the conflict anymore!

With all of this in mind, now take a moment to really drill down on any conflict(s) or negative(s) that might be getting in your way and strategize how to work around them.

The best way to do this is on paper, or it loops around in your head and you never really solve anything.

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**Here’s one more example first:**

**CONFLICT:**

I want to be an Internet Marketer but I hate computers.

**BREAK IT DOWN (WHAT’S THE REAL ISSUE):**

I have no clue how to do this stuff and am terrible at computers.

**STRATEGIES TO TURN IT AROUND:**

I can hire someone to do this stuff for me—which will allow me to spend more time on the stuff that only I can do which is the evil scheming, copy and strategy stuff.
EXERCISE: TURNING YOUR CONFLICTS INTO A WORKING STRATEGY

Take your top 1-2 conflicts or negatives from your original “Top 10” list that might get in your way and strategize how to work around them.

**CONFLICT:**
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____________________________________________________________________________________

**BREAK IT DOWN (WHAT’S THE REAL ISSUE):**
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____________________________________________________________________________________

**STRATEGIES TO TURN IT AROUND:**
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**CONFLICT:**
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**BREAK IT DOWN (WHAT’S THE REAL ISSUE):**
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**STRATEGIES TO TURN IT AROUND:**
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____________________________________________________________________________________
“You’re only given a little spark of madness. You musn’t lose it.”

ROBIN WILLIAMS
ONE MORE THING:
GUARDING YOUR MOST IMPORTANT ASSET

Almost every asset in the world—anything physical that you could give—can be replaced, renewed and regenerated with the exception of time.

And when you’re doing things in my business and ramping things up, you can spend a lot of time on these things so it’s important to understand that it’s going to require concentrated effort.

If you’re not honest with yourself and clear about exactly how much of that irreplaceable and most precious of all commodities you’re willing to give to get the outcome you desire, then you’re going to constantly be chasing your tail.

It will cause you to create deadlines you can’t meet because you’re not willing to put forth the time to meet them. And this is just going to add more stress, which is then going to take away from your mental power to do anything else because you’re going to be worried about the deadline, how you’d rather be doing something else and how you said you’d be home at six but you really have to write this thing and all this kind of crap!

When you have the clear definition of what you’re absolutely willing to give, however, (for example, “Four hours a day of productive, real, focused concentrated effort to achieve this goal and I’m not going to waver in that at all”), then you’ll be rocking out.

Incidentally, I probably have fifteen days a year when I work more than four real hours a day. The other four hours are spent just screwing around, thinking about work, talking about work, or hanging out at the office pretending to work so nobody will bother me!

So I’m not telling people that they have to give twenty hours a day.

First One In, Last One Out = Complete Bullshit

The myth of “be the first one there and the last one to leave and you’ll be the most successful” is nothing but a myth.

I used to be in the car business and I was the first one to leave and I still made around $30 grand a year. It was stupid and it means nothing.

All it really means is that you’re the one who’s missing out on the most of life! You can’t put that on your mantle. “Most life missed!” Thank you very much for that acknowledgement! For that, you get two gold watches that look like handcuffs and there’s a chain in the middle of them that you can anchor to your desk.
“No man can succeed in a line of endeavor which he does not like.”

NAPOLEON HILL
3. **STEP 2: RIGHT ACTIONS**

*Answer This...*

Imagine you have discovered a plant that can actually cure cancer and it is completely safe for everyone to use.

Knowing the cold, hard truth about the toll that cancer takes on people’s lives—that one in three (approaching one in two) Americans will suffer from some sort of cancer in their lifetime. And that over a half million people died of cancer in 2009. That cancer is expected to be the number one cause of death worldwide. And that the rate of cancer deaths is projected to double in the next 40 years...

Knowing all of this and then knowing that you could eliminate all of this pain, suffering and death with this one plant...honestly tell me, **how hard would you work to get that healing plant (free of cost no less) into the hands of your fellow man? Would you do whatever it takes to deliver this to people as quickly and effectively as possible?**

Now, assuming that your answer to this question is yes, the reason you would do it (and be willing to break through any obstacle in the world) is because in selling the plant pill you are unquestionably doing the right thing.

The truth is we all have millions of years of mental programming and evolution that guides us toward when we know something is the right thing to be doing and it’s in alignment with other values and goals of ours.

And when we know something is inherently good, we won’t be stopped.

Right Action is simply the act of doing the right thing 100% of the time.

The classic example of this is of course, Mother Teresa.

She went through immeasurable inconveniences, often living in poverty, and all the problems you can imagine taking care of the hungry, the homeless, the crippled, the blind, and the lepers.

And when she died, leaders from 23 countries and hundreds of thousands of mourners lined the streets in the pouring rain to pay tribute.

All this because she lived her life congruently with and never veered from doing what she believed was unequivocally and absolutely the right thing to do.
“The time is always right to do what is right.”

MARTIN LUTHER KING, JR.
The Ultimate Path toward What You Really Want

The truth of the matter is, as Mother Teresa so astutely observed; we are all essentially ‘good’ and are pre-programmed to inherently do what is right.

Using brain scans, scientists have found evidence that human beings are ‘hard-wired’ to help each other. Experiments show that thinking about someone else’s problems lights up the same part of the brain that gets activated when we reflect on our own, while compassion registers in the brain’s pleasure zones.

When you do right actions you essentially become a force for good. This is your natural state of being. As humans, this is the way we’re made to be.

And the way that we often approach things is usually just some horrible imitation of that thing, forcing us to live in struggle.

Sure, it’s easy to shy away from pure right action.

But, if you just do right, do what you’re naturally supposed to do, and act in a way that you were designed to act, then there is no struggle. The only reason we deviate from doing what is right is because of fear or something traumatic that we experienced.

So it’s critically important to know that you’re doing the right thing.

KEY POINT

You don’t’ have to do the right thing to be successful, but in order to be successful and happy with relative ease, it’s extremely important to do Right Actions.

Now, by no means am I suggesting that in your marketplace you have to have a product that is of equal significance to this magic pill that’s going to cure cancer.

But I am suggesting that you can make sure that you’re doing the right thing by your market in terms of hooking up your customers and really endeavoring to make their lives better.

When you do this, the obstacles you face tend to be insignificant and in the end, the drive to do right can actually be even greater than the moving towards the shiny stuff.

So, when you combine the drive to move towards the shiny stuff (all the stuff you wrote down in your Ultimate P.I.M.P. Lifestyle) with the drive that comes from knowing you’re doing the right thing in the market, it creates incredible momentum.
“My personal belief and knowledge with absolute certainty is that one of the primary purposes for us, as human beings, is that we have the consciousness and therefore are supposed to help every other living creature on the planet gain more happiness and reduce suffering.

I hold this truth to be self-evident and I think it’s pretty obvious if you really think about it...”

FRANK KERN
EXERCISE: RIGHT ACTIONS

How is what you’re doing or selling inherently good and why? How does what you’re selling to the marketplace fit in with all this stuff? What can you do to enhance the level of Right Actions within your marketplace?

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For example:

When I’m selling my products, I know that I’m serving the marketplace really well by eliminating the pain and suffering of having to spend roughly 70% of their waking time doing the job they hate. And, if they apply what I’m teaching them, I’m giving people the freedom to do what they truly want to do, provide for their families and in the end, spread all that goodness around.

So to me, this is very rewarding. I know that I’m doing the right thing.

When you add Right Actions to what it is you already want, and what you are clear you’re willing to do or not do, it becomes a guiding force that keeps you going.

You’ll start noticing, if you haven’t already, that if you focus and commit to ‘Right Action’, benefits will start flowing towards you. When people see, as a result of your actions, that you genuinely care and sincerely want to help them, and that it’s obvious and evident by your actions, they believe you and there’s absolutely no convincing left to be done.

Especially when you’re selling them something that they not only want, but something that is genuinely in their best interest. Everything in the right action category is really moving towards a reduction of unhappiness and increasing happiness in our fellow man.
HERE ARE SOME EXAMPLES OF RIGHT ACTIONS

1. **Be and Act Thankful.**

   Here’s an example of how this one action can make a significant difference in how you approach things.

   I was corresponding with someone who was very dismayed that they had gone to cold traffic in a very jaded, skeptical, very biz op (business opportunity) type of market.

   The product was outstanding actually, as they were really the only people in their field who were really qualified to be talking about what they were talking about. And what happened was they had funneled some test traffic to it (a free trial to continuity) and they had 60% of the people cancel the trial before they gave them the money.

   So they were very bummed and were thinking everything was ruined. And I was like, “Dude, you got people to your website and sold them stuff and 40% of the people liked your stuff and decided to give you money!”

   My point is that it’s easy for all of us at times to operate from the mindset of “60% of them didn’t do anything so I might as well go onto the next thing.”

   But if you have an abundance mentality and are grateful for what you get and think to yourself, “Well I’ve got something here, let’s expand it,” then you move forward. Sometimes you need to be thankful and celebrate where you are.

2. **Be and Act Kind.**

   Easier said than done in many cases, but it’s a classic example of Right Action and bears repeating. It’s the simple stuff that sometimes we take for granted.

3. **Be and Act Generous.**

   There are many ways to create unstoppable momentum, but I’m absolutely convinced that this is one of the ways to do it. This is one that’s clearly more psychological, but when you do good things for others and act from generosity, it comes back to you.

4. **Help people.**

   If you make this the main focus of your business, the money will follow. This is a very, very big secret of my personal marketing.

   We can use all the Ninja tactics in the world but at the end of the day, if you look at Results in Advance and all the other stuff I’m doing, it’s really with the aim of helping people.

   I don’t understand why necessarily and I didn’t always do it, but now that I do it (and I’m certainly no saint), somehow a lot of money has magically fallen in my lap for trying to live these principles in an admittedly haphazard way. But the effort has certainly paid off.
Be Honest.

Now I know that no one would just outright lie, but the temptation (and I have fallen prey to doing some dumbass stuff at times) can hit us all.

And when you do below board stuff, your market inevitably knows and what kind of trust do you think that’s going to generate? Resist the temptation to do stuff just because everyone else is doing it and be honest and up front with your market (and everyone else for that matter).

Be Transparent.

It’s significantly easier to sell something to someone by simply saying, “Hey, I know you’ve been trying the stuff out and it’s working pretty well. I’m pretty sure it’s going to work for you. I really hope you buy it because it’s how I support my family. Now, it may or may not work, but I’m judging by what you told me that I think it’s going to work. Here’s the price of it and if you don’t like it, you’re welcome to have your money back. I give you my word and I would never in a million years do you wrong.”

