

# ***"Underachiever Formula For Creating Lazy Online Income Streams"***

For more information on the Underachiever Formula, visit <http://www.underachieverformula.com/>

Well welcome to tonight's webcast we are going to get started now and you should already have the cheat sheet printed off to follow along and fill in the blanks. A couple of quick housekeeping items before we get started, I'll keep this real quick, is first at the very end of this call we are going to have a give away everybody on the call tonight everyone will get a \$97 gift of one of our products we sell for \$97, so stay to the very end and you get the prize so be sure to listen to the end. Second, I want everybody to know to go to the site later on tonight or later on tomorrow go to [www.nitroprojects.com](http://www.nitroprojects.com) we have a lot of exciting projects coming out that we are looking to partner with people on and I'm pretty confident that we have something for everybody regardless how experienced or what your experience level is so be sure to go there, check it out, sign up for the list and you will get notified when we have new things coming out all you have to do is sign up with your name and email addressed to be notified.

And last housekeeping item is the next webcast we are going to be having is next month May 18<sup>th</sup> that Tuesday night, May 18<sup>th</sup> it's going to be all about traffic, which I think everybody on here is pretty interested how to get more traffic, especially targeted traffic and then how to convert traffic into results, so you are definitely going to want to tune in to that webcast it's going to be May 18<sup>th</sup> Tuesday night at the same time.

Ok we are going to turn it over to Matt Now

We are going to quickly jump right into things but first I wanted to say a few things about our special guest tonight, Frank Kern, Now Frank is one of those guys that your mamma warned you about because he is always breaking the rules and I guess more accurately he is always setting his own rules, we are actually kind of hesitant about having him on tonight because there is no telling what he is going to do or say, but seriously he is always redefining the way things are happening and that's what we are going to get into tonight and get Frank to reveal some of the inside details on his what he's coined his Underachiever Formula and that's something Frank's been using for about the last five or six months to quietly be generating quite a nice income online and like I said he's kind of redefined things and its actually kind of quite opposite of what most people are teaching and telling you how things work and how you can make money online Frank would rather work less, work smarter rather than harder and do less work and earn more money and he's going to get into some of the details on how he's been doing that and share with you some of the behind the curtain

look at how he does things. So without any further ado, I'm going to introduce Frank Kern

Frank Kern

Thank you Matt I will do my best to live up to your glowing introduction there. You know I was thinking my phone bill is huge and it is from calling 900 phone numbers, its not the nudie kind, it is the psychic kind and no matter how many times I call and no matter how many psychics I talk to I still cannot personally gain any psychic ability so with that said I would like everyone to know that I am going to talk about my personal business, my personal success, however I am in no way psychic despite my many attempts to gain that magical power and therefore, I can't really predict anything you are going to do in your own business, all I am going to do my absolute best to show you what I am doing and how what I'm doing works and give you some pointers on how you can apply my methods to your own success. So I wanted to get that out of the way first. Does that make sense?

Yes, Thanks for clarifying that Frank I know there is no guarantees in business of any kind and what we are going to be sharing is your personal experience and hopefully people can learn from that and apply some things that they can make work online for themselves.

If I ever do become psychic, man, I am totally out of here, it's all over. Let's talk about the underachiever formula, okay.

Here's what I've been doing lately, I guess a lot of folks listening right now, I assume you guys know me because you registered, thank you by the way for registering and taking time out of your life to be with us on this webcast, it means a lot to me, so thanks again for that but I am a former internet marketer or I should say a really former internet marketing teacher, I have built very very large businesses in this market and by this market, I mean "the how to market stuff online market" and achieved unbelievable success in that shocking both to me and my neighbors, I think there was a lot of speculation on what old Kern really did over there, he's always home I don't know what the hell he's always in the back room there in the back of the house probably cooking some sort of aphrodisiac formula and selling it on the internet and that went well until I up until almost a year ago today when I was sued by the FTC for making what they called deceptive advertising claims which is why I gave that long disclaimer earlier about hey I'm not promising you you will do anything here is what I'm doing, do with it what you will and I'll tell you probably most people know the story behind that so I won't go into it, but as unpleasant as that was it was one of the best things that could have ever happened in my business. If only I would have known that during the first six months of the ordeal I would have had a lot less stress in my life and probably would have aged a lot slower during that whole thing.

That's a crazy statement you are going to have to qualify that and explain what you mean by that "whole ordeal" was something that changed your life for the better.

People would come up to me when I used to speak at seminars I don't do it anymore the Big Seminar was my last one but they say aw man I bet that must have been terrible I bet you really hate those guys as easy as it would be for me to fall into that mind set and be like aw yea.. Instead I said how can I make this better and the reason it was such a positive thing for my life and my business is it turned me on to this entire underachiever formula which really is nothing more than taking what I learned from my teachers and applying it almost verbatim, and let me clarify that a little bit better, the way I built my businesses, and I had the biggest internet marketing membership site in history called cashflowcircle.com it was very successful, I created instant internet empires which I personally sold 18,000 copies of that just on the front-end not to mention the backend products we had, that was very successful, had an auto responder service called hotresponders.com which generated a 6 figure annual net profit, everything was marvelous but it was very difficult work and I was trapped selling to one market what I done is I succumbed to the business philosophy that a lot of people have and we don't know any better because we are taught this way and that philosophy is the only way to succeed is to find this business you are going to start and then focus on it like a laser and generate tons and tons of customers in this one market and just really keep cranking out front-end products and then sell your customers stuff on the backend forever and ever and then really hammer it, right I mean that's what we learn, is it not? So I was doing that and it was working out pretty damn good, really there was a point when I would have \$20,000 checks be delivered by courier to my house every Friday at 11 in the morning so that was cool but it was also eating away at my life like nobody's business. This most recent Christmas we just had was the first Christmas since 1999 that I have not worked on Christmas morning, the old ritual used to be get up, do the necessary hello family, yea here's stuff, thanks for stuff, stuff, stuff, oh boy I wonder if we got any orders and then went in there and check and spent a couple of hours in front of the computer, literally no exaggeration this is the first Christmas that didn't happen and the reason that happened was I thought at the time by necessity when I got sued by the government I thought that I couldn't have anything to do with teaching internet marketing ever again, that turned out not to be the case, they actually were much cooler to me than you might think but during the entire ordeal I thought well this was it, I can't do this anymore so I have to do something else, unfortunately for me, I really I didn't know anything else, this was my entire business so under the heat and the strain of all that I came up with this underachiever model with some help from my good friend and partner Ed Dale which I hope you will hear from later on, I certainly hope so... So with that said why I don't get started and talk about how the whole thing works.

I think you've raised quite a few eyebrows and peaked some curiosity and on this thing you've coined underachiever formula and let's get into some specifics of that and find out how you claim that you work even less hard but make even more money.

I don't make even more money than I did, I was making over 6 figures a month and that was really pleasant but I have no desire to put for the effort necessary to do that again right now but I do make enough to live very very comfortably, its either do this or become a surgeon or something.

It puts the gasoline in your beamer.

Puts it in all 3 of them and keeps them fueled.

Here's what I figured out how to do, and it was the whole thing was spawned by getting sued by the government and getting pretty much harassed by one angry customer. So let me tell you what I want to cover for you guys. What the underachiever method all about and what I am going to show you how to do is First of all, how to find groups of people who are so willing to buy from you that will buy from you even if your marketing is crappy, and some of my websites I am going to show you have textbook crappy marketing, I am the first to admit it, it's okay to be crappy then I am going to show you how to find out exactly what these people want to buy from you right now no matter how crappy your website is, which again sounds strange but you will see the levels of crappiness that I have achieved and then you will be inspired to possibly duplicate, to see if you can't get as crappy as me.

