

NERD HOTSHEET

CROWD CONTROL – FRANK KERN

HOW TO TAKE CONTROL OF YOUR CUSTOMERS.

Pattern Interrupt (openings)

- Everyone is usually following a pattern in their behaviors, thought, etc. Breaking the pattern allows for them to be able to be changed and driven to action of some kind.
- Seminar Example Patterns:
 - > Belief Patterns: "I went to a seminar once and it was a pitch fest therefore all seminars are pitch fests."
 - > Activity Patterns: Sit at a table and take notes, don't use profanity or laugh, don't move around much.
- Frank does pattern interrupt first because it throws people off a bit and makes them more susceptible to influence.
- ...so to throw people off in seminars, Frank breaks/interrupts the pattern. Instead of suit, wears jeans + t-shirt, took shoes off, quotes famous beach actors(Matthew McConaughey), makes flashback joke.(in first 30 seconds!)

Put People Into A Trance State (stories)

- Trance state makes them even more susceptible to influence.
- Stories are the easiest way to do this. People place themselves into the first person of the story.
- Stories can be used to make people think something is true without going right out and saying it. Ex: comparing the internet marketing community to the Oscars makes people feel proud, exclusive. Participation in it bring friends and success. (All implied through comparison story.)

Conditioning Compliance

- Instead of asking for something right out, use baby steps, build up to it.
→ Commitment and Consistency principle by Robert Cialdini.
- Kern does this by asking everyone to raise hands then saying "keep your hands raised if..." (works better than "raise your hands if..." because it appears that everyone has their hands raised even if some lower.

-> Then asks to stand ... "remain standing if..."

-> He's using interrupts along with conditioning compliance to get the audience ready to do his main exercise, which wouldn't seem as impressive or effective without the buildup.

The Power Of Questions

- When someone asks you a question, your brain has to focus on it, put yourself in it.
Ex: "Have you ever seen a gigantic purple elephant walking down the street?"

-> makes someone picture he IS A gigantic purple elephant.

Go With The Flow (agree)

- In all of Mass Control, you never want to butt heads or go completely against someone's current thoughts.

-> Always validate what they're thinking, "If I were you, I'd be thinking..."

Sales Video Steps

- 1. Establish Rapport. Working towards the same goal. Free content/stories.
- 2. Raise the main objection immediately and overcome it.

Presupposition/Assumptive Close

- "Let me show you what I'm sending you." -> Presupposes/assumes the person wants to be sent the package.
- "Before you order this..." -> Before presupposes.

Video Testimonials

- Use them to make a certain point. Ex: the seminar was good or mass control makes money.
- Use regular people. No one's gonna believe your guru friends (if you have any).
- "Naturally I had to pay those people to say that hahaha."

-> Frank said this after testimonials because what people are thinking online is that the testimonials are fake/bullshit.

How To Get High Prices

- Keep a straight face, be confident and aggressive, not selling from your feet, People will believe you that what you're selling is worth that much. (from Dan Kennedy)

Qualifying Language

- "I want to weed out the weak."
 - ➔ Logic: if you don't take the offer, you're one of the weak.
- "If you don't take action...if you can't follow directions, then don't buy this."

-> Underlying message: If you are a complete idiot, can't follow directions and won't take action, then you're gonna be one of the people who don't buy.

Implanted Language

- "You know this is a good offer." "You know this is going to sell out."

-> Whether the person "knew it" before you told them, you're implanting the knowledge and beliefs into their head, much more subtle than just telling people and making claims.

The Irresistible Offer

- You can't really trick anyone into buying anything through tricks. You just have to know them really well and sell what they want to buy. (Ex: IM newbies want to buy advanced strategies, but what they need is beginner stuff. You're going to have a hard time selling them what they need unless you wrap it around with advanced tactics and sell it as that.
- Free + shipping wording: "I'm going to send this to you for free, all I ask is that you help me out with the shipping costs."