This beats the hell out of saying, “I have this gigantic company and we’re huge” when it’s complete and utter bullshit.

If you’re completely transparent it works. If you make a mistake in your video, just leave it in there. People like it. It shows you’re human.

Only sell what is in the absolute best interest of your customer.

This is quite possibly the most important principle of all.

There is all kinds of stuff you could go out there and sell, but in the long run it’s not going to get you very far if you’re not selling something in your customer’s best interest.

In order to set up the machine that makes your target income every day, and have it not be a struggle, you’ve got to do all this stuff I’m talking about here.

When people see, that as a result of your actions, that you genuinely care about them and that you genuinely want to help them, there’s absolutely no convincing them at all.

In fact, you could be a horrible salesperson. But because you’ve practiced these Right Actions as a result of your earlier decision about what to give and what not to give, you won’t have to work to convince people to try your stuff.
“Victory or Death!”

PHRASE THAT I HAD EMBROIDERED ON THE INSIDE OF ALL MY CUSTOM TAILORED SUITS PURCHASED ON A TRIP TO HONG KONG
4. **Step 3: Right Mind**

Now, if you’re doing all this awesome stuff right (Right Actions) so you know you’re on the right path, everything is cool and you’re aligned with the state of flow; and you couple that with the absolute certainty of what you want and why you want it; and then you sprinkle on a little bit of “here’s exactly what I’m willing to do to achieve all this (and here’s exactly what I refuse to do)” — then you hit that super awesome Right Mind state.

**In other words, the biggest benefit of ‘Right Action’ is ‘Right Mind.’**

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**Definition**

**Right Mind**, *noun*. An unwavering belief in your ability to accomplish whatever it is you want. The ability to be clear of encumbrance and worry because you are on a laser beam like path of goodness.

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In the context of business, the definition of ‘Right Mind’ is a mind which says, “I can do anything I set my mind to because what I am doing is the right thing to do and because it serves the betterment of the world.”

To take it one step further, it’s where you have absolute certainty that “Yes, I can do this. It’s going to be hard at times, but I don’t care because it’s what’s right. There’s no alternative. There’s no damn Plan B.”

If you practice these Right Actions and you live your life by Right Mind, and every day you leave the world a little bit better than what it was when you got up, how can you not believe? It’s impossible.

Try it! Do Right Actions every day for a week and just see if you don’t walk around with this belief system in your mind. It will absolutely change your life.

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**Frank’s ‘Dyslexia’**

When I was young, teachers diagnosed me with dyslexia. If you don’t know what that is, it is a learning disorder that manifests itself as a difficulty with reading and spelling. And now I write sales letters that bring in millions of dollars! I mean do you see the irony there? What would have happened if I believed those guys?

I believe that the root of success lies in an unwavering belief in being able to accomplish whatever it is you have set out to do. It is because of this belief system that I am able to successfully do all the stuff that I do. It’s a simple formula.
IT IS BETTER TO GIVE THAN TO RECEIVE

Listen, I’m not making this stuff up! Aside from being the kind of stuff your grandmother would tell you—and you know grandmothers are always right because they were from the era where the average majority was not a bunch of idiots—this is actually scientifically proven stuff.

The science suggests that the old saying “It is better to give than to receive” is literally true.

Beyond changing the lives of the people that you’re helping, studies actually show that ‘doing good’ (or even seeing others do good) can help you to live a happier, healthier and longer life.

Researchers call it the ‘helper’s high,’ the same kind of endorphin rush that runners get loping along a trail. A growing number of studies suggest this high can give your immune system a boost, speed recovery from surgery and cut down on stress. In one amazing study, where researchers sampled the saliva of Harvard students watching a videotape of Mother Teresa, they found evidence of temporary spikes in immunity-boosting chemicals.

Another compelling study of altruism was performed by Allan Luks and documented in his 1991 book, The Healing Power of Doing Good: The Health and Spiritual Benefits of Helping Others. Luks’ study involved more than 3,000 volunteers of all ages at more than 20 organizations throughout the United States. He sent a 17-question survey to these volunteers, asking them how they felt when they did a kind act. A total of 3,296 surveys were returned to Luks, and after a computerized analysis, he saw a clear cause-and-effect relationship between helping and good health. In a nutshell, Luks concluded that being a do-gooder “contributes to the maintenance of good health, and it can diminish the effect of diseases and disorders both serious and minor, psychological and physical.”

“The mind is everything. What you think you become.”

BUDDHA
Patterns of Existence

Compare the circular existence pattern of an average, typical person versus that of a ‘Right Minded’ person.

First let’s take a look at the existence of an average person—characterized by the desire to escape, fear/anger, taking part in wasteful actions and ultimately ending in a sense of frustration.

**Circular Pattern of Existence for an Average Person**

1. **Escape** *(News, TV)*
2. **Fear/Resentment**
3. **Wasteful Actions** *(Gossip, Greed, Deceptive Marketing)*
4. **Frustration** *(Anger/Dissapointment)*

Here’s how this negative cycle works:

1. **For the average person, there is a strong desire to constantly go into escape mode** to get away from stuff in their normal, daily lives. Escape is generally what we do when we turn on the television to watch the news or some other program to allow our minds to escape the day-to-day.

2. **All of this tends to feed a constant stream of fear and resentment**, urging our minds into the destructive pattern of comparing ourselves to others instead of comparing ourselves to what we could be.

3. **This leads to wasteful actions like gossip, greed, browsing marketing forums or deceptive marketing to name a few**. The results of these wasteful actions are not typically what we would naturally desire.

4. So, you end up being put into a state of frustration, anger, and disappointment.

Unfortunately, from this state of discontent, it causes a person to want to escape more and then the cycle continues day-in and day-out.
Now, here’s the diagram of the pattern of existence for a ‘Right Mind’ person.

**CIRCULAR PATTERN OF EXISTENCE FOR A ‘RIGHT MIND’ PERSON**

Here’s how the “Right Mind” cycle works:

1. The ‘Right Minded’ person starts out every day in a state of gratitude! When you are grateful and thankful and you understand that there is abundance everywhere, you naturally practice more ‘Right Actions’.

2. Ultimately, when you practice enough of these Right Actions you have the ‘Right Mind’ and Positive Expectancy to believe that you can do anything that you set your mind to because what you are doing is the right thing and it serves the greater good of mankind.

3. What happens when you are in this positive expectancy state of mind, is that you end up doing good work. And by the way, when you are doing all this good stuff and you know you are doing the right thing and you honestly believe you’re doing something for the betterment of other people, does it really feel like work at all? No, I didn’t think so.

4. When you do right work you actually get positive results, which of course leads to encouragement.

What happens when you get encouragement? Well, you can’t hold yourself back from wanting to jump back out there and do it all again!

“When you’re that successful, things have a momentum, and at a certain point you can’t really tell whether you have created the momentum or it’s creating you.”

ANNIE LENNOX
5. HOW TO CULTIVATE AND MAINTAIN RIGHT MIND

Let’s talk about cultivating and maintaining ‘Right Mind’, because you’re not just going to walk around doing ‘Right Actions’ every moment of every day. So while Right Actions will certainly help lead to Right Mind, here are seven additional steps that can help accelerate the process.

1. **See yourself achieving your goal.**

   One part of maintaining ‘right mind’—and this was taught to us by Napoleon Hill and countless others—is see yourself achieving your goal.

   Do you see how it’s all kind of coming together? At this point you’ve done the Ultimate P.I.M.P. Lifestyle exercise. You created a goal. You know why you want the goal and now you’ve got a little plan to get it. So, if you see yourself achieving the goal, you get more into this state of positive expectancy. In this state, you’re going to take the daily actions to follow through. And you’ll start to create unstoppable momentum as you start to make progress on this ultimate goal.

2. **Don’t compare yourself to others.**

   Don’t compare yourself to others. Compare yourself (if you have to) to what you could be. Comparing yourself to others is a hard one not to do. It’s tough because it’s our nature. For example, most sales pitches are based on the fact we all have an innate desire to compare ourselves to what we don’t have.

   Comparing yourself to others is a completely worthless habit. But if you think, ‘what could I be doing that would be better than this?’ it’s a much better action, a much better mind state.

   If you compare yourself to others you’re ultimately going to lose. No matter how much of a Ninja you are there’s always going to be someone out there, who is a little bit badder, isn’t there?

3. **Associate with like minded people.**

   Only associate with like-minded, success–oriented people and avoid the average majority at all costs. As the old saying goes, ‘if you lay with dogs you will in fact get the fleas’.

   You can’t hang out with a bunch of people who sit around, complaining and whining and expect to be immune. Who can hang out with un-cool, negative, lame people and not be brought down? You just can’t do it.

   Practically, if you’re spending all day trading vicious barbs with people on forums, or taking part in some other negative behavior with others, it’s not going to work. So, only associate with like-minded, success–oriented people. It’s a profound difference.
4 Ignore haters.

As you become more successful, people are going to hate on you. It’s not that you’ve done anything wrong, it’s just that they’re mad because you’re successful and they’re not.

Of all the hating I’ve witnessed on the Internet, I haven’t witnessed anyone hating on me that I’ve actually met. The same goes for all my fancy Internet guru friends.

It’s important to just have the mental fortitude to ignore that crap. It can be difficult to do this, but you have to realize that every time you give them energy and spend any time getting mad at them, drafting a rebuttal to them, or replying to them on forums, you might as well be getting your checkbook out and writing them a check to the tune of $1,000 an hour. Because every hour you spend thinking of that and dealing with that kind of bullshit is going to have a residual effect of screwing up your mind.

And if you think about it, even Mother Teresa had haters! And Jesus had haters—so much so that he was crucified by them and he was one of the coolest people ever.

So it’s important to be immune to criticism. Accept the fact that if you get haters, you’re doing something exceptionally right because what you’re doing is powerful enough to invoke that kind of emotion in someone else.

I’m not saying you should go out and start conflict. There’s no money, no love, and no fun in conflict, but if people are out there spending enough time getting that worked up over you, you know your marketing is doing a pretty good job!