I think we might reach a new threshold for using the word crappy on a webcast tonight.

I can use it some more, or I can use the alternative.

The last thing I am going to show you is how to get your product made without having to do it yourself and I am also going to show you how to get your sales letter written without having to do the bulk of the grunt work, how to get other people to do that for you without paying them so that's what we are going to go over and that's what you are going to get from me tonight.

Are we going to get to hear what about could arguably be the dumbest site on line?

I don't know if its arguably or not, maybe the dumbest, I think I should call it the crappiest website.

It was recently cloned though so that's funny, I just had to have the guy shut down, but we will get into that later.

I didn't know you could clone crap.

You can in fact clone crap, that's pretty much what our Georgia economy is based on almost entirely so when we hold our heads high with pride here.

Here's what happened even prior to getting metaphorically speaking getting my head chopped off by the government here's how this whole thing came about and I use this analogy I call is squawking bird buys deadly racecars is the way I like to describe the story here. All I can tell you is that when I had my business going I had a lot of customers and in the internet world you generate a lot of times totally crazy customers. But there was this one guy when I was promoting cashflowcircle.com, which is no longer in existence thank god, although it was fun and it was certainly lucrative, there is this one guy writes to me right during the ad campaign for the whole thing and he basically says listen Kern I've been following you online for a while now and all you've ever sold is stuff about how to make money online so I think you are full of crap, why don't you put your money where your mouth is and have a real business or at least give us an example of a real business that is using your strategy and by real business this guy meant something that didn't have anything to do with internet marketing. Because lets face it most people are not internet marketing genius so when people study internet marketing, for some strange reason we all say we want to go out and sell internet marketing stuff and but the average person doesn't have the qualifications so this guy was really giving me a hard time and I got kind of annoyed with him and I didn't let him know and I didn't write him anything hateful despite my immediate reaction but what was going on in the back of my head was I was thinking what if this guy is right, what am I going to do, what if I am full of crap, because really he had a good point, at that time the only businesses I had built were business in this field. All I have ever sold was stuff about here's how you sell stuff online so it was kind of this redundant cycle and this guy called me on it. At the time I was not glad he did but now he did me a tremendous favor. So that got me to thinking I was like here I am, I've built this huge business, all these people are depending on me to give them good information and its all going well but I'm basing all this information on just selling to the internet marketing crowd so I'm going to have to do something and sell something outside of this market just to make myself feel better, forget what this guy is saying, just to prove to myself I can do it. So I had the foresight if you will to follow an age old principle which is when in doubt consult those smarter than you and fortunately for me there were just myriads of people out there who meet the criteria of being smarter than me. One of them is one of my teachers a man named Jeff Paul who taught primarily mail order marketing, direct response marketing for people in the mail order industry and I learned a tremendous amount from Jeff and another teacher named Dan Kennedy, we really won't go into that now but if anyone listening gets a chance to introduce themselves to the teachings of those guys please jump on it. So anyway, I got out my beat up, old dusty Jeff Paul mail order success home study course out. This was a seminar

tape set you know like probably everyone listening to this has heard some sort of marketing seminar tape set and this was no different it was a bunch of people talking about marketing from the stage and when it got to the point which all seminars have I think which is the Q&A hotseat kind of thing this guy in the audience starts talking about his mail order business and they recorded it and I'm listening to the recordings and the dude's saying well Jeff maybe you can help me with my mail ordering business I have this course I'm selling to people who own parrots and the course teaches them how to teach their bird to talk and Jeff's like you know.. I'm doing this from memory I don't know the exact numbers... and Jeff says well how is your business doing, and the guy says I'm doing okay I'm selling it for about \$300 dollars a course and I'm making about \$15,000 a month on it and I don't know, maybe I was in the right mood that day or something but something clicked in my head and it was like good god you know all of these people who sold to all these little niche markets in mail order I'll bet if they are successful products out there offline I bet it would work online and so that's what planted the seed and what got me started in creating in what you guys so affectionally dubbed the dumbest site ever. Revenge will be mine. So the dumbest site ever was born and that site is called yourparrotwilltalk.com and this has to be like the 20<sup>th</sup> time I think I've told the parrot story but people like it, and it really illustrates this and I'm going to give you some other case studies as well. Yourparrotwilltalk.com is the first website that was non-marketing related and boy did it ever change things for me. I didn't know how big of an impact it would have on my life at the time but it certainly did. Here's what happened. I got the idea obviously from the tape set and I went to Barnes and Nobles and started looking around and doing some moderate research on parrot stuff, and by moderate I mean like 20 minutes. I looked at magazines at Barnes and Nobles about parrots for like 15 minutes and then immediately went and got Maxim magazine and every other literary scholarly stuff that they have there.

You really gave it your due diligence.

I certainly gave it my due diligence man, cause you know I don't want to be slack about anything. So I went and said okay people are buying parrot stuff obviously, there was magazines and I did some other things and I had someone write the book for me, which I will go into all this stuff in a minute and the site was born. Let me go ahead and tell you, the site is nothing spectacular, obviously we called it the dumbest website on the internet but it has done really well and I'll just give some segments of the moments in the life of the parrot site. I charted in my notes here from February 13<sup>th</sup> to February 17<sup>th</sup>, but the numbers will remain constant for almost 2 years on this thing. From the 13<sup>th</sup> of February to the 17<sup>th</sup> of February, about 4 days, I have ad campaigns running constantly for this site that I haven't touched in years. I had 840 visitors, now you guy obviously are used to having like thousands of visitors, I mean we have like what 4,700 something people registered to get on this call, so 840 clicks is not really a big deal. Now these clicks close me I was using ppc searching engines which I still do, I will go into that in a minute, those 840 clicks cost me a whopping \$55.99

total to generate. Now these were people searching for parrots, seeing my ad which by the way is not very good and then going to my site cost me \$55.99. Now my conversion rate, which simply means the amount of people who see your site, the percentage that buy, my conversion rate is less than 1%. During that period it was .96 percent, which is pretty bad. So let me give you the sales for that time. On that day from Friday, February 13<sup>th</sup> until Tuesday, February 17<sup>th</sup>, I have in my notes here around lunchtime on the 17<sup>th</sup> sales appear to be \$372.34... not very exciting really when you think about stuff that a lot of us are used to hearing in the "here's how you get rich world" most of us are used to hearing aw man I did this special mailing to my giant list and made \$400,000 in 15 minutes. I'm sorry I don't have that kind of story for you but it gets better. So \$372.34, my gross sales, we are going to have to do some math here and I know math sucks but we have to do it... I got a D, by the way, and my college algebra teacher, which is a high school course, changed it to a C so I could graduate.

You really are the underachiever aren't ya.

I really am, she was like get the hell out of here, and I'm going to give you a C.

\$372.34 in gross sales. Now if you will remember I told you that my ad cost was \$50.99, that's what it cost for me to bring those people to my stupid site. So my net profit for four days of work, in this example, was \$316.35, which means I made an average income of \$79.08 per day and the way I got that figure is from the 13<sup>th</sup> - 17<sup>th</sup> is four days so I divided \$316.35 by 4. So I made \$79.08 per day for that one site. Now try if you may not to fall out of your chair with excitement over the prospect of making \$70 something odd dollars a day. I know this is ground breaking stuff but lets look at the end result because \$79.08 a day, I'm being kinda funny about it but it's not really that big of a deal.

How much work did it take you to make that much money in 4 days?

