



These are photos of \$20 bills that I hid at random so that strangers could find them.

Why would anyone do that? Look inside and you'll see...

There Is Money Everywhere. Here's How To Get All You Want (And A Little Extra For Your Friends!)

I'm so damn tired of these dip-shits on the news talking about how there's "no money" that I'm ready so shoot the T.V.

And you know what? I can afford to buy (and shoot) 1,000 of the damn things if I want to because I don't listen to those morons.

Pay close attention here.

90% of journalists and news anchors don't make shit for money. They are broke. And a sure fire way to go broke is to take financial advice from broke people.

I, however, am not broke. Not even close.

So it might help you to pay attention to the money-getting tips I'm about to lay on you.

Because this special report is all about getting you as much money as possible ...RIGHT FREAKIN' NOW.

And YOU CAN DO THIS. What I'm going to show you is easy, it's do-able, and it's been working since before I was born. (I'm about to turn 30 for the eighth year in a row, but the way!)

Anyway, let's get jiggy. Let me tell you about ...

The Three Magic Bullets Of Money-Getting

I think it's quite possible that these are basically the *only* three ways that you can get more money in your business besides borrowing it or stealing it from someone else.

(We'll leave that to the Feds.)

So here they are. The *legit* ways.

Magic Bullet #1, Get More Customers:

First thing we want to do is to get more customers. Pretty simple, right?

This is the one that most people focus on.

“Let's just get more customers, get more customers, get more customers and we'll be okay.”

Quite frankly that's the method that I focused on primarily for the past nine years or so and it's done well by me.

But unfortunately (or *fortunately* depending on how you're looking at it), **that's just the tip of the iceberg**. When you consider the other two ways to get money, you'll start seeing how you can really make a fortune.

And I'm going to show you that right now in report.

But first, let me show you the other steps.

Magic Bullet #2, Sell More Stuff To Existing Customers:

So the second way to get more money is to simply sell your existing customers more stuff.

Sounds like a breakthrough idea and I'm sure you've *never* heard about it before.

JENIUS, RIGHT?? (Just a little hint of sarcasm there...)

But seriously - so few people ever really take this step that it's shocking, myself included.

So I'm certainly not pointing fingers.

But this is important. So many people overlook this. They keep focusing on Magic Bullet #1 ...getting more front-end customers ...and there's a goldmine right at their fingertips ...barely buried in their current customer database.

I'll tell you how to tap into it in a minute ...but let's finish this overview first.

Magic Bullet #3, Increase Frequency Of Purchase:

The third way to get more money is to sell your people more stuff **more often**, also known as increasing the frequency of purchase.

The easiest way to do this is to simply create more products and offer them to your customers on a regular scheduled basis.

Note the words “regular” and “scheduled”.

The best way to do it is to actually plan your product releases for an entire year in advance.

And if you want to be a total badass, release something new every month.

Listen - if you're putting good stuff out there, your customers are literally waiting for you to release something new.

They wish you'd hurry the hell up and come out with another product!

See, most people think that they'll saturate the market and lose some of their steam if they release a bunch of products.

Hogwash.

Take my daughters, for example.

They're into these little stuffed animals called Webkinz.

Can't get enough of the things.

Anyway - Webkinz releases a new toy every month. Actually, they release several.

And their customers and fans literally count down the days until the new stuff comes out!

There are entire websites dedicated to this! And we're talking about freakin' stuffed animals here!

So if it works for them, it should work for you.

OK - now I've given you a snapshot of the three main steps we need to take to really ramp up your business and make you more money.

Now let me give you some good ol' step-by-step instructions on how to put it all together ...NOW.

Part 1: Getting More Front-End Customers

Let's think about this step from a mathematical standpoint. If you have 1,000 customers and you make \$50 dollars per sale, then you've made \$50,000, right?

So if we want to get more money we could go with step one, and we could simply double the amount of customers from 1,000 to 2,000 so now we have 2,000 customers each making us \$50 dollars per sale.

So now we make \$100,000 dollars.

Duh, right? That's pretty easy to figure out, and like I said earlier this is where most people focus.

But Here's The Problem

This is the least profitable way to grow your business believe it or not, and the reason why is because of customer acquisition costs.

See, it costs money to make that first sale, doesn't it?

Almost always, right?

You have to place ads in Google or Yahoo.

Or you have to write direct mail campaigns.

And you have to give away all kinds of free videos and content just to bribe people to come to your website and buy your stuff.

It's the hardest sale to make because you've got to work your ass off to win the buyer's trust.

It is the least profitable sale to make because you're spending a bunch of money up front on traffic, JV,s and so forth.

So 90 percent of us focus 90 percent of our efforts doing the hardest stuff possible, and we never ever give any focus to getting the easy money that we're about to talk about.

I know "get more customers" is a big issue (even though it's the least profitable) so let me give you some ways that you can double the amount of front-end customers you have.

(Then we'll hit the advanced stuff.)

So here we go ... XX ways to get more first time customers.

The first and most obvious thing to do is ...

Crank Up Your Traffic!