5 Build a success library.

The old story is, rich people have big libraries, and poor people have big T.V.’s. (Truth told—you really can have both.) There’s one reason to build a success library though which is a little bit different than the typical reasons. It is not unusual, in the busy day-to-day, to acquire materials faster than you can consume the information. So it’s important to keep an extensive library so you can reference it in times of need.

Frank and the FTC

I bought John Carlton’s course years ago and it sat around for a little while. Then, as luck would have it, I got sued by the Feds. I was lying in bed. My wife was kind of freaked out too (but not as freaked out as me). My identity as marketing guru, Frank Kern, was gone.

I picked up Carlton’s course and I started going through it and I realized that he explained, so clearly, how I could recover from my predicament. That’s when I realized everything was going to be fine! I could totally bounce back by writing emotional copy. And it all worked out okay.

But had I not made that investment knowing that eventually I would use it, I wouldn’t have had it to reference in that moment. I wonder, how would life be different now if I hadn’t experienced that one single moment lying in bed scared to death, reading Carlton’s stuff?
Moments like these are why it’s very important to invest in a success library…which should have a range of stuff from people like Napoleon Hill, Tony Robbins, Dan Kennedy and of course yours truly. But by all means, get pretty much anything you can get your hands on that will help make your life better and then read it as much as possible!

6 **Fill your head with good stuff.**

As we mentioned earlier, the average American household plays more than four hours of television per day. That’s nine years of TV watching if you live to be 65 years old.

Now imagine if they were listening to or watching really good stuff. Imagine if somebody spent several hours a day, every day, filling their heads with positive messages from inspiring successful people like Tony Robbins, Wayne Dyer or Jim Rohn. Do you think they would be average people after about a month?

It’s important to be diligent about the stuff you download into your brain—if you put garbage in you get garbage out. So fill your head with good stuff.

7 **Draw strength.**

Lastly, draw strength from other like-minded, successful people. And here’s the deal about that—like attracts like. It’s as simple as that.

If you follow these steps outlined for you, other successful people will see you and when they do they will happily associate with and help you because they will say ‘She’s one of us. Come on up’ or ‘Hey, what do you need?’

The most important thing about doing this and about drawing from the strength of them is, people like this, when the chips are down, will believe in you when you don’t believe in yourself. And that’s critically important.

So in a nutshell, there are three things you gotta do:

1. **Be really clear about what you’re willing to give** (how far off your ass you’re actually willing to get).
2. **Decide to live your life (and run your business) by taking Right Actions.**
3. **Create Right Mind** by following through on all this stuff and working to improve your mental mindset by even just a few percentage points each day.
“No man’s education is ever finished. A man’s reading program should be as carefully planned as his daily diet, for that too is food, without which he cannot mentally develop.”

NAPOLEON HILL
**KEEPIN’ THE FAITH**

And one more thing: you might be thinking that it’s unrealistic to completely transform all these things in a short period of time. What’s important here is progress. That you have the utmost clarity about what you are willing to give and then each day you’re taking steps to move in the direction of Right Action and Right Mind.

The momentum of this will cause you to make small changes which may not seem like much at first, but when you take these changes out six months, a year, or even five years, it’s a completely different life.

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**THE QUESTION OF THE HOUR...**

Starting now, are you willing to rise above the average majority and do your part to make this world a better place? Are you willing to commit to what it is you want to give, and then live a life filled with Right Actions and Right Mind?
“A jug is filled one drop at a time.”

BUDDHA
Part 4

Define Who You Want to Attract:

Identify Where the Money Is & Uncover the Wealth that Awaits You
“When you can pinpoint what the true core identity of your market is, and you communicate with them congruently, from your true centered state, you will have more power and influence than you ever thought possible.”

FRANK KERN
Define Who You Want to Attract

This session is about attracting and doing business with the right customers.

To be clear, just because people have the money and they can buy your stuff does not mean that they are the right people for you to be selling to. Similarly, just because you possess the skills to attract them doesn’t mean that you should!

We’re talking about long-term success—really generating the machine that brings in your daily target income.

Think about it...what happens if you attract the wrong customers? If the customers that you’re attracting are not a match to who you are and what you want to be, then it’s going to be a real drag and you’re going to struggle in your business. You’re not going to be floating down stream—you’re going to be paddling like mad. You can’t do that all day, every day. You’ll run out of energy.

Up until we started studying and utilizing things like Mass Control and the Product Launch Formula, the typical approach to selling things online has been brute force.

It has literally been ‘if you don’t buy this today you’re going to die’ kind of marketing. This kind of marketing does work to some degree and it may get you one out of 100, 200 or 300 people of your unique visitors. The thought being if you smack someone around enough, eventually someone will buy your stuff.

Just like Roger Bannister proved that running a four-minute mile is possible, you can achieve a higher conversion through superior, ultra jujitsu-like selling skills. However, what is the likelihood that the conversion is going to stick? Not much.

When you go after the right traffic, however, you can get a much higher conversion rate (something closer to 10-20% or up) that sticks. This is not about just using the right key words. This is about getting your message in front of exactly the right person.

Ultimately, a raving fan is better than a customer. The easiest and most effective way to create fans and compel people to buy stuff from you forever is through the concept of ‘Like Attracts Like’.

So we’ve spent a lot of time in this program figuring out what you want and how you’re going to get there. How we’re going to accelerate your momentum and ensure the greatest result with the least effort though is by becoming super clear about who it is you want to attract.

WHAT WE’LL COVER IN THIS SECTION:

1. The Ultimate Key to Generating the Daily Income Machine
2. Two Key Questions to Identify the Right Customers
3. How To Find The Right Customers
4. Connecting With Your Ideal Customer: Instant Empathy
“It’s easier to find a new audience than to write a new speech.”

DAN KENNEDY
1. The Ultimate Key to Generating the Daily Income Machine

If your goal is to sell $20,000 a day, what price point is going to get you there quicker?

A. Selling a $100 product
B. Selling a $2,000 product
C. Selling a $20,000 product

If you have a $100 product, it’ll take you 200 customers. If you have a $2,000 product, it’ll take you 10 customers. But if you have a $20,000 product, you need only one person!

Yet the common thought process is to think, “well, I’m going to sell a bunch of stuff for $19” without ever stopping to think what would happen if you were to sell a higher priced product.

So while it may sound counter intuitive, it’s just as difficult, if not more, to sell the cheaper thing than it is the more expensive item.

And the key to this is:

You have to think about the psychology of the customer you’re attracting.

The reason for this is that the $20 customer typically has about $21 dollars to their name and probably thinks, “This is bullshit. But screw it, I’ll get it and then just get a refund down the road.”

I talked about this earlier, but there is no question as to who is a bigger pain in the ass to deal with between the customers buying the cheaper items or people buying the higher tier items: the cheap customers who are buying stuff for next to nothing.

For me personally, I’ve got several businesses out there and one of them is my Platinum group. And I love them because there’s none of this screwing around and bitching. I can tell them, “Hey, you know what? You should try this. It works pretty well.” And they’ll instantly do it and get the result.

So the only reason I can think of to make less money selling cheaper stuff to people is a concept I learned from Dan Kennedy called “Graduating Classes.”

In this case, you have a beginning stage that you want to start your customer out at and then ultimately ‘graduate’ them up to more advanced products or programs.

For example, you may have a core product that’s a little more advanced. So before customers consume your core product, they may need to graduate from something that’s more introductory for them; that introduces them to the ideas they need to understand and that gives them a bit of experience before going to your core product.
The Evolution of Mass Control Customers

For example, one of my businesses is InfoMillionaire. The products I create for this group of customers are for beginners who are starting from scratch: They want to learn how to find a market, build a list and otherwise get up and running.

Mass Control on the other hand, is for people who know the basics. They have a list and they’re looking for ninja strategies to influence their existing list and to nurture and foster their community. These people want to go from replacing an income to creating something of real significance.

Private Clients are people I work with who, by using Mass Control tactics, have now built a large enough list, made enough profit, and are now attracting enough raving fans to enlist my personal assistance to take their business to the next level. At this stage of the game, performing a multi-million dollar launch for them as a private client would not be a herculean effort.

It’s important to note that, in the evolutionary process, Mass Control isn’t of any real value to someone who hasn’t graduated from InfoMillionaire, InfoMarketing Monthly or a similar program. Just as medical school isn’t of any value to someone who hasn’t taken organic chemistry, cellular biology and so forth.

So, if you have an ultimate plan for your business that necessitates this type of evolution, then by all means go for it.

The challenge is that most people don’t have this plan. Instead, they approach this stuff with the thought process, “I just want to make some money as fast as humanly possible.”

And they don’t really give thought to how it’s going to happen, so they trap themselves into a business with low-paying customers who drive them absolutely crazy. Which, of course, down the road, makes getting to the $20,000 a day that much harder.
2. Two Key Questions to Identify the Right Customers

The old school direct mail dudes would approach this by determining exact key characteristics and then rent a mailing list with these qualities. For example, they’d say, “I want a dude who is 52, married, with an AmEx gold card, who subscribes to *Money Spender* magazine and is a compulsive gambler so he’ll buy my gambling system.” And this is certainly a valid approach and will give you an effective result.

The approach though is to reverse engineer this and start by answering two key questions:

**Q1 Who will benefit the most from your stuff?**

Now the thing is, it’s easy to trick ourselves when answering this question.

For example, on one side of the coin I could easily say “well, the person who’s going to benefit the most from my stuff is the beginner who really needs to know what I’m teaching.”

But if you look at this question more deeply (and not take the first thing that pops into your head), while the newbie beginner would certainly benefit from my stuff, the person who would benefit the most is the person who has a product, a list, who will do what I tell them without screwing around, and who will act fast.

Another way to look at it is, which of these folks at the end of a long period of doing stuff with me is likely to make the most money? The person with the product and list, no question. Because the newbie doesn’t have anything and is still freaked out by the whole thing.

So you have to figure out who is most likely to benefit from what you have to offer. Because once you do this, there’s really no struggle to convince them!

**EXERCISE:** Take a moment to write down who will benefit most from what you have to offer:

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“The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.”

PETER DRUCKER
Who do you want to attract?

Once you determine who will benefit the most from your stuff, you need to drill down specifically and define who you really want to attract.

And the key here is to determine who you really want as your customer, not just who can buy. For example, I don’t want everybody who has $2,000 available on their credit card to be my customer. I don’t just want every single person in Internet Marketing.