I didn't really do a lot, there's 30 days in your average month so 79.08 a day x 30 days is \$2,372.62 per month. It does add up from that one little site of mine. That was a little flukeish, the site really doesn't do that good, I happen to have really good days just I have my notes, it nets usually around \$1800 a month. It's livable. Here's what's exciting about the website, is I haven't lifted a finger for that website since I created in about 2001, I don't even remember when I made it, I don't even know how to log into my FTP server to change the website anymore... that's how long its been since I screwed with it. So its been pretty cool, so \$1800 bucks a month is what that one little website brings in. Now you guys made some references to my cars \$1800 bucks a months pays for my cars. I have in my driveway 3 BMWs, 2 of them are mine one of them is my wife's. I guess it should be the other way around I know, she doesn't care about cars, I get into them. Alright I have a 2003 M3, with the Formula 1 SMG transmission where you shift the gears on the steering wheel, really cool. I also have the 2002 Diamond Tuned Stage 2 X5, which is a 437hp car. I affectionally refer to that as

the red death machine. My wife drives a 2002 X5 which I bought for her because it was rated the safest car ever tested, period, by like car people probably car salesmen, but I think it is a safe car and I bought it for her. Now the M3 and the X5, the payments on those are less than \$1800 bucks a month, the M3 costs \$897 a month and the X5 costs \$777 a month, so that little parrot site pays for my car, for two of them, the other one I wrote a check for.

What was that saying you said earlier about...

Squawking bird buys deadly racecars, I'll look at that site and say god that is the dumbest thing ever and then I'll go get in the M3 and drive to the mailbox and back, which is my daily driving ritual pretty much.

Really put that thing to the test.

I mean there's no need to wear it out, I want to make the car last. Its like so many people, I think, and this happened to me and we get caught up in well you know money, we have to have money, we have to have this dollar figure coming in every month and people think they talk about internet marketing and they listen to people speak about it or whatever and you will hear a guy say I made 97,000.00 a month selling this fancy thing and its hard to imagine right, but if you think I can set up a site that will buy me a couple cars that's easier to understand at least for me so that's why I use that example, plus its kind and I like to talk about my neat cars because they really are cool and I really enjoy them.

So I have that site, and it was going pretty good. But you would have thought that that would have had my little addled brain working a little bit and I would have said hey how can I make a lot more of these and duplicate this process over and over again so I all I have to do is nothing instead of having these giant businesses with tens of thousands of customers who depending on me personally to solve their problems but I didn't. Fortunately for me my wife is smarter than me so she helped contribute to the early demise of my internet marketing guru career she helped me become an underachiever.. Thank you India and also the folks in Washington helped out a little bit there as well. But the world continues on. India prior to me being able to lead her into voluntary retirement, I'm not one of those guys who say honey you can't work, but it was a really important moment in my life when I said honey you don't have to work if you don't want to, but in her prior career before being a stay at home mom, she was a graphic artist. She worked for all kinds of companies all kinds of like government kiosk companies that did this weird stuff displaying military things to TV stations, you name it man, she's awesome at it... the graphics and strangely a lot of her friends would call her and ask her how to use this program called Photoshop. Which is kinda weird because none of my friends ever want to know how to use Photoshop. You know what why would just random people want to know PhotoShop, I don't know, they would call and it got to be kind of aggravating to her because she was like man this is not a brain dead kind of

program and I'm taking all this time to show them how to use it and what not and this is driving me crazy. She was also at that time looking at no longer working and taking an interest in what work I was doing because my internet business was finally was really taking off. I spent years not making any money and was ready to quit actually but it took off and she was like what do you do? I said well I sell a lot of stuff online. So India's getting frustrated and I come up with the idea because I have had a successful web business I determined that by god I was the smartest man in the world and knew everything there was to know about selling stuff online, after all I had a website that was successful... key word there 'a" website. So I say India I tell you what you ought to do you ought to listen to you genius husband here and let me take you by the hand and lead you to internet glory. What we are going to turn this Photoshop expertise of yours into some big major bucks and she said all right bad-boy... let's do it. I then started doing a little research and I'll turn you guys on to one of my secret weapons on how I did this later, some of you probably already know it but I started to do research and find out how many people were looking for Photoshop online every month and it turned out that about 113,000 people search for Photoshop every single month and I was like man, that's a lot of people you know, how do you like them apples, maybe if we can sell a few of them some Photoshop stuff then we will do pretty good. So I did some more research and I learned that 35,000 people about were searching for Photoshop tutorial on the internet so being a rocket scientist that I am I said hey if these people are searching for Photoshop stuff and my lovely bride knows how to use Photoshop and I know how to sell stuff on the internet, by god we can get her to make a Photoshop tutorial product and I can sell it on the internet to these 35,000 people and that's almost what we did. Long story short is India got pregnant with our daughter Nora and decided that messing around with Photoshop tutorials all day was not nearly as much fun as raising a child but the website continued... we actually got someone else to do it. So that website was born, which is also very very crappy its so crappy in fact that I let the domain name expire and now have it on this like ten foot long url, it was photoshopsecrets.com till I zoned out and it expired and someone else bought it from me and now it's the longer url which I can email to you guys later if you want to see it.

Your underachieving finally backfired

Yes I took underachiever a little to far

But let me tell you about the Photoshop site because it gets pretty good, I made the same notes from that February 13<sup>th</sup> to February 17<sup>th</sup> period and for one of my ads and during that period I had a whopping, colossal 348 clicks to my website, again I'm not trying to brag here but I can generate 348 clicks in 4 days... thank you. I know that's a major accomplishment. I converted again less than 1% of these people and in this case it was .87% of the people who saw my website bought. So let me look through my little notes here and bring up the sales for it.

I also ran some more ads, but all my stuff is ppc stuff. So, during those 4 days, looks like I had \$222.21 in sales for the Photoshop project, now I had some more traffic than what I showed you with the same structure though, ppc search engines. My total ad cost was \$43.85, to generate my traffic which was less than 1,000 people probably around 800 people total, which means I made a whopping, staggering \$178.36 net profit after 4 days "work". That's four days of letting my domain expire right.

\$178.36 ?

\$178.36, don't be short changing my major accomplishment, all right. I divided that by 4 again and got a net passive income of \$44.59 per day that that site is producing for me on average based on those numbers. Again you think well boy we got on this webcast to listen to Kern talk about making \$44.59 a day. Thank god for Frank Kern, he's a genius. Well lets add it up again, we multiply that by 30 days per month and we get \$1,337.70 a month that comes to me from that site, on average, some months are better, some months are worse, it's fairly accurate for that website. So that's pretty good, now keep in mind this is passive income. I don't do anything at all to make those sales other than make sure that my ppc ads are running and the labor involved in making you're your ppc ads are running is make sure your credit card stays good. So let's quantify that figure a little bit.

I did a little searching around, the fancy pants private school, every city I would assume has a fancy pants private school for kids, where do you guys live Austin?

Dallas

Surely you've got some fancy pants private schools for kids there. Here in Macon our fancy pants private school is \$600 a month per kid, so with that \$1,300 bucks I could send 2 kids, I ain't got but one, but if I had another one I could send both of them to fancy pants private school. I also did a little searching around and looked up mortgage stuff and I figured out at 5.9% interest, that would pay the monthly mortgage payment on a \$215,000.00 house, so another way to look at a crappy little \$49 and change per day is free house. It could also lease a Porsche 911 turbo, which I think is the best choice.

No one like Johnny's though.