Here's the deal:

Most people rely on **only one** primary source of traffic. For example, they might have just one main key word list or they might just be using pay per click search engine traffic as opposed to SEO and other stuff, or they might be using only SEO traffic or only You Tube traffic or whatever.

Some people rely only on joint venture partners to get their traffic, and I find myself guilty of this often. (The “free money” from JV’s is addictive and it’s easy to get “fat and happy” from it - ignoring other more stable sources of buyers.)

So let's talk about other ways to get traffic.

Most people focus on Adwords and JV’s for traffic.

Sure. Adwords is great ...***but are you depending on it?***

JVs are great, but is that your **number one source of new customers?**

Almost all clients I work with depend almost entirely on **one** source for new customers.

And I was no different in my Niche businesses.

I used to get 85% of my new leads and customers from PPC ads in Google’s search networks.

Do you think I was a little stressed when the Google Slap hit?

Hell yeah! I was freaking out! My million dollar a year business was on the verge of total ruin because my ONE customer source had instantly dried up with no warning at all.

And that can happen to YOU tomorrow.

Listen - *if you’re hooked on one primary source for new customers, you’re DOOMED.*

But fortunately, it's super easy to implement a new traffic and customer-getting source.

Here are four sources of new customers you can start testing immediately:

1. **Yahoo.** Yahoo’s PPC network is good. It gives you high quality traffic just like Google. The sheer volume of traffic from Yahoo can be less, but I find the conversion from Yahoo’s traffic is sometimes a little higher.

You can set up an account really quickly at this page:

<http://sem.smallbusiness.yahoo.com/searchenginemarketing/index.php>

The good thing about Yahoo is they're around ...oh, I don't know ...maybe FORTY BILLION TIMES COOLER THAN GOOGLE.

Ever heard of the Yahoo Slap?

Didn't think so.

That's because Yahoo is easy to deal with. Hell, you can even link directly to an affiliate link. No landing pages or anything. You can create 20 ad campaigns in yahoo and be testing 20 different affiliate promotions by the end of TODAY if you want to.

Want to send people straight to an opt in page that's ugly as hell but converts like crazy? No problem. Yahoo is cool with it.

Wanna send people to a long form sales letter? You got it. Yahoo won't even blink an eye.

So put Yahoo to work. It's easy! No reason in the world not to use it.

Now, once you've done that - move on to..

2. **Google Image Ads.** Hardly anyone uses this. It's different than Adwords. A lot more lenient ...and it can be a LOT cheaper if you do it right ...and it can get you a TON of traffic.

Here's how it works:

Instead of paying per click, you pay per *impression*.

It's simple. You make a banner ad and Google will publish it on websites in their partner network. Then you bid on how much you're willing to pay per 1,000 times your banner is displayed. (This is called CPM.)

So here's an example.

Let's say you agree to pay \$1.00 for every 1,000 times your ad is shown.

And lets say that only ONE PERCENT of the people who see your ad actually click on it.

Well, you paid a dollar to have 1,000 people see your ad, right?

And 1% of 1,000 is 10 people.

So you'd have 10 clicks for that one measly dollar.

...And that boils down to only

TEN CENTS per click!

And listen, these are REAL numbers. You can probably create a killer banner that gets even MORE clicks.

BUT YOU GOTTA TO THIS RIGHT OR YOU'RE HOSED.

First, you want to do a search in Google for your best converting keyword.

Then you want to look at all the sites on the first page of search results that Google gives you.

Look to see if:

A: They're running AdSense on the page.

B: The ads are running above the fold (meaning the top part of the web page.)

C: They're running banner ads on the page.

If they're running AdSense above the fold they're worth testing. **Bid to have your banner shown on this site.**

You're greatly increasing your chances of success by doing this because you're only putting your banner on highly targeted websites that are directly related to your keywords.

Plus, you're only bidding to show your ads above the fold ...where're people will SEE them ...so they're more likely to be clicked.

Remember - you're not paying per click. You're paying per *impression*. So if you get a ton of clicks, it's not costing you extra.

People are cleaning up using this strategy right now. Just remember to do the steps I outlined.

If you place your ads on un-targeted sites and/or place them below the fold, you can lose your shirt.

HINT: My hooligan cousin Trey figured this one out. For a quick and easy banner, just take a screenshot of your best converting AdWords ad and use that as your banner!

3. Newsletter Advertising. (The Forgotten Hero!)

Yes. I'm talking about good old fashioned email newsletters. You want to buy SOLO ads in targeted e-zines. Not "classified" ads.

Want to find ezines to advertise in? Easy.

One place you can look is a giant directory of email lists called New-List.com

This site is a place where list owners publish links to their lists ...and it's all organized by category. See a list you like? Just go to their site and contact them asking to let you advertise to their list.

An even easier way to find targeted newsletters to advertise in is DirectoryOfEzines.com.

They charge a whopping \$197 for lifetime access to their directory of Ezines that accept advertising ...all sorted by niche. (Talk about an opportunity handed to you on a silver platter!)

NOTE: The number one "problem" I hear about is that people don't have a list. Well now you can pay a few bucks and use someone else's list.

The strategy I recommend is to place an ad in their list offering something "Free" ...and then send them to an opt in page.