So my ideal client is someone with the following:
1. A successful business with a marketing budget to take action like sending 20,000 pieces of direct mail to their past customers for a reactivation campaign tomorrow.
2. A list of prospects already exceeding 100,000 people.
3. The capacity and desire to act quickly based on my recommendations.
4. Not only customers but raving fans.

Here are some categories to help you do this more effectively:

CATEGORIES TO CONSIDER IN DEFINING YOUR IDEAL CLIENT

1. **Gender**
   This isn’t about being sexist, it’s about understanding that some markets are better suited for men or for women. For me, I’m more comfortable being an asshole to dudes when it comes down to the private client level. But for others, their product might be better suited for a female audience.

2. **Income**
   Not only do they have to be able to afford your stuff, but they have to be able to buy it in the sense that it’s not all they’ve got. In other words, I’m always selling money-making stuff so if someone spends their last dime with me, how are they gonna set up a Google campaign, run ads, do direct mail and whatever else? They need enough income to move forward.

3. **Profession**
   What professions are likely to most benefit from and use your stuff? What do they need to know and be doing out there in the market for your stuff to have use to them?

4. **Philosophy (views about your stuff)**
   Your ideal customer is someone who shares a similar philosophy to you. For me, two things that would kill it are (1) someone who hated direct response and (2) someone who wanted to sell and hammer biz opps because most of this stuff is low end and for people who are going to get excited about the promises but aren’t going to do anything.

5. **Qualities that are a MUST**
   What qualities are important in a customer for you that will also help ensure they use your product and get results?

6. **Instant Disqualifiers**
   What are some elements that would make a customer not ideal to do business with you? If you were to list some qualities of your ‘client from hell’ what would they be?
Here are some more examples:

**Frank’s Categories:**

1. Gender: Male.
2. Income: $100,000 deposit 15% royalties or $10,000 dollars a day royalties.
3. Profession: In the information publishing business.
4. Philosophy: Believes in building and furthering marketing campaigns.
5. Qualities that are a MUST: Speed of Implementation.
6. Instant Disqualifiers: Unwillingness to follow directions, selling products that don’t really serve the marketplace, selling crappy products, not fun to hang out with personally, and a HUGE Ego.

**Bill’s Categories:**

1. Gender: Male.
2. Income: $100,000 +
4. Philosophy: They love my stuff!
5. Qualities that are a MUST: Learners as opposed to knower’s, have money, sense of humor, possess an interest in sports (as I use these analogies), freedom to choose—have their own destiny.
6. Instant Disqualifiers: Has to answer to a boss or higher up and does not have the freedom to make decisions.

**Kathy’s Categories:**

1. Gender: Female, 30 + years old.
2. Income: $100,000, sick of the same old litany of diets, gyms and philosophical approaches to health.
4. Philosophy: Aligned with the philosophy of nutritional as well as emotional/physical conditioning.
5. Qualities that are a MUST: Lust for life and personal success (both physical and mental) with a total drive to take their personal condition to a whole new level.
6. Instant Disqualifiers: Whining, no follow through or determination.

These categories define your ideal client or a customer that you want to attract. After defining these categories, you can strategize, ‘Okay, who is my ideal client? How can I get these clients to become my clients?’
EXERCISE: Who is your ideal client? Who do you want to attract?

Spend five minutes brainstorming and writing down the personal categories to your ideal client:

My Ideal Client

1. Gender:

__________________________________________________________________________________________

2. Income:

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3. Profession:

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4. Philosophy:

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5. Qualities that are a MUST:

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6. Instant Disqualifiers:

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“If you don’t like the customers that you have, just go get new customers.”

DAN KENNEDY
I want you to imagine something for a minute. You are at work and the phone rings. And it’s a voice that you don’t recognize and it’s this mysterious stranger.

And the stranger says, “You know man, I know that you don’t really like this job that much. So, I’ll tell you what I’ve done for you, I’ve gone ahead and made it so that you can quit your job. So now all your bills are taken care of. It’s cool. You can go home and start focusing on the lifestyle that you’ve always wanted to live.

And before you have a chance to say ‘thank you’, the mysterious stranger hangs up and he’s gone.

You get home and you think, ‘man this is so great.’ You’re doing all kinds of fun stuff and you’re doing what you really love to do. Everything is awesome.

And you’re driving down the road one day and your cell phone rings. You say hello and there is a voice on the other end that is starting to sound familiar—it’s the mysterious stranger again. The mysterious stranger says, “I know that you’ve kind of wanted a new car and I think that you should have one. And there’s no point in you going around and having a car that you don’t really enjoy driving. So, I’ve taken care of it, I’m going to go ahead and get you this new car.”

And you’re thinking to yourself, ‘you’ve got to be kidding me.’ And before you have a chance to say thank you the phone line goes dead and the mysterious stranger is gone.

You drive up to your house and right there in the driveway is this beautiful, brand new car that you’ve had your eye on for a long time. Again, you think to yourself, ‘this mysterious stranger person is the coolest person ever. You’ve got this awesome car; you’re able to quit your job. This is so cool.’

And you think, ‘I wouldn’t mind having a new house.’ You’re out driving and you pass this killer house. The house is pretty cool, but you don’t give it too much thought.

So, you go back home and you’re watching T.V. and the phone rings. You once again hear the familiar voice of the mysterious stranger. And the stranger says, “You know, you’re right. That house looks real cool.” And you respond, “Yeah dude, it was real cool.” The mysterious stranger goes on to say, “I think that you and your family deserve the best. You can have anything in this life that you want. I’ve gone ahead and bought the house for you.”

What!? The mysterious stranger says, “All you have to do is to walk over to the house. The key and the deed to the house are going to be under the floor mat.” And before you have a chance to thank the mysterious stranger he has once again already hung up.

In a matter of a few days, this mysterious stranger gave you a brand new life. He got rid of the job that you didn’t enjoy, he gave you the freedom to pursue any kind of lifestyle that you wanted to, he gave you a new car, and he gave you the house you’ve always wanted.

So, a lot of people reading this are probably thinking, ‘well great, you’re talking about a mysterious stranger that probably doesn’t exist.’

But, what if I told you that this type of mysterious stranger really does exist? What people really fail to realize is that your email list and your customer base really are the mysterious stranger.
3. How to Find the Right Customers

Now that you know who you want as your ideal customer, let’s start to look at how you can directly attract them. The simplest way to do this is to write an ad.

To do this, you’ll simply write the classified ad from the categories defining your ideal client. You don’t have to write it in terms of a sales hook, so there’s no need to be clever.

Just write this as if you were posting a basic classified ad without trying to be all Ninja. This is the quick, short, elevator description of exactly who it is you want.

Frank’s Mini Classified Ad

Wanted: Successful information marketer. Must have 100,000 plus prospects, good product, $100,000 deposit, 15% royalties or $15,000 a day royalties.

Really I would prefer the latter or you can just give me free money...

Mini Classified Ad Personal Examples

Bill: Wanted: Highly successful executive who’s already at the top but knows he can do better and wants to do better starting now. (Contact info.)

Kathy: Wanted: Savvy, sassy woman entrepreneur/executive who wants to become a change agent in her own life, emotionally and physically—become a health diva, go to www.company.com.

Scott: Wanted: Information marketers, processing between X and X orders a month online through one shopping cart. Give your customers the chance to buy more after their initial purchase. Always just a single click. (Contact Info.)

John: Wanted: Best-selling authors in human potential movement launch million dollar product ideas on the Internet. Interested? (Call and phone number.)

EXERCISE: Take a moment while this new client is in your mind and write a classified ad to attract them.

A word to the wise: If you make your mini classified ad condensed and specific to whom you want to attract, your closing rate will be extremely strong.

My Personal Mini Classified Ad:

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__________________________________________________________________________________________
So here’s how I pulled this off.

First of all, I was really clear about who my ideal client was from doing the exercises in this section. So when it was time to tweet, I sent these out over the course of two days (three of them were sent within minutes).

<table>
<thead>
<tr>
<th>Tweet 1: Dan Kennedy told me to take on private “big business” clients. If you have a big list and solid product I might be game.</th>
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<tbody>
<tr>
<td><em>This was almost like take-away selling. I used it to start laying out some criteria, knowing it would start to weed some people out.</em></td>
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<tr>
<th>Tweet 2: Lots of people are asking about becoming a private client. Quick rundown: 1. You must have a list of over 100K. 2. Must have solid product.</th>
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<tbody>
<tr>
<td><em>I did a double qualify. First I said they have to have a list of over 100k. Second I threw in the solid product again. And I qualified myself.</em></td>
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<tr>
<th>Tweet 3: 3. Fee is $100K deposit plus 10% of gross. Note: Average campaign for private client yields $6.07 Million in sales. (Continued)</th>
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<tbody>
<tr>
<td><em>I further qualified myself in case someone wasn’t indoctrinated by saying that that my average client does $6.07 million as a result of my little shenanigans with them.</em></td>
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<tr>
<th>Tweet 4: This is based on 4 private clients (I’ve only ever taken 4) If you’re interested and meet those requirements, contact me directly.</th>
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<tr>
<td><em>Call to action with scarcity, exclusivity and proof. Also was transparent and honest. It would’ve been more impressive to say I’ve worked with a gazillion people but the fact is I’d only taken on four (which also makes my odds look pretty good!)</em></td>
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WHAT WERE THE RESULTS OF THIS LITTLE TWITTER SHENANIGAN?

At the time, I had about 12,000 people who were following me on Twitter. (I’m not really that into Twitter and since then actually cancelled my account.)

Now when I would send out a link or something on Twitter, I’d usually get between 500 and 600 clicks. So that means about 500 people looking at my marketing messages.

Out of this, I generated $300,000 worth of business within 24 hours, and that was just me as a casual aside on Twitter!

So don’t you think this method is kind of easier than the Brute Force Method™?
4. CONNECTING WITH YOUR IDEAL CUSTOMER: CREATING INSTANT EMPATHY

Now you may know this exercise from Mass Control. But experience dictates that only about one in a gazillion people actually follow through on all this stuff so I’m putting it here as a final follow up on defining who you want to attract.

The Instant Empathy Exercise is very powerful. The purpose of it is to allow you to immediately and powerfully identify with who your average prospect is.

Essentially, you take your average prospect that’s in your market and you turn them into a person. You name that person, decide their gender, age, marital status, what their big concerns are, what they do for a living, how many kids they have, what their aspirations are, etc.

