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Similar Mind Maps Mind Map Outline by Frank Kern in Mass Control 9.1.1. Promise free gifts after the trial period. - Increases the bet on the stick of customers 9.1.2. Arcamax.com \$1,000 for a million letters. He specializes in sending out CPM 9.2. Click here for priority notification of when it will be available 9.3. List all the assets of your business. has9.4. - SEO Rankings - Reviews from Satisfied Subscribers - My List - Video/Audio/Written Content - All comments on my blog - Free content sent me subscribers who want to be featured on my site 9.5. Dogism.com/v example of one of Frank's money magnets 9.6. Takeaway Sale: Your product is not for everyone. This is not for complete losers who hate freedom, love Satan and kill kittens in their spare time. But... If you love freedom and don't kill kittens, then this is for you. 10. Howitzer Method 10.1. Infiltrate Google's news groups and forums and distribute free content. Do it under a pseudonym. It produces mass indoctrination - the market believes and understands that you're all about. Provide value for the forum and get a history of messages before promoting your free content. Don't spam forums. 11. Good email theme Lines 11.1. Weird works well as a theme. We are all interested in the weird/bizarre. Putting the theme in brackets also works beautifully. Topics with questions cause a higher answer. Sarah, it's not your fault! Sarah, this is a weird Sarah, a weird video (is Chris. don't tell anyone about it) Sarah, have you seen this?? 12. 3 Lines of History 12.1. Hometown Boy does good (Loss and redemption) 12.2. 1. The story of loss and redemption is the story of an outsider. 2. They bond with you b/c you mean: I did it and you can too. 12.3. Storyline: I was broke/overweight/shy/lost it all. I made a discovery that changed my life. I'm going to share it with you. You can change your life, too. Reluctant Hero (Big Discovery by the Boy Next Door) 12.5. 1. You only sell this b/c ppl. require it. 2. You're just an ordinary person and the focus is kind of freaks you out. 3. You have fallen into this position of leader. 4. You have flaws like everyone else. 5. You teach this as a favour to the market. 12.6. Storyline: You stumble upon something amazing. The word comes out - everyone wants to know about it. As a favor to the world, you will teach it, but please bear with me, b/s I am not a professional. 12.7 Us. Against them (cross tosad for the cause, against the common enemy) 12.8. 1. It's not your fault! People like to blame external factors for their problems. 2. People want to be part of the inner community. Examples: religion, military. 3. Emphasizing the common perceived enemy bonds flock to you. 4. They benefit from our suffering. 12.9. Us. Versus Them relies heavily on telling secrets. If I let you in a big secret, you one of us. I am on a crusade against them (you are interested in bringing them to their If someone does not buy, he plays into the hands of the enemy. 12.10. Diff. Types of Secrets: Long-lost secrets, internal secrets, shocking secrets. 12.11. Frank always combines these 3 storylines for maximum effect. 13. Tactics to achieve the purchase of Frenzy 13.1. Deficit - Increased coolness - External Threat - Buying Frenzy 13.2. Increased coolness - a desire to add an undeclared bonus to the product - makes it even cooler than they thought. Create positive excitement instead of deficit driven by despair. 13.3. Leak/External Threat - ggt; introduces an external threat that creates an increased sense of scarcity. (Aff. partner with responsive list.) John Reese mailed his 100,000 followers. They are very loyal and usually follow his advice. The JR list can only sell this in about 15 mins. 13.4. - Shortage - Fast Action Bonuses (which are removed over time, or w/certain number of products sold) - Price Hike - External Threat / Leak 13.5. Mod 4. Vid. 7 -gt; Great copies of email w/external threats, cool styling, and D'Grip. 14. Cru: Tell them a story that relates to your product, and give away good (but incomplete) content that leaves them wanting more. Started: It's free! or sign up, I'd like to introduce you to Frank Kern's mass-control system, which he used to prove the skeptics wrong. I'm not an idiot. Frank Kern is a marketing genius, although he keeps saying he's an ordinary guy with no authority. Well, the mind is a beautiful thing and simple. It dictates what we see with our own eyes. Seriously, do some research and you learn that if your MIND tells your eyes that it sees a green bucket of paint, then it will be... even though it was red. Think of the movie Cut with Robin Williams. The thing is, there's a lot more to this mass control system, and I'm going to dig into it. The only way to do that is to buy a damn thing and use it, right? Right! Well, I see a lot of potential in it and I'll get it as soon as I can. You can learn more from his mass management system below. You can subscribe to get a 2 minute start or you could just look at the stuff I have below, so you don't have to subscribe. Here's his website to find out more (no affiliate link): masscontrolsite.com here's his 33-page report: masscontrolsite.com/mafia.php And here's his 90-minute video: masscontrolsite.com/exposed/exposed.php Product will be available for sale February 