Then they start opting in and next thing you know ...YOU have a list. Ka-bam!

Oh! I almost forgot this one.

My friend Jeff Mulligan has a super-secret niche business and he's had great luck advertising with a big newsletter publishing company called Smart Brief.

They publish a TON of newsletters about all kinds of stuff ...and they sort them for you by demographics, profession, and everything. They are AWESOME and super easy to use. He made a fortune with them so check 'em out.

And now that you're getting so much more traffic and customers, check out step four:

4. Thank You Page Traffic Exchange.

Man - this is easily the best traffic you can possibly have. Here's how it works.

You find a competitor or some one who sells a complimentary product. You contact them and make a deal where they stick a link to your stuff on their "Thank You" page. Then you put their stuff on YOURS.

Think about what a good deal this is for both of you:

First, it's a good deal for them because it requires **NO effort** on their part.

Second, they have **no risk** because they've already made the sale. It's not like the customer is going to choose you over them or something. Basically, it's like having an instant back end product they can add to their marketing funnel.

Sure - this is a glorified form of affiliate marketing.

But when you position it as a mutual endorsement of each others products, it's more appealing.

The key is to also put *their* ad on *your* thank you page.

This is a big deal when it comes to "closing" them because it's such a gesture of goodwill.

Plus the traffic you get is SUPER QUALIFIED.

They're "in heat" since they just made a purchase. If we were buying a list of these people in the direct mail world, *it would be one of the most expensive lists we could buy.*

You can structure this exchange any number of ways. It can be a simple "swap" where you each place links to each other's products on your "ThankYou" pages ...or you can set them up as affiliates and share the revenue. I've done it both ways.

Oh, and you're not limited to just the thankyou pages. You can even have them put little "blurbs" for your product or freebie in their outbound email receipts ...and you can do the same for them.

So those were four easy ways to get more traffic (and thus, more front-end sales) ...but let's keep going.

Even More Ways To Increase The Number Of Front End Sales In Your Business

Another way to immediately increase your front end sales is to increase your conversion.

So even if your traffic remains the same if you just double the amount of sales conversion you'd be doubling your amount of front end sales.

So obviously the first thing that pops into mind is you improve your sales letter copy, right?

Yeah, I know, you've heard this before. But look - you can either go and buy yet another "marketing product" or you can take this free advice I'm giving you and make some money with it.

Sound good? I thought so. Onward...

Here's the deal.

You don't need to test and tweak a zillion different things in order to bump up your conversion.

The first thing you want to do is test and tweak the headline.

Leave everything the same ...just start changing the headline and see what happens.

And then you want to follow that by testing the offer, but you don't want to test both of them simultaneously.

You just test one at a time.

You test your headline first and you do that simply by just making a more powerful, more compelling headline, or a more ridiculous headline.

And then once you have a control headline that you're happy with you start testing your offer.

Offers: The Key To It All

By testing your offer I mean you might want to, say, instead of selling an eBook for \$47 dollars - you might want to offer a *physical* version of your package for \$9 dollars shipping and handling plus **three easy payments of \$30 dollars**.

See? That's actually \$99 in total ...over double the price ...using a risk reversal offer that seems cheaper at first glance.

In fact, that offer would probably convert better.

So it's important to tweak your offer a lot.

In the words of Mean Old Dan Kennedy, "IT'S THE OFFER, STUPID."

I'll give you another one.

I publish a newsletter called Mass Control Monthly.

It's \$297 a month and on the rare occasion I promote it, I usually promote it as a trial.

As in, “Here’s a big box of stuff I’m sending you as a bribe in order to get you to take the trial for Mass Control Monthly”.

Anyway - it’s always done pretty good.

But one day, I decided to drink my own Kool Aid and test the offer structure.

So instead of offering a trial, I made people pay me the \$297 up front ...and then gave them the big box of stuff as a bonus.

They got the same thing ...I simply structured the offer differently.

When I did, I made a fortune. I ended up getting just over 400 people paying \$297 a month ...right up front.

No trial, no launch, no affiliates ...no nothin’. It was damn near like free money.

Conversion Booster #2: The Order Form

Another thing is your order form copy. Most order forms absolutely suck. They don't restate your guarantee. They don't restate your bonuses. And they don't SELL.

This is like going on 25 dates with a beautiful woman, finally getting her into your bedroom, and then blowing your nose in your hand while passing gas or something.

I mean think about it. You go through all this trouble to get people to your site.

You bust your ass writing and tweaking copy. Then you craft the perfect offer.

You get the prospect all worked up to buy and then you send ‘em to a crappy order page.

Pfui.

The order page copy is one of the most vital (yet overlooked) pieces of your sales funnel.

Here’s what you need to know about order page conversion.

Your order page needs to basically restate the offer.

Like this:

“Yes, Frank! Please rush me my copy of Mud Wrestling Secrets! I understand that I’m getting this brand new manual rushed straight to my door ...and that it will show me the long forgotten Brazilian Mud Wrestling technique which guarantees I’ll win every match!”

See? Easy.