Now, most of you are familiar with my average person, Bob:

<table>
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<tr>
<th>Meet Bob</th>
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<tr>
<td>Bob is 45 years old and sells insurance. He is married with two children who drive him crazy and his wife thinks he’s an idiot for trying this Internet stuff. He’s about 25 pounds overweight and wears glasses. He wears a short-sleeved button-down shirt which is white and he wears khaki pants with it. His shoes are brown leather. His biggest desire is to make enough money to quit his job which pays him $45,000 dollars a year.</td>
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That’s Bob.

And the way I came up with this was to really look at the people who were buying my stuff, read their emails and pay attention to what was going on in the market.

Not too long after I did this exercise, an interesting thing happened.

I was teaching the Instant Empathy Exercise during a Core Influence presentation at one of Rich Schefren’s live events. After the presentation was done, I was talking to a lot of different people when this guy comes up to me looking just like ‘Bob.’

He goes, “Dude, you’re not going to believe this. I bought your stuff and I am Bob.”

No joke, he was the embodiment of Bob right down to selling insurance. He made about $65,000 a year, had two kids, was married, wore the same thing, and even hated his job. Every single thing I said was on point, with the exception of his relationship with his children—they didn’t drive him crazy. He was absolutely clear about the similarities…it was quite remarkable and quite true!

It absolutely blew my mind. When people say to me all the time, “How can you write so well to the Internet Marketing crowd and sell the crap out of stuff?” This is why.

So if you want to learn to communicate with your ideal customer really well, please do this exercise.
THE INSTANT EMPATHY METHOD

Through this method, you’re about to experience complete empathy toward your prospect. If you haven’t done this before, this exercise will change your marketing forever—so do it now. Our formula relies on the human mind’s strange but prevailing belief that for some reason, we’re not good enough.

*Frank and the Single Wide Trailer*

I saw an advertisement for Jeff Paul’s How to Make $4,000.00 a Day Sitting at Your Kitchen Table in Your Underwear (a $20.00 book), and I was in a single wide trailer at 2650 Gray Highway in Macon, Georgia, two doors down from the big blue water tower. I was running this little dog fence business that I had run completely into the ground, and I was on the very brink of complete and utter failure. Then I read Jeff Paul’s ad and the story of how he makes $4,000.00 a day in his underwear. Now, my goal at that time was to make $300.00 a week! I didn’t care about $4,000.00 a day! Heck, if I could just make $300.00 a week, then the $20.00 cash I was about to mail off to this address in this magazine would be money well spent.

Now, take that scenario and “transfer” it over to your prospect. That is the thought process you want to plant in your prospect’s mind (and remember to do this for your ideal customer, not necessarily the customer you have now).

Imagine your prospect as his or her mind is consumed with the desire to experience his or her own ultimate outcome. Also, picture your prospect as he or she worries over the biggest problem and how that’s holding him or her back. **With that scene clear in your mind, pretend that you are your prospect and finish this sentence:**

“If I could just…

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Transfer those words onto a different piece of paper and keep it near you at all times. If you did this correctly, you have just BECOME your prospect for a moment, and you’ve captured that moment on paper.
Now, do the following:

NAME your prospect: _____________________________

How old is this person? _____________________________

What do they look like? If you were to tell me to look for this person in a crowd, what would I be looking for? _______________________________________________________________________

____________________________________________________________________________________

What are they wearing? (Leather pants and stilettos or khaki’s and loafers?)

____________________________________________________________________________________

What does this person do for a living?

____________________________________________________________________________________

What other identifying traits does this person have? (Married? Kids? Past bankruptcy?)

____________________________________________________________________________________

Word of Caution: Don’t list data; think demographics/what a typical day in their life is like.

Now that you have this, fill in the blanks below and read this aloud:

Hi, [THEIR NAME], it’s [YOUR NAME]. I know it’s not easy being a [THEIR AGE] year old [THEIR GENDER] + [THEIR IDENTIFYING TRAIT] who’s trying to [THEIR DESIRED OUTCOME] …especially when you’re tied up most of the time working as a [THEIR JOB]. And when you think about [THEIR BIGGEST PROBLEM], it can seem overwhelming. So I want to just take a minute and let you know everything is going to be fine. How can I say this? Because I know how you feel. Getting [THEIR DESIRED OUTCOME] wasn’t easy for me either and I sure had challenges of my own…just like you do now.

I remember… [TELL YOUR ORGANIZATION STORY].

You may want to write this out to make it easier to recite and internalize.
This is the foundation for writing and communicating really well with your customers.

So as we close out this session, here’s a case study that uses everything we’ve been learning in this course up to now to create massive momentum for you.

1. **You’ve created a Media Input Plan**—your commitment to making sure you’re standing guard at the door of your mind and only letting in good, quality stuff that will keep your head on straight.

2. **You have your Ultimate P.I.M.P. lifestyle plan** with your daily must income goal to achieve that lifestyle and how you’re going to achieve it (selling what product to what market at what price with what traffic/conversion.)

3. **You put the stake in the ground for what you’re willing to give (and not give or do) as well as how you’re going to translate this into Right Actions and Right Mind** to further propel you forward.

4. **You’ve clarified who it is you need to attract (the ideal customer)** to help you make this plan real.

Before we go onto the next and final step (a way to accelerate your momentum and fast track getting your ideal customer to pay premium prices), here’s an example of how I used all of these steps to create the infamous $100,000 letter.

**Keep in mind we sent this one letter out to 1,700 people, from which we got 40 applications!**

Just an example of what’s possible when you have complete and utter clarity about what you want, what it’s going to take to get you there and who you need to go after in that process.
SCREW the disclaimers because...

These Results ARE Typical!

And I GUARANTEE You WILL Make Money.

From: Frank Kern
La Jolla, California

Dear Friend,

You heard me. The results I'm about to tell you about ARE typical.

And you won't see a single disclaimer in this letter. Lawyers be damned.

Here's what this is all about, and why it's important to you.

**Partner With Me And I Will Make You Millions, Guaranteed.**

That's a super-ballsy statement to make in this day and age, don't you think?

Especially in today's "anti-marketing" environment where the Feds are waiting with baited breath to lay the smackdown on anyone making claims they can't back up.

And believe me, those guys don't screw around.

So why would I send you a letter like this?

**Because I CAN and WILL Back It Up ...Right NOW.**

Here's the deal.

Every so often, I'll partner up with someone on a promotion by taking them on as a Private Client.

And I'm super selective about who I work with. So selective, in fact, that I've only taken
five Private Clients, ever.

(Some people say I'm too selective and that I'm leaving money on the table by not taking more people. I don't care. I'm only going to take someone on if I'm positive that my mojo's gonna bring them millions. Literally. Millions.)

Anyway, check this out:

**The Average Private Client Brings In $6.25 MILLION In Sales As A Direct Result Of Working With Me.**

See? That is a TYPICAL RESULT.

$6.25 MILLION in sales.

In case you're wondering who I've made all this money for, here's the list:

**1. Neil Strauss:** (has 6 New York Times Best Sellers): Neil was my first private client ever. I helped him create and market a product which did $1.4 million dollars in sales in around four hours.

**2. Stompernet:** As you already know, I was called in to bring Stompernet to life ...and the first launch generated $18.3 million dollars in booked orders. What you might not know is that I also did last minute tweaks to their Social Media product, SMARTS, which generated another $3.3 million in sales.

**3. Pipeline Profits:** This one was a challenge. These guys had a great concept, had proof that it was working for them, and had a good product lined up. The only problem was they had no list! But that didn't stop us from creating a campaign that brought in $3.1 million dollars.

**4. Eben Pagan's Guru Mastermind:** This was a wonderful project to work on because I've always admired Eben's work, and because I honestly believe his Guru Mastermind program is the best product of its kind. So not only did we generate $2.2 million in sales really fast, we also helped a lot of people by getting them to participate and learn from Eben and his team.

And then there's my recent work with Tony Robbins. The dust hasn't settled yet from the stuff I did for him so I can't give you concrete numbers ...but I know its already brought in over seven figures—not including continuity!

*Pretty good track record and all but right now you're probably wondering ...*

**What The Hell This Has To Do With YOU??**
Simple: if you qualify, I want to turn you into my next blockbuster success story.

Naturally, I only want to work with people where I know I can come in and build a promotion that brings in multiple millions.

And the reason why this is important is simple:

First, my average private client relationship produces $6.25 million dollars in booked sales.

So if I don't bring in similar numbers for you, it'll bring my averages down and then I won't be able to make these crazy (BUT TRUE) claims!

Second, if you don't make millions, I don't get paid.

The criteria to qualify is pretty steep, but if we work together you WILL make money. I absolutely guarantee it.

Here's Who I'm Looking For

You need four simple things:

**Thing 1:** You gotta have a product. Actually, you gotta have a product that kicks ass.

**Thing 2:** You gotta have a list. Preferably in the 100,000 subscriber range. This can be an email list or a direct mail list.

**Thing 3:** You gotta have a good reputation in your industry.

**Thing 4:** You gotta be able to implement. Fast. Don't ask me to come sit in 3 day "strategy" meetings. I'm all about ACTION ...and RESULTS. Period.

If you've got these four things, we need to talk.

Here's How Much It Costs

Nothing.

Here's why.

My fee is a $100,000 retainer + 15% of the gross sales (minus refunds).

This essentially gets you everything.

I write your copy, I write your emails, I script and shoot your videos, I get your affiliates
fired up, you name it. We're talking "turn-key" here.

And the reason I say it costs you nothing is simple:

You will at least TRIPLE your investment with me or else I'll give you 100% of your money back, plus $25,000.00 extra ...just to be cool.

Yes, that's a ballsy guarantee but the truth is, if I don't believe we'll pull in at LEAST a million dollars ...fast ...then I won't take the gig.

So either way, you make money.

Here's What I Want You To Do Next

First, go to (www.ElitePrivateClients.com.) NOTE TO READER: This is no longer an active link

You'll be asked for a username and password in order to access the site.

Your user name is: 8fold
Your password is: path

Once you're in, you'll see a series of questions about your business.

Please answer them as accurately as possible. And be absolutely sure you input your contact info correctly.

Regardless of whether or not I think we're a good match, you'll hear back from me by November 20th as a matter of courtesy.

If I do think we're a match, we'll set up a time to get on the phone, create a game plan, and go from there.