No couldn't lease one like John Reese's, they don't sell those he had that thing custom made. It could lease one; I was doing numbers based on about a \$90,000 car. If you had to settle for one that crappy you could. I don't know if you want to be seen in only a \$90,000 car, but that's what you can do with that kind of cash. After that happened I started thinking to myself, you know maybe life would be easier if I had some more crappy sites like my Photoshop site and I started doing the math and I think I screwed this number actually, I have here in

my notes three sites that make \$44.59 a day is \$16,275.35 per year, I think I'm really off... I don't have a calculator in front of me, I think its more like \$30,000 something dollars a year.

I think its \$48,000.

If you had six of them at \$44.59 a day, that's \$97,652.10 per year in net passive income and the key word on this is passive, that's what would happen to me with the Photoshop, so again I don't do anything with the Photoshop site. Then I got really obnoxious and figured well what would happen if I made 50 of them and 50 sites that each only make \$44.59 a day is \$813,767.50 per year in net passive income with those numbers. So I got to thinking, you know maybe I'm on to something here with this little underachiever model. Those two sites were created before I really developed and actually paid attention to what I was doing so that's the wrong way, they way I did those sites was the wrong way and that's why I really haven't gone into the details of how I developed them because it was pure blind, dumb luck that they were successful and a little skill. Like I said earlier, I did minimal research, minimal preparation and I pretty much guessed at what I thought those markets would buy so it was the wrong way indeed and fortunately there is a much better way to do it.

I think you kinda half assed your way through there kinda goofed around.

Well if you want to use that kind of language...

I think the point is you were just kind of goofing around there and look what you stumbled into.

During the time I was making those I had these huge businesses within the internet marketing community and I had literally tens of thousands of customers who relied on me personally and that's a bad idea by the way to generate that many people who want stuff from you as an individual you know to help them. So I was definitely screwing around I didn't have any item nor did I have mental resources I was constantly devoting time to that business I had built and to those customers and you know tens of thousands of people when you are selling them products about internet marketing you get a lot of customer service emails, a lot of questions, a lot of stuff, it was tough. So lets talk about now if we can the right way to do it because fortunately again this comes down to getting sued by the government that was a good thing that happened to me I'm glad they did it, don't want them to do it again, I'm glad it happened. I was forced to come up with really formulatic approach to it.

Here's the right way to do it, the focus on the underachiever method and I'm looking now at the cheat sheet if you guys who are listening along, I know you Nitro fellows are into this cheat sheet business so I am going to try to stick to it pretty good here. The focus of the underachiever market is to find small and

ultra-targeted markets and you want to find the market that you know is responsive. Then you want to find out exactly what they want to buy from you in their own words, you do not want to guess with this. So that's step 2, find out exactly what they want to buy in their own words, the third thing you need to do is, here's where the rocket science comes in, you need to sell them exactly what they just told you they wanted to buy, and there is an easy way to do all of this and I'm going to tell you how to do it on this web cast.

What don't you want to do starting out?

Well normal internet marketing, like I talked about earlier and this market especially it involves trying to sell to a really big market and I'm again using us as an example here in the internet marketing market and selling to a large market that has tons of competition. An example of that is our market, the how to make money market, unfortunately this is what a lot of people go into immediately. They get an ebook or a course about selling internet marketing stuff and the course says you should join my affiliate program and promote my stuff and then these people bang their head against the wall trying to compete in this market place. Unfortunately, this is a market that is really hard to sell to. We have tons of market saturation, there is a new guru out or someone that thinks they are a gurus every week with a new ebook or course about how to get rich or whatever so naturally the market has tons of skepticism and they think everybody is full of crap and they are spending so much on the other guys, it is a miracle they have enough to spend on you, so that's a hard market to sell to

I think you've heard that more than once, that feed back from customers of yours more than once.

What all that selling to the make money crowd is hard?

Yes, all that stuff about new guru a day and everyone is trying to rip you off and all that...

Oh god man I have people cloning my stuff all the time, but whatever people in that market want to do, I mean, I'm done with it, I don't want to say I don't care, that's not where my mind lies. I devote 100 percent of my time to actually doing what I'm talking to you guys about now, which is not common practice

So what you are saying is what you don't won't to do is create a product first. Nope, you definitely do not want to create a product first, and I have two sets of notes here guys, so if I get off the cheat sheet here just kind of reign me in a little bit.

But then what you did say is instead you want to find a market.

Yes, I do, I want to find the market first. There are three things you have to have to have a good market.

Well let me back up about markets, there's something that's written in the cheat sheet and I learned this the hard way. A product is never ever, ever, going to take out its wallet and give you a credit card or a check or a dollar, only a person can do that and that's why this whole system and no matter what kind of business you're in your focus should always be on the people that are in your market. The market is the fundamentally, most important aspect of your business ever, period. Without your market, your business is dead, product is nothing. So, here are the basis steps to success... I'm just going to stick with the cheat sheet for now it's easier for me guys... I hope that's cool.

The first thing you want to do is you got to find your market, period, you find a group of people to sell to, you find out what they want to buy and then you give it to them. The mystery step nobody considers on this is that you want to do that over and over again. You see most people just bang their head against the wall to find one market and create one site and then they are done and then they obsess over that forever, that sucks, that's a lot of work. You get one set it up, put it on auto pilot like I did parrots and Photoshop and you move on to the next one, you make a bunch of them and then with any luck you have a lot of sales coming in everyday while you're out screwing around. Like I said the first step is you want to find a hot market, a group of people that you can sell something to... we haven't even mentioned product, so a hot market is defined by three primary characteristics. I learned this from Jeff Paul, by the way. The first and I don't want to say it's the most important thing they have to have but the primary thing is they have to be insanely passionate about whatever it is that market is into. Classic example is golfers. Jeff Paul, my teacher, mentioned obviously, called it an irrational passion, and you've probably met people like this. You remember the Beanie Babies or something where they were just completely irrationally passionate about Beanie Babies. Then they'd spend like what like \$1,200 or more on this stupid, I shouldn't say stupid, maybe people are into it who are listening, sorry, but to me this dumb little stuffed animal thing. That's the kind of people you want, insanely, irrationally, passionate, just wacko about something, it could be anything.

The second characteristic about your market is they absolutely have to have money and a lot of people overlook this. Many of us and I've done it too because it's easy to fall into the trap and say awww here's an insanely passionate group of people who are interested in getting free cable because they don't have any money to pay the cable bill, well you know, hey if they don't have any money how are you going to sell them something? So they have to have money and there are ways to find out and I will share that with you all.

The third, extremely important characteristic, especially for success online, is they have to be great in number and they have to be easy to reach on the

internet. What I mean in layman's terms is there has to be a lot of them and you have to be able to advertise to them quick, fast and cheap. I guess quick, fast is a little redundant, fast, fast, and cheap. So you basically want a bunch crazy people with money essentially if you boil that down to one statement. So your first step is to find this market obviously. There are a lot of places you can look for a market, one thing that I love to do is browse the magazine racks at the book store. You probably heard this before but it is just as a wealth of market information and it also a great excuse to go screw off for a while and tell your wife that you are working, doing market research. What you want to look for when you're browsing the magazine rack at the bookstore is subculture. That's a group of people who speak their own language who have their own prominent people, recognizable figureheads in that market place and with any luck they even have their own events like seminars or whatever.

A great example of a subculture is the internet marketing crowd, although I do maintain it is not a good market to sell to. If you think about it the internet marketing crowd speaks its own language, right, we talk about conversion rates, click thru, banner ads, ad words, email signatures all that kind of stuff, normal kind of people have no idea what the hell we are talking about when we say that stuff, so that's our own language, we have our own figureheads in the market, there are certain people, you could say a name in the internet marketing crowd and everybody would know who it was like if I say something like Cory Rudul, everybody knows who that guy is.