Then you want to restate your bonuses like this:

“I understand that I’m also getting the never before seen Sumo Mud Wrestlers Caught On Tape video series free! ...Just for checking this out.”

(And who in their right mind wouldn’t want to watch Sumo Mud Wrestling videos??)

Anyway - that’s how you restate the bonuses. If you want to get super freaky, you can even have pictures of the bonuses in this section.

So now all we gotta do is restate the guarantee, like this:

“I also realize that I’m protected by your 100% money back guarantee which states that if I’m not completely flipping out over how awesome this is, I’ll get a full refund ...and you’ll personally come to my house and teach me the mud wrestling techniques of the masters, FREE.”

KA-BOOM.

That’s how you build order page copy that converts. Easier than falling off a log. But hardly anyone does it.

Weird.

So now let’s talk about yet *another* way to get more front-end customers:

The Almighty Bonus!

Another way you can increase conversion really easily is simply offer more bonuses. I call this “bonus stacking” and if you took the main Mass Control course you might remember my discussions on “stacking the cool”.

If you didn’t take the main Mass Control course then you are, without question, a shitweasle.

(We will forever be grateful to the late Gary Halbert for giving us that most appropriate phrase.)

Anyway, here’s the deal:

The more bonuses you offer, the more sales you should get.

DUH.

But where people drop the ball on this thing is when they **offer worthless bonuses that suck.**

Damn them! We can only hope they're your competitors.

Your ultimate mission should make your offer irresistible by having the **free bonuses be of even higher perceived value than whatever it is you're selling.**

The way I illustrate this a lot is I'll pretend like I'm selling a car and I'll say, *"You know if you buy this Honda Accord today I'll also throw in this brand new Ferrari F430 and this Lamborghini Murcielago."*

Now that's a ridiculous example, but it clearly illustrates the strategy, right? So the person who is considering buying the Honda Accord now would be wanting to buy the Accord without even caring about the Accord just so he could get the bonuses.

See, in his mind he thought the Accord was cool, but now he's doubly, or hell, quadruply excited by getting the free Ferrari and the free Lamborghini.

And the best part is his dirty little greed-glands are in overdrive because he thinks he's pulling one over on you.

So you want that type of bonus structure in your offer. Let 'em pull one over on you. It can make you rich.

Now let me give you yet another strategy for increasing your front-end conversions...

The Art Of The Downsell

Another way you can increase conversions is to have down-sells available when people exit the page.

I hardly see any members doing this and I don't understand why. There are plenty of exit popup scripts you can offer that say, "Hey wait, would you like to try the cheaper version?"

For example. Let's say you have a physical product for \$500 dollars. And like fools, they leave your order page without buying.

You can say, "Wait, if you act today you can get the digital only version of this for \$97 dollars. It's the same product, but we're not shipping in the mail so we're passing the savings onto you."

Or if you're selling a digital product and they're leaving you can say, "Wait, today only we have a special test offer for you. We'd like to offer you this on a seven day \$1 dollar trail. Just give a dollar, test the product out, if you like if after seven days just keep it and we'll bill you. ***If not we never bill you, but you can keep the product for free anyway.***"

See that's an irresistible offer, right?

If you put that as a down sell on your order page as an exit pop then you'll get more sales.

When I had my niche business I would pick up an extra several thousand dollars per month using this very strategy. It was **free money**.

A few extra grand for one exit pop. That's enough to pay your average mortgage, right?

Worth doing.

Little stuff adds up to big stuff.

So now let's talk about another way to increase the amount of front end sales that you're making, and that is to simply

Increase The Frequency Of Your Offers

Now this, again, is just to generate those first front end sales, the ones that everyone likes to focus on the most.

We have yet to talk about the other stuff I mentioned in the beginning of this report.

Increasing your frequency of offers usually kind of freaks people out a little bit.

It makes people say, "Oh man, I'm going to bombard my list. They're going to get mad at me. I don't want to be selling stuff all the time."

There are two sides to that coin.

First of all, if you sell *cool stuff* to them they're not going to get mad at you, all right?

Usually there are two types of people who are going to hear that message, the people who believe me go ahead and just do it ...and the people who are like, "Well, you're different because they just like you for some reason."

So if you're not a "just do it" person then let me give you two ways to increase the frequency of offers without just blatantly selling things. (While still selling things.)

The first one is to use a strategy I created called the Triangle Of Trust.

This is where you put cool video blog posts up on your blog and then you send emails to your list saying, "Hey, I put some cool stuff up on the blog and you might want to check it out," and then that video blog post makes the pitch.

When you do that it's not perceived as pitching, it's perceived as almost like you're earning some brownie points with your list because you're giving them cool content.

Naturally this assumes that you're actually giving cool content in your video blog post (which I'm sure that you would).

Anyway - this technique works like crazy. It flies totally under the radar because you're sending your list to a blog post ...and not a sales letter.

And we're still conditioned to view blogs as a news medium ...not as a sales medium.

So when you email your list and say, "Check out this blog post!" ...you're going to get a lot of clicks.

And if you do it right, you'll get a lot of sales.

The trick is to educate (as in give good content in your blog post) with 90% of the blog post, and then pitch with the other 10%.