Talk soon,

Frank Kern

P.S. Please know that this is a very time sensitive offer. The reason why is I cannot take on more than two clients at any given time, and I've already received a retainer from one (we'll be launching his offer on January 4th).

So in order for you to get on the schedule, I need to hear from you immediately. Otherwise, you'll be on the waiting list forever.
Part 5

The Creation of Legend:
Attracting Premium Clients who Pay Premium Prices
“*If you can create celebrity and legend for yourself, within your market, good things await you.*”

FRANK KERN

*of course, assuming you’re adding real, significant value to your customers.*
Now that we know what you want, we’ve taken steps to get your head right and we’ve defined who you want to attract, the last step is to implement steps to attract them.

There are of course many strategies to attract your ideal customers. In fact, many people start out with the approach of wanting to appeal to everybody. While this is possible, it’s going to be a much more difficult route.

In reality, it’s significantly easier to disregard everybody, target a few and attract and work with just the exact, right people.

To do this, we’re going to talk about how to create celebrity and legend. The power of celebrity and legend is that they circumvent a lot of the things normally required to find and attract your ideal customers. When you create celebrity and legend around your brand and products, it creates an immediate connection, emotion and desire for those who believe in the same things to want to be a part of it.

Why is this important from a marketing perspective?

Having celebrity and legend within your marketplace provides an intrinsic value that customers are willing to pay significantly more for, than the thing you’re selling by itself.

Other benefits of celebrity and legend are that you instantly have the ability to sell-on-demand and also sell in a vacuum (because when it’s a celebrity vs. a non-celebrity, there really isn’t a competition).

So understanding how to create the perception of celebrity and legend and then how to propagate this in your marketplace will not only help you attract the right people, but it can create incredible value and elevation of your brand.

WHAT WE’LL COVER IN THIS SECTION:

1. Groundwork: The 3 Steps to Creating Your Legend
2. The Art of Stories: The Way to Spread & Perpetuate Your Legend
3. Three Keys to Crafting & Using Stories Effectively
4. Seven Tactics to Propagate Your Legend
What’s more valuable: astounding credentials or legend within your marketplace?

**The Power of Legend: Suze Orman**

Suze Orman is a financial advisor or planner, as well as an author and motivational speaker. You’ve probably seen her on QVC and I think she’s been on Oprah a few times, as well as PBS and so on. She’s positioned now—and we’re all accepting of this—that she’s an extremely successful, reputable and knowledgeable financial advisor.

The fact of the matter, however, according to what I understand anyway, is that Suze Orman has a Bachelor of Arts in Social Work and is not an accredited, certified, licensed, pedigreed financial anything.

But because of her celebrity and now legend, we’re willing to listen to her and pay a premium for whatever it is she decides to sell.

So if someone who’s looking for financial advice were to have a choice between paying the regular $175/hour for the best Financial Advisor in your state or $10,000 to Suze Orman for a day of consulting, which are most people more likely to choose?

The answer of course, is Suze Orman because of all the intangible value we create in our own minds around celebrity and legend.

Remember, ultimately your ability to influence is not based on having amazing credentials. What’s more important is the perception people have of your reach and influence (i.e. your celebrity and legend) within your marketplace.
1. **GROUNDWORK: THE 3 STEPS TO CREATING YOUR LEGEND**

### What do I mean by Celebrity vs Legend?

**Celebrity**

Sheer fame: being well-known or famous within your community.

NOTE: we’re defining celebrity here as the perception of celebrity. I’m not saying by any stretch that you have to go get into movies! But you do need to create the perception of celebrity for you within your market.

**Legend**

Being well-known for a specific skill or talent.

If you think about it, the origin of ‘legend’ is from stories that were passed down from generation to generation. The ones that stuck (became legends) were because the person’s ideas or their achievements were worthy of inspiring such a story. It’s kind of like fame that’s based on specific lessons or value added.

Now these two things feed off each other: The greater your manufactured celebrity is, the greater your legend grows and vice-versa. The more legendary stuff you can do and be known for, the more your celebrity grows.

### Q: So how do you create your legend?

The basic building block for creating your own personal legend is to answer the question: **What do you want to be well-known for?**

Now, it’s important to decide that up front. This is not something you would want to pick arbitrarily.

**If you can be known for an ideal that’s extremely popular within your market, especially something that reflects what they would ultimately like to become, then you’re really onto something!**

Now, with me personally, I’m lucky that I’m known for something I genuinely enjoy. I kind of got dealt a pretty good hand on that one.

If we were to look at the people I’m selling to, often times what they’re after is a life where they can pretty much screw off all the time, pursue doing what they love, answer to no one, and yet make really, really good money in the process.

So I have deliberately been known primarily as “lifestyle plus money-getting” which is by design.
Now as I mentioned, I am lucky in the sense that I actually do enjoy surfing and screwing around on the beach—so I don’t have to act like I really like that kind of stuff in order to be known for it.

But if you need to embellish your passions to become known for something, I think that’s okay as long as you don’t outright lie about stuff.

Just to be really clear, I’m not telling anyone to deliberately mislead anyone! You can, however, emphasize—or ethically embellish—the things related to what you want to be known for.

**Example: The Legend of Dan Kennedy (Mean Ol’ Dan)**

Dan Kennedy is known for being a somewhat—ok not somewhat, but very—grumpy kind of guy who’s kind of like “Do what I say or get the hell out of here. I’m not gonna even look at you without proper compensation.”

In reality, Mean Ol’ Dan is very, very nice. But he uses and deliberately cultivates being known for being this kind of crotchety old man.

And part of why he’s cultivated this is that by being known for being old and difficult to deal with, people are generally more willing to comply with his demands immediately going into the situation.

For example, when they find out they can only communicate with Dan by fax, they are already predisposed and presold on the idea of that.

And if you think about it, nobody uses faxes anymore.

But if you want to communicate with Dan, that’s really the only way you can do it (unless you want to send him a letter which few people ever do).

Now why would anyone go through all the trouble of giving someone money under such arduous, difficult and aggravating circumstances?

Because he’s pre-conditioned them to accept that before going into the deal. He’s known for it.

And remember, this is to everyone’s benefit.

It allows Dan to do business the way he wants to do business, but it also predisposes folks to actually do the stuff that Dan tells them that’s in their own best interest as well.

“There is a fundamental choice to be made: respond to demand at the sacrifice of my peace of mind, preferences and desires, or prioritize knowing a growing number of people will be frustrated, annoyed, even angered with me, and some will terminate their relationships with me as a result. I choose the latter.”

DAN KENNEDY, FROM *MY UNFINISHED BUSINESS*
EXERCISE: 3 STEPS TO CREATING YOUR LEGEND

There are three questions you need to answer to build your legend. When you do this, you’re going to write down what you want to be known for and what you want to be known as and then how this will benefit you.

Now, being known for something and being known as something are two distinctly different things. Here’s an example:

**What I’d like to be known for:**

The story of Mass Control: $23.8 million dollars in 24 hours. Another thing that I like to be known for is premium price. And, I want to be known for generating massive results in a short period of time.

*HINT:* These are things you do or have done.

**What I’d like to be known as:**

I’d like to be known as many things really, especially depending on the context. When it comes to marketing stuff, I like to be known as the guy from the hick town of Macon, Georgia, who became a self-made millionaire. Now living the dream in California.

In *Mass Control* terms, I want to be known as a “Hometown Boy Who Made Good.” Another thing I want to be known as is a “Propagator of Hope and Good.” Nice, friendly marketer would be another one. (As opposed to some guys, like Mean Ol’ Dan, who likes to be known as an unfriendly marketer!)

*HINT:* These are things you are.

**EXERCISE:** Write down the first thing that comes into your mind. If you were to look back a year from now, having achieved the results you wanted as a result of doing this exercise, what was the legend behind this? What did you become known for? What did you become known as?

1. **What do you want to be known for?**

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“Well, he robbed his way from Utah to Oklahoma
And the law just could not seem to track him down,
And it served his legend well,
For the folks, they’d love to tell,
‘Bout when Billy the Kid came to town.”

BILLY JOEL
2. How will being known for this benefit me?

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3. What do you want to be known as?

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BE CONGRUENT

Once you know what you want to be known *for* and *as*, set up your life so you can be consistent with this. It doesn’t mean you have to be perfect, but you need to make sure that the reality people see and observe is congruent with the legend you’re creating.

For example, if someone wanted to be known as a Wild and Crazy Party Marketer, but all their pictures had suits and ties, and they looked like your neighbor down the street, that wouldn’t work.

Someone else might want to be known as the rebel of their industry. But, again, if they didn’t act congruently with this, they wouldn’t be known as that.
2. The Art of Stories: The Way to Spread & Perpetuate Your Legend

Once you’re clear about what your legend is going to be, the next step is to begin to create stories for this reality. Stories are what’s going to perpetuate and build your legend.

Now, the best kinds of stories are those that come from your real life.

To do this, you want to look back on all your life and business experiences. And, possibly even experiences that others have had that you could tell, which would be identified with your audience.

Look in your well of all these possible stories and determine which ones will establish specifically what you want to be known as and for. The point is not to get hung up on exactly how to tell the stories; the goal is to understand the main aim of the stories and be able to relate to that.

3 Things Every Story Must Do:

1. You want people to be able to **grasp and understand** them.
2. You want people to be able to **remember** them.
3. You want people to **repeat** them.

So to the best of your ability, **engineer your stories in a way that makes people do these three things and also so they spread virally.**

When you do this, you create a machine that will generate both legend and celebrity.

**Exercise:** Brainstorm some stories from your experience that meet the above three criteria. Don’t worry about writing them out now, or get hung up on exactly how to tell the stories, just brainstorm a list of them.
**Exercise Cont’d:** Brainstorm stories from your experience.

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**Here are some of my stories as an example:**

- **Fast Results:** Mass Control Story (really 4 stories bundled into 1)—the “biggest launch ever” with $23.8 million in 24 hours). I’ve done four seven-figure launches since then so I can amend this with any of those examples too.

- **The “home town boy makes good semi-reluctant hero thing”:** I could also use StomperNet example: I was trying to screw off, I had just done all of this work and then they called and I didn’t want to be a jerk so I said ‘Yes, I’ll do it for a bunch of money.’ I didn’t think they were going to agree but they said ‘Okay, we’ll give you the money.’ All of a sudden, damn, I had to do it. And, the next thing you know, it was touted as the biggest launch ever.

