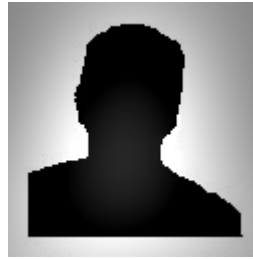


MICHAEL CHENEY'S THE GOLDEN THREAD™

“The Mysterious Masked Man \$110469 in 10 Hours”



With Michael Cheney & Mysterious Masked Man

Michael: I'm joined here today by somebody that I can't even give you the name of. All I have to say is that this is the mysterious Masked Man. He used Cash Cannons to generate \$110,469 in 10 hours. He had absolutely awesome results!

We'll find out during the course of the interview exactly why this mysterious man wants to remain masked and hidden. I'm pretty sure you can guess why, if he's generating that much money in that short amount of time.

Welcome to the call, mysterious Masked Man.

Masked Man: Thank you, Michael.

Michael: Do you just want to give us a quick overview on the results? We'll focus first on the results that you obtained, and then we'll delve in a little bit deeper to exactly how you did it.

What were the results and how did you kind of piece this thing together?

Masked Man: I had a small list at that time of around 1,100 people. I had a new product I was trying to sell them so I built the anticipation up.

I went live at 8:00am and ten hours later I had to pull the plug because I only wanted 23 people in, so ten hours later I had to pull the plug because too many people signed up.

It was a big success and I didn't expect to do 23 sales within ten hours, so it was a pretty cool. It was a \$4,800 product and we did it in ten hours.

Michael: Can you tell us anything about it? Was it a digital product? I know you obviously don't want to reveal the market or anything like that, but was it a digital product you were delivering?

Masked Man: It was a digital product, yes. It was outside the internet marketing market, but I don't really want to say more than that!

Michael: And why would you say it was so successful? What did you put in those videos? Did you put links to go and buy the product, or was that just in the last Cash Cannon that you did?

Masked Man: I did three long Cash Cannons of 45 minutes.

The first Cash Cannon was showing what the service did, so I was telling my list the secrets behind the success of the product. I showed them in my first video how the service worked and why it worked so well.

The second Cash Cannon I showed them how they would be successful financially when they bought it.

The third Cash Cannon I showed them what they would get if they bought the product.

So the first Cannon showed what it was, the second Cannon showed them how it worked and why it became successful, and the third I showed them what they would get if they would sign up on Tuesday at 8:00.

There were three Cash Cannons of around 45 minutes.

Michael: And you did something pretty clever. I know we were speaking about this before we went on this call. You did something pretty smart with those Cash Cannons. Do you want to kind of explain what you did to make sure that as many people watched them as possible?

Masked Man: That's a good one. I told my list in advance they would get three videos. It was two to three days between each video, but they had to see each video because I pulled the video offline after two to three days.

Each time when they could see the other video, the first video would disappear, so they needed to see the videos in full, because otherwise people were like, "Oh, I'll see that video another time. I'll see it when I have time," and stuff like that. Always people don't do it. If they don't decide now, they will never.

That's what I did. I told them, "You can see the video now, but I will remove it within two to three days." I did that with all three videos and it worked pretty well.

Michael: You said this really only went out to that small list, about 1,100 people. Is that right?

Masked Man: Yeah, 1,100 people.

Michael: How did you build that list up? Was it just the usual traffic methods, or was there one particular way that you built that list?

Masked Man: There were several traffic methods, but one method was through affiliate marketing. I was selling a product in this country and a lot of affiliates were promoting that product.

On the sales page there was an opt-in form, so mostly it was for free. I didn't do anything to build the list. It was a free list. I didn't even have an autoresponder at the back. It wasn't a list as it should have been.

Michael: That for me is one of the most amazing things about the results you managed to get with this. Thinking about it, I know you're saying you got that list for free essentially, but even if you'd gone off and paid for Google Adwords or advertising, even if you'd paid like \$10 per subscriber or something ridiculous like that...

Masked Man: Even if I'd paid \$50 per subscriber...

Michael: Yeah, even at \$50 you would still have come away with like \$60,000 profit, which is just insane.

Masked Man: That is insane. I'm selling a lot more products in that market. At one time my value per name and email was

several hundred Dollars. It's really crazy. It's not a customer list, it's an email list.

That's why I think is crazy. I can spend seriously \$60 per opt-in with Adwords and it would still make me money.

Michael:

That's what I'm trying to get across to people who are listening, or not even listening – I should explain this. The reason I'm not giving this case study away as an audio is obviously to maintain your anonymity in case people recognize your voice or your accent and try and pin down the country and reverse engineer the market that you're in.

But if anybody is reading this case study, what we're trying to say here is that list of 1,100, you can get that list very, very quickly.

If you think about it, if you're making that much profit, even if you're doing 10-20% of what you actually do, it's pretty much a no-brainer.

Obviously it's dependent first off on the product that you're promoting and what you put in those videos.

What have you done since then? Have you done anything else since then using this video sales letter Cash Cannon idea?

Masked Man:

Yeah, since then my business exploded. It's not even near what we did at that time, so that's pretty cool. I'm using a lot of Cash Cannons in my marketing because it saves a lot of time. I can do an hour video within an hour, but if I have to write down a report it would take me days.

Cash Cannons are awesome if you want people to trust you. I love your Cash Cannons as well. When I hear your videos and I hear your voice and I see your pictures, sometimes I see you, then you trust a guy when you watch a video.