This helps to avoid any list overwhelm, so to speak because you're mostly giving content (with just a 10% pitch at the end).

Another way you can increase the frequency of offers is just by hiding them in content that you give out on a regular basis.

For example, you could start doing weekly podcasts with offers in those podcasts, or you could even do a weekly Ustream TV show (and make offers on the show).

You can actually have your own live internet TV channel now if you go to Ustream.com and sign up.

You can have a live Internet TV show every week and then you can make offers on the show. (You'll see tons of people doing this in 2010.)

So those are two ways that you can make more offers without blatantly making more sales pitches.

It is the “un-offer” offer strategy, I guess :-)

Another third thing you can do is just hold regular *sales* in relation to, or in reaction to the news.

So you'd have a Christmas sale, a Thanksgiving sale, a Mother's Day sale. You could have a, “my wife just got a promotion at her job” sale. You could have “my daughter's graduating from kindergarten” sale, *anything*.

People love sales. They **never** get tired of sales, so you can have sales on a regular basis.

Again, everything I've just told you up until now are ways to simply increase the amount of front end customers coming through the door.

So now lets talk about the second and **more powerful way to get more money:**

Increase The Size Of The Transaction!

So the first way you can get more money from that first batch of sales is to simply charge more.

And I know people might be thinking, "Oh man, that's really basic, Frank. Could you tell us something that we don't know already?"

(And I know you're not one of *those* people because most of *those* people are illiterate buffoons. Terrorists, they are! Haters of kittens! Fundamentally bad people all around!)

So even though that sounds obvious, lemme give you the straight dope:

The fact of the matter is, this is one of the easiest ways to get more money. And we don't want new, exciting, and hard ways to get more money. We want old, proven, and easy ways to get more money RIGHT DAMN NOW.

So charge more.

But there's a little bit of a trick to it sometimes :-)

First of all you should not be afraid to charge more because we as consumers have the embedded and permanent belief that if it costs more money **it's got to be better.**

People almost automatically and methodically will **desire the more expensive option.**

Even if they don't buy it because they don't have the money, **they still want it** just so they can have it and feel like they're special for having the most expensive thing.

It's just human nature.

Think about designer clothes. There's absolutely no difference between a Polo golf shirt and a “regular” golf shirt that doesn't have the Polo label on it ...*other than the fact that it is more expensive and has the Polo label.*

But people still think, "**Oh, Polo is better.**"

Why?

Because it's more expensive, that's why.

So simply charging more will obviously help you increase the size of each transaction.

Now, if you're afraid to just charge more for the sake of charging more you could, prior to that, build more value into your product. (Revolutionary!)

So if you're selling an eBook, you could add some audio components to it and charge more for your advanced audio version.

Or you could add some screen cam videos to your product and you could charge more because you've added more value. (Video edition!)

Or you could go from a digital product to a physical product and charge more. Or you could go from a physical product to a physical product with an accompanying webinar and charge more.

There are myriads of ways you can add more value.

The point is that you just need to do it so you can charge more.

Another thing you can do is add more bonuses.

You add more bonuses then you can up the price a little bit because the perceived value of your overall offer is going to go up.

Another way you can charge more is to throw in some good old fashioned scarcity and exclusivity.

For example, “I'm only going to allow 50 people to take this course, it's very expensive, but those 50 people are going to get more personal interaction with me so it's worth it.”

Boom. Instant price justification.

Another way to increase your transaction value is to simply have a deluxe or platinum version of whatever it is you're selling.

According to Dan Kennedy, **20 percent of all of buyers are going to elect to choose the more expensive option just out of principal, regardless of what the actual thing is that you're selling for more money.**

They'll just buy it because it's there.

I can verify from my own experience that this is TRUE.

So if you have a regular version and a deluxe version, and the deluxe version simply includes a piece of paper with the word "deluxe" on it, you could still get people to buy it ...just because it exists.

Obviously you should provide more value than that. A LOT more ...but you get the point.

One really easy way to sell your "Deluxe Version" is to simply have an up-sell on your order form.

Or you can simply have one time offers after your initial purchase.

You've seen this before in the past. You buy the product and instead of a thank you page, you see a one time offer that says, "Wait, you'll only see this offer one time. For an additional \$17 dollars you can now have the deluxe version."

You see this all the time because IT WORKS.

You can also increase your transaction size by adding one *click* offers, or even better a *string* of one click offers after your initial purchase.

This is how people get \$200 dollars per customer out of a \$9 dollar product.

You usually see one-click upsells associated with super-cheap marketing products like free (just pay shipping) CDs, DVDs, or books.

But you can do it with anything.

Heck, you SHOULD do it with EVERYTHING.

After all, it can't hurt your conversion in any way because they've already ordered! They're either going to take the 1-Click upsell or they're not!

It's a no-brainer.

Now let's make you some more money.

The way we're going to do it is we're gonna ...

Sell 'Em More Stuff!

The third and most powerful way to increase your overall wealth and your overall money-getting capability is to increase the frequency of purchase.

That means that you increase the amount of times people buy stuff from you.

So here is how you do it.

First you need to get a back end, obviously, right?

