

BUILDING YOUR CHARACTER AND STORYLINE

Your goal is not to just create a product and sell it BUT to create a relationship so deep with your clients and customers that they CARE about what is going on in your life.

They should be concerned when you have problems.

Excited when you have success.

Want to know that next chapter in your life.

Book Series

Robert Parker – Spencer Series – 38 Books Deep

Ian Flemming – James Bond Series

Louis Lamoure – Type of Character

Elmore Leonard – Dialogue

Rex Stout – Nero Wolfe Series – Character that’s been carried out for years

Television Series

Seinfeld

Columbo

Rescue Me

Cosby Show

Cheers

Entourage

Movies

Rocky

Godfather

Dirty Harry

Star Wars

Rambo

Indiana Jones

Die Hard

Harry Potter Series

What Makes It Possible For a Series Fiction Novel to Go 21 Books Deep, 32+ Million Printed, like John MacDonald's, Travis McGee Novels And Keep Selling 30 Years After It Ended?

There's a list of traits that make this character's story line so magnetic... and here is where I'm gonna show you what was revealed in these stories so that you can weave it into your videos, audios or writing that will keep people coming back to you over and over and over.

We covered some of them when we reviewed Dan Kennedy's 'Influential Writing Principles' but now we're going to a super advanced level never before revealed in a marketing program. Not any that I know of.

I went super ninja for you guys on what I'm revealing here.

And to help make this an entertaining learning experience let's you and I read these few paragraphs together from the most current book I'm devouring and see how John MacDonald has masterfully, conversationally, told you volumes about who Travis McGee is as a person, and then we'll discuss how you can do the same.

This passage takes place in dialogue when a woman he's seeing tells him what she's observed about him...MCgee and a Girl he's dating...

"Now about a few little things aboard the *Busted Flush* (the house boat he lives on), friend. Like the little ding-dong when anybody steps aboard. Like the way it's wired for sound, not the pretty music, but for tape pickup. And how about that cozy little headboard compartment with loaded weapon therein?

Also, you have some very interesting areas on your body that look as if you'd have a nice collection of purple hearts , if you got them in a war.

And how about the way you go shambling mildly about, kind of sleepily relaxed, beaming at your friends and buddies, kind of slow, rawboned, awkward like, and you were ten feet from Marilee Saturday night when she stepped on that ice cube on the sun deck and was going to pitch headfirst right off the top of that ladderway, and in some fantastic way you got there and hooked an arm around her waist and yanked her right out of the air?

(Moderator Note: Aaron...Guys aloof)

More? How about the lightning change of personality for the benefit of the phone man with the old-timey glasses, the way you turned yourself into a touristy goof so completely I didn't even feel as if I knew you? How about this con about you almost worked on me about being retired. **(McDonald is telling people that McGee is quick on his feet and camillion..he can adapt to any situation)**

How about the way I tried to pump Meyer (his boating buddy) about you, and he showed speed and footwork like you couldn't believe? **(Friends are Secretive Below)...**

(Scene of a Murder....made it look like guy Killed himself) How about that kind of grim professional bit with the camera and the hoist and the wire and all, so totally concentrated I could have been walking around on my hands with a rose in my teeth without getting a glance from you? **(He has the ability to focus intently on One Project At a Time or hand)**

But somehow it would sort of fit one lousy guess, which would be a batch of official cars screaming up and the boys in blue jumping out, and a big loudspeaker yammering for you to come out quietly or they lob in the tear gas." **(Here guess that he's a criminal because he has all the traits of one)**

"You are a warm broad. You are a warm *nosey* broad."

"So I have eccentricity **(Intrigue, different)** , maybe. You know, a social flaw. Some kind of insecurity reaction or something. I start sleeping with somebody and I get this terrible curiosity about them."

"So? I could have the same trouble too. But I haven't asked questions. Or tried to find out things I could find out, without much trouble, probably."

So I told her the retirement was accurate, except I am taking it in little hunks whenever I can afford it. “It’s a tricky, complex indifferent society, Puss. It’s a loophole world.

And there are a lot of clever animals who know how to reach through the loopholes and pick the pockets of the unsuspecting. **(This is a guy with a lot of common street sense)**

Carefully done, the guy who has been plucked clean has no way of getting it back. There are a thousand perfectly legal acts that can be immoral, or amoral, acts. Then the law officers have no basis of action. Attorneys can’t help. The pigeon might just as well have dropped his wallet into a river of crocodiles. He knows right where it is. And all he can do is stand on the muddy shore and wring his hands. **So I’m the salvage expert.** And I’ve known a lot of crocodiles. So I make a deal with him, fifty-fifty. When a man knows his expectation of recovery is zero, recovering half is very attractive. If I don’t make it, I’m out expenses.”

“Or you’re a dainty dish for the crocs, man.”

“So far I’ve been indigestible.” **(He’s a bad MoFo....He’s ...)**

1/10th

Here's The Question's That By Subtly Answering Them For Your Audience You Let People Into Your World Just Like John MacDonald Did With Only 2 Pages of His Book

These answers to the questions for your people and they'll begin to feel like they know you better than they know some of the people they call their friends.