- **Overcoming Adversity:** Being sued by the FTC (also known as “Instant Internet Empires”—a wildly successful marketing campaign in everyone’s eyes but the FTC.)

- **Moving Toward Optimism:** the story of how I discovered *Core Influence* which gave me everything I wanted and now have in my life today.
3. Three Keys to Crafting & Using Stories Effectively

Key #1: Creating Connection in Your Stories

One of the big things you want to consider and understand is the value of creating a story that not only meets the three criteria above, but that also causes the reader or viewer to have a personal connection with you.

In fact, if you look at why we have celebrities in the first place, it’s usually because they are someone the audience aspires to be or can relate to.

For example, a lot of people, like me, really relate to Jeff Bridges and like him as an actor because of the person he played in *The Big Lebowski*. They have a connection with that.

So we need to consciously engineer ways to connect with your audience through story.

The key to this is that ultimately, you want people to make your story their own.

Now I don’t mean you want people walking around saying, “Yes, I’m Frank Kern and I was sued by the FTC…”

You want them to identify with that so they can put themselves in the story, see it through their own eyes and ultimately adopt it as a position they take.

Because if you have a connection with people, you have trust. When you have trust, you can influence them and of course, sell them things.

This connection is also important because it allows you to influence them and it will help attract the right people to your business.

A great way to reverse engineer this is to think about some of the common themes or story lines that are relatable in society. Things like being the underdog, overcoming adversity, the battle between good and evil, the impossible dream, optimism and hope and so on.

One of my favorite stories that I use to create connection is about my *Core Influence* program:

*Core Influence* is basically a story of transformation, talking about how I used to work really, really hard. I had attained material success, but was still unsatisfied.

What happened was that I discovered an exercise, which I give in *Core Influence*, that when I did it, all the stuff that I actually ended up really and truly wanting, occurred.

The moral of the story is that other people can do the same.

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**HINT**

Don’t confuse *plot* (the sequence of events that happened to you) with *theme*. The theme is basically the underlying message that the story is about. A clear and compelling theme will focus your story and make it more memorable to the listener.
When I tell that story, which is considered to be some of the best stuff I’ve got out there, I’m usually attracting people who are success-minded and who are interested in positive change.

They are also people who, for lack of a better word, believe in semi-metaphysical type of stuff: basically visualization with a touch of hard work thrown in.

It creates legend because it’s repeatable, it’s easy to remember and people understand it as well.

AND, it conveys that I’m known as a guy who lives at the beach and likes to screw off all the time. It conveys that I’m “a really nice guy and you can do it too” type of marketer.

The bottom line is if you look at all the stuff we want to accomplish, Core Influence connects to the audience because it does all those things.

Some other stories I like to use to create a connection are “us vs. them” or “underdog” or “they were wrong” stories.

1. The ADD story (or ADHD, whatever the proper thing is).

   Essentially I was told I wasn’t able to get anything done because I had ADD. I was hyperactive and never did well in school. So ultimately, they gave me medication for it.

   Of course, I stopped taking the medication and quit worrying about fitting into the normal box and became extremely successful.

   In other words, they were wrong when they said “you can’t function with this alleged ADD stuff.”

2. “You can’t write well.”

   When I was in school, writing was one of my worst subjects. In fact, the first bad grade I ever got was for writing, when I was in third grade. And, I got in a lot of trouble and was told I couldn’t write.

   Now of course, I write for a living and bring in millions of dollars as a direct result of what I write. And, not only that, but my clients also bring in money as a direct result of what I write. Boy were they wrong!


   I was at the University of Georgia, failing out. The school administrators gave me a “Vocational Aptitude Test” and the resulting answer was that my aptitude was to be a garbage man. That was literally the profession they suggested: garbage man!

   Those are the stories in a nutshell, but each of them can be expanded if necessary to generate more connection with the audience.
Key #2: Attracting the Right People through Stories

By design, I like to attract like-minded, success-oriented people who are optimistic, into hope and the other sort of weirdo stuff that I’ve been talking about in this program.

The best way for me to do this? The Core Influence story, which is why you see me propagate it so much. I consider that some of my best stuff and I freely give it away.

It’s great because it’s perpetuating the story I want to get out there and it’s helping other people. It’s a total win-win.

More than that, though it also gets people to accept my position on things. Some of my positions are things like: if I can do it, anyone can do it; or that all of us Internet dudes know a lot more about how to successfully market online than our corporate big-wig counterparts; or that there’s plenty of money out there.

The stronger your positions are within your market and the more unwavering you are about adhering to them and defending them, the more people you are going to attract who are like you.

The more you adhere to your position, the more the people who agree and identify with you are going to like you. The more they like you, the more they trust you and of course, the more money they will give you. The more money they give you, the more they implement whatever it is you’re helping them to accomplish, and the more you are helping them!

It’s what they call in professional circles, “Good Juju.”

EXERCISE: If you’re not clear about what your positions are within your market, take a few moments and clarify this so that your stories can help not only build your legend, but build your legend to attract the folks you want to attract.
“There comes a time when one must take a position that is neither safe, nor political, nor popular, but he must take it because his conscience tells him that it is right.”

MARTIN LUTHER KING
Key #3: Using Connection Points

If one of your major outcomes of using stories to build legend is to create connection, then the way you create connection though is through specific Connection Points.

Connection Points are simply things you have in common with your audience—things they almost immediately identify with.

There are various connection points you can have with people:

1. **Family & Crazy Relatives:** mother, father or grandparents (everyone has had one of these!)
   
   Remember: the closer the family, the greater the connection.
   
   Almost everyone has a mom or a dad story. For example, if you have any sort of Christmas morning story that you can create that’s going to be relevant to your core message, you’ll have connection because almost everyone’s experienced some sort of powerful emotional moment on Christmas morning.

2. **Childhood:** Now, mine was awesome, which kind of screws things because talking about how awesome your childhood was is not as easily bondable with other people.

   But even so, I could go with the “everyone was wrong” theme and turn it to my advantage by saying, “My parents divorced when I was two. My second stepfather was a complete douche-bag. He believed that people should work just for the sake of working. When there was no work to be done, he’d make me go out into the driveway and rake gravel from Point A to Point B for absolutely no reason.”

   Then I could say, “But despite that, I had a really good time. My first job I remember was in fifth grade and I pumped gas at the family marina. ‘Would you like regular or premix?’ (Regular was straight gasoline, Premix was gas mixed with oil). This was my job for a number of years and that’s where I learned that being on your feet, working well with people and selling things was the true way to get rich…”

3. **Major Events/Turning Points:** Death of a parent, birth of a child, graduation, first job, first firing, first pet, first divorce, first million…

   Remember this doesn’t all have to be bad. Good shit is something to aspire to as well. It’s not always overcoming of adversity. It could be celebration that things are good.

4. **Arsenal of Experience:** Things that happened to you, crazy job stories, milestones, etc.

   An example of this, going back to my ADD story, is that I read a magazine and it mentioned all of these vague symptoms. So I went to a psychiatrist and said, “I think I might have “A…” and he said, “…DD? Take these!” So I took Aterol for a year and became completely crazy. I lost a lot of weight though. That part was awesome.

   I don’t know anyone who has ever had positive results with it ever! I don’t even know why they prescribe it other than the fact that maybe it’s immensely profitable…”
To kick start this, one of the things you can do is start by writing down an interesting characteristic about your mother, father, or grandparents.

For example, when I tell my story about how I was influenced by my grandfather and how he would like to wake me up and force me into child labor at gun point (ok, he wouldn’t really, but he would make me work my ass off), I am instantly connecting and bonding to everyone who had a powerful, male figure in their lives who taught them about work ethic.

How many people in the world do you think have had a powerful male figure who taught them work ethic, or have at least seen a zillion movies to make them adopt that story as one of their own?

So one of the things you can do is take every person and build a little story around that as part of your arsenal with the desired outcome being that the story creates more connection to your audience.

My personal favorite story lines are those that deal with the overcoming of adversity. I think they can be used in almost any environment.

Here’s an example of a story about overcoming adversity (with a dash of ‘us vs them’) using the Connection Points of my father and my first job:

My father worked in the factory. He never had enough money and he was always trying to get a job or he was always trying to get ahead. He thought everything would be okay and he went to college and he got that degree but he got laid off.

So I had to go to work in a gas station and that’s where I learned self reliance. While I was there, I also saw the guy who owned the gas station made a lot of money. I was like “Well shoot, Mr. Johnson what did you study in school?”

And he said “I didn’t even finish school, son, I had to get a job in the damn corn field. And I noticed all the trucks going down the road were constantly having to drive all the way to the next town to get their gas and I said well damn. You know, I bet if there was a gas station here I would make a whole lot of money.”

He went on, “So what I did was I went around and I worked real hard and I saved up my money and built this gas station from the ground up and now I own ten of them. And as a matter of fact I am a wealthy man today and that’s when I understood that possibly my daddy wasn’t wrong. He wasn’t a bad daddy. He just didn’t have the right plan. He was sold the wrong plan by those kind of people who just want to tell us to go to college and get jobs, right? And they were going to tell us that was the answer but for some reason all the people in college when I got to looking at it, and I asked all my friends who went to college the people who were teaching them that stuff and none of them were millionaires. And I was thinking why are these people who aren’t millionaires teaching other people how to get rich?”

So I went back to Mr. Johnson and I said Mr. Johnson, “Could you teach me how to get rich?” and he said ‘Son I’ll be happy to share with you the process that I went through.’ and that’s what I want to tell you all about today.
2 Steps to Creating Connection Points:

1. Determine which story line and which angle is going to best accomplish your goal.

For example, if I’m selling a “they were wrong” type of thing, then a great story line is going to be “us vs. them.”

If you’re selling massive overcoming of adversity, you could build a story around “I used to weigh 400,000 lbs and I became a size zero super model by eating donuts and snorting straight sugar.”

The point is to match your outcome in your market to your story line.

2. Now, start to build out each of your Connection Points. Start by writing a little blurb for each one. Take what you wrote in step 1 above, and start writing it out a bit. The first thing that comes to mind.

For example, you could simply write “grandparents: overcoming adversity: grandfather, ran away from school, eighth grade, self-made millionaire.”
Let me tell you from personal experience that this stuff is best thought out well before it’s time to tell your story. If you do all this on the fly, it’s a bitch.