I know I'm telling you something you've heard before, but the fact of the matter is probably 20 percent of my readership actually does this.

The other 80% goes "I know that already" and they do nothing. Don't be one of the 80%.

My ultimate outcome is for you to get very wealthy, so I'm going to hammer this down your throat.

You need a back end product.

So the first thing to do is to simply sell another product to your existing customer base. If they bought from you once they probably will buy from you repeatedly assuming you give them good stuff.

Now the second way to increase the frequency of purchase is to simply **add continuity to your offer.**

The final thing is to increase ***the size of your transactions on the back end*** and that is by adding an ascension model. (This is also known as simple selling more and more expensive stuff on the back end.)

"Ascension model" basically means you just have ever more expensive levels of products and services that your customers can be buying, and *if you build it they will come.*

If you create a double, triple, quadruple platinum for \$20,000 dollars a month, chances are you're going to get at least one person to take it just on sheer fact that people like to buy more expensive stuff.

I call it the ladder theory.

See, if you place a ladder in front of somebody they're just going to naturally want to climb it, right?

If you know that there's another level you could be at right now **you are hard wired, we all are, to want to get to that next level.**

Otherwise if we weren't, you wouldn't be reading this report right now.

You'd be content right where you are and you'd be saying, "nope ...dude ...I've got enough money. I'm just going to chill."

But see ...you're here. Right now. Reading this. Busted!

It's a fact:

We're hard wired to always be striving to get to the next level. So if you constantly create gold, platinum, titanium, elite, insider circle levels for people to join, or more expensive platinum, deluxe, double deluxe, exclusive products that people can buy, ...they'll buy the damn things.

(Of course, I'm assuming you're delivering massive value. You can't just make up stuff and charge a bunch of money for it. But you know this. The only reason I'm writing it here is in case someone is reading over your shoulder or something.)

So let's talk about what to offer on the back end.

Well like I've said already, the fastest thing you can do to create a back end is to immediately develop a gold and platinum edition of whatever it is that you're selling, and then offer that to your existing customer base.

(And of course, you also offer that as an up-sell to all new customers coming in.)

So you really get the best of both worlds. Right there you have created an increase in frequency of purchase meaning that you've gotten someone who was previously a one time buyer to buy something else from you, and for all customers going forward you're increasing the size of transaction by offering the ability to give you more money for the gold or platinum edition of what you're selling.

Another immediate thing you can do on the back end is to sell live events. Specifically you can sell webinars.

You've seen this done by guys like me who sell information all the time ...but it even works with you sell "physical" stuff.

For example, if you sell lawnmowers you can sell a live training on how to cut cool patterns in your lawn or something, and you can sell that via webinar for a little bit of money or for a lot of money, whatever you want.

Webinars are very inexpensive and you can literally, if you want to, pull them completely out of thin air.

You can pull the whole thing out of your ass if you want. (You need to give good info, but there's no need for you to rehearse it like you're doing a Broadway play or something.)

And that enables you to create an immediate fast product with not a lot of preparation that you can get money for instantly.

Another thing you can do is simply sell seminars.

You can plan your business to sell quarterly seminars.

Again, to reference my teacher Dan Kennedy, every year he has two very large seminars that he sells on the back end. He's got the Super Summit and he has got the Info Marketing Seminar, and these are both massive sources of profit for that business.

The fact of the matter is, ***your customers want to be around other people like them.***

So if you sell a seminar to your customers and you're worried that nobody is going to come to it stop worrying. People want to be around other people like themselves.

But let me tell you a secret.

There's an even better way to create back end products and I'm going to share it with you right now.

I call it

The Ultimate Back End Setup.

This is killer and I think it's a guaranteed way to make a fortune.

Here's what you do:

Create a back-end product that compliments your front end product.

(DUH).

But there's more to it. Listen.

You position this back end product as the **missing link**, and this is possibly the most profitable backend strategy I can teach you today.

So a **missing link** is something that takes all of the information people learn in your front end product and it **automates it or it makes it easy.**

Let's say, for example, I was selling a course on internet marketing and I said this:

"You know, a great way to make lots of money is you go to all of the websites that are related to you, and you look on the website, and you try to find the email address of the person who owns that website."

"Then you send them a nice personal email and you say, "You know, I was just browsing your website at masscontrolsite.com today, and I thought it was a really cool website."

"I have a product that your buyers would probably be interested in and I think that my buyers would probably be interested in your product as well, and I was wondering if we could set up a time where we could discuss this and probably do some business together."

"I'd love to send some business your way and I know that you can make some money by sending business my way."

Let's say you taught that strategy.

And let's say that your buyers were like, "You know, that's a really good concept. That's great, but it's going to take me forever to find all these websites that are similar to mine and then type these emails up to the website owner and do all that kind of work. So I don't think I'll ever do it. ***If only I had something that would automate it.***"

Well **naturally your back end product would be the piece of software that automated that whole thing**, and if you've been around the internet marketing community long enough you know that *extract thing I just showed you actually happened!*

If you've been a part of our community for any length of time you've heard of Corey Rudl.

