

Your FREE Line and Money Magnets – Exploding Your Business With The Power of Building Perceived Value

Increase the perceived value of your products.

Don't focus on the quick fix techniques like writing the best headline.

These are the pick up lines of business and won't get the long term results you want.

Instead, focus on the inner game of marketing.

Three mindsets that underlie marketing:

The Scarcity Mindset

"How do I get \$1 from 1,000,000 people?" - Doesn't look at creating value for them.

Instead, work out "how do I give 1,000,000 people \$100 worth of value, then ask for \$10 in return?"

To create value, you must first understand people and how they process value.

Stop trying to take and start giving!

Learn to love getting the short end of the stick

It's very profitable for customers, and for you.

Why don't people do it? Because they are scarcity minded and selfish.

"Learn to love creating massive value for other people whether you get paid or not."

A scientific experiment was done: \$100 was given to Person A and Person B. Person A was told to split the money to decide the amount each person received. Then, Person B decided whether either of them got the money or not.

It was found that that around the ratio of Person A getting \$80, and Person B getting \$20. Person B was more likely to decide neither of them got the money.

Person B would rather give up a free \$20 than see Person A get a better deal than them.

The experiment was then repeated in Africa where \$100 was the equivalent of a month's salary.

The exact same result was found.

People would rather get nothing than see someone get a better deal than them.

Don't keep your best ideas secret

If you don't show prospects what you've got and how much value it's worth, they won't trust you.

If you give away your best ideas, the 'magic bullets', the prospect will say to themselves "gee, how much better is the product?!"

This method will help create viral marketing.

RICH SCHEFREN – REPORTS

Marketing Methods to create longer, deeper relationships with customers:

A profitable relationship should be profitable for both the customer and the seller.

Approach 1: Moving the freeline

Look at what you used to give away for free, then move the line deeper into your product line.

What's an entry level product you can give away? Email newsletter, ebooks, streaming video, etc.

Information Products - lowest cost, but highest perceived value products.

Approach 2: Move the depth line

Increase the number of high end products for your best customers.

Deepen the relationship with your best customers.

By combining these approaches, you will find more and more customers and be able to identify the best ones.

Main Methods for Delivering Your FREE Line

1. Tele Seminars
2. Reports
3. Blogs
4. Direct Mail
5. Video

**** SEE EXAMPLES FOLDER!!**

Three Types of Money Magnets

Friendship Bond Magnets

Send Videos, Emails, and Post Blogs with personal stories.

Stories should serve dual purpose.

1. To show you as a real person
2. Tie this to your lifestyle
3. Tie you to storylines

Proof Magnets

Testimonials are a must but not enough.

You can:

1. Put your checks etc.. income earnings in a screenshot
2. Show your paypal or clickbank account
3. Show your bank balance before and after
4. Show your lifestyle before and after X
5. Show what you have without being blatant. Filming @ an exotic location without talking about it. Cars..Women etc...

Atomic Bomb Magnets (or as Kern Calls them.. Shock and Awe)

Shock & Awe + Proof + Useful but Incomplete Info = Buying Frenzy

- ❖ *The example he using was from the Stompernet Launch which is to date the biggest ever.*
- ❖ Made the big claim of making \$16,000.00 dollars a day with SEO. Then they showed a screen shot of one of their actual non-info marketing sites
- ❖ First talked about what now leading people into "How" (useful but incomplete info) with a page titled "FACTS ABOUT NATURAL SEARCH ENGINE TRAFFIC"
- ❖ Showed heat maps of where people click and look on google search pages. Hardly any on paid search
- ❖ Lots of examples going to sites where they can show you what they're talking about.
- ❖ Inserted facts from authority sources that backed up their claims
- ❖ **Powerful Demonstrations of what they're claiming and the conclusion they want you to come to.**
- ❖ **Showed & discussed split test results**

Important that when you're sucking people into your vortex with these magnets that you have an awesome follow up email sequence that goes along with them.

Power Tools For Creating Your Money Magnets

Social Proof Through Interviewing Experts

Ride the coat tails of someone's success.

Create your own celebrity status just because your are In The Inner Circle....

How To Conduct a Kick Ass Interview

Introduction and Opening Questions:

1. Can you tell us a little bit about what you do?
2. How did you get started in _____?
3. When did you first decide that _____ was right for you?
4. How should our listeners gauge if _____ is right for them?
5. How long did it take you to get you to where you are now, and what would you say to our listeners who are already tired and frustrated?
6. What information do you plan to pass on to our listeners today? Please just give us a quick walkthrough.

Main Body Questions:

7. What are the top 5 areas I should concentrate on in _____?
8. What advice would you give someone who's brand-new to _____?
9. Exactly how would one go about doing _____? Give us a step-by-step breakdown.
10. Can you recommend some really quality _____ for our listeners?
11. What's the absolute easiest way to _____?
12. In your experience, what's the best way to _____?
13. Do you have a formula for _____?
14. What's your favorite way to _____?
15. What are some of the key points you look for when _____?
16. Would you suggest our listeners do _____? Please explain.
17. What are some pitfalls that our listeners should be on the lookout for, and how can they be avoided?
18. What's the biggest mistake you made getting started in _____?
19. What big mistakes do you see others make?
20. What would you say is the one more important thing you've learned?
21. In your experience, why is it that?
22. What information do you wish you had when you were first starting out?

23. What do you think are the keys to becoming a successful _____?
24. What is the difference between you, and all the other _____ doing the same thing that you do?
25. How can a _____ stand out among the other _____?
26. What are some thing you do NOT recommend about _____?
27. Please share one or two of your favorite, and most helpful resource links?
28. If you could sum up _____ in _____ steps, what would they be?
29. What's one of the things that you find most challenging about _____?
30. What do you think makes the difference between a good _____ and a great _____?
31. What's the favorite part of your day as a _____?
32. What's the least favorite part of your day?
33. What's a little known secret about _____?
34. What would you say is the best kept secret in all of _____?
35. What do you consider to be the most powerful _____?
36. What does it really take to succeed in _____?
37. If you had to share exactly _____ keys to doing _____, what would they be in order of priority?
38. For each of those _____ keys, what are some goals that our listeners should set for reaching each one of them?
39. What are some realistic long-term and short-term goals for our listeners?
40. What were some of your goals early on?
41. I know you're a big believer in _____, but can anyone do this, and if so how?
42. Ok, I'll ask what's really on my mind...what's the easiest way to _____?
43. I hear the term _____ a lot. What does it mean and how does it effect our listeners?
44. What's the first thing you recommend our listeners do after they're done listening to this call?
45. Who are the people that inspired you and why?
46. What did you learn from those people that you'd like to pass on to our listeners?
47. What do you see as the next big trend in _____?
48. Give me a short comment about the following words and phrases...
49. What tools/resources would you say are essential to doing _____?

Conclusion and Call to Action Questions:

50. As we wrap things up, what should our listeners be doing for the next 30 days, 90, and 1 year to accomplish _____?
51. What final words of wisdom would you like to pass on to everyone who's listening in to this call?
52. Where can our listeners find out more about you?
53. What freebies can you offer to our listeners today?
54. What special offer can you make for our listeners?
55. Tell us a little about some of your products?

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