The point of this whole thing is to think it through, plan for it, and then go forth and spread the legend.
Once you’ve determined the proper stories to achieve your goals or message and create your legend, it’s time to propagate it.

If you recall, in the Right Action section, we determined that the best thing you could do is to only sell what is in your client’s best interest. And if you consistently make helping people the main focus of your business, good things will come. Through the following seven tactics, you are going to do just that.

### SUMMARY

| Tactic 1: Capture & Connect with Your Clients  (Using Pain Points &/or Results in Advance) |
| Tactic 2: Offer the Solution  (which you will deliver via a webinar or teleseminar) |
| Tactic 3: Record the Webinar or Teleseminar |
| Tactic 4: Transcribe the Webinar or Teleseminar |
| Tactic 5: Create a High Priced Product from These Materials |
| Tactic 6: Provide Solutions that are “Do it For You” for Your Customers |
| Tactic 7: Reference the High Price of Your Premium Product |
“Make it real for your clients.”

GARY HALBERT
TACTIC 1: CAPTURE & CONNECT WITH YOUR CLIENT

Part 1: Identify With Pain Points

Have you ever heard the saying, “Find the wound; twist the knife?” Well, one formula for selling is to stir up pain. Many ideal clients have big problems. Personally, I prefer to move toward good stuff rather than focus on pain, but it is very effective when it comes to influencing people to take action. And we’ll get to solutions very quickly. To tap into this, though, start by making a list of your ideal client’s five biggest problems.

Don’t worry if you can’t solve their problems yet—just make the list. Remember, your ideal client is someone who is going to buy your premium priced product and get you to whatever dollar figure you determined you needed to make per day in the Ultimate P.I.M.P lifestyle Exercise (in Part 1).

5 BIGGEST PROBLEMS OF MY IDEAL CLIENT

1.________________________________________________________

2.________________________________________________________

3.________________________________________________________

4.________________________________________________________

5.________________________________________________________

HINT: Remember to focus on your ideal client, not necessarily the clients you have now.

Now, once you understand their biggest pain points, you can start to create a relationship with them by giving them Results in Advance.

Part 2: 3 Steps to Creating Results In Advance:

1. Take a pen and a piece of paper.

2. Draw a little timeline on the bottom with 4 steps. Each of these hash-marks represent little tiny milestones your prospect has to reach before he gets to the end goal.

3. On the left side, draw a little dude. On the right side, draw the end result (what you want your client to experience as a result of buying your stuff).
**Example: Results in Advance (Neil Strauss Launch)**

The goal was to help the prospects through the process of meeting and having a relationship with their ideal woman.

**Here’s How to Execute it:**

1. **Tell them—for free—how to just approach a woman:** “We understand it’s scary to approach a complete stranger, because of rejection, so here are some ways to overcome that and also some ways you can approach someone without looking like a complete idiot.” Tell them to do with this what they will. The men who get that information think it’s awesome, they go do it and they get results.

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

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

4. They’ll come back to you asking how to get the phone number, how to ask the woman out on a date, what they should talk about, etc. **Deliver those little chunks of information and by the time you’re ready to sell them something, there is no selling involved.** They’re saying “Would you please just give me all the stuff now? I am sold.” They need the whole solution. So instead of being a salesman, you’ve become one friend helping another friend. You not only gain a lot of customers, but you gain raving fans who really like you, and want to know what you’re selling next.

As your prospect moves up the timeline and through each milestone successfully, his or her level of trust goes up as does his or her level of desire for what you’re offering. This is because you have given some of these Results in Advance so now they want more.

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Exercise: Create Results in Advance for each of your Ideal Client’s “5 Biggest Problems”

1

Problem: Step 1 Step 2 Step 3 Step 4 End Result:

________ _______ _______ _______ _______ 

________ _______ _______ _______ _______ 

________ _______ _______ _______ _______ 

________ _______ _______ _______ _______ 

________ _______ _______ _______ _______ 

(Trust/Interest)

2

Problem: Step 1 Step 2 Step 3 Step 4 End Result:

________ _______ _______ _______ _______ 

________ _______ _______ _______ _______ 

________ _______ _______ _______ _______ 

________ _______ _______ _______ _______ 

________ _______ _______ _______ _______ 

(Trust/Interest)

3

Problem: Step 1 Step 2 Step 3 Step 4 End Result:

________ _______ _______ _______ _______ 

________ _______ _______ _______ _______ 

________ _______ _______ _______ _______ 

________ _______ _______ _______ _______ 

________ _______ _______ _______ _______ 

(Trust/Interest)
Mind Control

4

(Trust/Interest)

Problem:  
Step 1  
Step 2  
Step 3  
Step 4  
End Result:  

5

(Trust/Interest)

Problem:  
Step 1  
Step 2  
Step 3  
Step 4  
End Result:  

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TACTIC 2: OFFER THE SOLUTION

Now that you have identified these five problems you want to offer the solution.

1. Solve problems giving obvious solutions.

2. Deliver these solutions on a FREE webinar or teleseminar.

   When you are telling them how to solve the problem in an obvious manner you do so through one of your stories of connection. Using these Connection Points with your prospect will establish bonding and trust and will also further the establishment of your legend.

TACTIC 3: RECORD THE WEBINAR OR TELESEMINAR

Each little story of connection is like a little bomb that’s going to spread virally throughout the world. So, record the webinar or teleseminar and then give it to your competitors (your source for ideal clients).

By identifying and helping your competitor first (by promoting their product or giving them some useful information), you in turn will benefit when they distribute your webinar or teleseminar. Remember, there is plenty of money out there for all of us and the more you give the more you get.

TACTIC 4: TRANSCRIBE THE WEBINAR OR TELESEMINAR

Before you give the recorded webinar/teleseminar away have it transcribed, and printed, so that you can include it in an offer. You can turn the transcription into a book and use it as an upsell on your website.

   **Edit into the transcript:** ‘By the way, if you’d like a book on this that really outlines this in writing for you and something you can reference, I would be happy to give it to you. Just go here to this website.’

   **Place On your website:** ‘I would be happy to give the book to you for free! I just want you to help me cover the shipping costs. So the shipping is $4.97, there are no other charges or anything funky… it’s an awesome book. I’ll also throw in a CD.’

Throwing in a CD or another piece of content will help increase your response.

What you’re getting from all of this is goodwill and perpetuation of legend. You are also getting a real mailing list of people who are giving you money.
TACTIC 5: CREATE A HIGH PRICED PRODUCT

Take each of these solutions to your ideal prospect’s five biggest problems and expand on the solution in the form of a video.

Example Expanded Solutions

- ‘Seven things you could use as a back end right now.’
- ‘Backend product development ideas’
- ‘How to sell’
- ‘How to do up-sells’

Again, make sure to use obvious solutions as you don’t want to challenge their thinking. You want them to agree with you and connect. You can then bundle it with a manual and sell that as a high priced product.

TACTIC 6: DFY²

If you want to really attract and deal with affluent clients who give you lots of money, just take each problem and do what I call “DFY².”

What this means is, you take each of these problems and each of these solutions and you figure out ways to ‘Do it For You!’ or provide materials that your customers can use themselves. That’s what people will pay high prices for.

The reason I’ve ‘squared’ the DFY is to provide templates of things that are already done that can be directly used, like ‘The Four Day Cash Machine’ or a quick boomerang campaign.

TACTIC 7: REFERENCE HIGH PRICE OF PREMIUM PRODUCT

In future promotions of your free product, reference the high price of your premium product as a means to establish authority and perpetuate the legend.

When you do this you are conditioning people to value you, not as a free information provider, but as the guy or gal who other people pay $100,000 dollars to develop a campaign.

So now you are already conditioning them to pay you lots of money and it perpetuates the legend that you are one badass dude.
ONE FINAL NOTE

Recently I was listening to some Jim Rohn stuff and I heard a story about a dude who calls up his neighbor and says, “Hey, I have some gold in my front yard. Come on over and bring a shovel!”

The neighbor of course replies, “Well, I would, but have you SEEN the price of shovels lately?!”

So the point he’s making with this stuff is that everything starts with getting your head right.

There are gazillions of strategies in this program (and out there in general) that will help you find and attract the right customers and get whatever it is you want.

Now that you have the shovel, it’s time to dig.

In honor of our good friend, Jim Rohn, stand guard at the doorway of your mind. Focus on getting really clear on what it is you want, and take action step-by-step to get you there. Continue to provide more value to the marketplace than anyone else.

Do all that and the money will come. There’s plenty of it for the taking and I’d love to see it end up in your hands.

It’s been a pleasure. Now, go forth and prosper.

Talk soon.
Mind Control Checklist

Here is a master list of exercises from this course. My sincere desire is that you’ll complete each of these exercises and come back to this course again and again as the foundation for what will create massive momentum, success, wealth and happiness in all your endeavors.

Part I: Media Input Exercise
- Page 15: Stand Guard at the Doorway of Your Mind: List everything you’re feeding your mind and the core message it’s giving you.
- Page 19: New Input Program: Create a list of core messages you want to feed your mind and where to find them.
- Page 21: Commit to Media Input Schedule (daily schedule for feeding your mind).

Part II: The Ultimate P.I.M.P. Lifestyle Exercise
- Pages 31-33: Calculating your Personal P.I.M.P. Lifestyle Number (Daily Income Target) (summary on page 35).
- Page 41: Defend why you chose this market, product and price.

Part III: Get Your Head Right
- Page 59: 10 Things You’re Willing to Do, Give, Be (& not willing to do, give be).
- Page 63: Turning Conflicts in Mindset into working strategy.
- Page 70: Brainstorm Right Actions and how your product will serve the marketplace.

Part IV: Define Who You Want to Attract
- Page 91: Write down who will benefit the most from what you have to offer.
- Page 95: Brainstorm 6 traits of your ideal client.
- Page 99: Write your Personal Mini Classified Ad to find your ideal customer
- Pages 104-105: The Instant Empathy Method (from Mass Control).

Part V: The Creation of Legend
- Pages 117-119: Write down what you want to be known for, as and the benefit of this.
- Pages 121-122: Brainstorm stories to perpetuate your legend.
- Page 125: Define your positions within your market.
- Page 129: Create Connection Points for your stories.
- Page 133: Identify 5 biggest problems of your ideal client.
- Pages 135-136: Create Results in Advance for the 5 biggest problems.
NOTES
Bumper Sticker found by Good Ol’ Cousin Trey on the back of an old Ford Explorer.