1. Global Belief Systems

Global beliefs are massive generalizations we have about the important aspects of our lives. Understanding global beliefs helps us understand what generalizations a person has made that control many decisions they make in life.

Here are questions that when asked reveal Global beliefs...

What's the purpose of life and death? What are the problems in life? What creates pain? What are the rewards in life?

What do you believe Travis's belief about life is? If you asked me I'd say one of his core beliefs would be that "Life is either a daring adventure or it is nothing." As for death, "It's worth the risk of doing what's right."

As for problems in life... "Being "normal" would be one because those people are the ones who get suckered into "traditional" lives, herd-like existences and get taken advantage of by the scum of the earth.

What creates pain for Travis? Seeing innocent people being taken advantage of.

Rewards? Taking calculated risks and having them pay off handsomely so he can continue his existence in plush autonomy and feel as if he's contributed to his fellow man.

Additional questions that reveal global beliefs... What are the resources available to you?

Time: How much is a short time? How much is a long time? Is time scarce or abundant? Where do you spend your time (past, future, present)?

2. Identity

Identity is simply the way you describe yourself to yourself – the belief we use to define our own individuality. It's the combination of the beliefs about who you are, what you're capable of, and how you distinguish yourself from everyone else in the world. *There is no other force this powerful in human personality.*

Examples of questions that reveal identity:

Who are you? Who are you not?

Who is Travis? A force for good. A round peg that doesn't fit into a square hole. A hero to the average, ordinary, little guy. A tough guy who's street smarter than the average bear.

Who is Travis not? A chump. A punk who follows. A wimp.

Additional questions that reveal your identity...

Who are your role models? Who are they not? How are you like or not like them?

What is your life story? What is your life about?

How can you expand your identity now?

3. Values: Deepest Desires/Greatest Fears

Values are the states that we move away from (in order to avoid pain) or toward (in order to gain pleasure) in a given context.

Examples:

Toward values are revealed by asking "What's important to you about (name the context)?"

What's important to Travis McGee about taking risks for the wronged? No one else can or will help them so if it is to be.....it's up to me.

Away from values are revealed by asking "What's something that you would do anything to avoid?"

How would Trav answer this? Being evil. Being a coward. Being controlled.

4. Rules: The Source of Heaven or Hell Within

Rules are the determining factors in our decisions about which behavior to utilize in order to experience our values. Some rules have a higher priority because violating them causes greater pain.

Examples:

Threshold: What you must or must not do, what you must never do or must always do.

For Travis I believe the passage would tell you he must never conform to norms and must always look for the angle someone might put over on the unsuspecting target.

Personal Standards: What you should or should not do. What you should never do and what you should always do.

These can be different from musts because these are where your human frailties show. This is what makes for an enduring hero. No one is perfect and even when comic books try to make a character perfect, it flops. Even super hero's need flaws.

So with "shoulds", Travis's battle scars on his body might reveal a belief that says "I should always be prepared and should not walk into any situation blindly." But the scars tell he hasn't always done so.

Possibility/Impossibility: What you believe you can or cannot do or could never do.

Rules of Intention: What you will or will not do. What you will never or will always do.

Global Beliefs: What is and what isn't in your viewpoint.

In Trav's world the world is a tricky, complex indifferent society. It's a loophole world. And there are a lot of clever animals who know how to reach through the loopholes and pick the pockets of the unsuspecting.

5. Vehicles/Virtual Villians

Vehicles are the method (s) a person uses to meet their needs: the way they get from where they are to the need(s)/feelings they want. They can be positive, negative, or neutral.

Examples:

What are the ways you try to meet your needs? (money career, physical body, relationships, religion, problems, suffering, pain, helplessness, food, drugs, etc.

Does this vehicle have a positive, negative, or neutral consequence?

If we look at the deep structure of the McGee passages of above we might determine he meets his needs through relationships. His existence revolves around helping people. And on the flip side we see the woman who's talking to him is intimate with him on some level (bedroom knowledge, body scar references) but can a man who takes bloody risks like this drag a woman or worse his own children into it? The plot thickens. The juxtaposition. The loving man who battles internally with his love of decent people and gorgeous women and his need for adventure and adrenaline pumping risks.

Do you see how you can pull people into your own saga by lacing your posts and newsletters with this kind of insight into your thinking?

6. Situation Specific Beliefs

Situation Specific Beliefs are the organizing beliefs behind the way a person evaluates a specific situation or context.

Examples:

*“Infield Fly Rules” (specific situation where it’s okay to violate your rules).
i.e. people can believe that killing people is wrong but there may be a context where they believe it’s ok.*

Is there a context in which your beliefs are different, a lie vs. a “white lie”?

Is there a specific situation where you’d do something against your values?

If we look at how John MacDonald has positioned McGee above you could determine that in order to swim with the crocodiles without being eaten alive, he has to tell the white lie occasionally and have to defend himself with extreme force to avoid dying. Outside of dealing with these “Salvage Expeditions” Travis would never consider lying to friends or resorting to senseless bullying just because he has the ability to.