He built a multi-million dollar empire selling a course which taught people, among other things, the importance of finding websites that are similar to theirs and asking the owners of those websites to be an affiliate.

His **missing link back end product** was a product combination called "Mailloop" and "Sonic".

What those two programs did was they would go out, they'd find all your competing websites, they would pull that guys email address off the website and then it would just automatically send him a canned email saying, "Hey, let's do some business together."

So the back end actually sold itself, right?

The front end product created such a huge desire for the back end product that the back end sales were massive, and that's what caused Corey's business to grow tremendously. (It also helped that Corey was a total badass, may be rest in peace.)

Corey also taught in his course the importance of having a good affiliate program, and what was another one of his back end products?

You guessed it. It was affiliate management software.

Corey's business continues to live on and go strong to this very day even though Corey is no longer even alive.

The reason why is because he built a foundation based on a front end product that created a desire for a "missing link" product, which was sold on the back end.

There's no easier sale in the world than the back end sale ever, and if you start doing back end promotions and you do all the stuff that I told you about in this newsletter you will easily quadruple your business if not more.

ACTUAL PROOF THAT THERE IS MONEY EVERYWHERE, WAITING TO BE GOTTEN BY YOU.

I want you to start looking for stuff like what I'm about to show you.

The reason why is because it reinforces the true fact that people will buy anything and that money is everywhere ...and all you gotta do is hold out your bucket and get some.

Here's proof:

Wait.

Dammit!

I couldn't figure out how to shrink the picture down enough to fit on this page.

So now we have to make small talk here in order to fill up this space, and then we can turn the page and see the picture.

It's kind of like being stuck on an elevator with someone.

So ...umm ...how's it going? Cool? Great. OK now we can turn the page.

I Present To You The Absurd.



This is a picture that I took at Whole Foods using my iPhone. I love Whole Foods because it's a grocery store where people happily flock to **pay more money ...for less groceries.**

Seriously, everything in there is “organic” and “healthy” ...and expensive as hell.

And the “portions” of what you get (for more money) are about half as big as what you get at the “regular” grocery store.

Beautiful!

The best part is the people who shop there (me included) LOVE the place. I'm happy to pay more for less because I've been brilliantly indoctrinated to believe that:

1. You're a dick if you buy tons of crap at the grocery store because that makes you "not Green". You're wasting resources and filling up our landfills. How dare you??
2. If you don't buy this super-healthy stuff, you'll be an obese moron just like the "bad guys" that are ruining the planet.
3. This stuff is more expensive so it's got to be better.
4. You want big portions? What are you, an asshole? You fat bastard! There are starving kids in Uganda and you're nickel and diming us because you want a bigger bag of potato chips? Get over yourself!

It's amazing, really. My hat is off to their marketing guys because they've done an outstanding job of positioning here.

Anyway - that brings us to the little jewel I'm showing you in this picture.

It's a bottle of water with the words "I'm Grateful" written on the bottle.

It costs more than other bottled water ...which costs more than OIL. Think about this.

MORE THAN OIL.

People are killing each other in a desert because of oil even as you read this ...but on the other side of the planet, people are buying water with new-age sayings on it for more than the price of oil.

The water is supposed to be "infused" with some good juju because of the stuff printed on it. For all I know, it *is* infused with good juju. But still. Water. With "sayings" on it. More than oil.

Like I've told you. Money hasn't gone anywhere.

There's plenty of it out there ...and people are willing to spend it (like crazy) on whatever they think is going to make them happy.

All you gotta do is create something that'll help them and make them happy, demonstrate that it works, and then say, "here ya go!".

It's pretty much that easy.

Anyway - I've got more for you.

Now look at this:



This, my dear friend, is ...

A PILE OF ROCKS!

The price tag is \$179. It's a little blurry but that's what it says.

Pile of rocks, folks. \$179.

So while Joe Helmethair is on the news telling you that the sky is falling, smart people like us are selling PILES OF FREAKIN' ROCKS for \$179.

But for some reason, nobody talks about this fact on the news.

That's because it's easier to sell fear than prosperity.

Whatever.

Somewhere out there, a dude is totally stoked because he just bought an awesome pile of rocks for \$179.

Like I said. Money is everywhere.

And last (but not least), we have this little beauty.



It's a GARBAGE BOWL. (Endorsed by Rachel Ray, no less!)

I saw this in my local Barnes and Noble. I didn't think to get the price but I'd put it in the \$20 range.

You know what this is for?

To put your potato peels and stuff in while you're cooking.

You know ...so you don't have to like, travel that extra 19 inches over to the kitchen trash can.

See ...you put the peels in this "Garbage Bowl" and *then* you empty the garbage bowl into the garbage **can** when you're done cooking.

Saves you the misery of having to travel *all the way* to the garbage can.

And you know ...**you have to have this one (for \$20 or so) because it says "Garbage Bowl" on the box.**

Therefore, this is clearly different and somehow better than a regular bowl ...which you already have.

So while Joe Helmethair is on the news telling you there's no money, our girl Rachel Ray is selling garbage bowls.

Case closed.

And Now For An Offer You Can't Refuse!

Hey - didja like this report?

