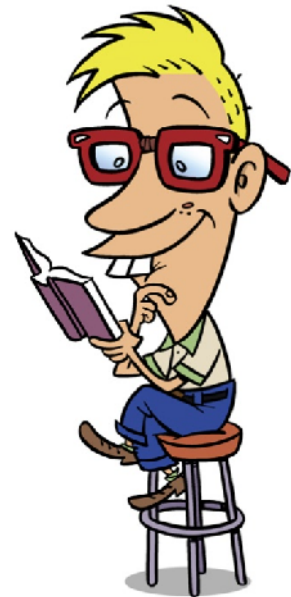


# MY NOTE TAKING NERD

*“Giving You The Edge”*



**What My Note Taking Nerd Learned From  
Frank Kern's Mass Control 2.0**

## **\*\* With any good promotion YOU MUST PLAN THINGS OUT**

Ed Dale and Frank Kern planned out there UnderAchiever Mastery Course in a coffee shop in Japan.

They used a mind map method.

You first must have a **TARGET DATE.**

Here is an example of what a Planned Launch looks like:

- ▼ ☒ Underachiever 2 Roll Out Target date: January 15th?
  - ▼ ☐ Filter out pre-buyers, create anticipation.
    - ▼ ☐ Goal is to generate opt ins.
      - ▼ ☐ 1. **FRANK** Give out Viral PDF telling parrot story.
        - ☐ Anthony or Marg to write?
        - ☐ Try Marg first, offer to pay.
      - ▼ ☐ 2. **FRANK and ED:** Host free teleclass telling "Post FTC rebuild" story, creating open loops.
        - ▼ ☐ Model after Jeff Paul call.
          - ☐ Get Ed a copy of Jeff Paul outline.
          - ☐ **FRANK** write script
          - ☐ Alex Mandossian host?
      - ▼ ☐ 3. **ED:** Possible Streaming Video of Gold Coast Friday night intro where we tell our sordid tales of woe and accomplishment.
        - ☐ Edit out any actual "how to".
        - ☐ Maybe film additional "pitch" at the end if need be to make it more cohesive.
      - ▼ ☐ 4. Streaming videos of promos of initial conferences
        - ☐ **Frank's** video poker
        - ☐ **Frank's** Scrambler
        - ▼ ☐ **Ed's** getting an idea video
          - ☐ Edit out original conference promo.
          - ☐ Possible film/edit in promo for release date
        - ▼ ☐ **Ed's** video with Anthony
          - ☐ Get all video files to **FRANK**
          - ▼ ☐ **FRANK** handle converting videos to cool streaming format
            - ☐ Quinn Martin?
      - ▼ ☐ 5. **ED - Via Anthony:** Teleclass with First salers where we interview them
        - ☐ Give them all questions in advance
        - ☐ Get their answers in advance
        - ☐ **SCRIPT THE CALL**
      - ▼ ☐ 6. **ED** get link for streaming interview that Mel did for Aussie Radio
        - ☐ **FRANK** get this file on a server
      - ☐ 7. **ED** Get interview with dude who made "How to study" guide and then got major order from big Canadian firm (Ed)
    - ▼ ☒ Identify partners
      - ☒ Perry Marshall
      - ☒ Alex Mandossian
      - ☒ Stephen Pierce

**FILTER OUT PRE-BUYERS AND CREATE ANTICIPATION** (a.k.a. get some opt-ins)  
Most marketers, at this time, do not have a list. (I had a small marketing list of about 300,000 people before

Frank launched the Underachiever Course, but I deleted them all one day as a means to force myself to make niche marketing work.

You must **Next create Money Magnets** which was Step One for Frank. These are Audio, Video, Reports etc.. that create interest. They must be high value FREE stuff.

You can interview other people in your market for tele-seminars and you can interview people who've had success with your product as a giveaway.

The point is to think of as many things you can do to create massive value and anticipation within your market and potential customers.

**Identify Partners (Potential affiliates).** During a brainstorming process, we simply wrote down a list of all of the people we thought would be great to have as our affiliate partners to promote our product. Some of the names were of people we knew and some we didn't know at all. It's during this process that it's helpful to start thinking about the following:

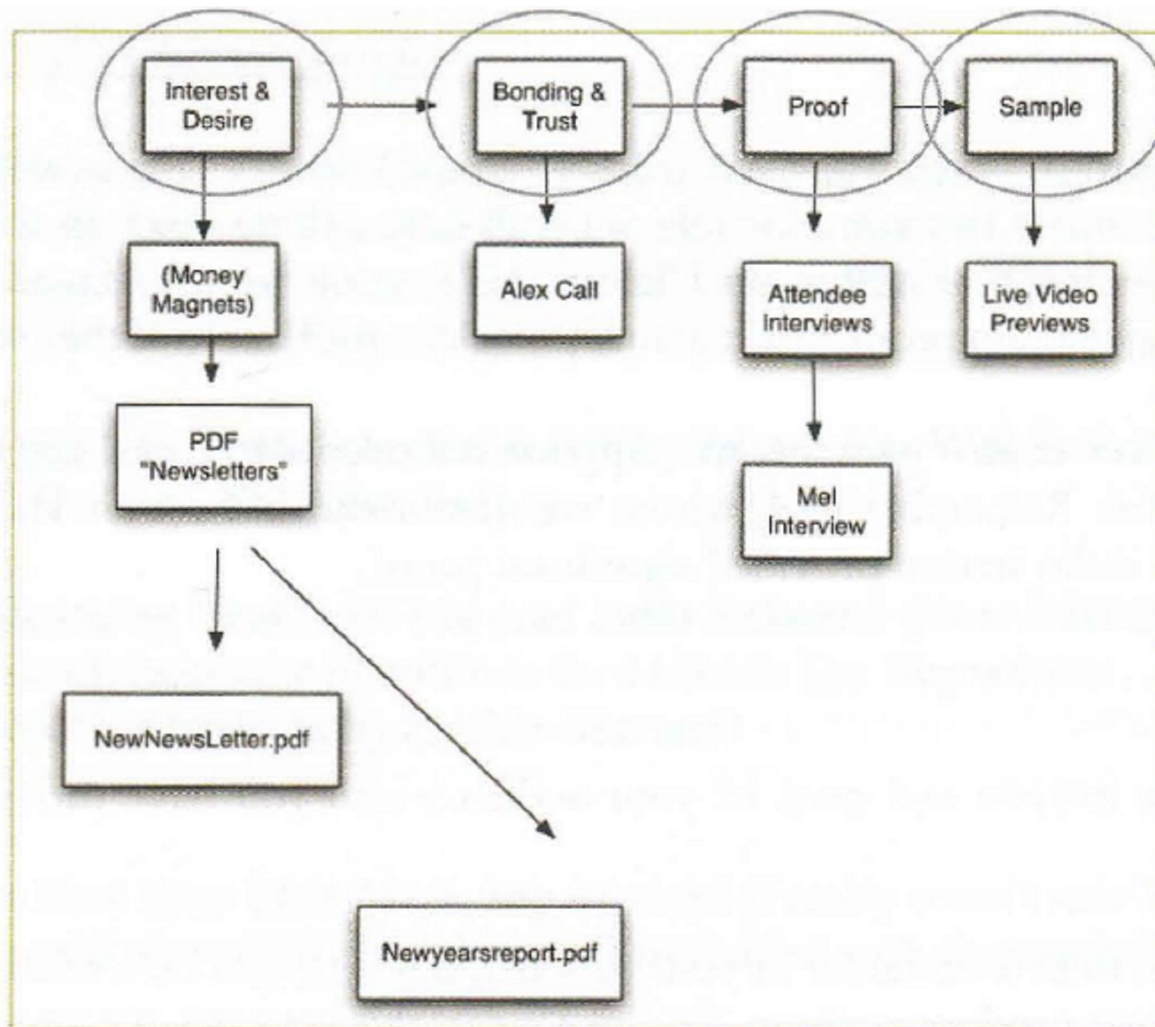
- How will you contact your potential affiliate partners-by phone, email, mail?
- What will you have prepared to provide to them? A complete outline of your marketing process? An affiliate partner will want evidence that together you can create an immediate buzz in the marketplace.
- How will you get the product kit to them? Will you FedEx it? Email it? Snail mail?
- What type of incentive will you offer them?

**There are four major components of mass control, each circled in the diagram:**

- Interest and desire
- Bonding and trust
- Proof
- Sample

**You want to take your prospect thru each of the four components of Mass Control.**

**Next you can see a visual representation of Money Magnets.**



1. **YOU MUST FIRST CREATE INTEREST AND DESIRE.** Frank did this by giving away PDF's of there Underachiever Newsletters.
2. **NEXT YOU MUST BOND AND TRUST.** Your customers want to know that you are real and you can do this by creating a report or tele-seminar about you. Frank did this by telling the story of how he got busted by the FTC and what he learned.
3. **NEXT YOU NEED SHOW PROOF THAT IS WORKS.** You should get tons of testimonials and give those out in many forms.
4. **FINALLY YOU SHOULD GIVE THEM A SAMPLE OF WHAT THEY WILL GET.** This could be sample PDF's and/or Video's. This can just be sample techniques or strategies that they will learn.

Will you stack this all together you have an unbeatable formula.

**Right Now What Are Three Things You Can Write About To create Interest and Desire? These are reports that your market will be interested in.**

Topic One: \_\_\_\_\_

Topic Two: \_\_\_\_\_

Topic Three: \_\_\_\_\_

**Next Create something that you can do to Bond with your potential clients/customers.**

What is the story that I could tell that would instantly get my potential customers to relate to me?

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**How can I create as many Proof Elements as possible?**

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**What are Three Samples I could create and give away that are powerful example of my strategies or tactics I teach?**

Sample #1: \_\_\_\_\_

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Sample #2: \_\_\_\_\_

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Sample #3: \_\_\_\_\_

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**\*\* FINALLY! WHAT CAN YOU USE FROM EACH CATEGORY TODAY TO GET STARTED? WHAT ARE YOUR TARGET DATES? CREATE YOUR OUTLINE OF DATES ETC...**