7. Metaprograms

Metaprograms help us understand how a person processes information. Metaprograms are another filter through which we process our world. When people see your metaprograms in your writing they can either directly identify with you because they think the same way or they wish they were brave enough to think and act as you do.

There’s a variety of ways we process information. One type of metaprogram is whether you have an “internal” or “external” frame of reference. One way to elicit this is to ask yourself “How do you know when you’re really good at something?”

Internal people look to themselves to make decisions. External people look to others. To motivate internal people, find out what's most important to them; to motivate external people use testimonials and statistics to show what others think.

If you're not working one on one with someone you want to include both avenues along with other you can learn by researching metaprograms deeper.

From this passage, where do you think MacDonald has positioned McGee's internal/external metaprogram as...

“And how about the way you go shambling mildly about, kind of sleepily relaxed, beaming at your friends and buddies, kind of slow, rawboned, awkward like, and you were ten feet from Marilee Saturday night when she stepped on that ice cube on the sun deck and was going to pitch headfirst right off the top of that ladderway, and in some fantastic way you got there and hooked an arm around her waist and yanked her right out of the air? More? How about the lightning change of personality for the benefit of the phone man with the old-timey glasses, the way you turned yourself into a touristy goof so completely I didn't even feel as if I knew you? How about this con about you almost worked on me about being retired. How about the way I tried to pump Meyer (his boating buddy) about you, and he showed speed and footwork like you couldn't believe?”

If you said internal, you nailed it right on the button. He almost wants people to underestimate him. A person with an external focus wants everyone to know everything about him that makes him look good. Travis does his best to avoid saying any more than is necessary. He's so certain about himself, he doesn't need to brag.

For example, Dan Kennedy does this. Some of the ballsy stuff he says he says on stage makes people think “God, I wish had the balls to be as forward as he is.” While the brash types say to themselves “He's like me. My kind of man.”

When's the last time your local pizza joint, car lot/clothing store owner has enthralled you and endeared you to them by telling stories in their newsletter that reveal the answers to these questions?

Never.

You start doing this and you'll notice a radical difference in the relationships you build with your customers. Don't do it and suffer the consequences of the 80% of all the small to medium size business that close their doors every year.

Your Back Story

In this part of the assignment, I want you to write a quick outline of your back story.

You don't have to write it out as an actual story yet, just write the outline.

So if I was doing this section and I was wanting to create my character to sell Mass Control as a product, I'd put down something like this.

- I. Tested Mass Control Out With Serializer Launches And Made \$1MM In Combined Period Of 54 Minutes (Or So...)
- II. Did Neil Strauss! Annihilation Method Launch To See If Mass Control Will Work Outside Of The "Marketing" World - Broke Record By Doing \$1.4 Million In 4 Hours.
- III. Attempted To Go Into Semi-Retirement But Was Roped Into StomperNet Launch -Did \$18 + Million In 24 Hour Period.
- IV. Did Pipeline Profits Launch At \$3 Million In One Day

...And then I'd have a quick one or two line summary like this:
I stumbled upon a marketing method that's responsible for the biggest launches in Internet Marketing history ...totaling over \$23 million dollars in a combined 24 hour period.

MyNoteTakingNerd

- ❖ Been In Business for over 20 years.
- ❖ Attended just about every single business and personal success seminar ever.
- ❖ Spent over \$150,000 on Seminars and Programs.
- ❖ Lost everything and had to start over.
- ❖ Realized how hard it was to obtain this type of information without money.
- ❖ Thought I'd share some notes with people on the internet.
- ❖ Found that I could pull the same amount of information out of one of my reports in about 1/8th the time by cutting through the stories and fluff.
- ❖ People began to ask me to buy the note

Your Magic Powers

Nobody wants to follow a boring character.

And nothing will hook your audience like your ability to produce exceptional results ...or your product!s ability to produce exceptional results.

What have you ever done (in relation to your product or business) that can be considered exceptional?

In this exercise, I want you to brainstorm three things that you could position as your magic powers.

Remember, this is just a brainstorm. Write down whatever comes to mind. Do not edit or catch yourself if you think it “sounds stupid”.

Frank Kern

1. Biggest launches in Internet Marketing history.
2. \$1MM/year dog training business.
3. Students make more than most “Gurus”.

WHAT ARE YOUR MAGIC POWERS?

Fables

Telling stories is possibly the best way to teach, to convey information, and to bond with your audience.

Secret Language

All tribes and subcultures have their own secret language and rituals.

We as marketers certainly have a language of our own, right?

Who else would understand such weird terms as “PPC”, “Black Hat”, “OTO Page”, “Reverse Squeeze”, and so forth?

And when it comes to having a character that bonds with your audience, you need to speak the secret language.

And it also helps to create the secret language as well.

First, write down terms and expressions that are unique to your market:

Next, brainstorm some new phrases you can introduce to your market that will become part of your “Secret language”.

References

- ❖ Personality in Copy
- ❖ Influence Report