For trust it's big. A lot of people are sceptical on the internet, and if you want to take the scepticism away you just have to use video and it will increase the conversions greatly.

Michael:

That's definitely a big thing that you picked up on there. It is the next step really. Reading information is fine, but if you can add that extra dimension and give audio or a photograph of yourself, or even as you say to put yourself

in front of the video, that really is a big thing to build that relationship for people.

I also think that what you said there is important, about the time it takes to create these things. We've kind of been taught in marketing online for years that long copy, long sales letters, and all that stuff is what really sells, which it does. You and I both know that. But by putting it in this video, it makes it so much easier to actually create.

I don't know about you, if you do your own sales letters as I'm sure you have at some point, but the comparison between trying to write a long sales letter versus creating one of these quick videos is a totally different world to do one or the other.

Masked Man: Yeah, it's a big difference. I think the combination is really cool, when you do a lot of videos, because that's what I did with that launch as well.

I did the three Cash Cannons, and when the product went live I did a 23-page sales letter. It took me weeks to make the sales letter. I think if I just did the Cash Cannons I would sell 23 as well within a few hours.

But I think the combination is good. Do a lot of videos, but if you sell something you can always do a long-form sales letter, or obviously you need to test it.

Michael: Yeah, what you hit on there is that powerful combination, because what I'm trying to get across to people is that you can use these Cash Cannon videos that are all-encompassing – they're almost like a launch in themselves.

You saw when I've used them and when other people have used them in all the other case studies I've got, people haven't done a launch like you've done. They've not kind of warmed up the list or anything like that. They've just put this Cash Cannon video out there and it still converts really well.

I think the reason is you get so much information over there. You don't have to go through that pre-launch and drip feed information over a period of days or weeks.

What you've done is you've done that as well, which is probably one of the reasons why it was so successful for you. You drip-fed that information over a period of days

with the videos, and as you say you then combined it with a sales letter.

I'd say that the Cash Cannon video just on its own, when you use it just on its own, is almost like a launch all in itself. You're setting the scene. You do the background to yourself. You explain the product.

What you did in the course of two weeks you can condense into one Cash Cannon video, but obviously it's not going to be quite as effective as it was for you.

Yeah, that's a really good idea for people who do have their own product.

What about any other use? Have you tried using this kind of video style for affiliate promotions, or have you just been using it for promoting your own products?

Masked Man: Most of the time, I think 70% of all my videos are free videos with just pure content. That's a big secret as well. If you just do a lot of videos with a lot of content, people are going to watch your videos. If you do only pitch videos, people are obviously not going to see your videos all the time.

I think the combination between good content videos with no sales in it, and good sales videos, is the golden combination.

What I do a lot is just make PowerPoints and just show things on the internet with Camtasia. Camtasia is so easy to use. Everybody can use it.

I did it and it took me like one day to learn it and how it worked, and it worked like a charm.

I think the combination between a lot of good valuable content and the combination with pitches is a really good combination – not only with video, but with emails as well and with content on your website as well.

You need to find a good combination between promotion and between valuable content.

Michael: Yeah, I'm always telling my guys as well as you say about that balance. It's good to hear you say that, because I know there are some marketers who all they do is just pitch, pitch, pitch, which might work.

To me I don't even care if it makes more money, because I want to help people who don't have money, as well as the people who do have money, because eventually the people who don't have money will have money, and they'll want my products – so it's great to hear you say that.

Also what I guess what you're driving at there is that this is kind of getting into maybe more advanced tactics with people.

What I'm doing with the Golden Thread is they're going to get a push-button Cash Cannon that's ready to use that's just drag and drop, which is going to be effective for them.

Also what I'm going to do is give them a script that they can read out and explain how they can create their own Cash Cannon PowerPoint video and record it, as you say, using Camtasia so they can go off and start building an entire business empire if you like using this system.

I'm trying to give them stuff that's totally ready out of the box, ready to use and make money, but also move them forward in the long term, giving them the actual recipe to replicate this time and time again, which is what you're saying.

This is the bigger picture, I think, what you said. Yes, the Cash Cannon can be used to promote your own product really quickly, or just put it up to promote an affiliate product and you'll do well, but in the bigger picture you can launch products with them, you can obviously use videos extensively to get people on your list, to build that relationship.

I think really that's what people are going to be aiming at towards the end of the program, so it's great to hear you be an advocate for that direction.

Masked Man: Yeah. I think a lot of people look up to making videos, but once you know how it works, and it's really easy to learn within a few hours – and I think you'll provide the content on how to do it – if people learn it, it will save so much time and it will increase conversions like crazy.

Imagine when you build a business and you sit down and you make like seven videos over half an hour. You put it in your autoresponder series and people will love it.

When you compare that with most of your competitors who are just pitching or doing just emails or a Cash Cannon once in awhile, it's much more valuable to create a lot of videos. It will save a lot of time and it will make your business so much better.

Michael: Yeah, definitely. I totally agree with you on that.

I think we've probably delved as far as we can delve on this. Obviously I would like to get in deeper to the specifics of it, but I appreciate you wanting to keep it close to your chest, which I would as well.

Let's kind of recap what you did. You said you used these three Cash Cannon videos and the results were basically just phenomenal -- \$110,469 that you pulled in in ten hours, just with a list of 1,100 people, which as we said you could have paid \$50 per subscriber and still come out with a massive profit from that.

Excellent, excellent job! Thank you for joining me on the call. Let's keep in touch. I'll look forward to hearing more of your success stories.

Masked Man: Okay, thanks.

Michael: All the best.

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