Rick James

I'm just going to let that be you man, now you've screwed me up... I totally forgot what I was saying. I was thinking Dave Chappell

You were talking about your research on ways to identify subcultures.

Right, subcultures, oh yea and us being a subculture and we also have our own events where we have all these internet marketing seminars, with stuff like Big Seminar and that other one. So, we are a subculture, so if you can kind of transplant the characteristics of our market onto another market, and again it has nothing to do with making money, just our general characteristics, then you could be onto something pretty good. Another way to find hot markets is to watch TV and to wait for the... I'm just going to go ahead and use profanity now.. I've gone so long... I call this "can you believe this shit reaction". I'll give you a story. My wife and I like to watch that show Sunday Morning, with Charles Osgood. You guys probably don't get up that early because you're too busy out carousing, but anyway we watch this show Sunday Morning, I think this is what its called. Charles Osgood is on there, is the dude's name and they do these random stories pretty much about like how horrible everything is in the world and then they will have random miscellaneous stories about something going on in America and they had this one story one time about chickens about people how

we have this craze right now in our country where people raise chickens as pets, you guys seen this?

Ut un

Well that's because you're illiterate... anyway, they are interviewing all of these people from all of the country, man I mean guys in Maryland have these little hand made chicken coups that the father or dad of the family got out there and painted it and made it by hand from some mail order chicken coup kit, just all this crazy stuff and I look over to my wife and say "Honey, can you believe this shit?" I mean there are people flipping out about pet chickens, I live in Georgia and have spent plenty of time in rural Georgia and believe me, no one down here is making damn hand painted, mail order, chicken house kits for their pet chicken. So if you can find something that gives you that kind of reaction about people then you could possibly be on to a hot market as well. I later went on to do a little research and found out that over 100,000 people were looking for chicken information on the internet by typing in the word chicken, so I never did anything with the market, but still I maintain it could be a good one. So that's another good example of a way to find hot markets. Another way to do it is to talk to people who you know are crazy.

I usually dial up you for that.

Keep it coming there tough guy.

So what do you mean by that, talk to people you know are crazy.

I'll tell you it's the conversation that spawned infomillionaire which is another product I made a couple years ago which took off like crazy, amazingly hasn't been cloned yet. I probably shouldn't have said anything about it, it will be cloned now. Anyway I'm hanging out in my front yard, getting my mail, actually and this guy, Walter, who's parents live down the road from me, I went to high school with this guy, pulls up in his truck and we start talking and I notice this beat to hell, photocopied manual thing he's got sitting on the front seat of his truck and being nosey I look down at it and I see it's all about model trains. So I'm like hey man, what is that thing? I don't know it looked like something out of the uni-bomber's house, it was this, it had this passed around from person to person quality photocopied kind of stuff and I'm like what's the model train thing? He's like my father and I are real big into model trains and I said no kidding and he said yes, he starts going on and telling me the 400 zillillion things you ought to know about model trains, which incidentally I am not interested at all. So he tells me about how he and his dad have turned their entire garage into like model train world and then goes on and this is what got my ears perked up about it, he goes on to tell me in doing so they spent a fortune, he's like man you wouldn't believe it, these trains are, some of them can be like \$1,000 bucks for one dumb, little, old train and we had to buy the RJ45 Superconnector 2000 from this dude on E-

bay and it was two grand or whatever and I'm making up these terms here, so I look at him and say hey man are there a lot more of yall out there? (Meaning are there a lot more people who are obviously insane when it comes to model trains) and he says oh yea dude, we have magazines, we have an annual events, all kinds of stuff. Turns out the model train market is just like us, they have seminars, they definitely speak their own language, they have famous guys in the model train world, whole nine yards, so I did a little research and figured out model trains are a perfect market for that and I no longer sell infomillionaire, at all but if any of you guys are listening to this that have it if you will go and revisit it you'll see actually how I did the research for that thing, never did make a product by the way so if you guys want to make one, have at it. I still maintain that it is an excellent market. So basically what you want to do is you want to keep your crazy person radar on at all times and I'm going to give you some more specific ways to drill down into a market, but this is how you get the idea of a market pretty much of people to sell to. Now every single market example I've given you guys to day I have absolutely no interest in at all, I don't know anything about parrots, I don't like them. Can't use Photoshop, crashes my computer, don't have the patience to read the manual, have never watched my own tutorial.

Now see that's another area you are in direct contradiction to what a lot of people are teaching... they coach their students they have to be passionate about the business they are in but you are saying that when it comes down to it, it's all about making money not how much you care about that market.

No, you definitely don't want to care about the market.

It's not going to make more money just because of you passion for it.

Yes, you know listen I used to be really into Frisbee golf, okay now if I were to follow these people's advice then I would go out and I would sit down and create a product about Frisbee golf and then I would try to sell it to the seventeen other people who are interested in Frisbee golf, you know its stupid so as pleasant as it sounds to focus on selling products about your own passion the fact of the matter is it is easier to sell stuff based on what other people are into. There are more of the other people out there than there are of you and you know they're giving you money or the other way around and you want to focus on that.

Lets move forward here. You need to have this market, any market you find they have to have some money obviously so I wanted to give you some tips on how to find out if people have any money or not.

You found the crazy people, now you need to see if those crazy people have some money.

Right, so they can therefore buy your stuff. So the first thing you want to look for if there is a magazine or two or three that serves this market and this is very very

important and I know that we are not advertising at this stage in the magazine but it is important that the market is able to sustain a magazine and here's why. First of all a magazine would not be in publication if people weren't buying it. So that tells you right there that there is a market large enough and active enough to sustain a magazine which is a pretty tremendous operation.

The second thing it's going to tell you is this, you have to know a little bit about the publishing industry but I think everyone that is listening to this probably inherently knows this a magazine would not exist if weren't for advertisers, right. No one has ever bought a magazine that didn't have any ads. So advertisers are not going to continually advertise in a magazine unless people are buying the stuff that they are advertising. So therefore, the existence of a magazine tells you two things, that they are spending money in that market to buy the magazine and keep it in circulation and they are telling you that the advertisers are getting sales and customers from the ads they are running in that magazine. So these are good signs that those people have money. The second thing you want to do is you want to examine the existing buying habits of the market and I'll give you an example, let's say competitive body builders, in my version of this hopefully Matt you left it in there and forgot, in my version of the cheat sheet it says example competitive body builders like Matt's mom spend huge sums of money on body building supplements, books and gym memberships every month. Did you leave it in there?

No, I think it all stems from you're still kinda sore cause my mom beat you up, she was working out, anyway.

If only this weren't live, I have such a good come back to that.

So anyway, the women of the Gill Family are competitive body builders and if you have ever known competitive body builders or people into body building at all, these folks are about buying supplements, books, gym memberships, books about gym memberships, and about supplements, I swear to god they exist, I saw one the other day a book called Supplements that Suck by Bill Phillips, same guy that wrote Body for Life. Anyway, these guys spend tons of money on their passion so it's another indicator their existing buying habits. So you may be able to say hey are there a lot of people selling stuff to these guys already. So once you establish they have money by using those two basic methods I just told you, there are other ways too, but those ways will get you pretty far then you want to find out if they are great in number and easily reached and the easiest way to do this is to use Overtures search term suggestion tool. They also call it their inventory tool.

There is a link on the cheat sheet. We will do this in real life if you want to. If everyone will click on that link or go to <http://inventory.overture.com> there is no www in there. If you go in there type in body building. Matt what's the number of searches every month?

I'm not there right now.