It's actually a modified edition of one of my Mass Control Monthly newsletters.

See, I have this program called Mass Control Monthly and it's \$297 a month.

And each month, I send out a newsletter like this one along with a DVD where I'm showing all kinds of cool marketing tactics that are making money right now.

It's kind of an underground thing and membership is currently closed.

But I've Got Something Special I think You'll Really Enjoy

Here's the deal.

I've gone through the past two years worth of Mass Control Monthly newsletters and DVDs and I've hand-selected the best parts for you ...and I want you to have them for next to nothing!

Here's what I'm giving you:

1. PDF NEWSLETTER: The Tale Of The Sushi Nazi!

This is actually a vintage newsletter I wrote right after helping Neil Strauss launch his legendary Annihilation method course. We were the first people to ever crack a million dollar day selling something that had nothing to do with "marketing" (it was a dating product, and we did \$1.4 million in four hours).

In this issue, I walk you through the entire launch process and I give you **my huge email swipe file that made all the sales roll in.**

This is a classic and you can use the swipe file for your own promotions. It's VERY GOOD. (60 Pages).

2. VIDEO: How I Got 3,280 FREE (and targeted) Visitors From Twitter ...Even Though I Don't Have A Twitter Account!

I'll be up front here. I hate Twitter. I think it's mostly a waste of time ...and 99% of all people who are using it in their marketing might as well be throwing their efforts down the toilet.

HOWEVER ...there is this one cool strategy that can get you a ton of traffic ...and you don't need a Twitter account to do it!

In fact, it's best if you DON'T have a Twitter Account!

You'll love this video ...and you'll especially love the free targeted visitors this neat little method brings you.

3. PDF NEWSLETTER: The Man With The Biggest Balls In The World, Revealed!

In this issue of Mass Control Monthly, I introduce you to a guy who's making money online right now ...by *selling garbage*.

Yes. Actual GARBAGE.

And to top it all off, he's getting famous for it!

But we don't stop there. I also show you a fun little exercise that makes you write hard hitting MONEY-GETTING COPY in five minutes.

Plus, I reveal how to subtly re-sell your customers and subscribers on how awesome your stuff is ...without them even realizing you're doing it ...so they'll keep on buying from you over and over again.

And on top of that, I also reveal my 3-step NLP formula for selling lots of stuff in videos.

Now listen - you've probably seen my videos. And you KNOW they sell tons of stuff.

My last launch (List Control) was 100% video based and it did \$4,000,000.00 in sales.

And that's just the tip of the iceberg.

Well, anyway, in this issue I break down my exact formulaic method for creating videos that SELL.

You'll love it.

4. VIDEO: Launch Strategy For A \$100,000.00 Private Client Revealed!

In this video, I walk you through my launch plan and strategy that I created for a \$100,000.00 (plus royalties) private client.

The launch ended up doing just over \$5,000,000.00 in sales ...all due to this faster and more simplified launch process that nobody else is teaching.

5. PDF NEWSLETTER: The Mysterious Three Page Letter That Got A 35% Conversion Rate!

Actually, this one has way more than that in it ...but let's focus on the letter.

Yes, it got a 35% conversion rate.

It was selling a \$97 per month product.

I wrote it for a celebrity client and it is still in use today.

You have full license to swipe it for your business (obviously, you have to sell YOUR stuff and not knock off my client's stuff ...but you know this.)

And that's not nearly all.

In this issue, I also give you a 6-point "Daily Get-Money Checklist" of simple things you can do EVERY DAY to get money ...EVERY DAY.

Ever wake up and wonder how to make the most money fastest that day?
The checklist I'm giving you is the answer.

6. VIDEO: Behind The Scenes Of A Five Million Dollar Launch

Ever wonder what it's like on actual launch day with these huge mega-launches?

In this video, I hired a five-time emmy award winning videographer to capture every intense minute of a five million dollar launch ...as it was all unfolding on launch day.

You'll see exactly how we deal with the high stakes, high pressure, super intense events that unfold while we're bringing in over \$1,000.00 per MINUTE.

This is a must-see.

You Get All Of This ...For A Tiny Fraction Of The Price!

Look. If I were to sell you these issues and these videos individually, for what everyone else paid, it would cost \$891.00 ...and it would be worth every penny.

But instead of doing that, I'm going to let you have all of it ...instantly ...for a one time investment of \$197.

That's less than the cost of ONE issue!

Oh - and this isn't a trial for continuity or anything like that. There are no monthly fees involved.

You're just getting an incredible discount ...from a guy who prides himself on NEVER giving discounts.

Here's What You Need To Do Next

IMMEDIATELY go to <http://www.CrazyMarketingTales.com/friends> and claim your copies.

This offer could expire at ANY minute because it's all part of a test. (I'm just doing this to see what happens when you put a killer offer at the end of a free PDF like this.)

Look. You've read this far. Just go ahead and give it a whirl. The worst that can happen is you get it, decide it's not for you, and I give you a refund. No big deal. (You don't even have to send anything back!)

But my guess is you'll LOVE this and you'll get WAY MORE value out of it than what I'm asking. So either way, YOU WIN!

Talk Soon,
Frank