1st... what's the quandary, ey? How can I do that if I'm having a baby, you know? Okay, not me personally, but you know what I mean! Don't worry, it's taken care of. I found out the product would go for \$97 when you run it and then \$297/month after that. Let's talk about big money! It's okay, for the sake of research and help those less fortunate, I can learn the program, add to it as well Help you guys make your business successful. I know what sacrifice I'm making! All right, think of it as an apology for having gone for 6 6 and do nothing but work. I'm back on the ground forever and only 5 and 1/2 months left before I get back to Texas. I'm so excited about 2008. I hope you do because there will be a lot of money to be made. Take care, Kevin Lam Get a firm understanding of these strategies and you will never be surprised how to run your product as the beast of muthafuckin ever again Frank Kern Mass Control Fast Fire Course, non-stop flurry of fantastic ideas after fantastic ideas on how to talk to your customers in a way that encourages them to bring you your money when you launch a product or service So after sifting through my notes, I hunkered down and brought down what I believe is the top 7 things that you would learn from the mass... 1. If you're going to make money by selling information you need what Frank Kern calls Money Magnets (free awesomeness that you give away) and here's how to do it... You must first create interest and desire. Frank has done this before, giving the PDF his Underachiever ballots. Now you have to get closer and build trust. Your customers want to know that you are real and you can do so by creating a report or a TV workshop about you. Frank did this by telling the story of how he got busted by the FTC and what he learned. Next, you have to show proof that it works. You have to get tons of reviews and give those in many forms. Finally, you have to give them a sample of what they will get. It could be a sample of a PDF and/or video (Frank Kern notes that I'm here covering his process of making a video). It may just be a sample of the methods or strategies they will learn. 2. Prepare the market for the huge amount of FREE content you're going to give them. If you say this, then MAYBE is the truth next... Reviews take it to a whole new level next... If a lot of people say this, then it's on a completely next level then... If it's in PRINT, then that's exactly true, so you want to be mentioned or endorsed by powerful third parties. 3. The simple fact is that people come into your herd to get content and they stay with you because they become attached to the character you portray there are five main building blocks to create the character your herd will bond with. For example, when Frank Kern sells the Money Money Crowd... especially for beginners, he knows that the desired result of his market is to make money by doing nothing. Therefore, his character as a lazy slacker who came from nothing, stands for easy money and opposes the usual work, has an almost magical ability to make money on the Internet. He tells stories of stumbling about incredible money-making systems, and speaks the mysterious language of PPC, Niche, Google Slap, Squeezes, and more. 4. Develop a line of history of mass control Why is it important? Because that's how we treat people. That's how we get through history. Ask yourself: What did you do today? What's the funniest thing you've ever seen? What was your first date? What was your first kiss? You'll have a story for all of these. Stories allow you to send multiple messages through metaphors. A compelling metaphor is your ability to convey a message that develops a desire to abide by what you want by telling them a story that has nothing to do with what you are selling. 5. Everyone wants to be part of a group: Being a secret Teller engine that leads us into our plight against their... Their being the one who oppresses us is a secret. Secrets they don't want us to know. When you let someone in on a big secret, they become a member of an exclusive group. There are many different types of secrets - there are long-lost secrets, such as the long-lost fighting secrets of Shaolin monks. Of course, these are the secrets that professional martial arts coaches today hope you will never discover. There are insider secrets such as insider secrets of the world's greatest seduction artists. And, of course, the artists of less seduction pray that you never discover the secrets of the insider, otherwise you will not need to buy their material. And then you have classic shocking secrets like the ones Kevin Trudeau writes about in his book Natural Health Medications they don't want you to know. 6. Magic Formula: MB and P and L SESC - Translation - Magic Bullet - Proof - Low Chance of Success Self-Respect - Money Magic Bullet - is the premise that you can get them that they want quickly and easily. The low self-esteem of Success Chance is something that conveys that even if I were only part of what this Guru did, I could fulfill my dreams. So you have my best 6 strategies from Frank Kern's Mass Control Course. Talk soon, Lewis LaLanne aka Note Taking nerd #2 in PS This post is part of 24 Part, 89 Pages, Best of the Best Nerd Report. ... You can grab it for free here CAN

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