Listen man... Here I'll do it real quick, first of all let me back up before we go into the numbers here. You want your market to be a certain size ideally 30,000 to 100,000 people are what I look for. I think if your market is more than 100,000 then you need to target it more tightly. I'm about to use the bodybuilding thing as an example. If it is less than 30,000, might not be enough, there just aren't enough people looking in a lot of cases to sustain your business. Look between 30,000 and 100,000. Now I've gone to Overture's search term suggestion tool and used the link that I told you, I typed in body building and I hit their little go button there and it tells me 228,281 people searched for body building for the Month of March. Now is that too big or too small?

According to your formula that right in there, right?

No man, pay attention it's too big, 228,000 is more than 100,000 people

Oh I thought you said 28,000 my bad.

The market is too big, but if you look down below the second greatest searched for term in the body building market is female bodybuilding. Which why I made the tasteless joke about the Gill Ladies. I just hope they don't come kick my ass now. 19,644 people searched for female body building, now that in and of itself is less than 30,000 so we might be lead to believe well that's too small but if you look on down the list, probably to the 5<sup>th</sup> slot, there is also 9,506 searches for body building woman, so that brings us up to 28,000 right there and if you scroll on down a little bit further you also see 3,786 people searched for women's body building. So, if you add those searches up and there's more, there's 1,700 people who searched for female body building picture, yadda, yadda, yadda, but if you add these first few searches up you will see that we are over 30,000 people in the women's body building market. Incidentally I don't have a product for this, I don't intend to make one, I've got a billion of them I'm already working on if anyone wants to steal this idea, please go ahead and let me know how you do but the idea is over 30,000. Now question, do you think you could consider women body builders to be a subculture? Yes or No

Yes

Right, do you think they speak their own language?

Most definitely I'm sure they do.

Do they go to their own events and stuff?

I'll bet ya they do.

Yes, sure female body building competitions and all that kind of stuff. So it's a great example of meeting that criteria. Do you think they are insanely passionate about body building?

I'd say they probably are.

Yes man, it's probably not easy to get that strong and that well defined especially when hormonally, I don't think anyway, you are put together to get that big, so they have to work really hard at it, so yes, sure they are obviously insanely passionate. Now we used the body builders as an example so we know that body builders have tons of money or at least spend tons of money in that market. Women body builders probably more so because it's more of a tightly defined market. So we've hit the first two steps, we've found the market of people, we've determined that they are irrationally passionate, you've got to be irrationally passionate to go to they gym anyway I think, to me very unpleasant, we have established that they have plenty of money, they are great in number and easy to reach.

The next thing we need to find out is what they want to buy right now. And this is where tons of people drop the ball so folks listening to this pay close attention, we have not even considered a product yet, at all. But if we don't find the market and then go oh what these ladies want to buy is the Female Body Builder's Guide to Gym Socks or whatever, right we don't know what they want to buy. We are not female body builders, at least I'm not, I think Matt was before the operation.

So instead of assuming or just rolling out what you think these people want to buy, how do you go about finding out exactly what they want to buy.

Well I offer them a bribe in exchange for information and in this case I'm just bribing them to tell me. I do it through a web page that I call a flycatcher page. You can see a real example of a flycatcher page that was responsible for a site that remains profitable to this day by clicking on the link in your cheat sheet.

It is [www.underachieverformula.com/webcasts/ask.html](http://www.underachieverformula.com/webcasts/ask.html)

So if you go to that website you will see a page, Matt please read the first few lines.

WEBSITE:

**Dear Fellow Japanese Garden Lover,**

I know your time is valuable so I'll be to the point.

***I need your advice!***

<http://www.underachieverformula.com/>

I'm putting the finishing touches on a new e-book that's all about Japanese Gardens and I want to make sure I don't leave anything out.

So, will you let me know your biggest question about Japanese Gardening? It could be anything...even if you think it's silly.

All you have to do is type your question in the little box below and click submit. In exchange for your advice, *I'll give you a free copy of the book* when it's ready. (Should be a few weeks.)

So what am I doing? I'm bribing them for information. I'm saying folks if you'll just be so kind to tell me what you want to buy I will give you a copy of the product I create tailor made to your needs as soon as it's done.

Think about something that you're real passionate about and imagine if someone was going to give you something free in that market just for giving them a piece of your opinion.

Yes and typically people who are really into something like I used my Frisbee golf hobby, If I saw a web site like that I'd be like sweet man, I'd be like I want to learn how keep from throwing the disc in the damn river in hole number 5 in the black mountain Course, which was a constant problem for me. So that's the next step in finding out what they want. The way you do it obviously I just showed you the page, you're free to rip that off. I send traffic to the page by using Google Adwords and I'm not going to go into great detail right now about using Google ad words, but the way Google Adwords works is simple. If someone types in Japanese Gardens, and someone sees your over on the right hand side of the page. Now the case study that I have given you guys in the cheat sheet, I show you my actual ad for my Japanese Gardening book. My page is cut off, but you could probably type in Japanese Gardens at Google you'd probably see the ad. It says something like discover a quick and easy way to create a Japanese Garden. And there is my link.

There's the link.

How about that.

Now look, is that world-class copywriting? You can say no, it's not its horrible, it's just blah, here it is, there's no hook there or anything.. but it's working and its what I use to get people to go to the site. So what happens is they go to the site, they type that in, the see my ad and they go to the site. The whole process works like this, you find a group of crazy people, they do a search in Google and they see your ad, they therefore click your link, they land on your flycatcher page, that's the Japanese Garden page I just showed you guys and then they tell you what they want to buy. Now, its very important before we go any further you know how to do this the right way because I screwed up with my hummingbird

book and I thought the project was going to be more successful than it was. You notice that the Google AdWords ad that I have there for Japanese Garden, it looks like an ad does it, it doesn't say you are going to get anything for free, it doesn't say free ebook if you tell me what you want for anything like that, it looks like an ad. You want your ad at this stage to look like an ad. The reason why is if you offer the free bribe directly in your ad, you're going to get more traffic than you normally would and ? your research and your brain is going to say awesome! Tons of people clicked on this ad, when I launch the product I'll make a ton of money and you may or may not but if you make it look like an ad to begin with you will have a realistic amount of people clicking. So you want to imitate the actual selling process as closely as you possibly can. If people in your market are going to click on an ad in Google knowing its an, then you've already cleared one hurdle. Right, you've already determined you can drive traffic to the page. So that's that , but obviously if they are only going to click to get something for free then how are you going to know if you can sell them something later, you cant. At this point before we go any further, lets say you've got your little flycatcher page up and running for a while at this point here is what you are going to know about your market in general, and the reason why is if no one clicks on your ad in Google, then your market is not responsive, the market is not responding to your advertising. If you get clicks, then that means they are interested. Obvious stuff I know, and that is why I do it. Now if your market is responsive that? You will know if they are responsive to the general offer because if they won't accept your free bribe then they certainly won't pay but if they do accept your bribe you are on to something. Here's what I mean by that. If a guy clicks on your ad and goes to your site that says I'll give you the book if you just type in a question and says no, then what do you think is going to happen if he see the page that says I'll give you the book if you give me some money. He ain't going to buy it. You know how hot they about the actual concept. The third thing you know and pretty much the most important, I'd say in this case is you know exactly what they want. Because they just told you in their own words what their biggest, most nagging, most pressing problem about, in this case Japanese Gardening is. Which is funny because Japanese Gardening is all about being tranquil and here I am if you tell me your biggest Japanese Gardening problem... I can see the guy bending over the maple shaping the limbs thinking this driving me crazy.

I think you said something that was pretty important I think bears repeating you said if they don't accept your free bribe then they are sure not going to pay you anything later.

No, and the large part of success online is know when to move on to something else. If they won't take the bribe, dump it and just go to another market.

But if they do accept your bribe, you may be on to something.

Yes, you are definitely maybe on to something.

I was just looking, go back one step. At your Adword Ad, you include the price of the product.

I include the price of the product. It is probably worth testing to include it in the initial research cause once I include the price and this, I don't want to spend a lot of time on the mechanics or the logic behind that but basically it is called a negative qualifier because I pay every time someone clicks on that ad, I don't want tire kickers, I only want people with the greatest probability of buying my stuff. And this is after I've made the product, right. So that's why I throw the price in there. See what I mean. I'm glad you caught that, thank you.

Okay, so when you're selling it as a paid product you want to use a negative qualifier in there so you don't get a bunch of junk traffic.

It depends really, yes if you're not getting the conversion that you want; no, if you are. What I mean by this if you are getting 1000 hits a day and 1% are buying and you're making \$600 bucks or whatever then don't mess with it. But if not that many of them are buying and you are barely making money one quick thing to do is to put that negative qualifier. It will cut down on your traffic but you sales will probably remain constant.

All Right

That simply means more profit, the less you spend on advertising the more you keep in your pocket. So before you do anything else because we've come to a critical point, we're almost ready to make the product. We're backwards from what most people do, most people make product first, and be like hey I'm going to push this down your throat and then say people hey the people teach you marketing are full of crap so before you do anything you want to make sure at least 1% of the people seeing your ad are clicking it. Google AdWord stats will tell you this at a glance. Give you the exact statistics. You want to make sure that at least 10% of the people that click your flycatcher page actually take your offer and submit your question. That number is not set in total stone; I've had it as high as like 30% actually the Japanese thing was that high.

You had 30% response, wow.

Yes, not the sales now, the people filling out the questionnaire. And using that verbatim template that I gave you guys, you're free if you want to use it just don't compete with me any markets or else I'll show up in your yard with a flame thrower.

The next thing you want to know before you make any moves you want to make sure of is that they are asking you real questions and not a bunch of crap. This is

important. It's one thing to have them asking questions and submitting information its another thing to have them submit stupid questions that are meaningless and indicate that they are a bunch of idiots. I had this happened to me once and is why I feel so strongly about it. I decided I would try to go into the motor cross market and I put up a flycatcher page and everything was looking great until I read the questions and a huge amount of them were questions like "Do you think Bobby Widestafter is gay?" and stuff like that. It was kids, you know teenage kids just talking smack about dudes in the motor cross world. So it's important to make sure that's not happening.

So one of the flags to look for is to make sure you have real questions.

I've only had it be that one thing and I did appeal to a young, male market, so there you go. I didn't realize how long this cheat sheet was man, geeze.

Here's how you get your products created. You know what they want now. You know there's a lot of them out there. You know they have money, you know exactly what they want so now you've got a much better chance than normal of your project working. It's time to create the product. The last thing you want to do ever is to create your own product. The reason why it takes too damn long and the real money is in marketing. It's not in writing, there are like a handful of writers out there making any money. There are a lot of markets out there that make any money, or actually do it right anyway. You can write a killer story and never make any money. You write a killer ad and you rock.

There are two places to get your products created. One is a place called Elance.com the second is a place called Rentacoder.com, both are very good. They both work in a similar fashion to the way E-Bay works. You go there and where on E-bay you'd say something like I have this sofa how much will yall give for it on, Elance and Rentacoder you go there and say I have this project how much will yall charge for it. You have a bunch of people who will bid against each other to write your ebook or make your downloadable videos for you or whatever. What is also very nice about both these services is you can see feedback about the people who are bidding. You can see who has used them in the past and what those people had to say about them and you can even see samples of their work before you give them any money or commit to anything. So every step we take is really whittling down obstacles to success. We whittle down obstacles by making sure the market is irrationally passionate as Jeff Paul would say. We whittle down another obstacle by making sure they have money. We whittle down a major obstacle by making sure we know exactly what they want before we make the product. Then we whittle down another obstacle by making sure we only deal with people on Elance or Rentacoder that have done work before. We whittle down another obstacle by looking at a sample of their work to make sure it's good. We whittle down another obstacle by making sure that the people who have hired them before say good things about them. You

whittle down enough obstacles, pretty soon you don't have any more obstacles. That's the entire goal.

Then you can just loaf your way through creating site after site.

Well, you know... that's a little glamorized, it's not that hard, there is really not that much to it once you do it a few times and know what to do. It's hard to screw up when you know what they want to buy and you know your market cold before you go into it.

Once you've hired one of these writers like from Elance or Rentacoder and they write your ebook for you and you go and start selling it, how do you gauge response, like how do you know if you're doing good or not?

Oh like how do you know if you are rockin? That's a great question. Well if the ebook is good you won't get a lot of refunds. If the ebook sucks, you'll get a lot of refunds. That's the only answer I have to tell you.

Pretty straight forward.

That's the way I do it. I don't know anything about Powerpoint. I have another Powerpoint tutorial about hummingbirds, is why I said that. I do now a little bit about Japanese Gardening actually because I like it and I have a lot of maples here. So for me to sit down and read the books and agonize over whether or not they are any good is going to be pretty pointless. I'm not even going to know if they are any good because I don't know what the hell they are talking about anyway. And that's why you want to use Elancer or Rentacoder, you only deal with people who have positive feedback from other users and people who have made plenty of stuff. So you whittle down that obstacle. Could the ebook still such potentially? Well yes, it could but it's doubtful if you are using someone who has a good reputation who's done this before and another way to make sure your book is good and this is what I do. Is you follow the underachiever book creation process. Naturally wanting to put the work off onto as many people as you possibly can, you use the information you got from your market to give to the writer to create the book. So basically, you hire an author from one of the sites I gave you and all you do is give them the questions that your market gave you. That's what the book is about. You don't have to sit down and say I want you to write a book about this, this, this, and this. You say all right, you're hired, here is this bunch of questions these people want to know and then you tell them to answer the questions and make a product out of it. And then they do the research and handle it. So unless the person is brain-dead then they can go out and see that the guy asked what's kind of climate should I plant a Japanese Red trunked Maple if I live in Michigan and it's too cold, then they can figure out how to put it in the book.

So the specs you hand over to the writer is the list of questions that people submitted through your flycatcher site, correct.

That's it, and then the author then takes the questions and answers them, but he doesn't just type out question/answer, they make a book out of it and that's what you're paying these guys for, they are ghost writers and they can make it into a coherent, normal sounding good book.

I get this question a lot so I am going to answer it in advance. My ebooks are usually around 80 pages, they are pretty good. I've had some of them that sucked, it going to happen if you do enough of them. But overall they are pretty good, people like them. I had a lady I used exclusively, she charged me \$450 per book, which I thought was great. Then I made the stupid mistake of telling everybody who she was and now she's too busy. But I try to pay around that. If the guy comes highly recommended, I'll pay a little more. I recently hired someone, to give you an example how realistic that is to have to pay that range to have a product made, I recently hired someone on Rentacoder to make Powerpoint tutorials for me. She made 18 Powerpoint tutorials, over an hour of stuff; these are videos, screen cam videos for \$580 bucks. Yes man, it would have taken me a month, well I don't know power point, it would have taken me years really to make it. You're not really looking at a lot of money. Once you have your product, you have to write your sales letter, put up a site and send traffic. The hardest part is going to be writing your sales letter, that's the X factor. The way you write it is you want to use the exact words of your customers. Every question they submit to you is basically sales letter ammunition. They are letting you into their vault, so to speak.

Is the language that they submitted used in the sales letter? Repeat it back to them, right?

Yes, repeat it back to them exactly. You really want to make their main questions your primary benefits and your main bullet points. For example, if I had a flycatcher page and it's what your number one question about Matt Gill? If the primary question that you got over and over again was How do I keep Matt Gill from calling me on the phone and breathing heavily over and over again at all hours of the night...

Purely a hypothetical situation.

It's a known problem in a lot of circles, then your sales letter's headline would say something like "Finally, a breakthrough way to keep Matt Gill from calling you on the phone and breathing heavily night after night", that sort of thing. If their other question was something like "How do I keep him from showing up at the house wearing ladies clothing?", which is another known problem, then your sub headline would be... and also you will learn how to keep Matt from showing up at your house in ladies clothing and so on and so forth. You're just speaking their

language, you still need to write good copy but it really eliminates the need to really agonize over what you are going to say.

So when you've done that your next step is to turn it on, basically you already have your ads in place, you already been driving traffic to that flycatcher page, so instead of sending traffic to your flycatcher page, now you just send them to your website and you see what happens and then you measure your success. You look and see how many hits you are getting and then you look and see how many sales you're getting and once you tweak your sales letter and get it to where it's profitable my advice would be to move on and make another one.

So, I've heard you say before it's kinda like that old soap commercial, rinse and repeat, right?

Wash, rinse and repeat man, I mean, see a lot of us we've learned that well you need to build this huge back end for your business and get tons of affiliates and you know, yadda, yadda and build a big list and well, you should I guess technically, yes, I'm not going to disagree with that but it's a pain in the ass and for a lot of people it's just not going to happen and especially if you have a short attention span like me its unappealing, its more fun to go out and make another one. What really happens is if you do this correctly and the sites work and some will work and some won't and if you follow the steps I gave you, you have a much better chance of them working than not working and what your end result is you have this stable of websites that consistently bring in sales even if you're not around. The morbid example I like to use is even if I was dead, my sites would keep on feeding my family, unless the internet blew up or something and that would only happen if Al Gore got mad

Oh John Reese

Yes, or John Reese.

So, that's it. Repeating the process is probably one of the most important things. You make one site and it makes a couple hundred bucks a month, hey make another cause its probably going to continue to make a couple hundred bucks or a couple thousand or whatever for a very long time without you messing with it.

Cool!

Real cool. I have thirteen different products right now and I segment my markets very well, so I have over 197 sales letters that sale one product, speaking a different language to a different market, I won't tell you what the market is. I've got another product I just released with over 600 different sales letters selling to that market. So you know you could just keep on cranking them out.

So when you say sells letters, I'm assuming you take your standard sales letter and just modify it.

Yes, I learned this from Dan Kennedy and applied what he said, from listening to one of his courses. Everything I know I got from going to a seminar or buying a home study course, usually buying a home study course cause I could never afford the seminars until I was an invited guest, the irony there. Dan made this point one time and he said listen, time management courses for realtors are no different than time management courses for bankers, butchers, bakers or for candlestick makers, it's still a time management course. So all you do is you have the same product and you just have a different sales letter. Cause time management is time management. You know, does time some how morph for you if you have a different career? No When I say I have different sales letters that's what I mean, I just segment it to different markets.

I know we kinda put the reins on you tonight we tried to get you to cover a little bit about a whole lot, but I know for a fact cause I've seen it, but you go into quite a bit more detail in the conference or course that you put together that covers the whole underachiever method there.

Yes, I think more detail is...

An understatement, when it showed up and plopped down on the porch it's like what 12 pounds or more?

It's 14 pounds of stuff. What is in that thing, it's huge... I made it with my partner Ed Dale. His wife just had a new daughter and he could not join us so he delegated me to do the call and

Can you briefly explain some of the things that are in there?

Yes one of the most beneficial elements to the package I think

Everybody can follow along and see what's in the package if it is something that interests them by going to [underachieverformula.com/nitro](http://underachieverformula.com/nitro) or you can also click on the image in the real player that's in front of you and follow along with what Frank is talking about here.

Here's what's in this thing. It is an enormous package and its one of the primary reasons I quit teaching this stuff because I have really run out of things to say. What more can I do? There are 12 hours and 54 minutes and 34 seconds of screen cam videos where I actually personally show you how to do all the stuff I just talked about. How to set up Goole AdWords. How to set up a flycatcher page using Alex Mandosia ask database or another service if you like. How to follow up with your customers if you want to. All that stuff. I actually walk you though the process of using Elance. I show you how to get someone to bid. I

show you how to build a website without knowing how to use any code or software. I show you how to make an ebook downloadable. I show you how to get set up to take credit cards without getting a merchant account. How to use Clickbank. I show you how set up an affiliate program. So I show you all that kind of stuff that you might be going yes, but how do you do that? I show you personally how to do it in these videos. You don't have to look at me, lucky for you, you see my computer screen, you hear me walking you through it. It's like you'll notice I'm clicking here to make the ebook downloadable.

Those videos you made are pure gold. That's one of your specialties is doing those screen cam videos where you actually walk people thorough step by step and show them exactly how you do everything that you do.

Yes, it's actually easier for me than writing and I think people learn better by watching someone do it than by reading a manual and I think there is evidence for that by the fact that none of us know how to program our vcrs, they all come with manuals. Obviously, videos work better if someone just shows you what the hell to do. I made those in 12 hours and 54 minutes. I have 6 CDs of unedited audio from of my partner and I, Ed Dale's sold out Underachiever Tele Boot Camp, that's about 7 hours of stuff on those CDs, that was sold out we did it in December, it was awesome. Ed Dale, who I affectionally call a tubby nerd whose revenge will be great for that joke on him. He was doing the same formula at the same time I was and we had never met and he had some slightly different approaches to it that he was using and then we met at this conference at San Francisco and became great friends. He did one ad that did I think it was one hundred thousand something dollars in sales from one ad selling a little underachiever style product. It was one that he did with his sister in law, you can hear how that happened which is great, people love that. There is also a 2 hour video of Ed teaching his first underachiever client how to get started and you get to see his first client, you get to see his pregnant sister in law talk about how her site took off. You see all these other people from Australia who have no idea, like really computer illiterate, and they walk through and talk about how they started their business. It's really easy to relate to them if you are tired of hearing from people who are already really successful, you can hear from normal people who did this. Then you have 4 hours of audio on cd from Ed, where he is explaining his version of my method. Then you have 3 hard bound manuals. You hve one called How to Find Kick Ass White Hot Markets that are Eager to Buy like Crazy this is you combine everything that I just told you with another process that Ed created called due diligence which makes this really laser focused method to find hot markets and it comes with these worksheets that you can actually follow along and fill in the blanks with and you can actually chart your process. The second manual is How to Write a Killer Underachiever Sales Letter, it has never been released with the exception of this course, except for a live, seminar environment, you guy are the first people to hear about it unless you've seen me live. It walks you through how to write sales letters as an underachiever without being a particularly good copywriter and if you've seen my

parrot stuff or Photoshop stuff, if you go to my Labrador site labradorsecrets.com you will see that I am not a particularly good copywriter. The third manual is how to crank out website after website without writing a single line of code, this is a hardbound workbook that you get. It is extremely beneficial if you are like one of the majority of clients that I had that would write to me and say you know, everything is really making sense to me, I can understand this, I can see how I can do it, but building a website is driving me crazy. I cannot figure out how to use Dreamweaver, FrontPage is giving me fits. I found a way where you can make a website without knowing any code, using any software at all, it's really awesome and that workbook walks you through the process.

**For more information on the Underachiever Formula package, visit <http://www.underachieverformula.com/>**